

The Influence Of Product Quality, Price And Service Quality On Consumer Satisfaction (Coffeetree Case Study In Medan)

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ABSTRACT

This study aims to determine whether product quality, price and service quality simultaneously have a positive and significant effect on consumer satisfaction at Kopitree in Medan. The data analysis technique used is the associative quantitative method with the help of the SPSS program. This study uses multiple linear regression. The research sample was 68 respondents. Primary data collection using a questionnaire. The results showed that product quality partially had a positive and significant effect on consumer satisfaction at Kopitree in Medan. Price partially has a positive and significant effect on consumer satisfaction at Kopitree in Medan. Service quality partially has a positive and significant effect on customer satisfaction at Kopitree in Medan. Product quality, price and service quality simultaneously have a positive and significant effect on consumer satisfaction at Kopitree in Medan.

Keywords : Product Quality, Price, Service Quality and Consumer Satisfaction

INTRODUCTION

The current development of business competition in Indonesia is getting tougher and stronger both in industrial companies, manufacturing and service companies. Facing this, every company must continuously improve the quality of its products or services. One condition that must be met by a company in order to be successful in competition is trying to achieve the goal of creating and retaining consumers. Companies that are able to compete in the market are companies that can provide quality products or services. Companies are required to continue to innovate products and improve the quality of their services. This is intended so that all products or services offered can get a good place in the eyes of the community as consumers or consumers. Based on the statement above, there are several factors that can provide satisfaction for consumers such as product quality, price and service quality. According to Kotler (2018), every company tries to satisfy the needs and desires of consumers through the products offered, while consumers look for certain benefits that exist in a product. Consumers see each product as a collection of certain traits or characteristics that are reflected in the quality of the product attached to a product so that it will have an impact on consumer satisfaction.

According to Kotler (2018), price is the amount of value that consumers exchange for the benefits of owning or using goods or services whose value is determined by the buyer or seller (through bargaining) or is set by the seller for the same price to all buyers. Price perception relates to how price information is fully understood by consumers and gives deep meaning to them. In order to be successful in marketing a product or service, every company must set the right price. Price perception can affect consumer loyalty. A positive price perception will have a positive effect on the company and vice versa. The better the perception of the price, the higher it will be in determining consumer satisfaction. According to Holmes (2018: 67), good and fulfilled service quality makes consumers feel happy and satisfied so that

they feel positive, and they want to return to using the product, so that the quality of service has a significant positive effect on satisfaction.

Based on the data, it can be seen that there was a decline in Kopitree sales in Medan in 2019 by Rp. 247.231,000 and in 2022 by Rp. 93.892,000. The decrease in income is because consumers are less satisfied with Kopitree products in Medan. This decline shows that a number of consumers are dissatisfied with Kopitree products in Medan and the current situation of the Covid-19 pandemic, which has made all restaurants in Indonesia have a negative impact on income, especially for Kopitree products in Medan. Based on the results of pre interviews with consumers, where the quality of the product is not in accordance with consumer expectations. The price given is not in accordance with the benefits obtained by consumers. Consumers complain because of the slow service provided by Kopitree in Medan at the time of ordering.

LITERATURE REVIEW

Consumer Satisfaction

Peter (2019:65) suggests that customer satisfaction can be defined simply as a condition in which the needs, desires and expectations of customers can be met through the products consumed. Customer satisfaction is a post-purchase evaluation where the chosen alternative at least gives the same outcome or exceeds customer expectations, while dissatisfaction arises if the results obtained do not meet customer expectations (Tjiptono, 2017: 126). as a feeling of pleasure or disappointment felt by customers after comparing their perceptions/impressions of the performance of a product with their expectations (Sunarto, 201917).

Product Quality

According to Lupiyoadi (2019: 150) product quality is the advantage possessed by the product. Quality in the view of consumers is something that has its own scope that is different from the quality in the view of producers when issuing a product which is usually known as actual quality. According to Kotler (2018:143) product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. According to Kotler (2018:143) product quality is our best guarantee of consumer loyalty, our strongest defense against foreign competition, and the only way to sustain growth and revenue. According to Laksana (2018: 55), quality is defined as the overall characteristics and properties of goods and services that affect the ability to meet stated and implied needs.

Price

Kotler (2018:74) states that the value of a product is determined by its price. This statement is commonly known as the theory of value. The more expensive the product, the higher its value. The following is the theoretical basis used to see the price of the marketing mix. Value theory, reward theory, discount theory and profit theory. This theory is a theory to understand the importance of price in marketing activities. The theory of value put forward by Kotler (2018:79) is in principle a theory of determining the price of products and services. This theory states that the value of products and services depends on their prices.

Service Quality

According to Laksana (2018:88), service quality can be defined as: "The extent of discrepancy between customers expectations or desire and their perceptions". The statement stated that the quality of service received by consumers stated the magnitude of the difference between the expectations or desires of consumers with their level of perception. Service quality according to Laksana (2018: 85) is an action or activity carried out to satisfy consumers. Meanwhile, according to Kotler (2018: 56), the definition of quality is the level of quality expected, and controlling diversity in achieving the expected quality, and controlling diversity in achieving that quality to meet consumer needs. To be able to provide good service quality, it is necessary to foster close relationships between companies, in this case, employees and service users. Thus, quality is a key success factor for an organization or company, as stated by Laksana (2018: 88), quality is our best guarantee of consumer loyalty, our strongest defense in the face of foreign competition and the only path to growth and revenue. lasting.

METHODS

The type of research the authors use is associative research with a quantitative approach. This research contains reviews, summaries, and author thoughts about several library sources (articles, books, slides, information from the internet, etc.) on topics covered. The research conceptual framework explains theoretically the conceptual model of the research variables, about how the theories relate to the research variables to be studied, namely the independent variable and the dependent variable.

RESULTS AND DISCUSSION

Result

Partial Test Result

Partial test (t) shows how far the independent variables individually explain the variation of this test using a significance level of 5%. The t-test is used to test the hypothesis if the researcher analyzes partial regression (an independent variable with a dependent variable).

Table 1. Partial Test Coefficients^a

Model		Unstandardized Coefficients				Collinearity Statistics	
		B	Std. Error	t	Sig.	Tolerance	VIF
1	(Constant)	1.747	2.036	.858	.394		
	Product quality	.162	.067	2.394	.020	.594	1.683
	Price	.161	.079	2.042	.045	.491	2.038
	Service quality	.602	.080	7.529	.000	.460	2.175

a. Dependent Variable: Consumer satisfaction

Based on the table above, it can be seen that:

1. The effect of product quality on consumer satisfaction.

The results show that tcount 2.394 > ttable 1.997 and significant 0.020 < 0.05, then Ha is accepted and H0 is rejected, which states that product quality has a significant partial

effect on consumer satisfaction.

2. The effect of price on consumer satisfaction.

The results show that $t_{count} 2.042 > t_{table} 1.997$ and significant $0.045 < 0.05$, then H_a is accepted and H_0 is rejected, which states that price has a significant partial effect on consumer satisfaction.

3. The influence of service quality on customer satisfaction.

The results show that $t_{count} 7.529 > t_{table} 1.997$ and significant $0.000 < 0.05$, then H_a is accepted and H_0 is rejected, which states that service quality has a partial significant effect on customer satisfaction.

Simultaneous Test Result

The F test (simultaneous test) was conducted to see the effect of the independent variable on the dependent variable simultaneously. The method used is to see the level of significant ($= 0.05$). If the significance value is less than 0.05, then H_0 is rejected and H_a is accepted.

Tabel 2. Simultaneous Test ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1390.583	3	463.528	79.260	.000 ^a
	Residual	374.285	64	5.848		
	Total	1764.868	67			

a. Predictors: (Constant), Service quality, Product quality, Price

b. Dependent Variable: Consumer satisfaction

Based on the table above, it can be seen that F_{count} is 79.260 while F_{table} is 2.75 which can be seen at $= 0.05$ (see attachment table F). Significant probability is much smaller than 0.05, i.e. $0.000 < 0.05$, so the regression model can be said that in this study product quality, price and service quality simultaneously have a significant effect on customer satisfaction.

CONCLUSION

Based on the results of research conducted by the author, the author can draw several conclusions.

1. Product quality partially has a positive and significant effect on consumer satisfaction at Kopitree in Medan.
2. Price partially has a positive and significant effect on consumer satisfaction at Kopitree in Medan.
3. Service quality partially has a positive and significant effect on customer satisfaction at Kopitree in Medan.
4. Product quality, price and service quality simultaneously have a positive and significant effect on customer satisfaction at Kopitree in Medan.

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