

ANALYSIS OF THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY, AND PRICE ON CUSTOMER SATISFACTION ON CV SMART

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ABSTRACT

This study aims to analyze the effect of service quality, product quality and price on customer satisfaction at Cv smart semarang. This research was conducted using quantitative methods. The number of research samples was 96 respondents who were consumers of cv smart semarang. The technique used in this study using purposive sampling technique. Quantitative analysis results include validity test, reliability test, classic assumption test (normality test, heteroscedasticity test and multicollinearity test), multiple linear regression test and the last hypothesis test using the T test, F test and the coefficient of determination (R²). The research results show that service quality, product quality and price have a positive and significant. With the following regression equation $Y = 0,222 X_1 + 0,284 X_2 + 0,391 X_3$. And the magnitude of the coefficient of determination (R²) is 0,609 which means 60,9 percent of consumer satisfaction is influenced by service quality, product quality, and price.

Keywords : *service quality, product quality, price and consumer satisfaction*

INTRODUCTION

Along with the development of science and technology, the concept of modern marketing has also undergone development by placing consumers as the main concern. Manufacturers are competing to be able to compete with their competitors as much as possible. This can be seen from the increasing number of companies that produce products of the same type and use. Consumers are also more selective and critical in choosing the products to buy. Consumers no longer buy products based solely on considerations of physical form, but also include all aspects of service attached to the product so that the product can attract consumers and can provide satisfaction to consumers that cause consumers to make purchase decisions. Customer satisfaction is one of the determining factors for a company's success. In addition, customer satisfaction can be a competitive tool for a company in the face of its competitors. Consumer satisfaction is determined by consumer perceptions of the performance of products or services in meeting consumer expectations. Consumers are satisfied if their expectations are met or will be very satisfied if consumer expectations are exceeded. Irawan believes that there are three main drivers of consumers, namely service quality, price, product quality.

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Factors that can encourage consumer satisfaction include Service Quality, Product Quality, Price, emotional factors, costs, strategic places and conveniences, Good service to a company or MSME to consumers can affect customer satisfaction so that consumers are comfortable with satisfactory service so that consumers can decide on purchases on the product. Service quality is a form of consumer assessment of the level of service received (perceived service) with the expected level of service (expected service). The positive impact of good service will increase customer satisfaction and loyalty as well as the desire to re-buy, which will certainly increase the income received from products that have been sold. In order to compete, survive, and develop, the company is required to be able to meet the needs and desires of customers by providing the best and quality service, so that way customers will feel their own satisfaction and feel valued so that they are happy and willing to become regular customers.

In addition, Product Quality must be stable and consistent. In business, a product is a good or service that can be traded. At the retailer level, products are often referred to as merchandise. In manufacturing, products are purchased in the form of raw goods and sold as finished goods. The word product comes from the English word product which means "something produced by labor or the like". Product quality is the main factor that can attract customers to make purchases of the products we offer. According to (Kotler & Armstrong, 2009) in (Princess, 2018), states that product quality is a characteristic of a product that depends on its ability to satisfy stated or implied consumer needs. Product quality is determined by a set of uses and functions, including performance, durability, conformity with specifications, product aesthetics, and also perceived product quality.

Products with good quality and trusted will always be embedded in consumers, because consumers are willing to pay a certain amount of money to buy these products. Research conducted by (Priatno, 2014: 144) reveals that customer or consumer satisfaction can actually be influenced by product quality. Therefore, various efforts are made in order to produce products with good quality so as to increase consumer satisfaction. Product quality is also no less important because product quality is also a determining factor in the level of satisfaction obtained by consumers after making a purchase and use of a product. With good product quality, consumers will be fulfilled their desires and needs for a product. A thing that must be considered in competition is how after consumers receive and feel the value benefits of a product, the consumer has

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had royal behavior, a sense of satisfaction and commitment to the product (Mowen and Minor, 2002). In addition to service quality and product quality, price is also another factor that affects consumer satisfaction. According to (Simamora, 2000: 574) price is the amount of money charged or charged for a product or service. Price is one of the important factors in sales. Many companies go bankrupt because the price is not suitable. The price set must be in accordance with the consumer economy, so that consumers can buy the goods.

As for consumers, price is a consideration in making purchase decisions. Because the price of a product affects consumer perception of the product. Providing a wide range of mattress products that can cause consumer tastes. Pricing, aimed at attracting consumers at affordable prices without compromising product quality. This application is expected to meet the wants and needs of consumers and can achieve the desired satisfaction. Facilities should also lead to consumer needs and consumer tastes to use the services offered. The provision of facilities must be considered, where the provision of facilities is adjusted to the needs, desires and expectations of consumers so as to encourage consumers to always make purchases.

The highest quality mattress is a very valuable investment for the health and vitality of the body in the future so choosing the right mattress is one of the important things that need to be considered by people who have worked hard all day. They want to rest comfortably so that the next morning they wake up with a fresh body condition and can carry out their activities well and smoothly. By seeing the high public awareness of comfort while resting, there is a lot of demand for high-quality and high-quality mattresses in the market, so there is competition in the mattress industry. And this competition is getting warmer by the emergence of various brands of mattresses such as elite spring bed, central, romance, florance, gundo, winner, dunlopillo, king koil, cosisoft, to brands that only exist in certain places competing in the market offered at competitive prices as well (Saputra, 2021).

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THEORETICAL BACKGROUND

Understanding Consumer Satisfaction

Customer satisfaction is the level of a person's feelings after comparing perceived performance or results with his expectations. (Nugroho, 2015: 162) explained that consumer satisfaction is one of the important elements in improving marketing performance in a company. From some of these definitions, it can be concluded that consumer satisfaction is the level of a person's feelings either happy or disappointed which comes from the results of a comparison between what is received and expectations of a product. Customer satisfaction is an emotional response to experiences related to a product or service. certain purchased. The emotional response is triggered by a process of cognitive evaluation that compares the perception of a particular object, action or condition with the value of individual values.

Quality of Service

Service quality can be interpreted as an effort to meet the needs and desires of consumers and accuracy in delivery in offsetting consumer expectations. From this definition, it can be concluded that service quality is all efforts made by the company in meeting customer expectations for the service they receive so that in the end the company can survive in the market and gain consumer trust. According to (Tjiptono, 2014:640) in (Joko Bagio santoso, 2019).

Product Quality

Product quality is one of the main things that is considered in the company, quality is one of the important policies in increasing product competitiveness which mainly gives satisfaction to consumers who exceed or at least equal to the quality of products from competitors. Before knowing the meaning of product quality, we must first know the meaning of the product. According to (Wibowo, 2014:113) in (Setyo, 2017), quality is defined as meeting or exceeding customer expectations. Based on Heizer and Render in (Wibowo, 2014:113), defining quality as the ability of a product or service to meet customer needs. According to Kotler and Armstrong in (Putro et al., 2014:3) state product quality as "the ability of a product to perform its functions. According to Kotler and

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Armstrong in (Putro et al., 2014:3) state product quality as *"the ability of a product to perform its functions. Its includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes"* which means that product quality is closely related to the product's ability to perform its functions, including overall product, reliability, accuracy, ease of operation and repair, and other valuable attributes.

Based on these information, it can be understood that product quality is a characteristic of a product or service that depends on its ability to satisfy stated consumer needs or "implied from goods and services that have the ability to meet needs, which is a combination of reliability, accuracy, convenience, maintenance of a product.

Price

Price is an important element in a company, with the price, the company will get income for the sustainability of the company. In addition, price is also a tool that will be used as a process of exchange for a good or service by consumers. Price is an important element in the process of exchanging products to get the products they buy to meet what they need and want. According to (Manus and Lumanauw, 2015: 697) states that price has an important role in the decision-making process, namely the role of price allocation is to help buyers to obtain products or services with the best benefits based on the strength of their purchasing power. Based on these information, it can be understood that price is the amount of money needed to obtain a statement of the value of a product or service according to the quality and benefits provided by being influenced by psychological factors and other factors that affect the price itself.

The Relationship between Service Quality and Customer Satisfaction

According to Tjiptono (Fahmi, 2016) service quality encourages increasing customer satisfaction, service quality has a positive relationship with customer satisfaction, high service quality results in high customer satisfaction as well. On the contrary, dissatisfaction with the quality of service can be used as a basis for consumers to move so that basically the quality of service has a positive effect on customer satisfaction. This is supported by research conducted by (Asti, E., & Ayuningtyas, E., 2020) entitled "The effect of service quality, product quality and price on consumer

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satisfaction." That the variable of service quality positively affects the variable of customer satisfaction. Based on the description above, the research hypothesis can be submitted as follows:

H1: Quality of service has a positive influence on consumer decisions.

The Relationship of Product Quality to Consumer Satisfaction

Product quality is something that needs attention in the company, because product quality is related to consumer satisfaction. Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied consumer needs, (Kotler and Armstrong, 2009) in (Princess, 2018). This is supported by research conducted by (Setyo, P. E., 2017) with the title "The effect of product quality and price on consumer satisfaction "Best Autoworks"." shows that Product Quality has a positive effect on Best Autoworks Satisfaction. Based on the description above, the research hypothesis can be submitted as follows:

H2: Product Quality has a positive influence on consumer decisions.

The Relationship of Price to Consumer Satisfaction

According to (Manus and Lumanauw, 2015: 697) states that price has an important role in the decision-making process, namely the role of price allocation is to help buyers to obtain products or services with the best benefits based on the strength of their purchasing power. Based on these information, it can be understood that price is the amount of money needed to obtain a statement of the value of a product or service according to the quality and benefits provided by being influenced by psychological factors and other factors that affect the price itself. This is supported by research conducted by (Liman, P., Alfani, M., & Sulastini, S., 2017) with the title "(the influence of product quality, service quality and price perception on customer satisfaction on cv.indo sari abadi packaged cooking oil)" That the price variable positively affects the consumer satisfaction variable. Based on the description above, the research hypothesis can be submitted as follows:

H3: Price has a positive influence on consumer decisions.

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METHOD, DATA AND ANALYSIS

Sampling is carried out using the purposive sampling method which according to (Sugiyono, 2017) purposive sampling is a technique for determining samples with certain considerations. The number of samples will be taken using the Rao Purba formula, namely:

$$N = \frac{Z^2}{4(moe)^2}$$

$$N = \frac{1,96^2}{4(0,1)^2}$$

$$N = 96,4 \text{ rounded to } 96$$

Where :

N = Sample

Z = Normal distribution rate at the level of significance $\alpha = 5\%$ is 1,96

moe = The maximum margin of error, which is the maximum tolerable sampling error rate is 10%.

Thus, the number of respondents used in this study was 96 respondents.

Analysis Methods

Descriptive Analysis

Validity Test

Aims to measure the validity or not of the indicator as a variable measuring tool. The validity test is calculated by comparing the calculated r value with the table r value for the degree of freedom with the formula $df = n-2$, where n is the number of samples. So the df used is $96 - 2 = 94$ with an alpha of 5% then it produces a table r value of 0.2006. If r count positive and r count $>$ r table then the indicator question is valid.

Reability Test

According to Sugiyono (2017:130) states that a reliability test is the extent to which measurement results using the same object will produce the same data. Reliability tests are used to test the extent to which the reliability of a measurement tool can be used again in the same study. A construct is said to be reliable if it gives the cronbach Alpha value >0.60 .

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Test Classical Assumptions

In data processing, the results of the analysis research used are Inferential Analysis (quantitative) where this analysis uses the SPSS program. Data analysis is carried out with the help of multiple regression methods, but before performing multiple linear regression analysis, classical assumption tests are used which include normality tests, multicollinearity tests, and heteroskedasticity tests.

Normality Test

Aims to test whether in regression models, independent and dependent variables have a normal distribution or not. A good regression model is one that has a normal or close to normal data distribution. By looking at the probability of a plot comparing the cumulative distribution of the normal distribution. The normality test can be performed using the Kolmogorov-Smirnov (K-S) non-parametric statistical test. If the residual significant value of the data is greater than 0.05 then it identifies that the data is normally distributed.

Multicollinearity Test

According to Adam Hayes in his 2023 Blog ,

<https://www.investopedia.com/terms/m/multicollinearity.asp>, Multicollinearity is the occurrence of high intercorrelation between two or more independent variables in a multiple regression model. Multicollinearity can lead to distorted or misleading results when a researcher or analyst tries to determine how well each independent variable can be used effectively to predict or understand the dependent variable in a statistical model. The multicollinearity test aims to find out whether in the regression model there is a correlation between free or independent variables. Data is said to be multicollinearity if $\text{tolerance} > 0.1$ or equal to $\text{VIF} < 10$ values.

Heteroskedasticity Test

The heteroskedasticity test aims to test whether in the regression model there is no similarity of variables from the residual of one observation to the observation of another. If the variant from the residual of one observation to the observation of another remains, then it is called homoskedasticity and if it is different it is called heteroskedasticity. A good regression model is homoskedasticity or not heteroskedasticity. This test is carried out using the Glejser test, which is a hypothesis test

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to find out whether a regression model has an indication of heteroskedasticity by regressing residual absolute. The basis for retrieving keputuasan using the glejser test is:

- a. If the significant value > 0.05 then the data does not occur heteroskedasticity.
- b. If a significant value < 0.05 then heteroskedasticity occurs.

Multiple Linear Regression Analysis Test

Multiple linear regression analysis aims to determine the influence of free and bound variables. The value of the regression coefficient used is standardized coefficients. The formula used in this study is:

$$Y = X_1 + X_2 + X_3$$

Information:

X_1 = Quality of Service

X_2 = Product quality

X_3 = Price

Y = Customer Satisfaction

Partial Hypothesis Test (t-test)

The t-test is used to determine the significance of the influence of free variables affecting partially or separately bound variables. With confidence level = 95% or $(\alpha) = 0.05$ there is a significant influence so H_0 is rejected and H_a is accepted. With the formula $df = n - k$, where n = number of samples, k = number of variables then $df = 96 - 4 = 92$ obtained table t value = 1.986. The output results for the statistical test t are viewed through the coefficient table.

Model statute test (F test)

The F test is used to prove the regression model used is a good regression model. So it can be used to predict. The signification of the regression model is tested by looking at the value (sig) where if the signification value < 0.05 then the regression model is a feasible model to use.

Coefficient of Determination Test (R^2)

In this study, the coefficient of determination (R^2) aims to find out how much influence is given by the variables of service quality (X_1), product quality (X_2) and price

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(X3) able to explain consumer satisfaction (Y). The coefficient of determination of this model is indicated by the magnitude of the Adjusted R Square (R^2).

RESULTS AND DISCUSSION

Table 1 : Validity Test

| Variable | Statement Items | r count | r table | Information |
|-----------------------|-----------------|---------|---------|-------------|
| QUALITY OF SERVICE | X1.1 | 0,626 | 0,2006 | Valid |
| | X1.2 | 0,899 | 0,2006 | Valid |
| | X1.3 | 0,804 | 0,2006 | Valid |
| | X1.4 | 0,865 | 0,2006 | Valid |
| PRODUCT QUALITY | X2.1 | 0,814 | 0,2006 | Valid |
| | X2.2 | 0,903 | 0,2006 | Valid |
| | X2.3 | 0,871 | 0,2006 | Valid |
| | X2.4 | 0,722 | 0,2006 | Valid |
| PRICE | X3.1 | 0,848 | 0,2006 | Valid |
| | X3.2 | 0,759 | 0,2006 | Valid |
| | X3.3 | 0,713 | 0,2006 | Valid |
| | X3.4 | 0,646 | 0,2006 | Valid |
| CUSTOMER SATISFACTION | Y1 | 0,864 | 0,2006 | Valid |
| | Y2 | 0,853 | 0,2006 | Valid |
| | Y3 | 0,752 | 0,2006 | Valid |
| | Y4 | 0,588 | 0,2006 | Valid |

Source: SPSS Output 22 (data processed), 2023.

From the results of the validity test above, it is stated that the four variables are valid because the r value is calculated $>$ r table, and is feasible for subsequent testing.

Reliability Test

Table 2: Reliability Test

| NO | Variable | Cronbach Alpha | Information |
|----|-----------------------|----------------|-------------|
| 1 | Quality of service | 0,809 | Reliable |
| 2 | Product quality | 0,845 | Reliable |
| 3 | Price | 0,731 | Reliable |
| 4 | Customer satisfaction | 0,770 | Reliable |

Source: SPSS Output 22 (data processed), 2023.

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from the results of these data it can be seen that most of the indicators have a cronbach Alpha coefficient value greater than 0.60. Thus the variables in this study were declared reliable.

Normality Test

Table 3: Normality Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 96 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 1,37866416 |
| Most Extreme Differences | Absolute | ,057 |
| | Positive | ,055 |
| | Negative | -,057 |
| Test Statistic | | ,057 |
| Asymp. Sig. (2-tailed) | | ,200 ^{c,d} |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS Output 22 (data processed), 2023.

the result of the Kolmogorov-Smirnov normality test, that the statistical test value is 0.057 with a significance value of 0.200. This shows that the significance value of 0.200 is greater than 0.05, so it can be concluded that the regression model in this study is normally distributed.

Multicollinearity Test

Table 4 : Multicollinearity Test

| Coefficients ^a | | | | | | | | |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -1,689 | 1,396 | | -1,210 | ,229 | | |
| | Quality of service | ,273 | ,122 | ,222 | 2,232 | ,028 | ,417 | 2,397 |
| | Product quality | ,289 | ,094 | ,284 | 3,065 | ,003 | ,479 | 2,089 |
| | Price | ,449 | ,102 | ,391 | 4,385 | ,000 | ,516 | 1,937 |

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output 22 (data processed), 2023.

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it can be seen that the tolerance > 0.1 and VIF < 10 values of all the variables of the study, this shows that the data did not occur multicollinearity in the regression model.

Heteroskedasticity Test

Table 5 : Heteroskedasticity Test

| | | Coefficients ^a | | | | | | | |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|------------------------|----------------|--|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Tolerance | Statistics VIF | |
| | | B | Std. Error | Beta | | | | | |
| 1 | (Constant) | 1,933 | ,795 | | 2,432 | ,017 | | | |
| | Quality of service | -,035 | ,070 | -,080 | -,500 | ,618 | ,417 | 2,397 | |
| | Product quality | ,027 | ,054 | ,075 | ,503 | ,616 | ,479 | 2,089 | |
| | Price | -,043 | ,058 | -,105 | -,731 | ,466 | ,516 | 1,937 | |

a. Dependent Variable: RES_2

Source: SPSS Output 22 (data processed), 2023.

From the heteroskedasticity test above, for the three independent variables, it is stated that heteroskedasticity does not occur because the significant value > 0.05 so it is feasible for the regression test.

Multiple Linear Regression Test

Table 6 : Multiple Linear Regression Test

| | | Coefficients ^a | | | | |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -1,689 | 1,396 | | -1,210 | ,229 |
| | Quality of service | ,273 | ,122 | ,222 | 2,232 | ,028 |
| | Product quality | ,289 | ,094 | ,284 | 3,065 | ,003 |
| | Price | ,449 | ,102 | ,391 | 4,385 | ,000 |

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output 22 (data processed), 2023.

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From the results of the multiple linear regression analysis above, for the three independent variables it is stated that the value of t is positive and significant.

Partial Hypothesis Test (t-test)

Table 7 : Partial Hypothesis Test (t-test)

| | | Coefficients ^a | | | | |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | -1,689 | 1,396 | | -1,210 | ,229 |
| | Quality of service | ,273 | ,122 | ,222 | 2,232 | ,028 |
| | Product quality | ,289 | ,094 | ,284 | 3,065 | ,003 |
| | Price | ,449 | ,102 | ,391 | 4,385 | ,000 |

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output 22 (data processed), 2023.

From the results of the t test above, the three variables show the calculated and signification values of each free variable. So all three hypotheses are accepted.

Model Accuracy Test (F test)

Table 8: Model Accuracy Test (F test)

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 296,422 | 3 | 98,807 | 50,343 | ,000 ^b |
| | Residual | 180,568 | 92 | 1,963 | | |
| | Total | 476,990 | 95 | | | |

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Price, Product Quality, Quality of Service

Source: SPSS Output 22 (data processed), 2023.

From the results of the F test in this study, a calculated F value of 50.343 with a significant level of 0.000 was obtained from the F significance level obtained that the F significance

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value was smaller than 0.05. This means that the variables of service quality, product quality, and price are feasible to predict consumer satisfaction.

Coefficient of Determination Test (R^2)

Table 9: Coefficient of Determination Test (R^2)

| Model Summary ^b | | | | | |
|---|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,788 ^a | ,621 | ,609 | 1,401 | 1,735 |
| a. Predictors: (Constant), Price, Product Quality, Quality of Service | | | | | |
| b. Dependent Variable: Customer Satisfaction | | | | | |

Source: SPSS Output 22 (data processed), 2023.

From the results above, it shows that the magnitude of the Adjusted R Square (R^2) is 0.609. This means that 60.9 percent of the variation in consumer satisfaction variables can be explained by free variables in the form of Service Quality (X1), Product Quality (X2) and Price (X3). While the rest (100% - 60.9%) = 39.1% is explained by other factors not mentioned in the study.

DISCUSSION

The Effect of Service Quality on Consumer Satisfaction

The results showed that the variable of service quality had a positive and significant effect on customer satisfaction with a signification level (0.028) < 0.05. This is in accordance with service quality indicators which means that the better the quality of service, the higher the customer satisfaction. This research is in line with research conducted by Fahmi, (2016) which says service quality pushes towards increasing customer satisfaction, service quality has a positive relationship with customer satisfaction, high service quality results in high customer satisfaction as well. This is also supported by research by Asti, E., & Ayuningtyas, E., (2020) which states that service quality has a positive and significant effect on consumer satisfaction.

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The Effect of Product Quality on Consumer Satisfaction

The results showed that the product quality variable had a positive and significant effect on consumer satisfaction with a signification level $(0.003) < 0.05$. This is in accordance with product quality indicators which means that the better the quality of the product, the higher the consumer satisfaction. This research is in line with research conducted by Novrianda, H. (2018) which states This shows that the better consumer perception of product quality, the higher consumer satisfaction will also be and if consumer perception of product quality is poor, then consumer satisfaction will also be lower. This is also supported by research by Setyo, P. E., (2017) which states that product quality has a positive and significant effect on consumer satisfaction.

The Effect of Price on Consumer Satisfaction

The results showed that the price variable had a positive and significant effect on consumer satisfaction with a signification level $(0.000) < 0.05$. This means that the more competitive a price is, the higher the consumer satisfaction will be. This research is in line with research conducted by Manus and Lumanauw, (2015: 697) states that price has an important role in the decision-making process, namely the role of price allocation is to help buyers to obtain products or services with the best benefits based on the strength of their purchasing power. This is also supported by research by Liman, P., Alfani, M., & Sulastini, S., (2017) which states that price has a positive and significant effect on consumer satisfaction.

CONCLUSION

This research influences service quality, product quality, and price on consumer satisfaction on Cv Smart Semarang, several conclusions can be drawn as follows: Based on the partial signification test (t test) it was obtained that the quality of service has a positive and significant effect on customer satisfaction. This means that the better the quality of service, the higher the customer satisfaction. Based on the partial signification test (t test) it was obtained that product quality has a positive and significant effect on consumer satisfaction. This means that the better the quality of the product, the higher the consumer satisfaction. Based on the partial signification test (t test) it was obtained that

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the price has a positive and significant effect on consumer satisfaction. This means that the more competitive a price is, the more consumer satisfaction will also increase.

SUGGESTIONS

Based on the conclusions, several suggestions are given that are expected to increase consumer satisfaction, including the following: In the variable quality of service, tangible indicators get the lowest average value compared to other indicators. Therefore, it is recommended that smart Cv employees look more attractive and neat so that consumers are more satisfied choosing the products offered. On product quality variables, performance indicators get the lowest average score compared to other indicators. Therefore, Cv Smart semarang is required to pay attention to product quality to make it more quality and have more value so that it looks different from products in other stores. On the Price variable, the price competitiveness indicator gets the lowest average value compared to other indicators. So the business that Cv Smart semarang can do is to re-pricing, in order to increase competitiveness between other furniture stores and consumers are satisfied buying products at Cv Smart.

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