

# ***THE EFFECT OF PRICE, SERVICE QUALITY, PRODUCT QUALITY ON CUSTOMER SATISFACTION AT PT. DYNAMIC BUAH NUSANTARA***

## **ABSTRACT**

This study aims to determine the effect of price, service, and product quality on customer satisfaction. Price and product quality can affect customer satisfaction. Consumer satisfaction is judged by the company providing a fair price and entering according to their needs. If the price of an item is expensive, consumers feel that the item is not mandatory to buy, and they become burdened with the cost. Apart from price, product quality also affects customer satisfaction. Because if the price is high, it turns out that the quality of the product provided is damaged or not in accordance with the actual goods, then this becomes a negative value for the company, and consumer confidence decreases. The population in this study are consumers who shop at PT Nusantara Fruit Dynamics. The sampling technique used was accidental sampling method with a sample of 150 respondents. Data analysis using SPSS software. The results of this study indicate that price, product quality, and service quality have a significant effect on customer satisfaction.

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

## **INTRODUCTION**

Business and business competition in today's globalization era is increasingly rapid. Increasingly fierce competition requires business actors to have a competitive advantage to survive and compete with other business competitors. Efforts that can be made are to maintain and increase customer satisfaction.

Customer satisfaction is the main milestone in the success of a company. Therefore, to fulfill customer satisfaction, companies must be observant in knowing consumers' shifting needs and desires, which change every time. If producers can produce products and services consumers want and need, consumers will feel satisfied. Every consumer has a different level of satisfaction.

Consumer satisfaction is judged by the company providing a reasonable price and entering according to their needs. If an item's price is high, consumers feel that the thing is not mandatory to buy, and they become burdened with the cost. Apart from price, product quality also affects customer satisfaction. Because if the price is high, it turns out that the quality of the product provided is damaged or does not match the real goods, it becomes a negative value for the company, and consumer confidence decreases. Price and product quality can affect customer satisfaction. Suppose a company sells good products at good prices, but employees' service quality could be more friendly and impolite. In that case, consumers need to be more active in shopping at the company even though the prices are low and the product quality is good.

So, the company PT Dinamika Buah Nusantara from 1993 until now still survives and grows rapidly. In addition to the strategic location located on Jl. Jend. Sudirman-Pekanbaru, PT. Dinamika Buah Nusantara, also known as the Fruit Market, is visiting high with the satisfaction of consumers who come shopping at the Fruit Market. PT Dinamika Buah Nusantara was originally known as Pekanbaru *Fruits Center*, which was then known again as PEKANBARU FRUIT MARKET, which focuses on selling

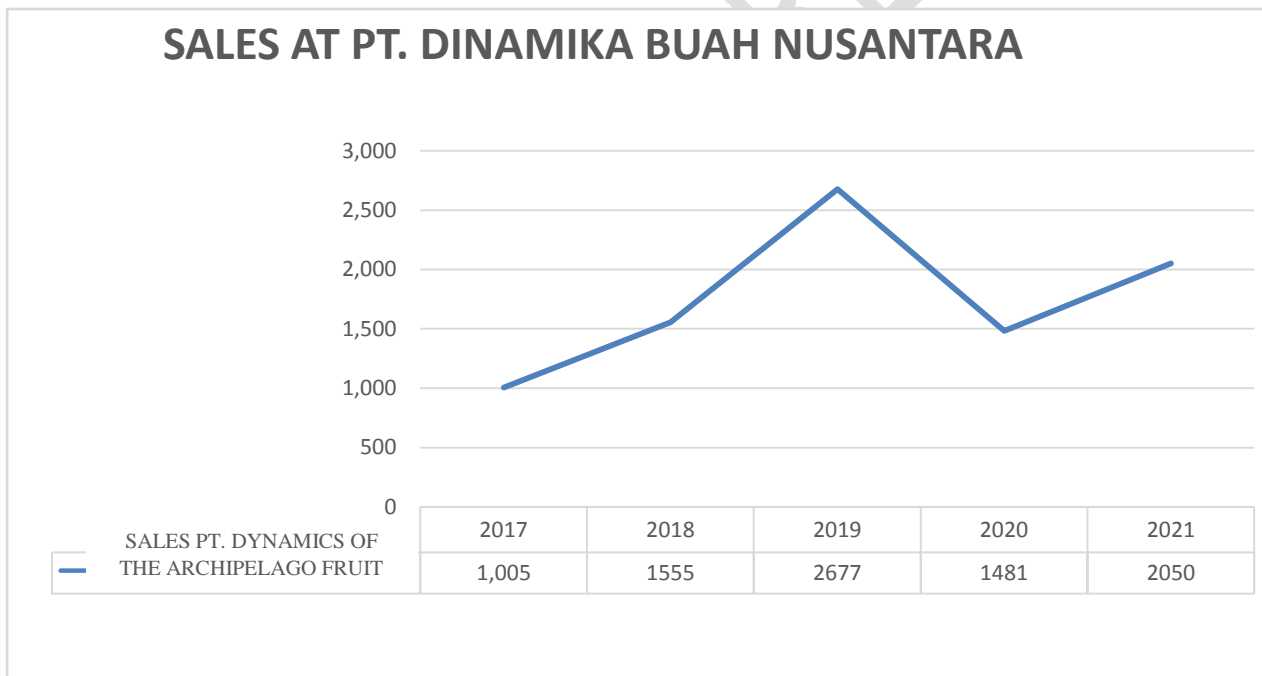
fruits. So along with the development of people's needs in shopping and business opportunities that exist, Pekanbaru Fruit Market also thinks of ideas and innovation in developing and providing a variety of local and imported products such as various fruits, vegetables, frozen products, daily necessities, glassware, household appliances, stationery, and parcels.

In 2012, Pasar Buah Pekanbaru became a business entity under the name PT Dinamika Buah Nusantara while maintaining the reputation of Pasar Buah Pekanbaru as the store's name. PT Dinamika Buah Nusantara partners with suppliers/distributors and sellers/shops from Indonesia, including fruit and vegetable farmers and large, medium, and small entrepreneurs (SMEs).

The demand for fruits in Pekanbaru is quite large. One of the influencing factors is the growth of the culinary sector, with many MSMEs and large and small restaurants that require fruits in the sustainability of their business. Fruits can not only be consumed but can also be used as nutritious food. Fruit has a perishable nature. Seeing this nature, the role of marketing institutions is needed in marketing fruits. Marketing institutions arise because consumers desire to obtain commodities according to the time, place, and form desired by consumers. The potential of marketing institutions has led to the emergence of companies engaged in the same field, namely, marketing fresh fruit products.

PT Dinamika Buah Nusantara is a company that distributes and markets fresh fruits in Pekanbaru, Riau. Since PT Dinamika Buah Nusantara is located in one of the city centers in Pekanbaru, selling fresh fruits around PT Dinamika Buah Nusantara faces intense competition that will impact the company's performance. The following presents the sales data of PT Dinamika Buah Nusantara:

**Graph 1. Sales Data at PT Dinamika Buah Nusantara 2017 - 2021**



Based on **Graph 1**, the sales of PT. Dinamika Buah Nusantara fluctuates or experiences ups and downs from year to year. In 2017 sales amounted to 1,005 boxes, and from 2018 to 2019 experienced an increase in sales of 2,677 boxes for 2018, which amounted to 1,555 boxes. Meanwhile, in 2020, there was a decrease in sales of 1,481 boxes. Moreover, it again increased in 2021, amounting to 2,050 boxes. However, the increase that occurred has yet to be able to match the highest sales in 2019.

One of the factors that has a considerable influence on purchasing decisions is price. Price is a product or service exchange rate expressed in monetary units. In addition, price is one of the determinants of the company's success. A successful company is judged by how much the company can benefit from the amount of price it determines in selling its products or services. According to research results by Nugroho

et al., 2016 price significantly affects customer satisfaction. Meanwhile, according to the effects of research by Nugroho et al. Budiono, 2020 stated that price does not affect customer satisfaction.

Apart from price, product quality has a very important role in consumer purchasing decisions. Product quality is the physical condition, properties, and functions of a product, be it a product of goods or a service product, based on a quality level that is adjusted to durability, reliability, ease of use, suitability, repair, and other components made to meet customer satisfaction and needs. According to research results by Maretta Ginting Ahmad Saputra, 2015, product quality significantly affects customer satisfaction. Meanwhile, according to the results of research by Alvia Putri Latifa, 2021 that there is no effect of product quality on customer satisfaction.

Another factor that influences purchasing decisions is service quality. Service quality is the level of excellence expected and control over that level of excellence to fulfill consumer desires. According to research results by Rini Kartika Sari et al., 2016 service quality significantly affects customer satisfaction. Meanwhile, according to research by Riki Chairul Amri et al., 2022 service quality and price have little effect on customer satisfaction.

## **LITERATURE REVIEW**

### **Definition of Consumer Satisfaction**

According to (Darmadji & Fakhrudin 2012) (**Darmadji & Fakhrudin, 2012**), customer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and are well met. Meanwhile, brown in Yuniarti, 2015 states that customer satisfaction is when consumers' needs, desires, and expectations are fulfilled with their products and services. Consumers who are satisfied with a product will continue to use the product, encourage consumers to be loyal to these products and services, happily promote products and services by word of mouth, and invite other consumers to buy these products. However, according to Kotler Keller, 2012, "consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance or results of a product that is thought of against the expected performance or results. If the performance is below expectations, the consumer will not be satisfied. If performance exceeds consumer expectations, consumers will be very happy and satisfied. Satisfied customers will be loyal for longer, less price sensitive, and give good comments to the company".

Moreover, according to Mowen and Minor in Yuniarti (233: 2015), consumer satisfaction is the overall attitude that consumers show towards goods and services after acquiring and using them. This post-choice evaluative assessment is caused by specific purchase selections and the experience of using or consuming these goods and services. Zeithaml and Bitner in Sangadji & Sopiah (180: 2013) Zeithaml and Bitner in Sangadji & Sopiah (180: 2013) state that *customer* satisfaction is "*customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations.*" Consumers who are satisfied with the products/services they buy and use will return to use the services/products offered. This builds consumer loyalty.

### **Definition of Price**

"Price is a measure of the size of the value of a person's satisfaction with the product he buys. Someone will dare to pay for a product at a high price if he assesses the expected satisfaction with the product he will buy is high. Conversely, if a person assesses his satisfaction with a product as low, he will not be willing to pay or buy the product at a high price. Economic value is created by activities that occur in the market mechanism between buyers and sellers" Gitosudarmo, (2012014: 272). Meanwhile, according to Kotler & Armstrong, 2012, the definition of price is the amount of money charged for a product (goods and services), or the amount of value consumers must pay to benefit from the product. Moreover, according to Kotler, Philip, & Keller, 2012, the definition of price is the amount of money charged to a product and service. This means that price is the value consumers pay to own and benefit from a product or service. However, according to Joko, 2010 price is the ability that a good and service has, which is expressed in money. Ramli 2013) states that the definition of price is the relative value of a product. This value is a partial indicator showing the resources needed to produce the product.

### **Definition of Product Quality**

According to Kotler & Armstrong, 2016 product quality is the overall characteristics of a product or service on the ability to satisfy implied needs. Consumers expect the products purchased to be of good quality and in accordance with expectations in order to satisfy them. Products have an important meaning for the company because, without a product, the company cannot do anything from its business. Buyers will buy a product if they find it suitable. Therefore, the product must be tailored to the wants or needs of the buyer so that product marketing is successful. In other words, product manufacturing is better oriented towards market desires or consumer tastes. According to Maula, 2018 quality is the advantage possessed by the product. Quality in the view of consumers is what has quality in the view of the manufacturer when issuing a product, commonly known as actual quality. Product quality is a product or service characteristic that depends on its ability to meet stated or implied customer needs, Kotler & Armstrong, (2016: 253). Tjiptono & Candra (2016: 74) Product quality is a defect-free product, in other words, a product according to standards (targets, goals, or requirements that can be defined, observed, and measured). According to Abdullah & Tantri (2013: 44), "Product quality is the overall characteristics and characteristics of a good or service that affect its ability to satisfy stated or implied needs".

### **Definition of Service Quality**

According to Sinambela (2011: 6), service quality is everything that can fulfill customer wants or needs as for the services that must be carried out to consumers, for example, serving customers in a friendly, fast, and precise manner, courtesy towards customers, ability, and reliability to provide trusted services so that customers feel satisfied with the services provided by a company. Service quality is all forms of maximum service delivery provided by the company with all the advantages to meet customer needs and expectations. Hamidah & Setiawan, 2014. Adisetiawan 2016 According to Adisetiawan 2016, service quality is a way of working for a company that strives to continuously improve the quality of processes, products, and services. According to Tjiptono Candra 2016 According to Tjiptono & Candra 2016, service quality is an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations. According to Sumaedi & Yarmen 2015 According to Sumaedi & Yarmen 2015, service quality is a customer evaluation of the superiority of the service performance provided by the company.

### **Research Hypothesis**

The hypothesis is a temporary conjecture whose truth still has to be tested. The hypotheses developed in this study based on the literature review and previous research that have been described are as follows:

### **Relationship between Price and Consumer Satisfaction**

Kotler & Keller, 2012 state that price is the amount of value that consumers exchange for the benefits of owning a product or service whose value is determined by buyers and sellers through the bargaining process. So that prices can be valued at an amount of money with a role as the main determinant of buyer choice. Price is also referred to as a part of the marketing mix that generates revenue. If the price the seller offers consumers from the start is high, it becomes a bad value for consumers because it is considered a company that prioritizes profit. High prices can attract consumers if the company holds a large-scale discount. If the price is good from a discount, it can be consumer satisfaction in taking the goods needed without looking elsewhere and becoming a subscription place for these consumers. This price variable is supported by the research results by (Nugroho et al., 2016) that price significantly affects customer satisfaction. Meanwhile, in contrast to the research results, Budiono, 2020 stated that price does not affect customer satisfaction.

**H1: Price partially affects purchase satisfaction at PT. Dinamika Buah Nusantara**

### **Relationship between Product Quality and Consumer Satisfaction**

Kotler & Armstrong, 2012 defines product quality as the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Product quality is a factor resulting from marketing, engineering, production, and maintenance that makes the product usable to meet customer or consumer expectations. From the understanding of product quality, it can be proven that if the quality of the product is good, it tends to make consumers make purchases. However, if the quality of the product could be better, consumers may hesitate to make purchases of the product. So the quality of the product, good and bad, can affect consumer satisfaction in spending on these products. This product quality variable is supported by research by Maretta Ginting Ahmad Saputra 2015 that product quality significantly affects customer satisfaction. Meanwhile, according to the research results by Uswatun Alvia Putri Latifa, 2021, there is no effect of product quality on customer satisfaction.

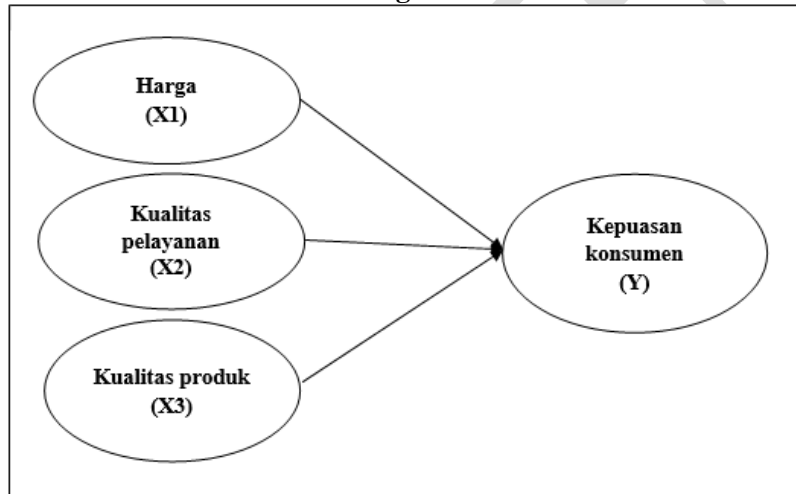
**H2: Product quality partially affects purchasing decisions at PT. Dinamika Buah Nusantara**

### **Relationship between Service Quality and Customer Satisfaction**

Quality is the conformity between specifications and the final product for consumer judgment. Consumers have the right to try, consume, and use a product, so the level of good or bad of a product is called quality. Not only do consumers see the quality of a product, but they also see the quality of service from the company's employees in providing services, such as explaining the product's benefits and directing consumers who need clarification in finding the product they need. So, service cannot be owned but can only be felt, and service is also an important added value for consumers. So, this service quality variable is supported by research by Rini Kartika Sari et al., 2016 that service quality significantly affects customer satisfaction. Meanwhile, according to the research results by Riki Chairul Amri et al., 2022, service quality and price are relatively low in customer satisfaction.

**H3: Service partially affects purchasing decisions at PT Dinamika Buah Nusantara.**

**Picture 1 : Framework of Thought**



## **METHOD**

### **Research Population and Sample**

According to Sugiyono, 2014 population is a generalization consisting of objects/subjects with certain qualities and characteristics set by researchers to study and then draw conclusions. The population used in

this study is PT Dinamika Buah Nusantara, which is in the Pekanbaru area. The population in this study is uncertain, called *infinite* or unlimited.

The sample is part of the number and characteristics possessed by the population. If the population is large, researchers can only study some things in the population, for example, due to limited funds, energy, and time so that researchers can use samples from that population. (Sugiyono, 2011) Due to the very large number of populations in this study as well as limited time, energy, and funds, the authors used the *accidental sampling* method, namely sampling based on chance, namely any consumer at PT Dinamika Buah Nusantara Pekanbaru city who happened to meet the researcher could be used as a sample. In contrast, the number of samples taken was 150 respondents.

### Operational Research Variables

**Table 1 Operational Variables and Measurement Scale**

No.	Variable Name	Indicator	Statement	Scale
1.	<b>Consumer Satisfaction (Y)</b>	1. Steadiness in a product	1. I decided to buy fruit at PT Dinamika Buah Nusantara because the product is very good. 2. I bought fruit at PT Dinamika Buah Nusantara because the service was quite good.	Interval
		2. Habits in buying products	1. I decided always to buy fruit at PT Dinamika Buah Nusantara because it is trusted. 2. I decided to use fruit at PT Dinamika Buah Nusantara because of the bonus of picking a lot.	
		3. Speed in purchasing products <b>(Kotler &amp; Armstrong, 2016)</b>	1. I decided to buy fruit at PT Dinamika Buah Nusantara because of the ease of payment transactions. 2. I decided to buy fruit at PT Dinamika Buah Nusantara because of its many payment methods.	

**Table 2 Operational Variables and Measurement Scale**

No.	Variable Name	Indicator	Statement	Scale
2.	<b>Price (X1)</b>	1. Price affordability	1. PT Dinamika Buah Nusantara offers affordable product prices for each product. 2. PT Dinamika Buah Nusantara provides discounts on qty retrieval.	Interval

		2. Price match with product quality	<ol style="list-style-type: none"> <li>1. PT Dinamika Buah Nusantara provides prices based on the products offered.</li> <li>2. PT Dinamika Buah Nusantara provides bad products according to the condition of the goods.</li> </ol>	
		3. Price compatibility with consumer benefits	<ol style="list-style-type: none"> <li>1. PT Dinamika Buah Nusantara has affordable prices with good product quality.</li> <li>2. PT Dinamika Buah Nusantara provides prices based on the benefits obtained by consumers.</li> </ol>	
		4. Price competitiveness <b>((Kotler and Armstrong, 2014))</b>	<ol style="list-style-type: none"> <li>1. PT Dinamika Buah Nusantara has lower prices than other fruit wholesale stores.</li> <li>2. PT Dinamika Buah Nusantara sets prices that can compete with other fruit wholesale stores.</li> </ol>	
3	<b>Product Quality (X2)</b>	1. Performance	<ol style="list-style-type: none"> <li>1. PT Dinamika Buah Nusantara's fruit is very good.</li> <li>2. PT Dinamika Buah Nusantara's fruits have a long shelf life.</li> </ol>	Interval
		2. Characteristics of	<ol style="list-style-type: none"> <li>1. PT Dinamika Buah Nusantara's fruit is sweeter.</li> <li>2. PT Dinamika Buah Nusantara fruit has many types.</li> </ol>	
		3. Reliability	<ol style="list-style-type: none"> <li>1. PT Dinamika Buah Nusantaraliti in selling its products.</li> <li>2. PT Dinamika Buah Nusantara always brings in new fruit.</li> </ol>	

**Table 3 Operational Variables and Measurement Scale**

No.	Variable Name	Indicator	Statement	Scale
3.	<b>Product Quality (X2)</b>	4. Conformity to specifications	<ol style="list-style-type: none"> <li>1. PT Dinamika Buah Nusantara's fruit is always according to its product specifications.</li> <li>2. PT Dinamika Buah Nusantara always checks the products they sell.</li> </ol>	Interval
		5. Durability	<ol style="list-style-type: none"> <li>1. PT Dinamika Buah Nusantara has a long durability.</li> <li>2. PT Dinamika Buah Nusantara</li> </ol>	

			inspects before the product is handed over to the buyer.	
		6. Serviceability	1. PT Dinamika Buah Nusantar makes deliveries on time. 2. PT Dinamika Buah Nusantara prepares orders quickly and very thoroughly.	
		7. Product appeal	1. PT Dinamika Buah Nusantar has a wide selection of fruits with certain qualities. 2. PT Dinamika Buah Nusantara has a type of fruit that no other outlet sells.	
		8. Perceived quality <b>(Kotler and Armstrong (2016: 272))</b>	1. PT Dinamika Buah Nusantara provides the best quality products to consumers who are hesitant about the products they buy. 2. PT Dinamika Buah Nusantara will offer the types of waste that consumers choose.	
4.	<b>Service Quality (X3)</b>	1.Realization	1. PT Dinamika Buah Nusantara employees provide comfortable facilities for consumers who come. 2. PT Dinamika Buah Nusantara employees provide the best service for their customers.	Interval

**Table 4 Operational Variables and Measurement Scale**

No.	Variable Name	Indicator	Statement	Scale
4.	<b>Service Quality (X3)</b>	2.Responsiveness	1. PT Dinamika Buah Nusantara employees are very fast in helping consumers to resolve their complaints. 2. PT Dinamika Buah Nusantara employees can explain each product sold.	Interval
		3.Guarantee	1. PT Dinamika Buah Nusantara compensates its customers if it is the employees' fault. 2. PT Dinamika Buah Nusantara exchanges fruit if a rudak buk is in the box.	

		4. Empathy  (Hardiyansyah., 2011)	1. PT Dinamika Buah Nusantara employees are always friendly to their customers. 2. PT Dinamika Buah Nusantara employees always listen to their customers' complaints well.	
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### Research Instruments

The instrument used in this research is an interview asking several relevant questions to respondents. Respondents were asked to answer directly, and then each qualitative answer was quantified by giving a score using a Likert scale. The use of Likert scale, according to Sugiyono, 2014 The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

**Table 5 Likert Scale**

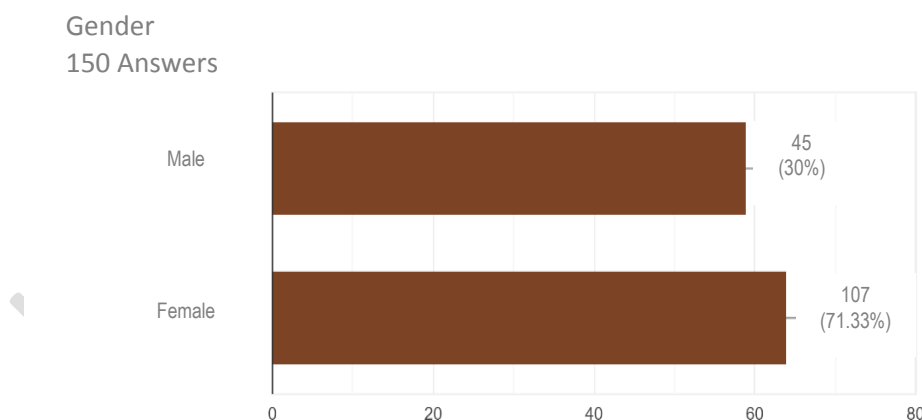
No.	Scale Mean Count	Answer	Weight
1.	1,00 - 1,79	Strongly Agree (SS)	1
2.	1,80 - 2,59	Agree (S)	2
3.	2,60 - 3,39	Moderately Agree (CS)	3
4.	3,40 - 4,19	Disagree (TS)	4
5.	4,20 - 5,00	Strongly Disagree (STS)	5

### Descriptive Statistical Analysis

#### Analysis of Respondent Characteristics

To determine the effect of Price, Product Quality, Service, and Promotion on Purchasing Decisions, respondents were asked to assess the dimensions of Price, Product Quality, Service, and Promotion. Where respondents will be divided based on characteristics, namely gender, age, occupation, and income. The following is the data:

**Figure 1 Gender of Respondents at PT Dinamika Buah Nusantara**



Based on the data above, men make more purchases at PT Dinamika Buah Nusantara, namely 107 people or 71.33%, compared to women, as many as 45 people or 30%. This comparison shows that women make more purchases than men.

**Figure 2 Age of Respondents at PT Dinamika Buah Nusantara**

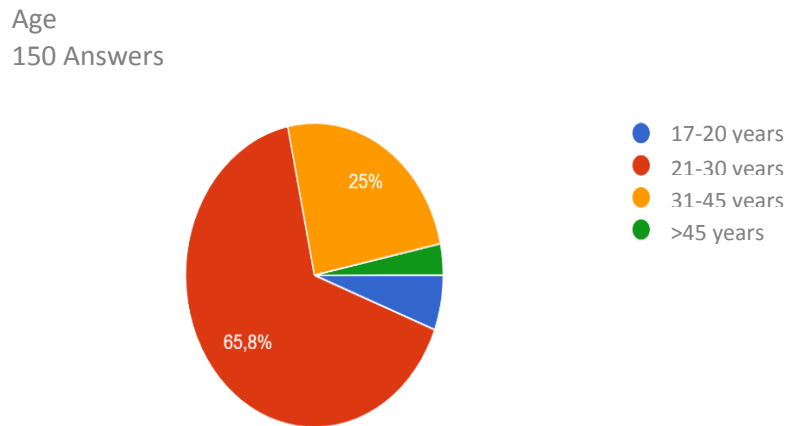
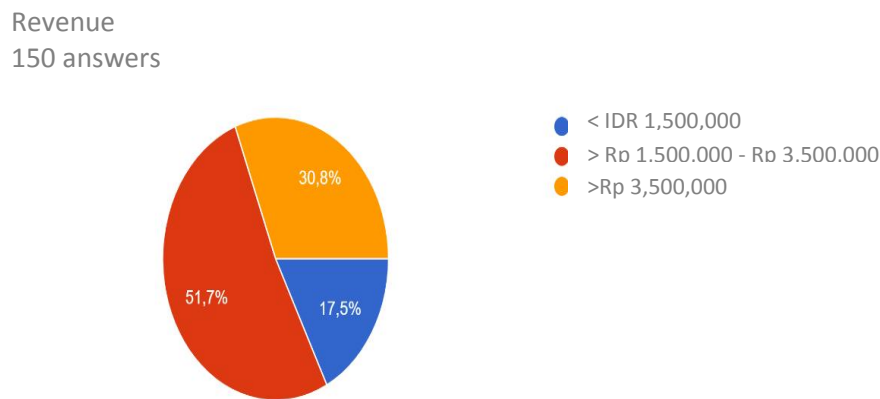


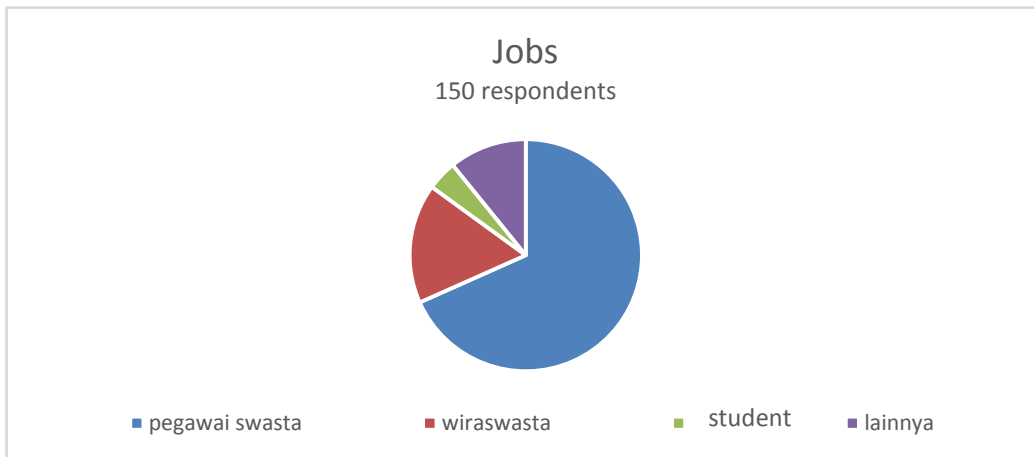
Table 6 states that most who make purchases at PT Dinamika Buah Nusantara are at the age of 21-30 years, as much as 65.80%, then at the age of 31-40 years, as much as 25.00%, then followed at the age of 17-20 years as much as 5.80% and more than 45 years is the least age in making purchases at PT Dinamika Buah Nusantara which is 3.30%.

**Figure 3 Respondents' Income at PT Dinamika Buah Nusantara**



Based on existing data, consumers who make purchasing decisions at PT Dinamika Buah Nusantara have the highest income of IDR 1,500,000-Rp3,500,00, as much as 51.70% and the lowest income is less than IDR 1,500,000, namely 17.50%.

**Figure 4. Occupation of Respondents at PT Dinamika Buah Nusantara**



Based on existing data, consumers who make purchasing decisions at PT Dinamika Buah Nusantara have jobs that vary from the most are private employees, namely 82 people or 68.30%, then self-employed as many as 20 people or 16.70%,

Furthermore, the least are students, as many as five people or 4.20%, and others.

**Preliminary Test**

In a study, the measuring instrument used to collect data must be authentic and reliable. The facility and reliability of a research result depend on the measuring instrument used and the data obtained. If the measuring instrument used is not reliable, then the results of the study do not describe the actual situation. Thus, two kinds of testing are needed, namely, validity test and reliability test, so that data analysis can be known.

**Validity Test**

The validity test is a measuring instrument against what is measured even with the reliability of the measuring instrument itself, this means that the measuring instrument must have good accuracy, especially if the measuring instrument is used so that validity will increase the weight of the truth of the data the researcher wants, so the questionnaire he compiled must measure what he wants to measure with the help of SPSS. To find out whether the research is valid or not. The validity test assessment criteria (Siregar, 2014: 46) are:

- a. If  $r_{count} > r_{table}$  (at a significance level of 0.05) then it can be stated that the questionnaire item is valid.
- b. If  $r_{count} < r_{table}$  (at a significance level of 0.05), it can be stated that the questionnaire item is invalid.

**Table 6 Validity and Reliability Test Results of Purchasing Decision Variables**

Variables	Indicator	CITY	Description
<b>Satisfaction Consumer (Y)</b>	Y1.1	0.775	Valid
	Y1.2	0.776	Valid
	Y2.1	0.824	Valid
	Y2.2	0.751	Valid

	Y3.1	0.816	Valid
	Y3.2	0.417	Valid
Alpha Coefficient	0.727		Reliable

**Table 6** above shows that all statement items for the Consumer Satisfaction variable (Y1) have a correlation value greater than 0.3 and an alpha coefficient greater than 0.6. Thus, the statement items on the purchasing decision variable (Y1) are valid and reliable for further testing.

**Table 7 Price Variable Validity and Reliability Test Results**

Variables	Indicator	CITY	Description
Price (X1)	X1.1.1	0.619	Valid
	X1.1.2	0.671	Valid
	X1.2.1	0.777	Valid
	X1.2.2	0.794	Valid
	X1.3.1	0.703	Valid
	X1.3.2	0.790	Valid
	X1.4.1	0.746	Valid
	X1.4.2	0.490	Valid
Alpha Coefficient	0.699		Reliable

**Table 7** shows that all statement items for the price variable (X1) have a correlation value greater than 0.3 and an alpha coefficient greater than 0.6. Thus, the statement items on the Price variable (X1) are valid and reliable for further testing.

**Table 8 Product Quality Variable Validity and Reliability Test Results**

Variables	Indicator	CITY	Description
Product Quality (X2)	X2.1.1	0.400	Valid
	X2.1.2	0.461	Valid
	X2.2.1	0.691	Valid
	X2.2.2	0.657	Valid
	X2.3.1	0.777	Valid
	X2.3.2	0.762	Valid
	X2.4.1	0.798	Valid
	X2.4.2	0.814	Valid
	X2.5.1	0.728	Valid
	X2.5.2	0.752	Valid
	X2.6.1	0.782	Valid
	X2.6.2	0.697	Valid
	X2.7.1	0.710	Valid
	X2.7.2	0.757	Valid
	X2.8.1	0.779	Valid
	X2.8.2	0.749	Valid
Alpha Coefficient	0.707		Reliable

Table 8 above shows that all statement items for the product quality variable (X2) have a correlation value greater than 0.3 and an alpha coefficient greater than 0.6. Thus, it means that the statement items on the product quality variable (X2) are valid and reliable for further testing.

**Table 9 Validity and Reliability Test Results of Promotion Variables**

Variables	Indicator	CITY	Description
Service Quality (X3)	X3.1.1	0.704	Valid
	X3.1.2	0.705	Valid
	X3.2.1	0.724	Valid
	X3.2.2	0.751	Valid
	X3.3.1	0.823	Valid
	X3.3.2	0.763	Valid
	X3.4.1	0.682	Valid

**Table 10 Validity and Reliability Test Results of Promotion Variables**

Variables	Indicator	CITY	Description
Service Quality (X3)	X.3.4.2	0.690	Valid
Alpha Coefficient	0.730		Reliable

Table 10 above shows that all statement items for the promotion variable (X3) have a correlation value greater than 0.3 and an alpha coefficient greater than 0.6. Thus, the statement items on the promotion variable (X3) are valid and reliable for further testing.

### Classical Assumption Test

To determine whether the model used in regression shows a significant relationship, the model used uses multiple regression, so first the assumption test will be carried out.

### Normality Test

The purpose of the normality test is to determine whether the dependent and independent variables in the regression model have a normal distribution. A good regression model is normal data distribution or at least close to normal. You can use a normal pp plot of *regression standardized residual* graph analysis to detect normality. Detection is by looking at the distribution of data points on the diagonal axis of the graph. The statistic Kolmogorov-Smirnov test must be carried out to test whether the data is normally distributed. Residuals are normally distributed if they have a significant value > 0.05, and vice versa. If the residuals are not normally distributed, the significant value is < 0.05.

### Figure 5 Data Normality Test Results

**Chart 1 : Company PT Dinamika Buah Nusantara**

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>b</sup>	Mean	,0000000
	Std. Deviation	2,46983715
Most Extreme Differences	Absolute	,074
	Positive	,069

	Negative	-,074
Test Statistic		,074
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

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

The results in **Table 10** above show that the significance value is above 0.05, which is 0.200. This means that the residual data is normally distributed.

### Multicollinearity Test

The multicollinearity test aims to determine the correlation between independent variables. A good model should have no correlation between the independent variables. If there is a correlation, it can be concluded that the variable is not orthogonal, which means that the independent variable correlation value between fellow independent variables is not equal to zero. (Ghozali, 2016) To detect whether multicollinearity occurs, the *variance inflation factor* (VIF) and tolerance guidelines for a regression model that is free of multicollinearity are as follows:

If the value is more than 10, then the conclusion is that the data has multicollinearity. If the VIF value is below 10, then the conclusion is that the data we are testing does not have collinearity. The formula used is as follows:

$$VIF = 1/1 - R^2$$

Description:

$R^2$  = Multiple regression coefficient

The limit of tolerance value is 0.1, and the limit of VIF value is 1.0 where :

- a. If the tolerant value is  $\geq 0.1$  or the VIF value is  $< 10$ , then there is no multicollinearity.
- b. If the tolerant value  $\leq 0.1$  or the VIF value  $\geq 10$ , multicollinearity occurs.

**Table 11. Multicollinearity Test  
Company PT Dinamika Buah Nusantara**

No	Variables	Tolerance	VIF	Decision
1	Price (X1)	0.524	1.909	No Multicollinearity
2	Product Quality (X2)	0.752	1.330	No Multicollinearity
3	Service Quality (X3)	0.513	1.948	No Multicollinearity

Source: SPSS Processed Data

**Table 11** shows that the results of the calculation of the VIF value of each independent variable have no value greater than 10. Likewise, the *Tolerance Value* of each variable has a value greater than 0.1. Therefore, the regression model in this study is free from multicollinearity.

### Test Coefficient of Determination ( $R^2$ )

The Coefficient of determination is one of the statistical values that can be used to determine whether there is an influence between two variables. According to Ghozali, 2018, The Coefficient of determination ( $R^2$ ) aims to test how much influence the independent variable has on the dependent variable. After making observations and dividing them into several sub-groups, perform regression in

investigating the relationship between variables X and Y for each sub-group. The Coefficient of determination is calculated using the following formula:

$$KD = r^2 \times (100). \%$$

Description:

KD= Coefficient of Determination

$r^2$  = Correlation Coefficient

**Table 12 Test Results of the Coefficient of Determination (R Test )<sup>2</sup>**

**PT Dinamika Buah Nusantara**

Variables	R <sup>2</sup>	Adj R <sup>2</sup>	%	Conclusion
Price (X1), Product Quality (X2), Service Quality (X3)	0.606	0.594	59.4%	Big Influence

Based on **Table 12**, it can be seen that the value of *Adjusted R Square* is 0.594 or 59.4%. This shows that the independent variables, namely Price, Product Quality, and Service Quality, affect the dependent variable, namely Consumer Satisfaction, by 59.4%, while the remaining 0.406 or 40.6% is influenced by other factors not examined in this study. These factors can be external or internal.

### Multiple Linear Regression Analysis

Regression analysis is the study of the dependence of the dependent variable on one or more independent variables, aiming to estimate and predict the population average or values of the dependent variable based on the known values of the independent variables (Sugiyono, 2014, p. 277). The mathematical equation of multiple regression used in this study is:

$$Y = \alpha + b_1x_1 + b_2x_2 + b_3x_3 + \varepsilon$$

Description:

Y = customer satisfaction

a = constant

X1 = price

X2 = product quality

X3 = service quality

b1, b2, b3= regression coefficients

e = error

**Table 13. Multiple Regression Analysis**

**Company PT Dinamika Buah Nusantara**

Variables	Unstandardized Coefficients	Conclusion
Constant	2.058	
Price (X1)	0.169	Positively Affected
Product Quality (X2)	0.072	Positively Affected
Service Quality (X3)	0.340	Positively Affected

DEPENDENT: Consumer Satisfaction

Source: SPSS Processed Data

$$Y = 2.058 + 0.169X_{\text{Harga}} + 0.072X_{\text{Product Quality}} + 0.340X_{\text{Service Quality}}$$

With the regression equation table 12, it can be explained that: (a) Constant = 2.058, if the value of X -X<sub>13</sub> (Price et al.) = 0, then the value of Y (Customer Satisfaction) = 2.058, (b) Regression of the Price variable (X1) = 0.169, the Price regression coefficient shows a positive regression coefficient sign. This means that price will increase Customer Satisfaction and vice versa. (c) Regression of the Product Quality variable (X2) = 0.072, the Product Quality regression coefficient shows a positive regression coefficient sign. This means that Product Quality will encourage increased Customer Satisfaction and vice versa. (d) Regression of the Service Quality variable = 0.340, the Service Quality regression coefficient shows a

positive regression coefficient sign. This means that Service Quality will encourage increased Customer Satisfaction and vice versa.

**Partial test (t-Test)**

Partial tests are used to measure the strength of the relationship between two or more variables, also showing the direction of the relationship between the dependent and independent variables. The t-test formula, according to (Sugiyono, 2014), is as follows:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Description:

t= Distribution t

r= Partial correlation coefficient

r<sup>2</sup> = Coefficient of determination

n number of data

The results of this calculation are then compared with the t table using the error rate. The criteria used are: (1) Ho is accepted if the value of  $t_{count} < t_{tabel}$  or sig value > t table.  $\alpha$  (2) Ha is rejected if the value of  $t_{count} > t_{tabel}$  or sig value < 0.05.  $\alpha$

If it is accepted, it can be concluded that there is no significant effect, while if Ho is rejected, it means that there is a significant effect. This statistical hypothesis testing design is to test whether there is an influence between the independent variables X, namely X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, and X<sub>4</sub> on Y, as for the hypotheses in this study are: (1) Ho:  $\beta = 0$ : there is no significant effect, (2) Ha:  $\beta \neq 0$ : there is a significant influence.

**Table 14 Test t  
Company PT Dinamika Buah Nusantara**

Variables	Coefficient of Determination	T Count	T Table	Sig	Decision
Price (X1)	2.058	2.610	1.988	0.011	Significant Effect
Product Quality (X2)	0.169	2.539	1.988	0.013	Significant Effect
Service Quality (X2)	0.072	5.487	1.988	0.000	Significant Effect

Source: SPSS Processed Data

Based on **Table 13**, the results of hypothesis testing can be explained as follows: (a) The Price variable (X1) has a t-count of 2.610 and a significance of 0.011. It can be seen that the  $t_{count} > t_{table}$  (2.610 > 1.988) and the significant value is smaller than  $\alpha = 0.05$ . This test shows that H1 is accepted and H0 is rejected. It can be concluded that price has a significant effect on customer satisfaction (**Hypothesis 1 is accepted**), (b) The ease of use Product Quality Variable (X2) has a t-count of 2.539 and a significance of 0.013, it can be seen that the  $t_{count} > t_{table}$  (2.539 > 1.988) and the significant value is smaller than  $\alpha = 0.05$ . This test shows that H1 is accepted and H0 is rejected. It can be concluded that product quality has an influence and is significant on purchasing decisions (**Hypothesis 2 is accepted**), (c) Service Quality Variable (X3) has a t-count of 5.487 and a significance of 0.000, it can be seen that  $t_{count} > t_{table}$  (5.487 > 1.988) and a significant value smaller than  $\alpha = 0.05$ . This test shows that H1 is accepted and H0 is rejected. It can be concluded that promotion has no significant effect on purchasing decisions (**Hypothesis 3 accepted**).

**DISCUSSION**

**The Effect of Price on Consumer Satisfaction**

Kotler and Keller (2012) state that price is the amount of value consumers exchange for the benefits of owning a product or service whose value is determined by buyers and sellers through the bargaining

process. So that prices can be valued at an amount of money with a role as the main determinant of buyer choice. Price is also a part of the marketing mix that generates revenue. If the price the seller offers consumers from the start is high, it becomes a bad value for consumers because it is considered a company that prioritizes profit. High prices can attract consumers if the company holds a large-scale discount. If the price is good from a discount, it can be a consumer satisfaction in taking the goods needed without looking elsewhere and becoming a subscription place for these consumers. So that the results of descriptive analysis show that the price variable has a significant influence on customer satisfaction.

This study's results align with the research by (Nugroho et al., 2016) that price significantly affects customer satisfaction. Meanwhile, the results of this study are different from the research of Budiono, 2020 stated that price does not affect customer satisfaction.

### **The Effect of Product Quality on Consumer Satisfaction**

According to Kotler & Armstrong, 2016 product quality is the overall characteristics of a product or service on the ability to satisfy implied needs. Consumers expect the products purchased to be of good quality and expectations to satisfy them. Products have an important meaning for the company because, without a product, the company cannot do anything from its business. Buyers will buy a product if they find it suitable. Therefore, the product must be tailored to the wants or needs of the buyer so that product marketing is successful. In other words, product manufacturing is better oriented towards market desires or consumer tastes. So, the descriptive analysis shows that the product quality carried out by the t-test shows that the product quality variable has a significant effect on customer satisfaction. Product quality is the physical condition, nature, and function of a product, be it a product of goods or a service product, based on a quality level that is adjusted to durability, reliability, ease of use, suitability, repair, and other components made to meet customer satisfaction and needs so that the results of the descriptive analysis show that the product quality variable has a significant and significant influence on customer satisfaction.

So, this product quality variable is in line with research by Maretta Ginting Ahmad Saputra, 2015 that product quality significantly affects customer satisfaction. However, contrary to the research results, Uswatun Alvia Putri Latifa, 2021 that there is no effect of product quality on customer satisfaction.

### **The Effect of Service Satisfaction on Customer Satisfaction**

Quality is the conformity between specifications and the final product for consumer judgment. Consumers have the right to try, consume, and use a product, so the level of good or bad of a product is called quality. Not only do consumers see the quality of a product, but they also see the quality of service from the company's employees in providing services such as explaining the product's benefits and directing consumers who are confused in finding the product they need. So, service cannot be owned but can only be felt and is also an important added value for consumers. So, this service quality variable is supported by the research results by Rini Kartika Sari, et al., 2016 that service quality significantly affects customer satisfaction. Meanwhile, according to the research results by Riki Chairul Amri, et al., 2022 So, from the descriptive analysis shows that the t-test carries out product quality, and it is found that the product quality variable has a significant effect on customer satisfaction. Product quality is the physical condition, nature, and function of a product, be it a product of goods or a service product, based on a quality level that is adjusted to durability, reliability, ease of use, suitability, repair, and other components made to meet customer satisfaction and needs.

This study's results align with the research results by (Maretta et al., 2015) that product quality significantly affects customer satisfaction. However, this study's results contradict Uswatun Alvia Putri Latifa, 2021 that there is no effect of product quality on customer satisfaction.

### **Conclusion**

This study aims to determine the effect of product quality, price, and promotion on purchasing decisions at PT Dinamika Buah Nusantara. Based on the research that has been done, the following conclusions are obtained: (1) Price has an effect and is significant to customer satisfaction at PT Dinamika Buah Nusantara, because if the price is too high compared to several other wholesale places, it will make

consumers not eager to shop at PT Dinamika Buah Nusantara, (2) Product quality has an effect and is significant to customer satisfaction at PT Dinamika Buah Nusantara, because if the quality of a product is not good it makes consumers not feel like shopping at PT Dinamika Buah Nusantara even though the price offered is cheap. (3) Service quality has an effect and is significant to customer satisfaction at PT. Dinamika Buah Nusantara, because the service of a company is also an important point in a business, where if a company has a bad value in service it makes consumers uncomfortable shopping at the company even though the price is cheap and the quality of the goods is good.

From the conclusions described above, several suggestions will be put forward that can be used, including [1] For the Company. It is hoped that it can continue to be able to make price factors, product quality, and service quality as determinants in building customer satisfaction through marketing programs that reflect the provision of prices that are affordable to the market, have product quality standards that are sold to give confidence to consumers, and provide good service quality so that it will be able to increase customer satisfaction further. [2] for further researchers, this research can be used as an additional reference by other parties who study the same problem in the future.

Based on the study results, there are limitations in the research conducted, namely research using a questionnaire instrument, in which sometimes the answers given by the sample need to show the actual situation. In this study, the respondents who were asked to fill out the questionnaire needed to be more difficult in collecting back. It took almost a month until the questionnaire was received back.

UNDER PEER REVIEW

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