The Influence of Price, Product Quality and Service Quality on Consumer Satisfaction at TNA Collection Store of Prambon, Nganjuk

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Abstract

The purpose of this study was to determine the impact of price, product quality and service quality on customer satisfaction at the TNA Collection Prambon Nganjuk store. The samples in this study were consumers/buyers who bought products/goods, whether they made an order/purchase by coming directly to the store. The method used to take the sample was to simple random sampling method and the numbers of samples were calculated by the Slovin formula which obtained total sample of one hundred respondents. The use of quantitative methods used in this study was applied with a causality design technique. The analysis in this study used multiple linear regression analysis. The result of this research was an: 1) The price partially did not have an impact on customer satisfaction. 2) The quality of the product partially affects consumer satisfaction. 3) The quality of service partially had an influence on customer satisfaction. 4) price (X_1), product (X_2) quality and service quality (X_3) simultaneously affected consumer satisfaction as indicated by the results of the f test and the significant probability value was 0.000 <0.05 and the F counted (25,086)>F table (2,698) with the influence of price (X_1), product quality (X_2) and the quality of service (X_3) on customer satisfaction TNA Collection store by 43.9% and the rest was not studied in this study.

Keywords: Price, Product Quality, Service Quality, Customer Satisfaction

INTRODUCTION

TNA Collection Prambon is a clothing and accessories store in Prambon that serves offline and online purchases. The products offered by TNA Collection are high quality products at affordable prices. TNA Collection is located in Sumber, Sonoageng Village. TNA Collection must also maintain product quality as well as service quality and the price of each product that will be marketed to consumers. So that consumers will feel satisfied with the price of goods in each quality product and get quality service as well. Price is an agreement on the sale and purchase of goods / services; in this case the agreement is accepted by both parties. Price is a variable that affects the level of consumer satisfaction, which will make consumers feel satisfied that they can buy the right product at the desired price (Indrasari, 2019). Price means the nominal used by consumers to be able to obtain a desired product or service. In terms of price, consumers feel very sensitive because it will be used as a comparison by consumers for what they will buy (Wijaya, 2017) Consumers will use a comparison capability on the product, goods or services in order to meet what is needed by using skills both in goods and services as a determination of the value of a product of goods and services (Handoko, 2016). Product quality is the ability of a useful product to run according to its benefits, including durability, capability, accuracy, simplicity of use, renewal and other (Daga, 2017). Consumer loyalty will also be obtained when product quality is improved, because customers pay attention to every product sold by the company (Rosiana et al., 2021). With the company maintaining the quality of the products / goods sold, consumers will be satisfied and consumers will continue to shop or buy goods at that place and do not find other store because they feel suitable and satisfied with the products / goods that have been purchased. service quality is The attention carried out

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by the company to consumers in order to meet the needs, customer needs and the suitability of expression in order to maintain a balance of customer expectations (Indrasari, 2019) Customer satisfaction is the buyer's response to the services obtained, then the customer will compare services with expectations that customers expect (Daga, 2017). Costumers satisfaction is the company's top priority for business continuity (Runtunuwu et al., 2014). Consumer satisfaction will benefit businessmen. By maintaining and satisfying consumers, consumers will tend to repurchase goods and services that have been consumed by consumers. It will also help motivate interpersonal relationships (Asti & Ayuningtyas, 2020). A great sense of trust in a company and continuing to stay in one company without having to move to another place and even participating in helping in the promotion of locations to relatives, other prospective buyers to make purchases at the company is one sign that consumers/buyers are satisfied by services provided (Diza,. 2016) If the performance (results) received by the buyer/consumer are not appropriate or do not fulfill the wishful thinking, it can be concluded that the consumer /buyer is not satisfied with the performance (result) received, and vice versa. The prices offered by TNA Collection are quite affordable because there are still many buyers regardless of buying online or directly coming to the store. Including young people and women who have become customers, they still buy and even make the TNA Collection store an agent of the products to be sold. This happens because the price is worth with the quality of the products /goods sold by TNA Collection. Many people already know about it. However, there are some product prices that may be slightly more expensive than prices in other stores with the same model and quality. This causes potential consumers who will buy to hesitate and think again when they want to buy at the TNA Collection store since the prices are slightly different from the outside prices. In addition, the prices tagged by TNA Collection stores are not the same between ordinary buyers and buyers who are already resellers or make wholesale purchases. Based on the observations, the researcher revealed that there is still a higher price difference than other stores even though the quality and model are the same and maybe this situation will cause consumers to filter/sort out which price they think is cheaper but with good quality product even though the different is only Rp.2000,-. The propose of study is: 1) to find out how the effect of price on customer satisfaction at TNA Collection Prambon Nganjuk store. 2) to find out how the influence of product quality on customer satisfaction at TNA Collection Prambon Nganjuk store. 3) to find out how effect of service quality on customer satisfaction at TNA Collection Prambon Nganjuk store. 4) to find out how the effect of price, product quality and service quality on customer satisfaction at TNA Collection Prambon Nganjuk store.

RESEARCH METHODS

This study used causality design research. Research with causality design was structured research with the aim to examine the probability of causal correlation between variables. In this design, the causal correlation was usually predictable by the researcher , therefore the researcher can prove the categorization of the causal variable, the intermediate variable, and the dependent or dependent variable (Abdullah, 2015). This study uses a quantitative approach where there was an emphasis on theoretical experiments through measuring research variables with numbers and carrying out data analysis with statistical procedures assisted by SPSS version 24. The sample was an element of the total and the characteristics possessed by the population (Sugiyono, 2017). The sample in this study were consumers who made purchases either directly (coming to the store) TNA Collection Prambon Nganjuk store. In determining the sample, the researcher used simple random sampling method. Simple random sampling technique was a sampling technique where the sampling of members from the population was

carried out just like that or arbitrarily without being seen from the strata contained in the population (Sugiyono, 2017). Researchers involved 100 consumers to serve as respondents, this was determined based on calculations using the slovin formula. Questionnaires, observations (observations), and literature studies as a way to collect data needed by researchers. As for the method (technique) of data analysis, the researcher uses the multiple linear regression analysis, t test, f test, and the coefficient of determination test.

RESULTS AND DISCUSSION

From the results of the research that has been done, the classical assumption test using SPSS software can be seen:

Table 1. Normality test (kolmogorov smirnov)

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters[a, b]	Mean	.0000000
	Std. Deviation	2.37816564
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.040
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200[c, d]

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

Source: *(SPSS Output Version 24 processed, 2022)*

To know this study is normally distributed, a normality test was conducted using the *Kolmogorv-Smirnov test* and it can be seen to be normally distributed with the provision that the significant value is > 0.05. The results of the normality test stated that the significant value indicated a value of $0.200 > 0.05$ so that it could be concluded that the residual value was normally distributed.

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	9.482	2.823		3.359	.001		
	Price	.131	.073	.159	1.799	.075	.746	1.340
	Product Quality	.257	.071	.375	3.646	.000	.553	1.807
	Service Quality	.250	.095	.257	2.637	.010	.616	1.623

a. Dependent Variable: Consumer Satisfaction

Table 2. Multicollinearity test
Source: *(SPSS Output Version 24 processed, 2022)*

From the data over, it can be attained that the forbearance value is the price of 0.746, product quality is 0.553 and service quality is 0.616 where the forbearance value is lesser than 0.10 or with a VIF value of 1,340, product quality is 1,807 and service quality is 1,623 which is lowe than 10. Then it can be concluded that concluded that there is not correlation between variables or doesn't indicate the circumstance of problems in multicollinearity.
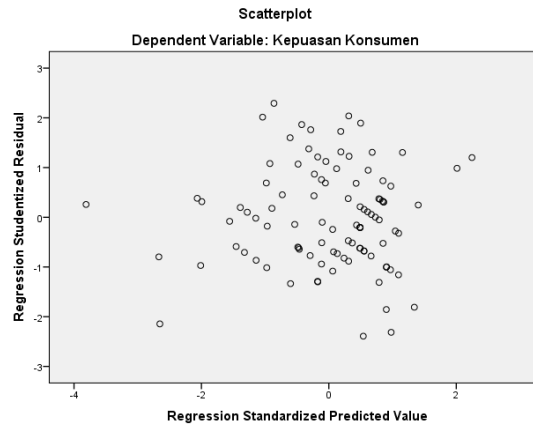
Figure 1. Heteroscedasticity Test
Source: *(SPSS Output Version 24 processed, 2022)*

The results of the heteroscedasticity test are observed on the *scatterplot graph* with a pattern of dots that are not clustered which can be interpreted that no heteroscedasticity found in the regression model when the points are not clustered either above or below the number 0 on the Y axis. The points contained in it are spread out or not clustered, which means that ithere is no heteroscedasticity in the regression model.

From the results of research that has been done, in multiple linear regression analysis test out using SPSS *software* aimed to know how much influence or impact the variables price, product quality and service quality on consumer satisfaction. From the result of multiple linear regression analysis test it can be seen that the influence of price, product quality and service quality on consumer satisfaction we have different sizes or numbers. For more details, see the table below.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	9.482	2.823		3.359	.001
Price	.131	.073	.159	1.799	.075
Product Quality	.257	.071	.375	3.646	.000
Service Quality	.250	.095	.257	2.637	.010
a. Dependent Variable: Consumer Satisfaction					

Table 3. Multiple Linear Regression Analysis Test
Source: *(SPSS Output Version 24 processed, 2022)*

From the table 3 it can be presented in the form of a *standardized regression equation* as follows: $Y = 9,482 + 0,131\ X_1 + 0,257\ X_2 + 0,250\ X_3$. Which can be explained: a) the constant value proves that without being influenced by the variables of price, product quality and service quality, the number of customer satisfaction is 9.482. b) the price variable when viewed from the figures in the table over, the price variable has increase by one unit with the supposition that product quality and service quality variable remain, also consumer satisfaction

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will increase by that number. c) the product quality variable with the figures listed in the table will witness a unit increase along with the supposition that the price and service quality variable are fixed, also client satisfaction will also increase by that number. d) the service quality variable with the measure figures listed in the table will witness a unit increase along with the supposition that the price and product quality variables are fixed, so consumer satisfaction will also increase by that number.

Furthermore a t-test is using SPSS *software* to know the magnitude of the impact of one independent variable independently (partial) on the dependent variable.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.482	2.823		3.359	.001
	Price	.131	.073	.159	1.799	.075
	Product Quality	.257	.071	.375	3.646	.000
	Service Quality	.250	.095	.257	2.637	.010

a. Dependent Variable: Consumer Satisfaction

Table 4. Partial Test Results

Source: *(SPSS Output Version 24 processed, 2022)*

In table 4 above, it can seen that in the column Sig there are several sig values in each variable so that it can be explained that: a) the price variable obtains a sig number of 0.075 > 0.05 which means that the price variable does not effect consumer satisfaction. The factors that cause the price does not have a significant effect on consumer satisfaction for TNA Collection, one of which is because there are some products sold that cannot match the market price even though the quality, model and use are the same. This is what causes some consumers who have not felt satisfied with the price set. In addition, another factor that causes why the price does not have a significant effect on consumer satisfaction is because the price determined by TNA Collection is not the same between ordinary buyers and resellers so that it causes differences in perceptions of prices between ordinary buyers and reseller buyers. Ordinary consumers will feel that they are not satisfied with the specified price, but on the other hand, reseller consumers have felt satisfaction with the specified price. This can also be noted in the respondents' answers where in the questionnaire instrument number 7 where there is a statement "the price set by TNA Collection is more expensive than other stores that sell similar products" it turns out that the statement is the number of respondents from 100 respondents who answered "disagree" by 27 % but the respondents who answered "agree" were 23%. From there, it can be seen that there is a slight difference between those who are satisfied and those who are not satisfied with the specified price. The results of observations made by researchers that it is true that there is a difference in the price determined and also the price is not a benchmark for potential consumers to feel satisfied. This is line with research conducted by (Rabiah, 2020) where prices do not affect consumer satisfaction. because of course there are factors or causes why the price varies in this study does not affect consumer satisfaction. b) the product quality variable attained sig 0.000 < 0.05 this means that product quality has an effect on customer satisfaction. The quality of the products at the TNA Collection store is already good and is included in the premium product category so that it makes consumers feel satisfied after having purchased goods from the TNA Collection store. This has also been proven by the results of respondents' answers to the product quality variable instrument questionnaire number 2 with the statement "I like the products I bought from TNA Collection because they have good quality" and get answers from 100 respondents who answered "agree" by 52% and

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"strongly agree" by 36% but for answers "disagree" only 3%. The results of this study are corroborated by exploration conducted by (Aprita Nur Maharani & Ali Alam, 2022) that product quality affects consumer satisfaction during the covid-19 epidemic on Salahudin kebabs. c) the service quality variable attained a sig value of 0.010 < 0.05, so from there it means that service quality has an influence on customer satisfaction. Service quality is basically something that will make consumers feel happy and satisfied after making a purchase, this is because if the service provided by the store is not good then consumers are less satisfied and reluctant to make repeat purchases in the future. The quality of service at the TNA Collection store is good and good but there needs to be another enchancement so that it will be better in the future. This can also be seen in the respondents' answers to the questionnaire on the service quality variable instrument number 4 which states "employees at the TNA Collection store provide immediate, accurate and satisfactory service" getting results from 100 respondents who answered "agree" by 44% and those who gave answer "disagree" by 2%. The results of this study are supported and strengthened by exploration conducted by (Lestari & Iskandar, 2021) where service quality has an influence on client satisfaction at Bank BTN Tegal Branch.

The next test is F test is to reveal whether all of the independent have an overall impact on the dependent.

Table 5. f test results (simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
			ANOVAᵃ			
1	Regression	438.928	3	146.309	25.086	.000ᵇ
	Residual	559.912	96	5.832		
	Total	998.840	99			

a. Dependent Variable: Consumer Satisfaction
b. Predictors: (Constant), Service Quality, Price, Product Quality

Source: *(SPSS Output Version 24 processed, 2022)*

In table 5 above it can be seen that the value of F_{hitung} = 25.086 and a significant figure of 0.000 which means that together the independent variables in the study have an impact on the dependent variable. This exploration is also in line with what has been done by (Kumrotin & Susanti, 2021), which contemporaneously variable price, product quality and service quality affect consumer satisfaction.

The next test is the coefficient of determination test which is carried out to determine the level of influence of the independent variable on the dependent variable.

Table 6. Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
		Model Summary		
1	.663ᵃ	.439	.422	2.415

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

Source: *(SPSS Output Version 24 processed, 2022)*

In the table 6 coefficient of determination are known to have R square value of 0.439 = 0.439 = 43.9% with a moderate level of relationship, it can be concluded that the effect or impact between independent variable can describe the level of consumer satisfaction with the value 43.9% while 56.1% described other variables and not described in the study.

CONCLUSION

The study shows a that: a) the price variable in the t test (partial) has no effect on customer satisfaction at TNA Collection Prambon Nganjuk store. b) the product quality variable in the t test (partial) has an influence on customer satisfaction at the TNA Collection Prambon Nganjuk store. c) the service quality variable in the t-test (partial) has an influence on client satisfaction at the TNA Collection Prambon Nganjuk store. d) the variable of price, product quality and service quality contemporaneously (f test) have an effect on costumer satisfaction at TNA Collection Prambon Nganjuk store.

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