

# Analysis of the Effect of Product Quality, Service Quality and Price on Consumer Satisfaction at Kedai Sedjak 2019 Manado

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## Abstract

One of the most popular culinary activities currently is cafes. Coffee has become one of the business items most sought after by business people when they realize that people's lifestyles now tend to eat in cafes and have become a favorite gathering place. Cafe entrepreneurs are required to create strategies that can attract consumers to consume the products or services offered in order to compete and outperform their competitors. Coffee business players must always bring change, innovation and provide good service so that consumers feel satisfied with the products and services they have consumed in order to satisfy customers. This research aims to determine the effect of product quality, service quality and price from Kedai Sedjak 2019 Manado consumers on consumer satisfaction. The type of research used is descriptive research to describe or explain the relationship between variables using a quantitative approach. The sample taken for this research was 100 respondents. Samples were taken using nonprobability sampling technique and purposive sampling technique. The data collection instrument was a questionnaire administered via Google Form. Next, statistical testing uses SPSS Ver.29 software. The results of this research show that product quality, service quality and price partially have a positive effect on consumer satisfaction. Product quality and service quality

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have a significant effect on consumer satisfaction, while price does not have a significant effect on consumer satisfaction. Product quality, service quality and price simultaneously have a positive and significant effect on consumer satisfaction.

### **Keywords**

Product quality; Service quality; Price; Consumer Satisfaction; Café.

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## **Introduction**

### **Background**

One of the most popular culinary activities currently is cafes. Coffee has become one of the business items most sought after by business people when they realize that people's lifestyles now tend to eat in cafes and have become a favorite gathering place. Cafe entrepreneurs are required to create strategies that can attract consumers to consume the products or services offered in order to compete and outperform their competitors. Coffee business players must always bring change, innovation and provide good service so that consumers feel satisfied with the products and services they have consumed in order to satisfy customers. The development of the coffee business trend in Indonesia has been quite rapid recently. More than just an activity, drinking coffee has developed into a lifestyle.

Several factors that can influence customer satisfaction are product quality, service quality and price. If a consumer is satisfied with the product he purchased, the service received, and the price set, this will lead to customer satisfaction so that the buyer will make a repeat purchase in the future.

One of the business places that experienced this was Kedai Sedjak 2019 Manado. There were several problems or obstacles found at Kedai Sedjak 2019 Manado. To be able to maintain and increase the number of customers amidst the intense competition in the FnB cafe business, each cafe must maintain and even improve product quality, service quality and price competition to obtain the expected level of consumer satisfaction.

### **Research purposes**

The aim of this research is:

1. To analyze the influence of product quality, service quality and price simultaneously on Customer Satisfaction in Manado Stores since 2019.
2. To analyze the influence of product quality on customer satisfaction in stores since 2019 in Manado.
3. To analyze the influence of service quality on customer satisfaction in shops since 2019 in Manado.
4. To analyze the effect of price on customer satisfaction in shops since 2019 in Manado.

## **LITERATURE REVIEWS**

## **Theories used in research**

The American Marketing Association (AMA) defines marketing as the process of planning and executing plans to price, promote, and distribute ideas, goods, and services to create exchanges that meet customer needs, both for individuals and organizations.

According to Kotler and Armstrong (2004: 346) the meaning of product quality is "the ability of a product to vary its functions, this includes overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes". If a product can carry out its functions well then it can be said that the product is of good quality. There are many products that have differences in terms of quality, goods with the same use but different quality. In this research, indicators related to the research object at Kedai Sedjak 2019 Manado were used. For this reason, there are 3 indicators chosen related to product quality, namely appealing presentation, menu variety and taste. Meanwhile, the other three indicators (healthiness, freshness and temperature) are not related to product quality at Kedai Sedjak 2019 Manado.

According to Lewis and Bomms (2012), service quality is the proportion of how well the level of administration provided can meet customer assumptions. There are factors that influence service quality, namely expected and perceived services. Assuming normal assistance is according to the buyer's wishes, the nature of the assistance will appear large and positive. If the assistance provided exceeds normal assistance, then the quality of the assistance is considered to be of the best quality. On the other hand, if actual aid is more regrettable than ordinary aid, the apparent quality of the aid is negative or poor. There are 5 (five) service quality indicators that can measure service quality, namely, reliability, responsiveness, assurance, empathy, physical appearance.

According to Kotler and Armstrong (2012), the definition of price is the amount of money charged for a product (goods or services), or the amount of value that consumers must pay to get the benefits of the product. Pricing is one of the most important decisions in marketing. Price is the only element of the marketing mix that brings income or revenue to the company, while the other three elements (product, distribution and promotion) cause costs (expenses). Price dimensions according to Tjiptono (2015:156), namely price affordability, price suitability to product quality, price suitability to benefits, price competitiveness,

## **Previous Research**

Gunawan (2023), tested the influence of Price, Service Quality and Product Quality on Consumer Satisfaction of Galileo Cafe, Tarakan City. This research uses a quantitative approach using the Quantitative Survey method and collecting data by distributing questionnaires. The sampling method used is nonprobability sampling. The sampling technique used purposive sampling with a sample size of 200 research samples. Data analysis used SPSS Model 23 software. The research results showed that the service quality variable had no effect on Galileo Cafe consumer satisfaction. The price and product quality variables have a positive and significant effect on consumer satisfaction at Galileo Cafe, Tarakan City.

Mariansyah and Syarif (2020) conducted this research with the aim of determining the influence of product quality, service quality and price on consumer satisfaction at Cafe Kabalu Palembang. The sample used in this research was 100 respondents who were people who made purchases at Cafe Kabalu. The analytical method used is multiple linear regression. Hypothesis testing uses the t test and f test. The results

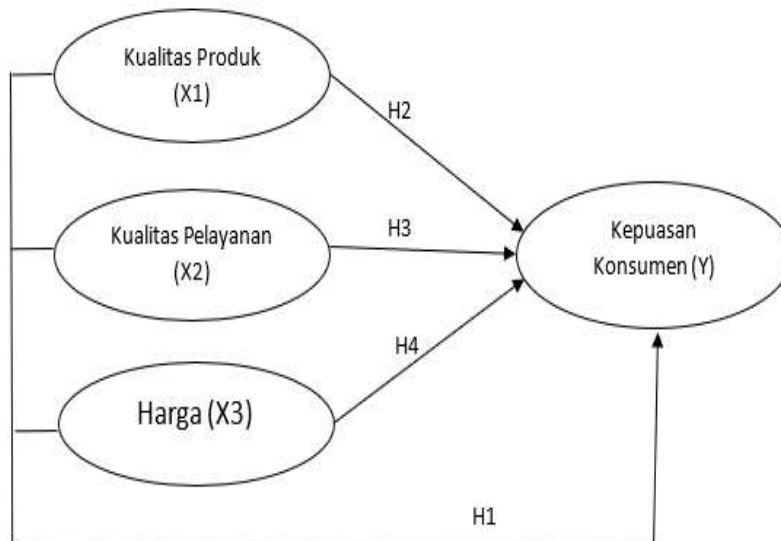
of this research are that product quality does not have a positive and significant effect on consumer satisfaction, while service quality and price have a positive and significant effect on consumer satisfaction.

Santoso (2019) examined the influence of product quality, price and service quality on consumer satisfaction and loyalty at Geprek Benu Rawamangun. The method used in this research is purposive accidental sampling using the path analysis method. The research results concluded that product quality had no effect on consumer loyalty through consumer satisfaction, service quality had an effect on consumer loyalty through consumer satisfaction, price had an effect on consumer loyalty through consumer satisfaction.

## Research Model and Hypothesis

### Research Model

In this research, based on the explanation in the previous chapter, namely the background of the problem, theoretical basis, and previous research, the researcher will explain the relationship between the influence of product quality, service quality and price on consumer satisfaction at Kedai Sedjak 2019 Manado. And you can see that the framework for thinking is as follows.



**Figure 1. Research Model**

*Source: personal document, 2023*

### Hypothesis

A hypothesis is a statement or conjecture or temporary answer (based on the results of previous research or literature) to a statement in a research problem, which will be tested with empirical data through this research. Based on the research model above, the following hypothesis can be formulated:

H1: It is suspected that product quality (X1), service quality (X2), price (X3) simultaneously have a positive effect on consumers (Y) of Kedai Sedjak 2019 Manado.

H2: It is suspected that product quality (X1) partially has a positive effect on consumer satisfaction (Y) of Kedai Sedjak 2019 Manado.

H3: It is suspected that Service Quality (X2) partially has a positive effect on Consumer Satisfaction (Y) of Kedai Sedjak 2019 Manado.

H4: It is suspected that price (X3) partially has a positive effect on consumer satisfaction (Y) of Kedai Sedjak 2019 Manado.

## **RESEARCH METHODS**

This research is descriptive research with a quantitative approach. Quantitative research relies on deductive reasoning or deduction (Sekaran, 2010) and subjects us to various quantitative analysis techniques that range from providing simple descriptions of the variables involved, to establishing statistical relationships between variables through complex statistical modeling (Saunders, 2009). Descriptive research is a type of research that provides a description of the characteristics of a population regarding an observed phenomenon (Shields, 2013). Descriptive research aims to present a complete picture of the social setting.

### **Location and Place of Research**

This research was carried out in the city of Manado, with customers of Kedai Sedjak 2019 Manado. The research will be carried out in November 2023.

### **Method of collecting data**

Data collection methods relate to certain scientific methods of collecting and sources of data obtained in conducting research. The method used in this research is based on a questionnaire in the form of a Google form and distributed to customers of Kedai Sedjak 2019 Manado.

### **Research Population and Sample**

The population is the group you want to generalize to (Bhattacharjee, 2012). The population of this research is the people of Manado City who have purchased products and visited Kedai Sedjak 2019 Manado. The number of population members is unknown.

Purposive sampling technique was used in this research, where purposive sampling is one of the non-random sampling techniques. Because the exact population of members is not known, the sample size was calculated using the Cochran formula. So based on the formula, the n obtained is 96.04 or rounded up to 100 people.

### **Data analysis**

The data analysis techniques used in this research are the validity and reliability test of the research questionnaire, classical assumption tests (normality test, heteroscedasticity test and autocorrelation test), multiple linear regression analysis, F and t hypothesis tests, correlation coefficient and coefficient of determination. Data analysis using the SPSS 29 program.

**Research Instrument**

Researchers used a Likert scale designed to test how strongly subjects agree or disagree with statements on a 5-point scale. Likert scaling is like measuring positive or negative responses to a statement.

**RESEARCH RESULTS AND DISCUSSION**

**Research result**

**Test Research Instruments**

**Validity Test & Reliability Test**

Based on existing data, it shows that all items are valid because they have a calculated r value greater than the r table, namely 0.1966. From the results of the reliability test, it can be seen that the Cronbach's alpha value is 0.889, where the value is >0.6. Thus, the variables Product Quality, Service Quality and Price can be said to be reliable or reliable.

**Classic assumption test**

**Multicollinearity Test**

**Table 1. Multicollinearity Test Results**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Product quality	,710	1,409
	Service quality	,838	1,193
	Price	,829	1,207
a. Dependent Variable: Consumer Satisfaction			

Source: Data processing results, SPSS 2023

**Normality test**

**Table 2. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		17
Normal Parameters, b	Mean	.0000000
	Std. Deviation	.87408311

Most Extreme Differences	Absolute		,156
	Positive		,156
	Negative		-.113
Statistical Tests			,156
Asymp. Sig. (2-tailed)c			.200d
Monte Carlo Sig. (2-tailed) e	Sig.		,321
	99% Confidence Interval	Lower Bound	,309
		Upper Bound	,333
<i>a. Test distribution is Normal.</i>			
<i>b. Calculated from data.</i>			
<i>c. Lilliefors Significance Correction.</i>			
<i>d. This is a lower bound of the true significance.</i>			
<i>e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.</i>			

Source: Data processing results, SPSS 2023

The normality test results in the table above show where the Asymp value is. Sig. (2-tailed) of 0.200 and >0.05. Thus it can be concluded that the data is normally distributed.

### Heteroscedasticity Test

**Table 3. Glejser Test Results**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,673	2,448		,684	,506		
	Product quality	-.180	,182	-.295	-.987	,341	,710	1,409
	Service quality	-.017	,079	-.060	-.218	,830	,838	1,193
	Price	,128	,086	,411	1,488	,161	,829	1,207
a. Dependent Variable: RES2								

Source: Data processing results, SPSS 2023

The results of the heteroscedasticity test (Glejser test) in the table show that all variables have a significance value of > 0.05 and thus the test results above show that there are no symptoms of heteroscedasticity in this study.

**Multiple Linear Regression Analysis**  
**Qable 4. Multiple Linear Regression Analysis**

Coefficientsa				
Model		Model		Model
		B	Std. Error	Beta
1	(Constant)	3,386	1,167	
	Product quality	,397	.105	,364
	Service quality	.126	,047	,266
	Price	,096	,054	,162

a. Dependent Variable: Customer Satisfaction

Source: Data processing results, SPSS 2023

The results of multiple linear regression analysis can be expressed with the following equation:

$$Y = 3,386 + 0,397X1 + 0,126X2 + 0,096X3 + e$$

The linear regression equation above can be described as follows:

1. The constant value shows a positive value with a value of 3.386. This shows that consumer satisfaction is considered without the influence of product quality, service quality and price, so the size of the decision variable is 3.386.
2. The regression coefficient value for the product quality variable is 0.397, stating that product quality has a positive effect on consumer satisfaction. This shows that the higher the product quality, the positive impact it will have, namely the higher consumer satisfaction.
3. The regression coefficient value for the service quality variable is 0.126, indicating that service quality has a positive effect on consumer satisfaction. This shows that the higher the quality of service, the positive impact it will have, namely the higher consumer satisfaction.
4. The price variable regression coefficient value of 0.096 states that price has a positive effect on consumer satisfaction. This shows that the better the perception of price, the higher consumer satisfaction.

**t test**

**Table 5. T test**

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,386	1,167		2,901	,005
	Product quality	,397	.105	,364	3,782	<.001
	Service quality	.126	,047	,266	2,685	,009
	Price	,096	,054	,162	1,791	,076



a. Dependent Variable: Consumer Satisfaction

Source: SPSS 2023 Output

Based on the results of the analysis calculations in the table, it can be described as follows:

1. The product quality variable (X1) has a significant value of <.001 which is smaller than 0.05. This shows that the product quality variable has a positive influence on customer satisfaction. Thus, hypothesis 2 on the product quality variable has a positive effect on consumer satisfaction.

2. The service quality variable (X2), has a significant value of .009 which is smaller than 0.05. This shows that the service quality variable has a positive and significant influence on consumer satisfaction. Thus, hypothesis 3 on the service quality variable has a positive and significant effect on consumer satisfaction can be accepted.

3. The price variable (X3) has a significant value of 0.076 which is greater than 0.05. This shows that the price variable has a positive but not significant influence on consumer satisfaction. Thus, hypothesis 4 on the price variable has a positive and significant effect on consumer satisfaction.

**F test**

**Table 6. F test**

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	96,829	3	32,276	24,607	<.001b
	Residual	125,921	96	1,312		
	Total	222,750	99			

a. Dependent Variable: Consumer Satisfaction

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

Source: SPSS 2023 Output

Based on the results in the table, a significance value of <0.001 is obtained because the significance value is <0.05, so it can be said that the linear regression model obtained is suitable for use to explain the influence of promotions and prices on purchasing decisions. Thus hypothesis 1 can be accepted.

**Coefficient of Determination ( $R^2$ )**

**Table 7. Coefficient of Determination ( $R^2$ )**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659a	.435	.417	1.14528

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

Source: SPSS 2023 Output

The value (in the table above shows the number 0.435. Where the influence of the contribution of  $X1, R^2$ )

## **DISCUSSION**

### **The Influence of Service Quality (X2) on Consumer Satisfaction (Y)**

The statistical test results show that Service Quality (X2) has a significance value of  $<0.05$ , namely 0.009, with these results indicating that Service Quality (X2) has a positive and significant effect on Consumer Satisfaction (Y), so that H3 is accepted. This can be interpreted that the coffee shop atmosphere provided by Kedai Sedjak 2019 in Manado is a factor that consumers take into account in obtaining satisfaction. This is because most of the satisfaction that consumers feel comes from the design and arrangement of Kedai Sedjak 2019 in Manado.

The test results in this research are in accordance with research conducted by Putra (2022) that service quality has a positive and significant effect on customer satisfaction from Sansa Coffee Pekanbaru.

### **Effect of Price (X3) on Consumer Satisfaction (Y)**

The statistical test results show that Price (X3) has a significant value of  $>0.05$ , namely 0.076. This means that Price (X3) has a positive but not significant effect on Consumer Satisfaction (Y), so H4 is rejected. This can be interpreted as meaning that the prices given by Kedai Sedjak 2019 in Manado do not have a significant influence on consumer satisfaction. This means that indirectly price has not been a consideration for consumers in terms of consumer satisfaction.

The results of this research are in line with research conducted by Kaharuddin et al (2022) that price has a positive but not significant influence on consumer satisfaction.

### **The Influence of Product Quality (X1), Service Quality (X2), and Price (X3) on Consumer Satisfaction (Y)**

The results of the F statistical test which was carried out to see the simultaneous influence of the independent variables on the dependent variable showed a significant value of  $<0.001$  where the value was  $<0.05$ . Thus, the variables Product Quality (X1), Service Quality (X2), and Price (X3) simultaneously have a positive and significant effect on Consumer Satisfaction at Kedai Sedjak 2019 in Manado so that H1 is accepted. Based on the results of this research, it can be concluded that the higher or better the product quality, service quality and price of the company, the more consumer satisfaction it can increase.

The results of this research are in accordance with research from Fawzi (2017) which states that product quality, service quality and price simultaneously influence consumer satisfaction.

## **CLOSING**

### **Conclusion**

1. The T test results show that the product quality variable (X1) has a significant value of  $<0.001$  which is smaller than 0.05. This shows that the product quality variable has a positive and significant influence on customer satisfaction. Thus H2 is accepted.

2. The T test results show that the service quality variable (X2), has a significant value of 0.009 which is smaller than 0.05. This shows that the service quality variable has a positive and significant influence on consumer satisfaction. Thus H3 is accepted.

3. The T test results show that the price variable (X3) has a significant value of 0.076 which is greater than 0.05. This shows that the price variable has no significant effect on customer satisfaction. Thus H4 is rejected.

4. The results of the F statistical test show that the variables Product Quality (X1), Service Quality (X2), and Price (X3), have a value of  $<0.001$  which is smaller than 0.05. This shows that the variables Product Quality (X1), Service Quality (X2), and Price (X3) simultaneously influence Consumer Satisfaction (Y) of Kedai Sedjak 2019 Manado, so that H1 is accepted.

### **Suggestion**

1. Kedai Sedjak 2019 Manado must maintain the quality of existing products and even improve them further because this can greatly influence consumer satisfaction.

2. Kedai Sedjak 2019 Manado must improve the quality of service at its shop by expanding the parking area and adding facilities such as WiFi so that customers who visit will always feel comfortable, because service quality is one of the factors that consumers take into account to obtain satisfaction.

3. It is hoped that Kedai Sedjak 2019 Manado will continue to provide prices that are appropriate and equivalent to the quality and benefits of the product to maintain consumer satisfaction.

4. To compete among the many local coffee shops, Kedai Sedjak 2019 Manado must improve product quality, service quality and continue to provide appropriate prices to maintain customer satisfaction.

5. For future academics or researchers, it is hoped that they can conduct research involving variables other than the variables that have been researched in order to obtain more varied results that can influence customer satisfaction at Kedai Sedjak 2019 Manado.

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