

THE INFLUENCE OF PRODUCT QUALITY, PRICE AND PROMOTION TOWARDS CONSUMER SATISFACTION AT THE AMBUN PAGI MULTI-PURPOSE COOPERAT STORE, RENGAT DISTRICT IN DRAGIRI HULU REGENCY

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Abstract: This study aims to analyze the influence of product quality, price and promotion variables simultaneously and partially on consumer satisfaction at the Ambun Pagi Multipurpose Cooperative Store, Rengat District, Indragiri Hulu Regency for 6 months. The data collection method used is the census method, namely providing questionnaires to consumers in accordance with the research conducted. Data were analyzed using the Quantitative Method using the path analysis formula using the help of the SPSS Statistic 21 computer program. From the results of the Hypothesis testing, it can be seen that product quality, price and promotion simultaneously have a significant effect on consumer satisfaction at the Ambun Pagi Multipurpose Cooperative Store, Rengat District, Indragiri Hulu Regency. Product quality partially has a significant effect on consumer satisfaction at the Ambun Pagi Multipurpose Cooperative Store, Rengat District, Indragiri Hulu Regency. Price partially does not have a significant effect on consumer satisfaction at the Ambun Pagi Multipurpose Cooperative Store, Rengat District, Indragiri Hulu Regency. Promotion partially has a significant effect on consumer satisfaction at the Ambun Pagi Multipurpose Cooperative Store, Rengat District, Indragiri Hulu Regency.

Keywords: Product Quality, Price, Promotion, Customer Satisfaction

1. Introduction

In the current era of globalization, the business world is growing very rapidly, one of which is the sales business. The emergence of many similar businesses has resulted in increasingly tight competition. So to face such situations and circumstances, entrepreneurs must be able to quickly and responsively make decisions so that the business they establish can develop well. Business actors are required to be able to maintain the market and win the competition. In winning the competition, companies must be able to understand the needs and desires of their consumers. By understanding the needs and desires of consumers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their consumers and be able to survive in competing in the market. Attention to consumer interests by looking at needs and desires and satisfaction with product quality is a key factor for the success of a business in the midst of this increasingly competitive climate. Therefore, companies are required to be able to provide something valuable and can provide a deep impression for consumers by providing satisfaction through their performance that is in accordance with the quality of the product and the price offered.

Consumer satisfaction is a level where the needs, desires and expectations of consumers can be met which will result in repeat purchases or continued loyalty. The more the expectations of consumers are met, the more satisfied the consumers will be. A business must have strategies in marketing the services offered, so that consumers can be maintained or their numbers can be increased. The tight competition and the increasing number of shipping service companies

that have emerged at this time make the owner or manager must be able to create strategies to be able to compete and be superior to their competitors. Business competition in this case can be interpreted as an effort made by the company to get and retain customers. Companies are required to work hard by using various resources they have to be accepted by the market and maintain the trust of existing customers and try to attract the interest of new potential customers so that customers do not leave the business actor. Product quality is the ability of a product to meet consumer desires. These consumer desires include product durability, product reliability, ease of use, and other valuable attributes that are free from deficiencies and damage. If the product quality in a company is very good, then this will have an impact on increasing the company's sales services.

There are so many companies that provide various services in the sale of medicines. The large number of sales companies makes these business actors increasingly compete to provide appropriate prices and the best product quality for their consumers. Companies that have been established for a long time and have extensive consumers should maintain their assets and innovate so that their consumers do not move to other companies. If this has been fulfilled, competitors will find it very difficult to compete or win over these consumers. Companies are obliged to provide quality and satisfactory services so that consumers do not decrease or even disappear due to unsatisfactory services. Price is one of the important factors in sales. Many companies go bankrupt because they set inappropriate prices. The price set must be in accordance with consumer purchasing power, so that consumers can use the product. Meanwhile, for consumers, price is a consideration in making purchasing decisions. Because the price of a product affects consumer perceptions of the quality of the product. Price and quality have a high influence on consumer satisfaction, there is empirical evidence that explores this relationship.

This is one of the factors that is less considered by the company, so that consumers will think again about using the service and will feel dissatisfied after buying or using the goods or services. In addition to price, promotion is also another important factor that affects consumer satisfaction. Promotion is an activity that communicates the benefits of a product and persuades target customers to buy it.. Promotion is also an effort to realize consumer interest so that consumers want to use the products sold. With the existence of supporting promotions, consumer satisfaction will indirectly be realized. Likewise, the Ambun Pagi Multipurpose Cooperative Store in Rengat District is one of the providers of medicinal and cosmetic products in Indragiri Hulu Regency.

2. Literature Review

Quality is an expectation of every society that will buy a product. The influence of quality greatly affects consumer decisions in choosing and buying a product. Product quality, consumer satisfaction, and company profitability are three closely related things. The higher the level of product quality, the higher the resulting consumer satisfaction, which supports higher prices and lower costs. Companies that lower their costs too far will suffer the consequences when the quality of the consumer experience decreases.

Consumer satisfaction is an emotional assessment of consumers after consumers use a product where the expectations and needs of consumers who use it are met. (Rahmayanty, 2013: 43)

Consumer satisfaction is a consumer's overall feeling about a product or service that has been purchased by the consumer. (Solomon, 2011: 115)

Consumer satisfaction is a label used by consumers to summarize a set of visible actions or actions related to a product or service. (Supranto, 2011: 94)

Consumer satisfaction is a post-purchase evaluation where the chosen alternative at least gives the same result (outcome) or exceeds the consumer's expectations, while dissatisfaction will arise if the results obtained do not meet consumer expectations. Consumer satisfaction is a post-purchase evaluation where the chosen alternative at least gives the same result (outcome) or exceeds consumer expectations. (Tjiptono, 2011: 292)

Consumer satisfaction is the difference between what consumers expect (expected value) and the realization given by the company in an effort to meet consumer expectations (perception value). (Mulyadi, 2012: 34)

Consumer satisfaction has an overall reaction between consumption expectations and products or services based on perception, reaction, evaluation and psychology. (Kurniawan, 2010: 48)

Customer satisfaction is very important for every organization, both in the service sector and the goods sector, therefore not all the time producers can satisfy consumers. Because there are so many consumers who use the product and each consumer uses it differently, has a different attitude, and speaks differently. The most dangerous thing is when consumers talk by word of mouth. We can't stop every word someone says, even if we have given the best of the best, they still talk about the shortcomings of our products.

Factors that influence consumer satisfaction consumer satisfaction: (Tjiptono and Candra in Priansa, 2017:37)

1. Product Quality. Good product quality and meeting consumer tastes and expectations can create consumer satisfaction. The basis for assessing this product includes: product type, quality, or product quality and product inventory.
2. Price. Price is an inherent part of the product that reflects how much quality the product is. The basis for assessing price includes price level and suitability with the product's selling value, variation or price options for the product.
3. Promotion. The basis of promotional research is about the company's product and service information in an effort to communicate the benefits of the product and service to target consumers. Research in this case includes product and service advertising, discounts on goods and giving gifts.
4. Location. Place is part of the company's attributes in the form of the company's location and consumers. Assessment of location attributes includes the company's location, speed and accuracy in transportation.
5. Employee service. Employee service is a service provided by employees in an effort to meet the needs and desires of consumers in an effort to satisfy consumers. The basis for assessment in this case of employee service includes politeness, friendliness, speed and accuracy.
6. Facility. Facilities are part of the company's attributes in the form of intermediaries to support the smooth operation of the company that is related to consumers. The basis for assessment includes the arrangement of goods, storage places, restrooms and places of worship.
7. Atmosphere. The atmosphere is a supporting factor, because if the company is impressive, consumers will get their own satisfaction. The basis for assessment includes air circulation, comfort and safety

Products are the focal point of marketing activities, because products are the result of a company's activities that can be offered to the market to be purchased, used for consumption, with the aim of satisfying consumer needs and desires.

Products can be goods and services, if there is no product, then there will be no transfer of ownership so there will be no marketing. All other marketing activities are used to support the movement of the product. No matter how great the promotion, distribution and price efforts are if they are not followed by quality products that are liked by consumers, then the company's efforts will not succeed.

Quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations". (Davis in Yamit, 2017:8)

The quality of goods and services is the overall combination of characteristics of goods and services according to marketing, engineering, production, and maintenance that make the goods and services used meet the expectations of consumers or consumers. Quality is something that is decided by consumers. This means that quality is based on the actual experience of consumers or consumers of goods and services that are measured based on certain requirements or attributes. (WiJaya, 2018:9)

Based on several definitions from experts or experts directly above, it can be seen that product quality is the ability of a product to meet consumer desires. These consumer desires include product durability, product reliability, ease of use, and other valuable attributes that are free from deficiencies and damage.

The study showed that consumers do not always remember the actual price of a product. Instead, they encode prices in ways that are meaningful to them. Consumers' levels of attention, awareness and knowledge of prices appear to be much lower than those required for consumers to know accurate prices from internal references for many products. In their efforts, companies that market goods or services need to set the right prices.

Price is a monetary unit or other measure (including other goods or services) exchanged to obtain the right to use an item. Price can be interpreted as the amount of money (monetary unit) or other aspects (non-monetary) that contain certain utilities or uses that are treated to obtain a good or service.

Promotion comes from the word promote in English which means to develop or improve. Promotion is one component of the marketing mix. The function of promotion in the marketing mix is to achieve various communication goals with consumers.

Promotion is an activity that communicates the advantages of a product and persuades target consumers to buy it. (Kotler and Keller, 2016:47)

Promotion is one of the marketing mix tools. Promotion is important for a company. Promotion activities are the spearhead of target market acceptance of a product. (Suparyanto, 2015:124)

Promotion is an activity that is inseparable from sales activities and as a means to increase sales. (Muhammad Adam, 2015:92)

Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence or persuade and increase the target market for the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. (Tjiptono developed by Budi, 2015:1572)

3. Method

In this research method used by the author in this study is a descriptive method with a quantitative approach. The quantitative descriptive research method aims to explain a phenomenon using numbers that describe the characteristics of the subject being studied. The research conducted by the author was located at the Ambun Pagi Multipurpose Cooperative Shop located on Jl. Sultan Ibrahim, Rengat District, Indragiri Hulu Regency. So the sample

that the author will take in this study is 100 people using the convenience sampling method. Convenience sampling is a method by selecting anyone who is met by chance by the researcher. The approach method used in this research is a quantitative method, namely research that describes the influence of product quality, price and promotion on consumer satisfaction Ambun Pagi Multipurpose Cooperative Shop, Rengat District Indragiri Hulu Regency which was then analyzed by comparing product quality, price and promotion on consumer satisfaction.

4. Result and Discussion

Test Validity

Before conducting hypothesis testing, validity testing must also be carried out. Validity is a test that aims to determine the accuracy of the items used to measure the truth of a variable. If an item is not valid, it will cause a high standard error, which will reduce the level of accuracy of the results found in a study. From data processing with the SPSS program, the results of the validity test on the statements contained in the three variables (X1, X2, X3 and Y) are obtained as follows:

Product quality variable (X1), of the 6 statements, all are valid and there are no invalid statements because the calculated r value $>$ r table at $\alpha = 0.05$ where r table 0.1966. For product quality validity testing (X1), details can be seen in the table below:

Table 5.1: Results of Variable Validity Test Product Quality

Statement	Calculated r value	Mark r table	Caption
X1.1	0.830	0.1966	Valid
X1.2	0.776	0.1966	Valid
X1.3	0.825	0.1966	Valid
X1.4	0.775	0.1966	Valid
X1.5	0.912	0.1966	Valid
X1.6	0.904	0.1966	Valid

Source: Processed Data, 2024

Based on table 5.1, it can be seen that all statements consist of 6 statements with a calculated r value $>$ r table value, it can be concluded that all statements are valid. All correlation table values (r table) at $(n-2) = 100-2 = 98, \alpha=0.05$, which is 0.1966, so it can be continued in the research.

For detailed testing of the validity of the price variable (X2), see the table below:

Table 5.2: Results of Variable Validity Test Price.

Statement	Calculated r value	Mark r table	Caption
X2.1	0.850	0.1966	Valid
X2.2	0.828	0.1966	Valid
X2.3	0.850	0.1966	Valid
X2.4	0.784	0.1966	Valid

Source: Processed Data, 2024

Based on table 5.2, it can be seen that all statements consist of 4 statements with a calculated r value $> r$ table value, it can be concluded that all statements are valid. All correlation table values (r table) at $(n-2) = 100-2 = 98, \alpha=0.05$, which is 0.1966, so it can be continued in the research.

For testing the validity of the promotion (X3), details can be seen in the table below:

Table 5.3: Results of Variable Validity Test Promotion

Statement	Calculated r value	Mark r table	Caption
X3.1	0.801	0.1966	Valid
X3.2	0.799	0.1966	Valid
X3.3	0.762	0.1966	Valid
X3.4	0.777	0.1966	Valid

Source: Processed Data, 2024

Based on table 5.3, it can be seen that all statements consist of 4 statements with a calculated r value $> r$ table value, it can be concluded that all statements are valid. All correlation table values (r table) at $(n-2) = 100-2 = 98, \alpha=0.05$, which is 0.1966, so it can be continued in the research.

For detailed testing of the validity of the Consumer Satisfaction variable (Y), see the table below.

Table 5.4: Results of Variable Validity Test Satisfaction

Statement	Calculated r value	Mark r table	Caption
Y1	0.840	0.1966	Valid
Y2	0.876	0.1966	Valid
Y3	0.854	0.1966	Valid

Source: Processed Data, 2024

Based on table 5.4, it can be seen that all statements consist of 3 statements with a calculated r value $> r$ table value, it can be concluded that all statements are valid. All correlation table values (r table) at $(n-2) = 100-2 = 98, \alpha=0.05$, which is 0.1966, so it can be continued in the research.

Test Reliability

Reliability testing aims to determine the extent to which measurement results remain consistent, if measurements are taken a second time or more. Reliability is an index that shows the extent to which a measuring instrument is trustworthy and reliable. In this study, reliability testing was carried out using the Cronbach's alpha method.

An instrument is said to be reliable if it has a Cronbach's alpha value of more than 0.60. The results of the reliability test in the study are presented in table 5.5 below:

Table 5.5: Results of Reliability Test of Variables Y, X1, X2 and X3,

Variables	Cronbach's Alpha	Information
Satisfaction (Y)	0.849	Reliable
Product Quality (X1)	0.806	Reliable
Price (X2)	0.824	Reliable
Promotion (X3)	0.811	Reliable

Source: Processed Data, 2024

From the table above, the results of data reliability testing for all variables used in this study can be seen. Where all variables have a Cronbach's Alpha value above 0.60. The Consumer Satisfaction variable (Y) has a Cronbach's Alpha of 0.849, the product quality variable (X1) has a Cronbach's Alpha of 0.806, the price variable (X2) has a Cronbach's Alpha of 0.824, the promotion variable (X3) has a Cronbach's Alpha of 0.811, and this shows that the instruments used in this study for all these variables are reliable.

To test the influence between each independent variable on the dependent variable partially or per variable, a t-test is conducted. This can be seen in the following table 5.24:

Table 5.24: Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,063	,949		1,120	,265
	Product Quality	,197	,130	,380	2,509	,000
	Price	,169	,187	,217	,904	,368
	Promotion	,210	,079	,250	2,672	,000

a. Dependent Variable: Consumer Satisfaction

Source: SPSS Processed Data, 2024

- The Influence of Product Quality on Consumer Satisfaction.
From the results of data management using the SPSS 21 program, the t count was obtained as 2.509, based on $\alpha = 0.025$ with $df = nk-1 = 100-4-1 = 95$, the t table was obtained as 1.98525. Because t count is greater than t table ($2.509 > 1.98525$) means that product quality influences consumer satisfaction.
- The Influence of Price on Consumer Satisfaction
From the results of data management using the SPSS 21 program, the t count was obtained as 0.904, based on $\alpha = 0.025$ with $df = nk-1 = 100-4-1 = 95$, the t table was obtained as 1.98525. Because tcount is smaller than ttable ($0.904 < 1.98525$) means that price does not affect consumer satisfaction.
- The Influence of Promotion on Consumer Satisfaction
From the results of data management using the SPSS 21 program, the calculated t was obtained as 2.672, based on $\alpha = 0.025$ with $df = nk-1 = 100-4-1 = 95$, the t table was obtained as 1.98525. Because t count is greater than t table ($2.672 > 1.98525$), meaning that promotion has an effect on consumer satisfaction.

Discussion

1. Product Quality Affects Consumer Satisfaction.

Based on the results of testing the processed data on consumers on Ambun Pagi Multipurpose Cooperative Shop, Rengat District Indragiri Hulu Regency, it is known that product quality has an effect on Customer satisfaction, with hypothetical value $t_{count} > t_{table}$ so that product quality has an effect on Customer satisfaction.

This research is in line with research journals Afrita (2018) with the title The Influence of Product Quality on Consumer Satisfaction, it is known that product quality has an effect on Customer satisfaction, with hypothetical value $t_{count} > t_{table}$ so that product quality has an effect on Customer satisfaction.

From the results of the path analysis, product quality has a positive correlation, meaning that if the product quality is... Ambun Pagi Multipurpose Cooperative Shop, Rengat District Indragiri Hulu Regency well then it will increase consumer satisfaction on Ambun Pagi Multipurpose Cooperative Shop.

2. Price Has No Effect on Consumer Satisfaction

Based on the results of testing data that has been processed on consumers on Ambun Pagi Multipurpose Cooperative Shop, Rengat District Indragiri Hulu Regency, it is known that price does not affect Customer satisfaction, with hypothetical value $t_{count} < t_{table}$ so that the price has no effect on customer satisfaction.

This research is not in line with research journals Mirza Abdi Khairusy (2016) with the title The influence of price on consumer satisfaction (survey on consumers of PT. Astra International Daihatsu Sales Operation, Pondok Pinang Branch, it is known that price has an effect on Customer satisfaction, with hypothetical value $t_{count} > t_{table}$ so that the price has an effect on Customer satisfaction.

From the results of the price path analysis, there is a positive correlation, meaning that if the price... product increase, but the product quality is very good, it will increase consumer satisfaction in buying the product on Ambun Pagi Multipurpose Cooperative Shop, Rengat District Indragiri Hulu Regency.

3. Promotion Influences Consumer Satisfaction

Based on the results of testing data that has been processed on consumers on Ambun Pagi Multipurpose Cooperative Shop, Rengat District Indragiri Hulu Regency, it is known that promotion has an effect on Customer satisfaction, with hypothetical value $t_{count} > t_{table}$ so that promotion has an effect on Customer satisfaction.

This research is in line with research journals Wakhid Yulianto (2020) with the title The Influence of Promotion on Customer Satisfaction at the Alea Shopid Kebumen Store, it is also known that promotion has an effect on Customer satisfaction, with hypothetical value $t_{count} > t_{table}$ so that promotion has an effect on Customer satisfaction.

From the results of the promotion path analysis, there is a positive correlation, meaning that if promotions increase, it will increase consumer satisfaction on Ambun Pagi Multipurpose Cooperative Shop, Rengat District Indragiri Hulu Regency

5. Conclusions

Based on the explanation of the research results and discussions conducted by the author, the following conclusions can be drawn:

- a. Product quality affects Customer satisfaction on Ambun Pagi Multipurpose Cooperative Shop, Rengat District Indragiri Hulu Regency.
- b. Price does not affect Customer satisfaction on Ambun Pagi Multipurpose Cooperative Shop, Rengat District Indragiri Hulu Regency.
- c. Promotion has an impact on Customer satisfaction on Ambun Pagi Multipurpose Cooperative Shop, Rengat District Indragiri Hulu Regency.

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