



The Effect Of Product Quality, Price And Coca Cola Promotion On Student Satisfaction Of the Faculty Of Law, Prima Indonesia University

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ABSTRACT

This research was conducted at Prima Indonesia University. The purpose of this study was to examine and analyze the effect of product quality, price and promotion of Coca Cola on student satisfaction at the Faculty of Law, University of Prima Indonesia. Satisfaction has decreased due to a decrease in product quality, prices and promotions that are not optimal. The research method uses quantitative. The population is 250 students and the sample is 150 students. The sampling technique used is random sampling. The results of the calculation of partial hypothesis testing Product Quality has a positive and significant effect on Student Satisfaction of the Faculty of Law, University of Prima Indonesia, partially Price has a positive and significant effect on Student Satisfaction of the Faculty of Law, University of Prima Indonesia.

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1. Introduction

In this era of modernization and based on very rapid technological developments and in line with the growing economic needs, Human Resources plays a more important role in supporting the running of an independent economy. The development of the business world in Indonesia is also increasing and people's lifestyles are getting easier, including choosing refreshing soft drinks such as carbonated drinks. Coca-Cola is one of the carbonated or fizzy drinks that are in great demand by consumers. With prices that are relatively affordable or cheap, product quality is guaranteed and safe, and with attractive promotions, Coca-Cola has become a favorite carbonated drink for young people to the elderly.

Satisfaction consumer is a response from consumers on the performance that has been given in accordance with consumer expectations. In customer satisfaction is a level where the needs, desires and expectations of customers can be met which will result in repeat purchases or continued loyalty. The importance of customer satisfaction for business people is to maintain the viability of the business in the long term. Consumer satisfaction where in this study in the form of students from the Faculty of Law, University of Prima Indonesia, decreased, reflected in the decline in the purchase of Coca Cola drinks.

Quality Product is an important concern for companies in creating a product. Quality products are the main criteria for consumers in choosing the products offered by the company. The company is always able to maintain and improve product quality in order to meet consumer desires. With quality products, the company can compete with competitors in controlling market share. Paying attention to quality will have a positive impact on the business in two ways, namely the impact on production costs and the impact on revenue. The quality of Coca Cola products in terms of packaging where students often find dented packaging that triggers leaks, there is a lot of information that ula is used in drinks Coca Cola is very high so that sometimes students prefer drinks containing tea and so on.

Determination selling price is an important element in making a decision for the growth of the company. Pricing errors will be fatal, if the price is set too high, customers will be reluctant to buy the



product and will switch to another company, if the price is too low it will result in losses. The price of Coca Cola is set quite high compared to its competing markets so that many students prefer this product.

Promotion is one of the most important components in marketing that introduces products to consumers. A production that is made with good quality and low prices, without being accompanied by appropriate sales promotion activities, then the production will not be able to direct the organization or person to create transactions between buyers and sellers. However, the sales promotion used must be effective and appropriate so that it can achieve the goals of a company. Coca Cola Promotion designed still has not sparked interest in regular and large repeat purchases. Promotion Coca Cola what is given is only in the form of a purchase package where the prizes given are not yet attractive in the form of excess percentages for students Coca Cola. In addition, it is also in the form of price cuts and incompleteness for promotion of all types of size products Coca-Cola.

2. Literature Review

2.1 Theory of the Effect of Product Quality on Consumer Satisfaction

According to Tjiptono (2015: 26), in evaluating satisfaction with a particular company, the determining factors used can be a combination of the determinants of satisfaction with products and services. Generally, what consumers often use is the aspect of service and the quality of the products and services purchased.

According to Sunyoto (2014: 226), quality products and services play an important role in shaping consumer satisfaction, in addition to creating profits for the company.

According to Yuniarti (2015: 234), if the appearance of the product that is expected by consumers is not in accordance with the existing reality, it is certain that consumers will not feel satisfied, on the contrary, if the product is appropriate or better than what consumers expect, consumers will feel satisfied.

2.2 Theory of the Effect of Price on Consumer Satisfaction

According to Sunyoto (2014: 86), a price strategy is needed to avoid consumers from feeling saturated with the products offered. Consumer saturation occurs when the product offered has become a common habit of using its benefits.

According to Yuniarti (2015: 239), mentions five main factors that need to be considered in relation to consumer satisfaction, including the following product quality, service quality, emotional, price and cost.

According to Tjiptono (2008: 24), that the increasingly fierce competition, where many producers are involved in fulfilling the needs and desires of consumers, causes every company to place an orientation on customer satisfaction as the main goal. This is reflected in the increasing number of companies that include a commitment to customer satisfaction in advertising statements and public relations releases. Nowadays it is increasingly believed that the main key to winning the competition is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices.

2.3 Theory of the Effect of Promotion on Consumer Satisfaction

According to Tjiptono (2015: 229) through sales promotion, companies can attract new customers, influence their customers to try competing products, increase impulse buying (purchases without prior plans) or seek closer cooperation with retailers.

According to Hasan (2013: 608) communication activities and incentives designed to promote a product or company to the target target (Prospective customers). Various short-term incentive programs to encourage the desire to try or buy a product or service more quickly or more quickly by customers.

According to Sangadji and Sopiah (2013: 19) sales promotion consists of a collection of various incentive tips, mostly short, and designed to encourage faster and/or greater purchase of a particular product or service by consumers or traders.

2.4 Research Hypothesis

According to Sujarweni (2015: 68) that the research hypothesis is a temporary answer to the research objectives derived from the framework that has been made. The hypotheses in this study are as follows:

H1 : Product Quality has an effect on Student Satisfaction of the Faculty of Law, Prim Indonesia University.

H2 : Price has an effect on student satisfaction at the Faculty of Law, Prima Indonesia University.

H3 : Promotion of Coca Cola has an effect on Student Satisfaction of the Faculty of Law, University of Prima Indonesia.

H4 : Product Quality, Price and Promotion of Coca Cola have an effect on Student Satisfaction of the Faculty of Law, Prima Indonesia University.

3. Research Methods

This research approach is based on a quantitative approach. In this study, the researcher used descriptive quantitative research methods. The nature of the research used is descriptive explanatory. The population in this study amounted to 240 students. The sampling technique used was random sampling. The number of samples in this study was 150 students and for testing the validity and reliability of 30 customers outside of the research sample.

3.1 Identification and Operational Definition of Research Variables

Table 1
Operational Definition and Measurement of Variables

Variable	Definition	Indicator	Measurement Scale
Product quality (X1)	The ability of the product to perform its function. This includes durability, reliability, accuracy, ease of use and repair and other valuable attributes. Source: Rachman (2010: 147)	<ul style="list-style-type: none"> Labels Packaging Warranty Source: Hasan (2013:499)	Likert scale
Price (X2)	The amount of money needed to obtain a certain number of products or a combination of goods and services. Source: Sunyoto (2014: 131)	<ul style="list-style-type: none"> Special pricing Cash rebate Longer payment terms Guarantees and service contracts Psychological discount Source: Kotler and Keller (2015:74)	Likert scale
Promotion (X3)	Marketing mix used to increase customer value or build brand equity in customer memory. Source: Abdurrahman (2015:156)	<ul style="list-style-type: none"> Advertisement Personal selling Sales promotion (sales promotion) Direct or interactive marketing Source: Ebert and Griffin (2015:437)	Likert scale
Consumer Satisfaction (Y)	happy or disappointed someone that comes from the comparison between his impression of the real or actual product performance with the expected product performance. Source: Sangadji and Sopiah (2013:180)	<ul style="list-style-type: none"> Overall customer satisfaction Dimensions of customer satisfaction Confirmation of hope Customer dissatisfaction Source: Hasan (2013:105-106)	Likert scale

3.2 Research Data Analysis Results

Hypothesis testing used in this research is by using multiple linear regression analysis. The regression model used is as follows:

Table 2
Multiple Linear Regression Analysis Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.531	2,394		2,311	.022
	Product quality	.534	.094	.407	5,664	.000
	Price	.163	.068	.179	2,391	.018
	Promotion	.187	.073	.186	2,578	.011

a. Dependent Variable: Consumer Satisfaction

Source: Processed primary data, 2021

$$Y = 5.531 + 0.534 X_1 + 0.163 X_2 + 0.187 X_3 + e$$

The explanation of multiple linear regression above is:

1. The constant of 5.531 states that if it does not exist or is constant then the variables of product quality, price and promotion are consumer satisfaction at 5.531 units.
2. The regression coefficient of the product quality variable is 0.534 and is positive, this means that if every 1 unit increase in the product quality variable will increase the consumer satisfaction variable by 0.534 units with the assumption that the other variables are fixed.
3. The regression coefficient for the price variable is 0.163 and is positive, this means that if every 1 unit increase in the price variable will increase the consumer satisfaction variable by 0.163 units, assuming the other variables are fixed.
4. The regression coefficient of the promotion variable is 0.187 and is positive, this means that if every 1 unit increase in the promotion variable will increase the customer satisfaction variable by 0.187 units assuming the other variables are fixed.

a. Hypothesis Determination Coefficient

The following are the results of the coefficient of determination, namely:

Table 3
Coefficient of Determination Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556a	.309	.295	6.29346

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

b. Dependent Variable: Consumer Satisfaction

Source: Processed primary data, 2021

The results of the coefficient of determination test obtained the Adjusted R Square value of 0.295, this means 29.5% of the variation in consumer satisfaction variables which can be explained by variations in product quality, price and promotion variables while the remaining 70.5% (100% - 29.5%) is explained by other variables not examined in this study, such as service quality, innovation, product design and so on.

b. Simultaneous Hypothesis Testing (F Test)

The F statistic test basically shows whether all the independent variables included in the model have a simultaneous effect on the dependent variable.

Table 4
Simultaneous Test (F Test)
ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2591,664	3	863,888	21,811	.000a
	Residual	5782,710	146	39,608		
	Total	8374,373	149			

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

b. Dependent Variable: Consumer Satisfaction

Source: Processed primary data, 2021

The test results obtained the calculated F value (21.811) > F table (2.67) and a significance probability of 0.000 < 0.05, meaning that Ha is accepted and Ho is rejected, namely simultaneously Product Quality, Price and Coca Cola Promotion have a positive and significant effect on Satisfaction Student of the Faculty of Law, Prima Indonesia University.

c. Partial Hypothesis Testing (t Test)



The t test is used to determine whether there is a significant (significant) relationship or influence between the independent variables partially on the dependent variable.

Table 5
Partial Test (t Test)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.531	2,394		2,311	.022
	Product quality	.534	.094	.407	5.664	.000
	Price	.163	.068	.179	2,391	.018
	Promotion	.187	.073	.186	2,578	.011

a. Dependent Variable: Consumer Satisfaction

Source: Processed primary data, 2021

1. The ttable value for the probability of 0.05 at degrees of freedom (df) = 150-4=146 is 1.976. Thus the results of partial hypothesis testing can be explained as follows:
2. The results of the calculation of partial hypothesis testing obtained the value of tcount > ttable or 5,664 > 1,976 and significant obtained 0.000 <0.05, means that Ha is accepted and Ho is rejected, namely partially product quality has a positive and significant effect on student satisfaction at the Faculty of Law, University of Prima Indonesia.
3. The results of the calculation of partial hypothesis testing obtained the value of tcount > ttable or 2,391 > 1,976 and significant obtained 0.018 <0.05, means that Ha is accepted and Ho is rejected, namely partially the price has a positive and significant effect on student satisfaction at the Faculty of Law, University of Prima Indonesia.
4. The results of the calculation of partial hypothesis testing obtained the value of tcount > ttable or 2,578 > 1,976 and significant obtained 0.011 <0.05, means that Ha is accepted and Ho is rejected, namely partially Coca Cola promotion has a positive and significant effect on student satisfaction at the Faculty of Law, University of Prima Indonesia.

5. Conclusions

The conclusions from the results of this study are as follows partially Product Quality has a positive and significant effect on Student Satisfaction of the Faculty of Law, University of Prima Indonesia, partially Price has a positive and significant effect on Student Satisfaction of the Faculty of Law, University of Prima Indonesia, partially Promotion of Coca Cola has a positive and significant effect on Student Satisfaction of the Faculty of Law, University of Prima Indonesia and simultaneously Product Quality, Price and Promotion of Coca Cola have a positive and significant effect on Student Satisfaction of the Faculty of Law, University of Prima Indonesia

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