



The Influence of Price, Product Quality and Service Quality on Consumer Satisfaction in Pt. Mestika Power

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ARTICLE INFO

ABSTRACT

Article history:

Received: August 17, 2021
Revised: September 17, 2021
Accepted: October 26, 2021

Keywords:

Price,
Product Quality,
Service Quality,
Consumer
Satisfaction

Research done in PT. Mestika Sakti Purpose of the Research is to test and analyze the influence of Price, Product Quality and Service Quality on customer Satisfaction at PT. Mustika Sakti. The research method uses quantitative. The population in this study amounted to 168 of the consumer and the research sample amounted to 118 of the consumer. The sampling technique used is random sampling. The test results show that the partial Product Quality has positive and significant effect on customer satisfaction at PT. Mestika Sakti and simultaneous Price, Product Quality, and Service Quality has positive and significant effect on customer Satisfaction at PT. Mustika Sakti.

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1. Introduction

Along with the development of science and technology, the modern marketing concept has also developed by placing consumers as the main concern. Manufacturers are competing to be as competitive as possible with competitors. Consumer satisfaction is an effort to fulfill something or make something adequate. Basically, consumer satisfaction is a condition in which the needs and wants and expectations of consumers can be met through the products consumed. This is shown by consumers after the purchase process occurs. If consumers are satisfied, they are likely to return to buy or use the same service. Satisfied consumers also tend to give good references to the product to others. PT Mestika Sakti is a company engaged in the distribution of pharmaceuticals, including medicines, cosmetics, general necessities and so on. PT Mestika Sakti experienced a decline in consumer satisfaction with Himalaya skincare products. The role of price fixing will be very important, especially in conditions of increasingly fierce competition and limited demand developments. Himalayan skincare product prices are less stable and many consumers think Himalayan skincare products are quite expensive. This results in low consumer satisfaction in using Himalayan skincare products from PT Mestika Sakti. Product quality is one of the marketers' primary positioning tools. Quality is closely related to value and customer satisfaction. Narrowly, quality can be defined as "freedom from damage". The quality of Himalayan skincare products from PT Mestika Sakti has decreased, as can be seen from the use of skincare which still has no benefits if used in the short term, thus triggering complaints from consumers against Himalayan skincare products from PT Mestika Sakti. Service quality is centered on efforts to fulfill needs and desires as well as the accuracy of delivery to balance consumer expectations and the characteristics of a product or service in terms of its ability to meet predetermined needs. Service quality is still not optimal and good so that it makes consumers disappointed. The quality of service is still not fast and unresponsive, resulting in consumers complaining that the staff does not understand the needs and desires of consumers. Theoretical basis Service quality is centered on efforts to fulfill needs and desires as well as the accuracy of delivery to balance consumer expectations and the characteristics of a product or service in terms of its ability to meet predetermined needs. Service quality is still not optimal and good so that it makes consumers disappointed. The quality of service is still not fast and unresponsive, resulting in consumers complaining that the staff does not understand the needs and desires of consumers. Theoretical basis Service quality is centered on efforts to fulfill needs and desires as



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2. Method

This research was conducted on PT. Magic Magic. The time of the research began in August 2020 and is planned to be completed in August 2021. According to Sugiyono (2017:1), Research Methods are "scientific ways to obtain data with certain goals and uses. The scientific way means that research activities are based on scientific characteristics, namely rational, empirical and systematic. The approach in this research is a quantitative approach. In this study, the researcher used descriptive quantitative research methods. The total population in this study was 168 consumer. The sampling technique used is simple random sampling. The number of samples in this study were 118 consumers and testing the validity and reliability of 30 consumers were taken from the research population.

Operational definitions for each independent variable and dependent variable are as follows:

Table 1.

Operational Definition and Measurement of Variables

Variable	Definition	Indicator	Measurement Scale
Price (X1)	Price is the basic measure of an economic system because prices affect the allocation of factors of production. Source: Malau (2017: 126)	1. Basic price and discount 2. Terms of payment 3. Credit terms	Likert scale
Product quality (X2)	Product quality means the product's ability to perform its function. Source: Rachman (2010: 147)	1. Performance, 2. Reliability 3. Aesthetics, physical appearance of goods or shops, attractiveness of service presentation. 4. Brand awareness Source: Sangadji and Sopiah (2013: 188)	Likert scale
Service quality (X2)	The overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs. Source: Abdullah and Tantri (2014: 44)	1. Physical Facilities 2. Reliability. 3. Service alertness and speed. 4. Service assurance 5. convenience. Source: Sunyoto (2013: 145)	Likert scale
Consumer Satisfaction (Y)	Satisfaction is defined from the perspective of the consumer experience after consuming or using a product or service Source : Sudaryono (2016:78)	1. Complaint and suggestion system 2. <i>Ghost shopping</i> 3. <i>Lost customer analysis</i> 4. Consumer satisfaction survey Source: Priansa (2017:106-107)	Likert scale

3. Research Results and Discussion

3.1 Classic assumption test

a. Normality test

The results of the normality test are:



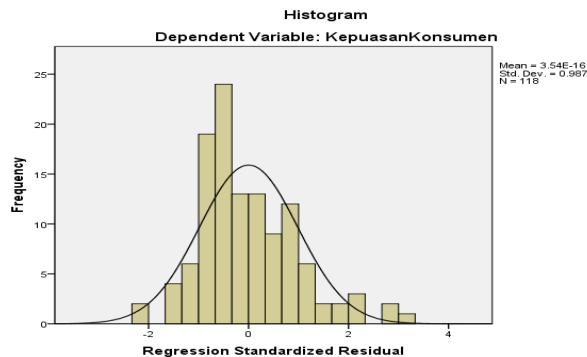


Figure 1. Histogram Normality Test
Source: SPSS data, 2021

The histogram graph in Figure III.1 shows real data forming a curve line tends to be symmetrical (U) does not deviate to the left or to the right then it can be said that the data is normally distributed.

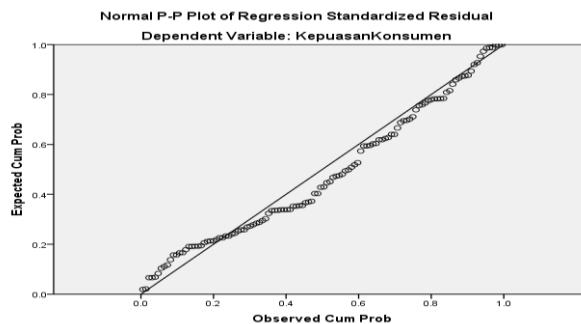


Figure 2. PP Plot Normality Test
Source: SPSS data, 2021

The PP Plot Normality Graph shows that the data is spread around the diagonal line, the distribution is mostly close to the diagonal line. This means that the data is normally distributed.

The following is a statistical normality test using Kolmogorov Smirnov.

Table 1.

Kolmogorov Smirnov . Normality Test		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		118
Normal Parameters, b	mean	.0000000
	Std. Deviation	7.99819616
Most Extreme Differences	Absolute	.104
	Positive	.104
	negative	-.069
Kolmogorov-Smirnov Z		1.127
asympt. Sig. (2-tailed)		.158

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS data, 2021

Table 1 obtained a significant value of $0.158 > 0.05$. Thus, from the test results, the results show that the data is normally distributed.

b. Multicollinearity Test

Multicollinearity can also be seen from the value of tolerance and variance inflation factor (VIF). The following are the results of the multicollinearity test, namely:

Table 2.
Multicollinearity Test

Model		Coefficientsa				Collinearity Statistics		
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	1.342	2.444		.549	.584		
	Price	.338	.100	.267	3.382	.001	.886	1.129
	Product quality	.288	.072	.319	3.993	.000	.867	1.154
	Service quality	.237	.075	.252	3.140	.002	.860	1.163

a. Dependent Variable: Consumer Satisfaction

Source: SPSS data, 2021

Table 2 shows that the tolerance value > 0.1 and the VIF value for the variables < 10 means that in this study there is no multicollinearity.

c. Heteroscedasticity Test

Heteroscedasticity test aims to test the difference in residual variance from one observation period to another observation period. There are several ways to detect the presence or absence of heteroscedasticity:

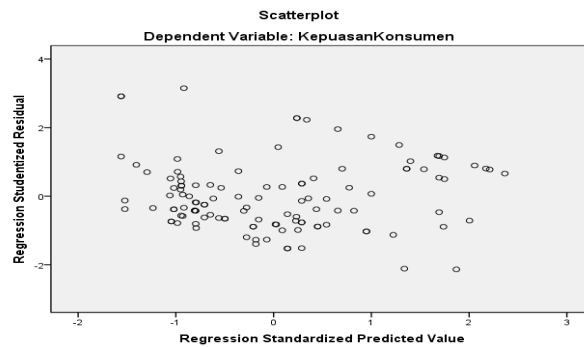


Figure 3. Heteroscedasticity Test

Source: SPSS data, 2021

The graph shows that the points spread with an unclear pattern both above and below zero (0) on the Y axis, not gathered in one place, so from the scatterplot graph it can be concluded that there is no heteroscedasticity in the regression model.

Table 3.
Glacier Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.023	1.491		2.699	.008
	Price	.028	.061	.045	.458	.648
	Product quality	.060	.044	.136	1.371	.173
	Service quality	.008	.046	.016	.165	.869

Source: SPSS data, 2021

Significant values > 0.05, namely price (0.648), product quality (0.173) and service quality (0.869) that there is no heteroscedasticity problem.

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

Table 4.
Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.342	2.444		.549	.584
	Price	.338	.100	.267	3.382	.001
	Product quality	.288	.072	.319	3.993	.000



Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Service quality	.237	.075	.252	3.140	.002

Source: SPSS data, 2021

$$Y = 1.342 + 0.338 X1 + 0.288 X2 + 0.237 X3 + e$$

The constant of 1.541 states that if it does not exist or is constant then the variables of price, product quality, and service quality are on consumer satisfaction on of 1.342 units. The regression coefficient of the price variable is 0.338 and is positive, this means that if every 1 unit increase in the price variable will increase the consumer satisfaction variable. of 0.338 units with the assumption that other variables are constant. The regression coefficient of the product quality variable is 0.288 and is positive, this means that if every 1 unit increase in the product quality variable will increase the consumer satisfaction variable. of 0.288 units with the assumption that other variables are constant. The regression coefficient of the service quality variable is 0.237 and is positive, this means that if every 1 unit increase in the service quality variable will increase the dependent variable of customer satisfaction. of 0.237 units with the assumption that other variables are constant.

3.2 Hypothesis Determination Coefficient

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

Table 5.

Coefficient of Determination Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.608 ^a	.370	.354	8.10275	

a. Predictors: (Constant), Quality of service, Price, Quality of product

b. Dependent Variable: Consumer Satisfaction

Source: SPSS data, 2021

The results of the coefficient of determination obtained the Adjusted R Square value of 0.370, this means 37% of the variation of the consumer satisfaction variable which can be explained by variations in price, product quality and service quality variables while the remaining 63% (100% - 37%) is explained by other variables not examined in this study, such as product design, promotional strategies, brand image and so on.

3.3 Simultaneous Hypothesis Testing (F Test)

Here are the results Simultaneous hypothesis testing that is:

Table 6.

Simultaneous Test (F Test)

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4397,487	3	1465,829	22.326	.000 ^a
	Residual	7484,624	114	65,655		
	Total	11882.110	117			

a. Predictors: (Constant), Quality of service, Price, Quality of product

b. Dependent Variable: Consumer Satisfaction

Source: SPSS data, 2021

The test results obtained the calculated F value (22.326) > F table (2.68) and the significance probability was 0.000 < 0.05, meaning that H_a was accepted and H₀ was rejected, namely simultaneously Price, Product Quality, and Service Quality had a positive and significant effect on Satisfaction. Consumers at PT. Mustika Sakti.

3.4 Partial Hypothesis Testing (t Test)

Here are the results Partial hypothesis testing that is:

Table 7.

Partial Test (t Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.342	2.444		.549	.584
	Price	.338	.100	.267	3.382	.001

Model	Unstandardized Coefficients		Standardized	t	Sig.
			Coefficients		
Product quality	.288	.072	.319	3.993	.000
Service quality	.237	.075	.252	3.140	.002

Source: SPSS data, 2021

Testing the hypothesis partially obtained the value of $t_{count} > t_{table}$ or $3.382 > 1.981$ and significant obtained $0.000 < 0.05$, means that H_a is accepted and H_o is rejected, namely partially the price has a positive and significant effect on consumer satisfaction at PT. Mustika Sakti. Testing the hypothesis partially obtained the value of $t_{count} > t_{table}$ or $3.993 > 1.981$ and significant obtained $0.000 < 0.05$, means that H_a is accepted and H_o is rejected, namely partially product quality has a positive and significant effect on consumer satisfaction at PT. Mustika Sakti. Testing the hypothesis partially obtained the value of $t_{count} > t_{table}$ or $3,140 > 1,981$ and significant obtained $0,013 < 0,05$, means that H_a is accepted and H_o is rejected, namely partially Service Quality has a positive and significant effect on Consumer Satisfaction at PT. Magic Magic

3.5 Discussion

a. The Effect of Price on Consumer Satisfaction at PT. Magic Magic

Testing the hypothesis partially obtained the value of $t_{count} > t_{table}$ or $3.382 > 1.981$ and significant obtained $0.000 < 0.05$, means that H_a is accepted and H_o is rejected, namely partially the price has a positive and significant effect on consumer satisfaction at PT. Mustika Sakti. 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. The role of price fixing will be very important, especially in conditions of increasingly fierce competition and limited demand developments. Himalayan skincare product prices are less stable and many consumers think Himalayan skincare products are quite expensive. This results in low consumer satisfaction in using Himalayan skincare products from PT Mestika Sakti.

b. The Effect of Product Quality on Consumer Satisfaction at PT. Magic Magic

Testing the hypothesis partially obtained the value of $t_{count} > t_{table}$ or $3.993 > 1.981$ and significant obtained $0.000 < 0.05$, means that H_a is accepted and H_o is rejected, namely partially product quality has a positive and significant effect on consumer satisfaction at PT. Mustika Sakti. Sunyoto (2014:226), there is a close relationship between the quality of goods and services with consumer satisfaction to achieve company profits. Product quality is one of the marketers' primary positioning tools. Quality is closely related to value and customer satisfaction. Narrowly, quality can be defined as "freedom from damage". The quality of Himalayan skincare products from PT Mestika Sakti has decreased, as can be seen from the use of skincare which still has no benefits if used in the short term, thus triggering complaints from consumers against Himalayan skincare products from PT Mestika Sakti.

c. The Effect of Service Quality on Consumer Satisfaction at PT. Magic Magic

Testing the hypothesis partially obtained the value of $t_{count} > t_{table}$ or $3,140 > 1,981$ and significant obtained $0,013 < 0,05$, means that H_a is accepted and H_o is rejected, namely partially Service Quality has a positive and significant effect on Consumer Satisfaction at PT. Mustika Sakti. Tjiptono (2015:26), in evaluating satisfaction that is often used by consumers is the service aspect and the quality of the products and services purchased. Service quality is centered on efforts to fulfill needs and desires as well as the accuracy of delivery to balance consumer expectations and the characteristics of a product or service in terms of its ability to meet predetermined needs. Service quality is still not optimal and good so that it makes consumers disappointed. The quality of service is still not fast and unresponsive, resulting in consumers complaining that the staff does not understand the needs and desires of consumers.

4. Conclusion

Partially the price has a positive and significant effect on consumer satisfaction at PT. Mustika Sakti. Partially, product quality has a positive and significant effect on consumer satisfaction at PT. Mustika Sakti. Partially obtained the value of $t_{count} > t_{table}$ or $3,140 > 1,981$ and significant obtained $0,013 < 0,05$, means that H_a is accepted and H_o is rejected, namely partially Service Quality has a positive and significant effect on Consumer Satisfaction at PT. Mustika Sakti. Simultaneously Price, Product Quality, and Service Quality have a positive and significant effect on Consumer Satisfaction at PT. Mustika Sakti.



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