



THE EFFECT OF PRODUCT QUALITY AND PRICE ON CONSUMER SATISFACTION WITH PURCHASE DECISIONS AS AN INTERVENING VARIABLE (CASE STUDY OF NAZWA ASSORTED CAKES)

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ABSTRACT

The authors aim to research to determine and analyze the effect of product quality and price on consumer satisfaction through purchasing decisions (Nazwa Aneka Kue case study) The method used is an associative and quantitative approach. The population in this study is Nazwa Aneka Kue consumers with an unknown population, and in determining the sample using the formula wibisono the sample size of 100 people is obtained. Data collection techniques used in this study used a questionnaire/questionnaire. Data analysis techniques in this study used Path Analysis, Classic Assumption Test, Hypothesis Test (t Test and f Test), and Determination Coefficient. Data processing in this study uses the IBM SPSS software program (Statistics Package for the Social Sciences) version 23. The results of this study indicate that partially product quality has a significant effect on customer satisfaction, the price has a significant effect on customer satisfaction, product quality has a significant effect on purchasing decisions, prices influence purchasing decisions, and purchasing decisions significantly influence customer satisfaction, product quality, and prices simultaneously and significantly influence customer satisfaction, product quality has a simultaneous and significant influence on consumer satisfaction through purchasing decisions, prices have a simultaneous influence and significant impact on customer satisfaction through purchasing decisions.

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1. Introduction

In this era of globalization, the competition faced by today's business is getting tougher, thus requiring management to be more careful and smart in determining its competitive strategy, to win the competition it faces [1]. The business is required to be able to increase consumer satisfaction, both large and small scale businesses such as small and medium enterprises (SMEs). Businesses will have competitiveness if the business can be analyzed in the internal business environment (Weaknesses and Strengths) based on efficiency and effectiveness, to create business processes. low cost [2]. Consumer satisfaction is the feeling of consumers after consuming a product and the feeling between what is received and what is expected [3]. Satisfaction according to [4] consumer satisfaction is a feeling of pleasure or disappointment with customer perceptions of product/service performance, which is the beginning of achieving customer loyalty to return to using the products offered so that it becomes a central concept in business and management interviews. Consumer satisfaction according to [5] can be created if the goods or services can achieve or exceed what is expected or desired by consumers.

Customer satisfaction will provide benefits for the company. By maintaining and providing satisfaction to consumers, they tend to repurchase the goods and services they have consumed [6]. Satisfaction will also encourage positive word-of-mouth communication [7]. Communication delivered by satisfied consumers can be in the form of recommendations to other prospective customers and saying good



things about the company, as for several ways to obtain customer satisfaction such as: improving product quality, improving service quality, appropriate prices, supporting facilities, and so forth.

Product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other attributes, product quality describes the extent to which the product's ability to meet and satisfy consumer needs [8]. Quality is based on the customer's experience of goods or services, measured by customer requirements, meaning that stated or not stated, consciously or only perceived, technically or subjectively, can represent moving targets in a competitive market [9]. Product quality is the key to the company winning the competition which will later be able to provide satisfaction to consumers [10].

In addition, product quality is considered by every company in competing, especially businesses in the culinary field, namely pricing policy. A price is several values determined by the company based on the value determined by the company from the calculation of costs incurred such as operating costs and so on [11]. Price is the amount of value charged for a product or service provided by consumers to benefit from owning or using the product, the price depends on the company's policy by considering various things [12]. Cheap or high prices for goods or services can affect consumer satisfaction, so companies must always monitor the prices set by competitors so that the prices set by the company are not too high or too low [13].

The purchase decision is the next stage that consumers have passed after the intention or desire to buy a product [14]. The purchasing decision is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them [15]. The evaluation is carried out by consumers to fulfill the desire and satisfaction in consuming a product to be purchased [16].

Based on the initial survey conducted, it can be seen that the quality of the products marketed by Nazwa Aneka Kue sometimes some products are not fresh because several products are produced in large quantities, the longer the product is produced, the quality of the product will decrease, the price offered to consumers is relatively the same. with the prices offered by competitors, consumer decisions in making purchases decreased due to competitors who marketed the same product and the lack of attention made by Nazwa various cakes in observing how the level of consumer satisfaction was and the lack of word of mouth recommendations made by consumers.

2. Literature Review

2.1 Consumer Satisfaction

Consumer satisfaction is the level of feeling felt by someone which states the results of a comparison of product performance, both goods or services received with what is expected [17]. Product quality is the ability of a product to fulfill its functions. Product quality includes durability, ability, convenience, and other attributes that have the value of a product, if a product has been able to carry out its functions, it can be said to be a product that has good product quality [18]. Price is the amount of value charged for a product or service provided by consumers to benefit from owning or using the product, the price depends on the company's policy by considering various things [19]. The purchasing decision is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them [15].

2.2 The Effect of Product Quality on Consumer Satisfaction

Product quality is the ability of a product to fulfill its functions. Product quality includes durability, ability, convenience, and other attributes that have the value of a product, if a product has been able to carry out its functions it can be said to be a product that has good product quality [20]. This is in line with research [21] states that there is an influence between product quality variables and customer satisfaction has a significant influence. Then [22] states that product quality has a significant effect on consumer satisfaction. According to [23][24][25] states that there is a significant effect of product quality on consumer satisfaction. Product quality is the key to the company winning the competition which will later be able to provide satisfaction to consumers [26].

H1: Product quality has a significant effect on consumer satisfaction

2.3 The Effect of Price on Consumer Satisfaction

Price is the amount of value charged for a product or service provided by consumers to benefit from owning or using the product, the price depends on the company's policy by considering various things [27]. Cheap or high prices for goods or services can affect consumer satisfaction, so companies must always monitor the prices set by competitors so that the prices set by the company are not too high or too low. This is in line with research conducted by [28][29][30] states that there is a significant effect of price on consumer satisfaction of consumers who use PO bus transportation services. Rosalia Indah in Palur Karanganyar proved to be true. According to [31] in his research stated that price, promotion, and service quality



simultaneously had a significant effect on customer satisfaction. This is in line with [32] states that there is a significant effect of price on consumer satisfaction with fast delivery in Medan.

H2: Price has a significant effect on consumer satisfaction

2.4 The Effect of Purchase Decisions on Consumer Satisfaction

The purchasing decision is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them [15]. The evaluation is carried out by consumers to fulfill the desire and satisfaction in consuming a product to be purchased. This is in line with research conducted by [33][34][35] states that purchasing decisions have a direct and significant effect on consumer satisfaction.

H3: Purchase decisions have a significant influence on consumer satisfaction

2.5 Effect of Product Quality on Purchase Decisions

Based on research conducted [36] states that the simultaneous influence of price, product quality, and service quality has a significant influence on purchasing decisions. The results of research conducted by [37][38] state that product quality influences purchasing decisions. This is in line with research conducted by [39] states that there is a significant effect of price on purchasing decisions.

H4: Product quality has a significant effect on purchasing decisions

2.6 Influence of Price on Purchase Decision

Based on research conducted by [40] states that the effect that arises from the price is significant. Based on research conducted by [41][42][43] states that price has a positive and significant effect on purchasing decisions.

H5: Price has a significant effect on purchasing decisions

2.7 The Effect of Product Quality and Price on Consumer Satisfaction

The company will continue to increase its market share by continuing to bring satisfaction to its consumers. In general, product quality and prices are continuously evaluated to whether consumers are satisfied with the quality and prices offered by the company. the results of research conducted by [44][45][46][47][48] state that product quality affects consumer satisfaction through purchasing decisions.

H6: Product quality and price have a significant effect on consumer satisfaction

2.8 The Effect of Product Quality on Consumer Satisfaction Through Purchase Decisions

Based on research conducted by [44][49][50] states that product quality affects consumer satisfaction through purchasing decisions.

H7: Product quality on consumer satisfaction through purchasing decisions

2.9 The Effect of Price on Consumer Satisfaction Through Purchase Decisions

Based on research conducted by [51][52][50] states that price has an influence on consumer satisfaction through purchasing decisions there is a significant influence.

H8: Price on consumer satisfaction through purchasing decisions

3. Research Methods

The approach used in this research is associative and quantitative. This study is to see the effect of product quality and price on consumer satisfaction with purchasing decisions as an intervening variable with a case study on Nazwa Aneka Kue. The population of this study was students of the Muhammadiyah University of North Sumatra, Glugur Darat II, East Medan District, Medan City. The distribution of population of this study is the students of the Muhammadiyah University of North Sumatra by taking a large sample of 100 samples using the Wibisono formula. Before testing the hypotheses of this study, the classical assumption was first tested to ensure that the multiple regression test tool could be used or not in the study. If the classical assumption test has been met, then the multiple linear regression statistical test tool can be used.

4. Results and Discussion

4.1 The Effect of Product Quality on Consumer Satisfaction

There is a positive influence of product quality variable on consumer satisfaction variable which is indicated by the value of t count product quality = 2.674 while t table with dk 98 is 1.66, if t count > t table, then Ho is rejected (influential) if t count < t table then Ho is rejected (no effect) from the results of the study it was found that t count > t table and a significance value of 0.009 < 0.05. Thus, it can be concluded that part there is a significant effect between product quality on consumer satisfaction. The results of this study are in line with research [21][52][50] that states product quality on consumer satisfaction. Good product quality will be able to increase consumer satisfaction and vice versa if the quality of the products in Nazwa Aneka Kue

decreases then consumer satisfaction can also decrease. This is by the opinion [26] which states that product quality is the company's key to winning the competition which will later be able to provide satisfaction to consumers.

4.2 The Effect of Price on Consumer Satisfaction

There is a positive effect of the price variable on the consumer satisfaction variable which is indicated by the value of $t_{price} = 2.092$ while t_{table} with dk 98 is 1.66, if $t_{count} > t_{table}$, then H_0 is rejected (influential) if $t_{count} < t_{table}$ then H_0 is rejected (no effect) from The results of the study found that $t_{count} > t_{table}$, a significant value of $0.039 < 0.05$, thus it can be concluded that part there is a significant effect between price on consumer satisfaction of Nazwa Aneka Kue. The results of this study are in line with the research conducted by [53][54][55][56] states that there is a significant effect of price on customer satisfaction. Price is the amount of value charged for a product or service provided by consumers to benefit from owning or using the product, the price depends on the company's policy by considering various things. Cheap or high prices for goods or services can affect consumer satisfaction, so companies must always monitor the prices set by competitors so that the prices set by the company are not too high or too low [27].

4.3 The Effect of Purchase Decisions on Consumer Satisfaction

There is a positive influence of the purchasing decision variable on the consumer satisfaction variable which is indicated by the value of $t_{purchase\ decision} = 8.667$ while t_{table} with dk 98 is 1.66, if $t_{count} > t_{table}$, then H_0 is rejected (influential) if $t_{count} < t_{table}$ then H_0 is rejected (no effect).) from the results of the study found that $t_{count} < t_{table}$, significant value $0.000 < 0.05$, thus partially there is a significant influence between purchasing decisions on consumer satisfaction Nazwa Aneka Kue. The results of this study are in line with research conducted by [33][34][35] in this study resulted in the calculation of $t_{table} (2.394) > t_{table} (1.663)$ or $sig\ t (0.019)$, it can be concluded that there is a significant positive effect between purchasing decisions on consumer satisfaction. The purchasing decision is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them [15]. If a consumer has made a purchase decision on a product after conducting an evaluation, the consumer considers that the product he has decided to buy can satisfy him.

4.4 Effect of Product Quality on Purchase Decisions

There is a positive influence of product quality variables on purchasing decision variables which are indicated by the value of $t_{product\ quality} = 3.095$ while t_{table} with dk 98 is 1.66, if $t_{count} > t_{table}$, then H_0 is rejected (influential) if $t_{count} < t_{table}$ then H_0 is rejected (no effect) from the results of the study it was found that $t_{count} > t_{table}$, the significance value was $0.003 < 0.05$, thus partially there was a significant influence between product quality on the purchasing decision of Nazwa Aneka Kue. The results of this study are in line with the research conducted [57][58][59] which states that product quality affects purchasing decisions. Good product quality can improve consumer purchasing decisions in consuming a product. The purchasing decision is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them [15]. The evaluation is carried out by consumers to fulfill their desires and satisfaction in deciding the purchase decision of a product.

4.5 Influence of Price on Purchase Decision

There is a positive effect of the price variable on the purchasing decision variable which is indicated by the value of $t_{price} = 3.524$ while t_{table} with dk 98 is 1.66, if $t_{count} > t_{table}$, then H_0 is rejected (influential) if $t_{count} < t_{table}$ then H_0 is rejected (no effect).) from the results of the study it was found that $t_{arithmetic} > t_{table}$ and a significant value of $0.001 < 0.05$, thus partially there is a significant influence between price on the purchasing decision of Nazwa Aneka Kue. The results of this study are in line with research conducted by [60][61][62] From the results of the research conducted, it is stated that for the price value on purchasing decisions, the results of data processing show that the t_{count} is 4.094 ($t_{count} 4.094 > t_{table} 1.98844$) and the sig value is $0.000 < 0.05$. Thus it can be concluded that the price has a positive and significant effect on purchasing decisions. Price is the most important thing in considering consumer product purchasing decisions [29]. Price is several values charged for a product or service provided by consumers to benefit from owning or using the product, Cheap or high prices for goods or services are very relative in nature, companies must always monitor the prices set by competitors so that the prices determined by the company is not too high or too low if the price set is not by the wishes of consumers it will affect purchasing decisions in purchasing products.

4.6 The Effect of Product Quality and Price on Consumer Satisfaction

There is a positive effect of product quality and price variables on consumer satisfaction which shows the t value of $t_{product\ quality} = 2.674$ and $t_{price} = 2.092$. Based on the results of the simultaneous test for product quality and price variables, it was obtained $t_{count} (2.674) > t_{table} (1.66)$ and $(2.092) > t_{table} (1.66)$, then H_0 was rejected and H_a was accepted with a significance value product quality $0.09 < 0.05$ and



price $0.039 < 0.05$. This shows that simultaneously there is a significant effect of product quality and price on consumer satisfaction with Nazwa Aneka Kue. The results of this study are in line with research conducted by [63][64][65] states that product quality and price have a positive and significant effect on consumer satisfaction. By maintaining and providing satisfaction to consumers, they tend to repurchase the goods and services they have consumed. Satisfaction will also encourage positive word-of-mouth communication. Communication delivered by satisfied consumers can be in the form of recommendations to other prospective customers and saying good things about the company, as for several ways to obtain customer satisfaction such as: improving product quality, improving service quality, appropriate prices, supporting facilities, and so forth. Customer satisfaction is an indicator of the future success of the company's business, which measures how well customers respond to the company's future business [66].

4.7 The Effect of Product Quality on Consumer Satisfaction Through Purchase Decisions

There is a positive influence of product quality variables on consumer satisfaction through purchasing decisions, the t value of product quality = 2.771 and t-purchase decision = 9.785. Based on the results of the simultaneous test for product quality and price variables, it is obtained t-count (2.771) > t-table (1.66) and (9.785) > t-table (1.66), then H_0 is rejected and H_a is accepted, the significance value product quality $0.007 < 0.05$ and the significance value of purchasing decisions $0.00 < 0.05$, the value of the direct influence of product quality on consumer satisfaction = 0.192. while the indirect effect through purchasing decisions = $0.425 \times 0.679 = 0.288$, then the total effect = the value of direct influence (0.192) + the value of indirect influence (0.288) = 0.480. from these results it can be seen that the value of the indirect influence is greater than the direct effect, this shows that product quality on consumer satisfaction through purchasing decisions has a significant influence on consumer satisfaction purchasing Nazwa Aneka Kue.

The results of this study are in line with research conducted by [44][49][50] states that product quality affects consumer satisfaction through purchasing decisions. In purchasing a product, consumers need to evaluate a product, one of which is in terms of product quality. The purchase decision is a selection made of two choices or more consumers than buying [67].

4.8 The Effect of Price on Consumer Satisfaction Through Purchase Decisions

There is a positive effect of the price variable on consumer satisfaction through purchasing decisions, the value of t-price = 2.206 and t-purchase decision = 9.625. Based on the results of the simultaneous test for product quality and price variables, it is obtained t-count (2,206) > t-table (1,66) and (9,625) > t-table (1,66), then H_0 is rejected and H_a is accepted, the significance value the price is $0.030 < 0.05$ and the significance value of the purchase decision is $0.00 < 0.05$. the value of the direct influence of price on consumer satisfaction = 0.157. while the indirect effect through purchasing decisions = $0.415 \times 0.679 = 0.282$, then the total effect = the value of direct influence (0.157) + the value of indirect influence (0.282) = 0.439. From these results, it can be seen that the value of the indirect influence is greater than the direct effect. This shows that the price on consumer satisfaction through purchasing decisions has a significant influence on consumer satisfaction in purchasing Nazwa Aneka Kue. The results of this study are in line with research conducted by [51][68][69] seen that the price influences consumer satisfaction through purchasing decisions there is a significant influence. Price is the most important thing that consumers consider in purchasing a product to decide to buy a product. The purchasing decision is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them [15]. The evaluation is carried out by consumers to fulfill the desire and satisfaction in consuming a product to be purchased.

5. Conclusion

Based on the data obtained in research on the effect of product quality and price on consumer satisfaction through purchasing decisions (a case study of Nazwa Aneka Kue) the research respondents totaled 100 respondents and then analyzed it can be concluded that part there is a significant influence between product quality on consumer satisfaction Nazwa Aneka Kue, partially there is a significant influence between price on consumer satisfaction Nazwa Aneka Kue, partially there is a significant effect between product quality on purchasing decisions Nazwa Aneka Kue, partially there is a significant influence between price on purchasing decisions Nazwa Aneka Kue, partially and significant between purchasing decisions on consumer satisfaction Nazwa Aneka Kue, simultaneously there is a significant influence between product quality and price variables on consumer satisfaction at Nazwa Aneka Kue, There is a positive effect of product quality variables on consumer satisfaction. consumer satisfaction through purchasing decisions simultaneously and significantly between product quality variables on consumer satisfaction through purchasing decisions at Nazwa Aneka Kue and there is a positive influence on price

variables on consumer satisfaction through simultaneous and significant purchasing decisions between price variables on consumer satisfaction through purchasing decisions at Nazwa Aneka Cake.

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