

# The effect of service, quality of goods and prices on customer satisfaction at Ayu Store

Ayu Parlinda Lestari<sup>1</sup>, Basar Maringan Hutauruk<sup>2</sup>

<sup>1,2</sup>Department of Management, Faculty Economics and Business, Pelita Bangsa University, Indonesia

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## ABSTRACT

This study aims to determine the partial and simultaneous effect of service, quality of goods and prices on consumer satisfaction at Ayu store. The research method in this study uses a quantitative approach in which this study describes the relationship of influencing and being influenced by the variables to be studied which can be interpreted as a research method based on the philosophy of positivism. The population in this study are Ayu store consumers. The sample in this study were 100 respondents. The sampling method in this study used a simple random sampling method. Simple random sampling technique is a technique of taking samples from members of the population which is done randomly without regard to the strata in the population. Based on the results of the study, service has a positive and significant effect on consumer satisfaction at Ayu store, quality of goods has a positive and significant effect on customer satisfaction at Ayu store, price has a positive and significant effect on customer satisfaction at Ayu store and simultaneously service, quality of goods and price have an effect and significant to consumer satisfaction Ayu store.

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### Corresponding Author:

Ayu Parlinda Lestari,

Department of Management,

Pelita Bangsa University,

Jalan Inspeksi Kalimalang No.9, Cibatu, Kec.Cikarang Selatan, Bekasi, Indonesia,

Email: ayuparlinda320@gmail.com

## 1. Introduction

The development of the business world in Indonesia is growing rapidly. The emergence of many new wholesalers offering a variety of products has resulted in the emergence of intense competition between wholesale businesses. With the emergence of many products coming from abroad as well as many similar products at lower prices, it triggers each wholesaler to be ahead of all its competitors and to be the best for consumers (Darmawan et al., 2020). This requires every business person to be able to provide the best quality and quality products in order to gain more competitiveness compared to other similar wholesalers so that they can dominate the existing market share and win the competition (Agustina et al., 2021).

Ayu store is a wholesaler that provides various basic needs for the community and retail shops in the vicinity. This shop serves daily needs in the form of groceries, kitchen needs, light snacks, glass/bottle drinks, sachet powder drinks, cigarettes, body wash, shampoo, toothpaste, toothbrushes, sandals, medicines. Purchases in large quantities are usually generated from consumers who will be sold again to the next consumer. Established since 2008 at Bumi Cikarang Makmur Housing, South Cikarang. Starting with the experience of the founder who once owned an MSME business. Ayu store operates from 07.00 am to 22.00 pm. In its business, Ayu store has several competitors, both directly and indirectly, such as 3 Brother Agents, Bang Roni Agents, Nayla Agents. In this business competition, Ayu store is the oldest wholesaler because it was founded in 2008, where the housing that our store occupies was just launched.

Based on the data obtained, it is known that the number of visitors to Ayu store in September - January shows that the rate of increase in visitors has increased in January 2023 by 3,225 visitors, while

visitors have decreased in December 2022 by 2,034 visitors. The role of price and product quality in customer satisfaction is something that must be considered beforehand, service quality and price are closely related in influencing purchasing decisions (Sianipar, 2019).

Product quality is one of the factors that influence consumer satisfaction (Fadhli & Pratiwi, 2021). Product quality is determined by a set of uses and functions, including performance, durability, compliance with specifications, product aesthetics, and also perceived quality/product impression (Sari & Hariyana, 2019). Products with good quality and reliability will always be embedded in the minds of consumers, because consumers are willing to pay a certain amount of money to buy these products. Customer or consumer satisfaction can actually be influenced by product quality (Imron, 2019). Therefore, various efforts are made in order to produce products with good quality so as to increase consumer satisfaction.

It takes the seriousness of the owner to find out what is causing the decline in sales turnover (Andreanata & Wilyadewi, 2021). Making the wrong decision can cause a decrease in sales turnover due to the shift of customers to other stores. In this competition, it is necessary for company owners to maintain the quality of the products being sold (Warere & Mandagie, 2022). This is because at this time some consumers have changed their mindset in consuming a product. Consumers do not only see from the fulfillment of their needs. Consumers see a product whether it can meet their expectations or maybe exceed what they expected. Consumers judge the product of the quality of the product. The better the product that is sold by a company, the more positive it will have on the satisfaction of consumers who use products in that company (Dewi & Wulandari, 2021). In addition, consumers are now also starting to evaluate the quality of service provided in a company and the store image that arises in consumers' memories either before or after carrying out the transaction process at the store. If the service received and the image of a store are good enough in the eyes of consumers, it is not uncommon for the company or store consumers to be reluctant to move (Setiawan et al., 2019).

In the current development of the domestic wholesale business, it is experiencing very rapid growth, so naturally it also creates intense competition. Since the last decades, the development of retail business has experienced enormous changes in its operations, especially since it is supported by the people in our own country who have a consumptive lifestyle (Astari, 2019). The wholesale business is the entire business activity related to selling and providing services to the community as consumer actors for personal and family use (Perdana & Mulyadi, 2023). To be successful in a competitive wholesale market, wholesalers must be able to offer the right product, price, time and place. Therefore, understanding the wholesale business on the characteristics of the target market or consumers to be served is very important. In its operations, wholesalers carry out several functions, including providing goods and services (Mauludi & Medytarisa, 2023).

In the world of marketing, services are a complex phenomenon or problem. In a service company, the people who are in it play a very important role and have a big influence on the performance of the service company itself, which has many meanings ranging from individual service to service as a product (Ismail & Yusuf, 2021). Good service is judged by the extent to which employees are able to provide clear information and master their respective fields (Herlambang & Komara, 2021). In the perspective of TQM (Total Quality Management) quality is viewed broadly, namely not only aspects of results that are emphasized, but also include processes, environment and people. Quality is a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations (Anwar & Wardani, 2021). There are five perspectives regarding quality, one of which is that quality is seen depending on the person judging it, so that the product that best satisfies one's preferences is the product of the highest quality (Maharani, 2020).

The concept of service quality related to satisfaction is determined by five elements commonly known as "RATER" (responsiveness, assurance, tangible, empathy and reliability) (Gunawan et al., 2019). The RATER service quality concept is basically to shape the attitude and behavior of the developer to provide a strong and basic form of service, so that an assessment is in accordance with the quality of service received. The essence of the concept of service quality is to show all forms of actualization of service activities that satisfy people who receive services in accordance with responsiveness, grow with assurance, show physical evidence (tangible), which can be seen, according to empathy (empathy) from people who provide appropriate services that are given consequently to satisfy those who receive services (Kiroyan et al., 2021).

Along with the development of an increasingly modern era, humans want a product that is of good quality, easy to find/buy, a low price, and also one that can be served quickly and practically (Sondak, 2022).

Humans expect good quality from the things they buy. Not only that, shop owners began competing to market their products in order to meet customer needs. If human needs are met, a feeling called satisfaction will be created. Satisfied customers will continue to consume the product or service and will recommend it to others (Hanifa et al., 2019).

A company, in this case the creative industry, cannot survive if no one buys the products they offer. One way to win the competition is to win the hearts of consumers in terms of meeting consumer needs. The hope of winning the hearts of consumers is to get consumer satisfaction. According to Philip Kotler and Kevin Lane Keller, consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the (results) of the product in question to the expected product (Sumartini & Tias, 2019). If the product/performance exceeds expectations they will be satisfied and vice versa if the product/performance does not meet expectations then they will be disappointed. So basically consumer satisfaction includes the difference between expectations and reality or the results obtained or felt by consumers. Customer satisfaction is very important for companies to pay attention to because customer satisfaction is closely related to the success of selling the company's products. High consumer satisfaction if it can be created by the company will be a valuable asset for the company's sustainability (Maimunah, 2020).

High customer satisfaction according to Kotler and Keller is a consumer who has high satisfaction has the characteristics of generally being loyal longer, buying more when the company introduces a new product, talking about pleasant things about the company and its products, not paying much attention to competing products and not too price sensitive, offers product or service ideas to companies, and transactions are routine (Kurniawan & Hildayanti, 2019). Meanwhile, low customer satisfaction is when consumer loyalty does not last long, does not buy more products when the company releases a new product, does not talk about pleasant things about the company and its products, pays more attention to competing company products, does not offer product ideas or services to companies, and non-routine transactions. So consumers who have high satisfaction will generally make routine transactions and buy more products (Aditia et al., 2022). 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 (Asti & Ayuningtyas, 2020).

Buying more products and making transactions regularly will have an impact on increasing the level of product sales at the company because more products are sold. So it can be said that high consumer satisfaction will be directly proportional to the level of product sales from the company (Dahlani & Ahwal, 2021). However, if low customer satisfaction is created, it will hinder the level of product sales from the company, and if left unchecked will kill the company. Thus the key to the success of the company lies in whether or not the company is able to satisfy its consumers. The more the company is able to satisfy consumers, the stronger the company will survive in market competition. However, if the company is unable to satisfy its customers, the company will lose out in market competition.

## 2. Research Method

This study uses an associative method with a quantitative approach. The purpose of this study was to determine the effect of service (X1), quality of goods (X2) and price (X3) on customer satisfaction (Y) simultaneously and partially. The population in this study were Ayu shop consumers and the number of respondents in this study amounted to 100 people. The type of data used in this study was primary data obtained from questionnaires which were distributed personally to all respondents and secondary data collection techniques in this study were carried out through literature studies. The data was obtained from the results of filling out the questionnaire which was carried out by all respondents with a score using a Likert scale. The process of distributing the questionnaires was carried out in the period March and June 2023. The data analysis test in this study used the SPSS program. Data analysis used in this research is descriptive quantitative data analysis. Quantitative descriptive is a method that uses numbers in data collection. This analysis is used by researchers to find out whether the independent variables have an influence on these variables. The search technique for multiple linear regression uses the SPSS (statistical package for social sciences) program in the coefficient table.

### 3. Results And Discussions

#### Validity test result

Based on the data analysis that has been done, it can be seen that the questionnaire used regarding the variables service (X1), quality of goods (X2), price (X3) and consumer satisfaction (Y) is indicated by the value of each statement item from each variable indicators, namely variables X1, X2, X3 and variable Y have positive or valid correlation coefficient values and are greater than 0.1966. So it can be concluded that all the indicators or statements submitted are valid and the authors can proceed to the reliability test stage.

#### Reliability test result

**Table 1.** Reliability testing results

Variable	N of items	Cronbach Alfa Count	Test Result
Service (X1)	5	0,658	Reliable
Quality of goods (X2)	5	0,681	Reliable
Price (X3)	5	0,781	Reliable
Consumer satisfaction (Y)	5	0,726	Reliable

Based on the data analysis that has been done, it can be seen that all reliability test results and all variables are declared reliable, because the test results are able to produce Cronbach's alpha > 0.60.

#### Patial Test Result

**Table 2.** T test results Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,832	3,349		1,741	,085
Service	,321	,154	,206	2,078	,040
Quality of goods	,359	,088	,363	4,060	,000
Price	,290	,154	,181	2,185	,012

a. Dependent Variable: Consumer satisfaction

The first hypothesis proposed in this study is that there is an influence of service on customer satisfaction at Ayu store. The calculated t value of the service variable is 2.078 greater than 1.98472 (2.078 > 1.98472) with a significance value of less than 0.05 (0.040 < 0.05) so it can be concluded that service (X1) has a positive and significant effect on the satisfaction variable consumers (Y).

The second hypothesis proposed in this study is that there is an effect of the quality of goods on consumer satisfaction at Ayu store. The t value calculated for the variable quality of goods is 4.060 greater than 1.98472 (4.060 > 1.98472) with a significance value of less than 0.05 (0.000 < 0.05) so it can be concluded that the quality of goods (X2) partially has a positive effect and significant to consumer satisfaction variable (Y).

The third hypothesis proposed in this study is that there is an effect of price on consumer satisfaction at Ayu store. The calculated t value of the price variable is 2.185 greater than 1.98472 (2.185 > 1.98793) with a significance value of less than 0.005 (0.012 < 0.05) so it can be concluded that price (X3) partially has a positive and significant effect on the satisfaction variable consumers (Y).

#### Simultaneous Test Result

To find out the results of the F Test (Simultaneous Test), you must first look for the value of the F table, where the value of f table can be found by the formula  $f \text{ table} = F (K (\text{number of independent variables}); n (\text{number of samples}) - k) = f (2.70)$ . The results of the F test can be seen in the table below:

**Table 3.** F test results ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	172,145	3	57,382	13,154	,000 <sup>b</sup>
Residual	418,765	96	4,362		

Total	590,910	99
a. Dependent Variable: Consumer satisfaction		
b. Predictors: (Constant), Price, Quality of goods, Service		

Based on the processing results above, the calculated F value is 13.154 with a significance of 0.000, where the F table value is 2.70 smaller than the calculated F ( $13.154 > 2.70$ ) and a significance value of 0.000 is smaller than 0.05 ( $0.000 < 0.05$ ) so that it can be concluded that service variables, quality of goods and prices simultaneously have a positive and significant effect on consumer satisfaction (Y).

#### 4. Conclusion

Based on the results of testing, processing and data analysis that has been done it is known that service variables have a positive and significant effect on customer satisfaction. That is, the better the service provided, the higher the consumer satisfaction at Ayu store. Then the variable quality of goods has a positive and significant effect on consumer satisfaction. That is, the better the quality of the goods sold, the higher the consumer satisfaction at Ayu store. The price variable has a positive and significant effect on consumer satisfaction. This means that the more affordable the price of the goods sold, the higher the consumer satisfaction at Ayu store. Researchers hope that the results of this research can contribute to the world of marketing, especially for Ayu stores so that they pay more attention to their consumers. Consumers will feel comfortable when they get good service from store employees, so that employees or business actors must be able to provide and maintain good service to consumers. The store must always maintain the quality of the goods sold so that consumers will feel comfortable when shopping at the store. Competitive prices can make business competition perfect. Consumers tend to choose affordable prices, therefore businesses must be able to determine the best price for their products. Suggestions for future researchers to be able to add or use different variables so that they can be compared and increase the quality of research in the field of marketing management.

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