

**THE EFFECT OF PRODUCT QUALITY, PRICE, AND QUALITY OF SERVICE
ON CONSUMER SATISFACTION OF KAMPOENGAN DUCK
IN PANGKALPINANG CITY**

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Abstract : *This study aims to determine the effect of product quality, price and service quality on customer satisfaction either partially or simultaneously at Bebek Kampoengan. This is a descriptive research with quantitative methods. Data was collected using questionnaires and documentation. The population is consumers who visit and buy a product at Bebek Kampoengan. a sample of 87 respondents who were selected using a non-probability sampling technique with incidental sampling. The analysis technique used is multiple linear regression. The results show that both partially and simultaneously, product quality, price, and service quality affect customer satisfaction. The most dominant influence is product quality on customer satisfaction.*

Keywords: *Product Quality, Price, Service Quality, Customer Satisfaction.*

1. Introduction

In the current era of globalization, the business world is growing. This makes the company will not be separated from the existing competition so that the company is required to provide a good marketing system for companies engaged in industry or services. In this case, marketing management plays a role in finding complete business opportunities, starting from market analysis that is intended by using planning that is in accordance with organizational goals.(Maramis et al., 2018).

In Indonesia, one of the businesses that is experiencing rapid development and feels the current tight competition is the culinary business.Based on data compiled by the Ministry of Industry (2015) shows that in the first quarter of 2015, the growth of the national food and beverage industry reached 8.16% or higher than the growth of the non-oil and gas industry of 5.21%.(Wijaya, 2017).Fierce competition can be proven by the increasing number of culinary business providers who provide and offer the same product, but there are differences in terms of service and price for each culinary business.Producers should know the market conditions so that the products and flavors of the types of food produced are in accordance with the expectations and desires of consumers(Asti & Ayuningtyas, 2020).

A service provider is required to provide a product or service with good quality, both in terms of product quality, service quality or can provide more affordable product or service prices, so that consumers will feel their needs are being met and will create satisfaction from within the consumer.(Umami & Sumartik, 2019). Thus, culinary business actors are required to be able to create strategies that can attract consumers to consume the goods and services offered in order to be able to compete superiorly compared to their competitors.(Sukmawati, 2018).

Philip and Keller, (2016) stated that consumer satisfaction is the level of one's feelings after comparing the performance or results felt compared to their expectations. Where if the performance fails to meet expectations, the customer will feel dissatisfied and if the performance matches the expectations of the consumer the customer will be satisfied. consumers will form a more favorable perception of a product or service that has been rated positively by consumers(Philip & Keller, 2016).

Pangkalpinang City is now starting to develop in business and services in the field of services and culinary. For example, the development of the education center in the city of Pangkalpinang has made the growth of the population of teenagers increasingly dense in the city. This situation is used by business people to create and develop a business in order to get more profit(Handoko, 2017). The phenomenon of the proliferation of businesses in the city of Pangkalpinang, starting from small scales such as stalls, medium-scale culinary businesses such as depots, restaurants and cafes. To large-scale businesses such as restaurants.Increasingly fierce business competition requires companies to offer new innovations, both in terms of more attractive products and or services that make it easier for their customers.(Zakaria & Suwitho, 2017).

This makes the author's attraction to research the culinary business that focuses on one of the culinary delights, namely Duck Kampoengan. One of the culinary businesses in Air Itam Pangkalpinang City. Duck Kampoengan provides a variety of food and drink menus.Product quality has a dominant influence on consumer satisfaction(Augustin, 2016).In conditions of intense competition, the main thing that must be prioritized is customer satisfaction which will ultimately attract customers to repurchase a product, so that the company can survive, compete and dominate market share.(Bahar & Sjahrudin, 2017).

Duck Kampoengan is famous for its consumers' favorite food, namely the duck menu. The food is what makes consumers continue to come to Bebek Kampoengan to buy their favorite products available. Duck Kampoengan always provides quality products that always maintain the value of the taste contained in the ingredients of food ingredients. Because the ingredients used in making the food at Duck Kampoengan are of very high quality, the level of product quality in terms of taste and efficacy is very good. All the strategies carried out by Duck Kampoengan in providing product quality, pricing and service quality, are solely to make consumers feel satisfied with the dishes provided by Duck Kampoengan, so that if consumers are satisfied then consumers will make repeat purchases and will become customers. loyal ones.

2. Literature Review

1) Marketing

According to Swastha and Irawan (2003) marketing is a main activity carried out by an entrepreneur in his business with the aim of maintaining his survival to be able to develop and earn a profit.(Swastha & Irawan, 2003). According to Solihin (2014) stated that marketing is a social managerial process by which individuals and groups can get what they need and want through the creation and reciprocal exchange of products and value with others.(Solihin, 2014).

2) Product

According to Alma (2018), a product is a set of tangible or intangible attributes, which include color, price, brand of stores that sell, and factory and retailer services received by buyers in order to satisfy their desires.(Alma, 2018). According to Lupiyoadi (2014) states that the product is

the whole concept of an object or a process that provides a number of values to consumers(Lupiyoadi, 2014).

3) Product quality

According to Runtunuwu and Oroh (2014), product quality is the ability of a product to carry out a function that includes reliability, durability, ease of operation, accuracy, goodness of the product, or other valuable attributes.(Runtunuwu et al., 2014).

4) Price

According to Kotler and Keller (2010), price is the only element of the marketing mix that generates revenue. Price is also one of the most flexible elements of the marketing mix(Kotler, 2010).

Service quality

According to Yuniar and Setyorini (2015), service quality is the totality of features and characteristics of a product or service which depends on its ability to satisfy stated or implied needs.(Yuniar & Setyorini, 2015).

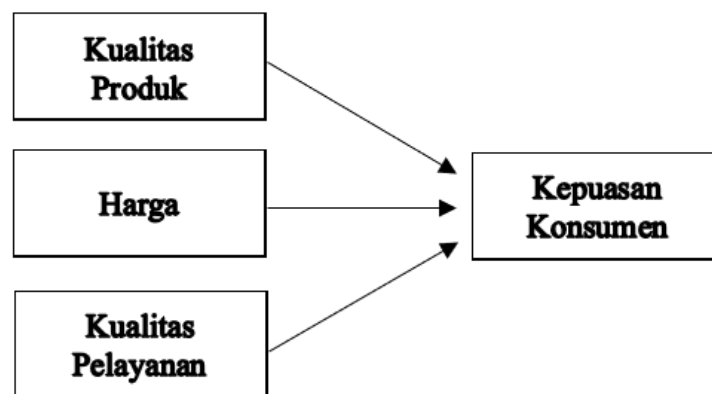


Figure 1. Thinking Framework
Source: processed by researchers (2022)

5) Hypothesis

a. The Relationship between Product Quality and Consumer Satisfaction

According to Solihin (2014) explained that a product is said to have better quality than other products if the product has better performance in satisfying consumer needs.

H₁ Product Quality Has Significant Effect on Consumer Satisfaction

b. Price Relationship to Consumer Satisfaction

According to Handoko (2017) price is often used as an indicator of value when the price is associated with the perceived benefits of an item or service. Thus, it can be concluded that at a certain price level, if the perceived benefits of consumers increase, the value will also increase, so that consumer satisfaction will appear. In other words, at a certain price level that has been issued, consumers can feel the benefits of the products they have purchased and consumers will be satisfied if the benefits they get are comparable or even higher than the nominal money they spend.(Handoko, 2017).

H₂ Price Has a Significant Influence on Consumer Satisfaction

c. Relationship between Service Quality and Consumer Satisfaction

According to Amrullah, Siburian, and Zainurossalamia (2016) the best service to customers (excellent) and the level of service quality is the best consistent way to be able to meet consumer expectations (external service standards and costs) and service delivery system performance (internal service standards, costs and fees). profit (Amrullah et al., 2016).

H₃ Service Quality Has a Significant Influence on Consumer Satisfaction

3. Research Methodology

1) Research Approach

The approach used in this study is a quantitative approach, namely an approach that focuses on hypothesis testing accompanied by empirical studies of previous journals as a complement to support mathematical or statistical conclusions. The quantitative approach is taken because through this approach the research process can be carried out in a structured manner and uses a large number of research samples which are considered to be able to represent the population under study, so the results obtained in this study are something that is conclusive for the population from which the sample was taken (Malhotra, 2003). 1996).

2) Population and Sample

The research was conducted on Jl. Depati Hamzah, Air Itam, Kec. Bukitintan, Pangkal Pinang City, Bangka Belitung Islands (Kampoengan Duck Location). The population in this study is unlimited and the number is unknown. The population in this study are consumers who visit and make purchases at Duck Kampoengan. The sample in this study was 87 respondents, using the following formula:

$$n = \frac{N}{1 + N(a)^2}$$

Information:

n = Sample size/Number of respondents

N = Population Size

□ = Inaccuracy tolerance (in percent)

In the Slovin formula there are the following provisions: Value a = 0.1 (10%) for a population of at least 476

$$n = \frac{617}{1 + 617(0,1)^2}$$
$$n = \frac{617}{7,17}$$
$$n = 86,05$$

The results of the above calculation $n = 86.05$ were rounded and adjusted in the study, so the number of samples was 87 respondents.

3) Data Types and Sources

The type of data in this study uses quantitative data. There are two sources of data used in this study, namely primary data and secondary data. Primary data was obtained from distributing questionnaires and interviews with the Kampoengan Duck Manager. Meanwhile, secondary data were obtained from literature studies and data related to the internal conditions of Duck Kampoengan.

4) Data collection technique

Data collection techniques in this study using a questionnaire. According to Sekaran (2006) a questionnaire is a list of previously formulated and written questions that will be answered by respondents, usually in clearly defined alternatives.(Now, 2006). The questionnaire itself can be administered personally, written to the respondent or can be distributed electronically. In this study, questionnaires were distributed to respondents who had bought at Bebek Kampoengan.

4. Results

1) Research Instrument Testing

a. Validity test

According to Ghozali (2018), the validity test is used to test whether or not a questionnaire is valid. A questionnaire is said to be valid if the questionnaire statement is able to reveal something that will be measured by the questionnaire(Ghozali, 2018).

The results of the validity test state that the results of the study of all questionnaire statement items from the variable (X) and variable (Y) have a correlation value above the critical value of 0.30 (> 0.30) so it can be said that the questionnaire statement item from the variable (X) and Variable (Y) is declared valid and can be used to measure the variables that have been studied.

b. Reliability Test

Reliability test is a measuring tool to measure the questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answer to the available statements is consistent or stable from time to time(Ghozali, 2018).

Table 1.
Validity Test

Variable	Indicator	rcount	critical	Information
Product Quality (X1)	X1.1	0.690	0.30	Valid
	X1.2	0.662		Valid
	X1.3	0.745		Valid
	X1.4	0.697		Valid
	X1.5	0.702		Valid
Price (X2)	X2.1	0.815		Valid
	X2.2	0.756		Valid
	X2.3	0.816		Valid
Service Quality	X3.1	0.613		Valid
	X3.2	0.690		Valid

(X3)	X3.3	0.741		Valid
	X3.4	0.765		Valid
Consumer Satisfaction (Y)	Y1	0.660		Valid
	Y2	0.691		Valid
	Y3	0.775		Valid
	Y4	0.820		Valid

Source: data processed by researchers (2022)

Table 2.
Reliability Test Results

Variable	Cronbach's Alpha	critical	Information
Product Quality (X1)	0.737	0.60	Reliable
Price (X2)	0.708		Reliable
Service Quality (X3)	0.661		Reliable
Consumer Satisfaction (Y)	0.722		Reliable

Source: data processed by the author (2022)

Based on Table 2, it can be seen that the variables of product quality (X1), price (X2), service quality (X3) and customer satisfaction (Y) can be seen that each variable is reliable because the Cronbach Alpha value is > 0.60 . So that this variable can be used to continue further research.

2) Classic assumption test

a. Linearity Test

From the results of the linearity test, it shows that the product quality (X1), price (X2), and service quality (X3) variables have a linear relationship to the consumer satisfaction variable (Y). This shows that the variables of product quality, price and service quality have a linear pattern on customer satisfaction.

Table 3.
Linearity Test Results

Variable	F	Sig. linearity	Condition	Conclusion
X1→Y	182,353	0.000	Sig. <0.05	Linear
X2→Y	56,999	0.000	Sig. <0.05	Linear
X3→Y	171.174	0.000	Sig. <0.05	Linear

Source: processed by researchers (2022)

b. Normality test

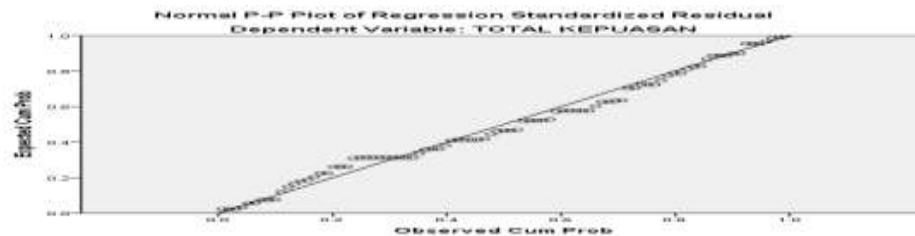


Figure 2. Normality Test Results
 Source: data processed by researchers (2022)

Based on the results of the normality test of this study, it shows that the Normal Probability Plot graph which requires that the data distribution must be in the area of the diagonal line and follow the direction of the diagonal line. Based on the picture above, this result has met the requirements of the Normal Probably Plot. This means that the data in this study came from a normally distributed population.

Table 4.
 Collinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Product Quality (Total X1)	,301	3,326
Price (X2)	,612	1,634
Service Quality (Total X3)	,248	4.025

a. Dependent Variable: Consumer Satisfaction (Total Y)

Source: data processed by researchers (2022)

c. Multicollinearity Test

Based on the results of the multicollinearity test, it can be seen that the VIF value is less than 10 (<10) and the tolerance value is greater than 0.1 (>0.1) so it can be concluded that the regression does not have symptoms of multicollinearity. This means that the independent variables (product quality, price and service quality) do not affect each other.

d. Heteroscedasticity Test

In the results of the heteroscedasticity test above, it can be seen that the data points used in this study spread around the number 0 of the Y axis line. This means that the independent variable does not have heteroscedasticity symptoms.

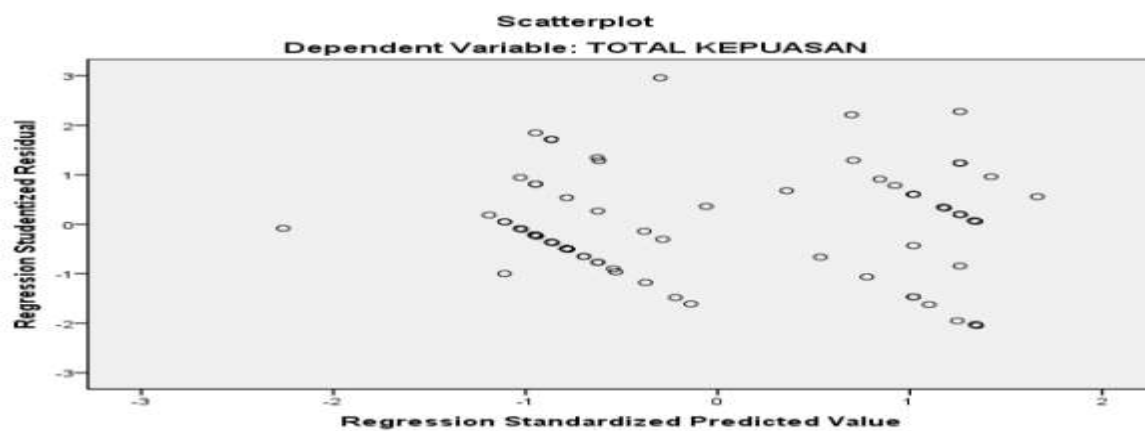


Figure 3. Heteroscedasticity Test Results

Source: processed data (2022)

e. Autocorrelation Test

In the results of the autocorrelation test of this study, the Durbin-Watson value from the DW calculation is 2.186 and this value means that $dL < d < 4 - dU$ ($1.5808 < 2.186 < 2.2768$). So it can be concluded that in this study there is no autocorrelation.

3) Multiple Linear Regression Analysis

Based on Table 5 above, it can be seen that the regression model of the four variables is as follows:

$$Y = 0.643 + 0.394X_1 + 0.264X_2 + 0.275X_3 + e$$

Information:

- Y = customer satisfaction
- = constant
- b1 = regression coefficient X1
- b2 = regression coefficient X2
- b3 = regression coefficient X3
- X1 = product quality
- X2 = price
- X3 = service quality
- e = standard error

Table 5.
Multiple Linear Regression Test Results

Model	Coefficients ^a		Standardized Coefficients	T	Sig
	Unstandardized Coefficients				
	B	Std. Error			
(Constant)	0.643	1.038		,620	,537
Product Quality (Total X1)	,394	0.028	,487	4.78	,000
Price (Total X2)	,264	0.099	,190	2.66	,009
Service Quality (Total X3)	,275	,110	,280	2.50	0.015

a. Dependent Variable: Consumer Satisfaction (Total Y)

Source: data processed by the author (2022)

4) Hypothesis test

a. Partial Test (t Test)

a) The Effect of Product Quality on Consumer Satisfaction

Based on the t-test table, the tcount is 4.779, this shows that the t-count is 4.779, which is greater than 1.662. Thus H₀ is rejected and H₁ is accepted, meaning that the product quality variable has a significant influence on consumer satisfaction of Kampoengan Duck.

b) The Effect of Price on Consumer Satisfaction

Based on the t-test table, the tcount is 2.658. This shows that tcount 2.658 is bigger than ttable 1.662. This means that H₀ is rejected and H₂ is accepted, meaning that the price variable has a significant influence on consumer satisfaction.

c) The Effect of Service Quality on Consumer Satisfaction

Based on the t-test table obtained tcount 2.494. This shows that tcount 2.494 is bigger than ttable 1.662. Thus H₀ is rejected and H₃ is accepted, meaning that the service quality variable has a significant influence on customer satisfaction.

5) Simultaneous Test (F Test)

From the results of simultaneous tests, the Fcount value is 78.939 while Ftable at the 5% significance level of confidence and df is k=3 and df₂ = nk-1 (87-3-1=83) so the Ftable value is 2.71. Therefore, Fcount 78.939 is greater than Ftable 2.71 and the table above also shows the value of sig = 0.000 which is smaller than = 0.05, it can be interpreted that the independent variable has a simultaneous influence on the dependent variable.

Table 6.
 Simultaneous Effect Test Results

Model	Sum of Square	df	Mean Square	F	Sig
Regression	228.02	3	76.005	78.84	,000a
Residual	79.92	83	0.963		
Total	307.93	86			

- a. Predictors: (Constant), Service Quality (Total X3), Price (Total X2), Product Quality (Total X1)
 b. Dependent Variable: Consumer Satisfaction (Total Y)
 Source: data processed by researchers (2022)

a. Multiple Correlation Coefficient (R Test)

Table 7 shows the results of the R test value of 0.861, meaning that the relationship between the independent variable (X) and the dependent variable (Y) is very strong, because the results of the R test are close to 1.

b). Multiple Determinant Coefficient (R2 Test)

Table 7 shows that the value of the determinant coefficient (R2) in the multiple determinant coefficient test results (R2 test) is 0.740 or 74%, so it can be explained that the variables of product quality assessment (X1), price (X2), and service quality (X3) can explain the consumer satisfaction variable (Y) in this study and the remaining 26% is explained by other variables that are not used as objects in this study.

Table 7.
 Correlation Test Results

R	R2	Adjusted R2	Std. Error of the Estimate
,861a	,740	,731	,981

- a. Predictors: (Constant), Service Quality (Total X3), Price (Total X2), Product Quality (Total X1)
 b. Dependent Variable: Consumer Decision (Total Y)
 Source: data processed by researchers (2022)

5. Discussion and Conclusion

1) Discussion

The results of data analysis prove that product quality has a positive and significant effect on consumer satisfaction. This means that when consumers see the quality of the products offered by Duck Kampoengan are good, then consumers feel high satisfaction with Duck Kampoengan. The results of this study are supported by research conducted by Runtuuwu and Oroh (2014) which proves that product quality affects satisfaction.

The results of data analysis also prove that price has a positive and significant effect on consumer satisfaction. This means that when the price of Duck Kampoengan is considered affordable by consumers, consumers will be satisfied with the Duck Kampoengan. The results of

this study are supported by Manus and Lumanauw (2015) who prove that price partially affects satisfaction (Manus & Lumanauw, 2015).

The results of data analysis prove that service quality has a positive and significant effect on customer satisfaction. This means that when consumers feel the service quality of Duck Kampoeng is good, then consumers will be satisfied with the Duck Kampoengan. The results of this study are supported by Zaiullah, and Akhter (2014) that service quality directly affects satisfaction.

Of the three factors that affect customer satisfaction Kampoengan Duck, product quality is the dominant factor affecting satisfaction. This is in accordance with the characteristics of Duck Kampoengan as a provider of products accompanied by additional services, so product quality is the main thing that consumers pay attention to when choosing Duck Kampoengan. Thus product quality is the main key that can satisfy customers from a Kampoengan Duck.

The managerial implication that can be drawn from the results of this research is that for culinary businesses, product quality, service quality and price are research factors in consumer satisfaction. In a restaurant business that has characteristics as a product with additional services, it shows that the quality of products and services is important, although the results of the study show that product quality is more dominant in influencing consumer satisfaction, service quality is also important. So for every culinary business, apart from improving the quality of the food and drinks served, attention to services and facilities such as a comfortable place, wifi, entertainment is also important to advance the culinary business. Besides the price, it must be able to adjust to the ability of the target market for the culinary business.

2) Conclusion

Based on the results of the research and discussion above, it can be concluded several things as follows:

- a. The assessment of product quality, price and service quality variables has a partial effect and all independent variables have a significant influence on consumer satisfaction. This explains that consumers already know the product quality, price and service quality comparisons that have been carried out on Kampoengan Duck are carried out properly so as to create consumer satisfaction.
- b. The variables of product quality, price and service quality have a simultaneous influence on consumer satisfaction. All independent variables run simultaneously well on consumer satisfaction and experience a significant increase. This explains that the product quality, price and quality of service provided by Duck Kampoengan have been going well. So that it has a positive impact that creates customer satisfaction.
- c. Among the variables of product quality, price and service quality, product quality variables that have a dominant influence on consumer satisfaction of Kampoengan Duck, this indicates that Kampoengan Duck has good product quality, because consumers have assessed the high level of product quality, the satisfaction level will also be high. While the service quality variable in this study has the lowest significant value, because there are consumers who are more careful in comparing and measuring the services provided by Kampoengan Duck with other restaurants/culinary.

6. Research Limitations

1. Suggestions for Companies

From the results of this study, the management of Duck Kampoengan should pay attention to service quality problems, because service quality also has an influence on customer satisfaction. Good service quality will create high satisfaction. The quality of service must always be improved so that consumers feel comfortable and no longer compare and measure the services provided by other restaurants. We recommend that the owner of Duck Kampoengan should conduct an evaluation of the performance of restaurant waiters, so that they will know the weaknesses in the services that have been provided.

2. Suggestions for further research

In this study, it is better to develop further in adding variables so that it can increase knowledge outside of the variables used in this study. because the results of this study on the service quality variable are still relatively unsatisfactory which should be the service received by consumers can be said to be good. For this reason, further research is also expected to be able to develop theories or research studies on broader research objects.

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