How Product Quality, Price and Service Quality Impact Customer Satisfaction? Case Study at Son Hajisony Meatball

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ABSTRACT

Customer satisfaction is assessed after transaction or as a result of a comparison between what is felt and what is hoped. Customer satisfaction can thus be used to evaluate a company's future prospects based on how well or poorly it is currently performing. The effect of product quality, price, and service quality perspectives on customer satisfaction at Bakso Son Hajisony during the COVID-19 pandemic will be studied in this study. The results of the descriptive verification approach were examined using the ex post facto methodology and surveys in this study. 75 respondents were used to test the hypotheses using simple linear regression and multiple linear regression. Product quality, price and service quality all have significant effect on customer satisfaction according to the data.

Keywords: Customer Satisfaction, Meatball, Price, Product quality, Service Quality

ABSTRAK

Kepuasan konsumen dinilai setelah transaksi atau sebagai hasil perbandingan antara apa yang dirasakan dengan apa yang diharapkan. Kepuasan konsumen dengan demikian dapat digunakan untuk mengevaluasi prospek masa depan perusahaan berdasarkan seberapa baik atau buruk kinerjanya saat ini. Pengaruh perspektif kualitas produk, harga, dan kualitas pelayanan terhadap kepuasan konsumen di Bakso Son Hajisony selama masa pandemi COVID-19 akan dikaji dalam penelitian ini. Hasil dari pendekatan verifikatif deskriptif diperiksa dengan menggunakan metodologi ex post facto dan survei dalam penelitian ini. 75 responden digunakan sebagai respondent untuk menguji hipotesis menggunakan regresi linier sederhana dan regresi linier berganda. Kualitas produk, harga dan kualitas layanan semuanya memiliki pengaruh yang signifikan terhadap kepuasan konsumen berdasarkan data.

Kata Kunci: *Bakso, Harga, Kepuasan Konsumen, Kualitas Pelayanan, Kualitas Produk*

1. Introduction

The development of the culinary business has resulted in changes in patterns and ways of competition that require entrepreneurs to maintain their culinary business. Therefore, every culinary business actor is required to have sensitivity to changes in business competition conditions that occur in his environment and place an orientation towards the ability to attract buyers' decisions in buying their products. Meatball (bakso) is one of the local foods that are quite popular among the people of Lampung. The people's habit of eating meatball has led to many sellers of meatball competing with each other to win consumers, one of which is Son Hajisony Meatball. In order to compete for business, every company must be able to offer the best products that are both palatable to customers and generally accepted by the market. (Kotler, 2002).

Competition in order to obtain orders from consumers who enjoy culinary meatballs is generally done by offering affordable prices or the most favorable conditions. There are a multitude of ways in which this competition might show itself, including price reduction,

advertising/promotion, quality and variety, packaging, design, and market segmentation (Marbun, 2003: 276). Businesses use some of these strategies to make sure their consumers are happy with the products they buy from them. a post-purchase review or evaluation result achieved by comparing what is felt and expected with what is got is called customer satisfaction (Yamit, 2010:105). According to Kotler and Keller (2012), contentment occurs when a person's perceived performance (or results) does not line up with their expectations. The degree to which a company's customers are satisfied is a solid indicator of the company's prospects for growth in the future.

It is possible that customer satisfaction is affected by a wide range of circumstances. According to Zulaicha and Irawati (2016: 54), customers evaluate product quality based on its potential to promote consumer satisfaction; hence, excellent product quality will lead consumers to believe in the product and be happy with their purchase. As Nela (2012:5) explains, "product quality" is the ability of a buyer to recognize a product's particular selling value when compared to other products being sold.

Pricing is one of the marketing components that company management should take into account, according to Umar (2002:79), as it directly affects the number of sales volume and profits earned by the company. The price of a product may be used as a sales technique and a powerful competitive advantage based on psychological factors. The price of a product may be used as both a quality indicator and a sales tool. For some customers, price plays an important role in determining making a decision, customers take into account a product decision if the product is deemed to have no more benefits or is felt to be not getting what is expected according to the expenditure. If the customer feels what is in line with his expectations or according to his expenditure, the customer will make repeat purchases and recommend to others.

Another factor that must be considered by the company in increasing customer satisfaction is the quality of service. Service quality is the main key to the success of a company so that the expectations that have been given by customers are achieved perfectly. Majid (2009:4) argues that customer service is a science as well as an art about serving customers as the spearhead of a company that is at the forefront, which is functionally in all lines, both before, during, and after the production and non-production activities of a company. company.

Son Hajisony Meatball is the most favorite meatball culinary business in Bandar Lampung City. The business that was founded in 1996 is owned by Mr. Sony Hadi Sucipto. In the beginning, the owner explored the meatball from house to house until it grew well until now. Son Hajisony Meatball continues to expand its wings until now it is recorded that it has 10 branches located in Lampung. One of them is near the University of Lampung on Prof. Dr. Ir. Sumantri Brojonegoro Street, Gedong Meneng, Rajabasa, Bandar Lampung City. Researchers are interested in conducting research on "The Influence of Product Quality Perspective, Price, and Service Quality on Customer Satisfaction on Son Hajisony Meatball during Covid-19 Pandemic".

2. Hypothesis Development
a. Customer Satisfaction
Customer satisfaction is determines whether or not future business strategies of a corporation will be successful by looking at how well customers respond to them (Assauri, 2012:11). Kotler (2010:138) claims that satisfaction is defined as the delight or disappointment a person feels as a result of comparing the apparent performance of a product to their expectations. In the views of Faizah et al. (2013: 5), customers' pleasure is crucial, and the company will always deal with two sorts of customers: new customers and existing customers.

Getting new customers is usually more expensive than keeping the ones you already have. This means that long-term success depends more on retaining current customers than it does on attracting new ones.

A product or service's customer satisfaction rating is determined by how well the product or service meets customer wants and expectations, as stated by Zethaml et al. (2009:104). If the customer's expectations are met, they are satisfied, according to Irawan (2002:40). Finally, we can conclude that satisfaction is an expression of a customer which indicates that there are expectations that have been fulfilled or are in accordance with what is desired. Customers who get satisfaction with the products purchased will cause customers to have full loyalty to the goods that have been felt.

b.   Product Quality on Customer Satisfaction

When it comes to product quality, Kotler and Keller (2007:143) say it's all about whether or not a product or service can match the stated or implied needs of the customer. There are a number of desired characteristics associated with a product's ability to perform its functions, according to Lenzun et al. (2014:1239). These include the product's long-term reliability, high level of accuracy and simplicity of use and maintenance. Runtunuwu et al. (2014) define product quality as a product's capacity to accomplish a task that includes reliability, durability, ease of use and accuracy as well as other desired attributes such as its overall quality.

Product quality, according to Cannon et al. (2011:232), is defined as the product's ability to meet the customer's needs and expectations. The customer is at the center of the definition, and how the customer sees the product as meeting their needs is crucial as well. A product's quality, according to Lupiyoadi and Hamdani (2006:175), may be summarized as the degree to which it fulfills the requirements of the producer. According to Kanuk and Schiffman, products may be considered high quality if they consistently meet the needs and expectations of both internal and external customers (2011: 87).

According to the American Marketing Association, the quality of products and services is determined by what customers want and are willing to pay for (Russell and Taylor, 2009). The quality of a product or service is characterized by the customer's judgement of how well it serves its intended purpose in contrast to other products or services, according to Ehsani & Ehsani (2015).

The quality of a product is described as the sum of all its attributes, including those derived from its design, development, manufacture, and upkeep, that enable it to be useful to its intended audience and meet their needs (Wijaya, 2011). Products are judged on how well they meet their consumers' expectations. The product's quality has a favorable impact on customer satisfaction. Customer satisfaction may be influenced by the quality of a product's ability to produce consumer satisfaction.

H1: Product quality affects customer satisfaction

c.   Price on Customer Satisfaction

Prices are any and all sorts of monetary charges that customers are willing to bear in order to receive, own, or utilize a variety of different combinations of products and services from a product (Hasan, 2008: 298). According to Kotler and Armstrong (2008: 345), the simplest definition of price is the amount charged for a product or service. Pricing, on the other hand, refers to the amount of value that customers are ready to pay for the benefits of owning or using a product or service.

According to Tjiptono (2008:151), the price strategy is the sole part of the marketing mix that creates revenue or money for the company. The three components that generate fees or expenditures are product, location, and promotion; the other three do not. Lupiyoadi (2013) argues that price is the benefit of the service that comes with the service for the various costs (victims) of consuming the service. These costs can be in the form of time for compromising services, physical activity (energy spent on services). That way, service perception can improve service quality which has an impact on customer satisfaction.

H2: Price affects customer satisfaction

d.   Service Quality on Customer Satisfaction

The quality of a company's service is measured by how well it meets the needs of its clients (Wijaya, 2011). In the context of customer satisfaction, service quality is defined as the degree to which a service provider can meet or exceed client expectations (Tjiptono, 2008). The perfection of service providers' services in meeting customers' requests and wants, as well as the precision of delivery in order to maintain a balance between customers' expectations, is what Sembiring (2014) defines as "service quality."

Providing what customers want while also guaranteeing that their delivery is precise is the purpose of service quality in order to find a balance between customer needs (Tjiptono, 2014). When a company's service meets or even exceeds the expectations of its customers, it creates customer satisfaction. If the service received does not match or is below consumer expectations, then the service can be considered unqualified and disappointing.

H3: Service quality affects customer satisfaction

e.   Product Quality, Price and Service Quality on Customer Satisfaction

Customer satisfaction or dissatisfaction is defined as a consumer's perception of a discrepancy between what they expected and what they really experienced after using a product (Tjiptono, 2008). Products are judged on how well they meet their consumers' expectations. The quality of a product is described as the sum of all its attributes, including those derived from its design, development, manufacture, and upkeep, that enable it to be useful to its intended audience and meet their needs (Wijaya, 2011). Although there are various costs (victims) involved with utilizing the service, according to Lupiyoadi (2013), the price is a benefit that comes with it. The perfection of service providers' services in meeting customers' requests and wants, as well as the precision of delivery in order to maintain a balance between customers' expectations, is what Sembiring (2014) defines as "service quality." Quality of the goods, pricing, and service all had a beneficial impact on customer satisfaction. Product quality, pricing, and service quality all have the ability to affect customer happiness because customers may grade the product based on its capacity to produce customer satisfaction.

H4: Product Quality, Price and Service Quality effect on Customer Satisfaction
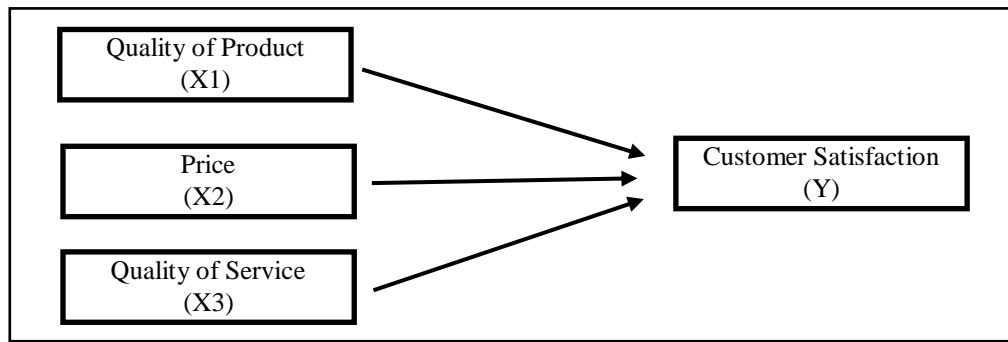
Picture 1. Research Diagram

3. Research Method

a. Research Design

This research is quantitative research using the Survey method. The sample of respondents was taken using the accidental sampling method (non-probability sample), that is, anyone who coincidentally meets the researcher at the location on that day can be used as a sample. The step taken in sampling is to give a questioner to Son Hajisony meatball customers who come and are willing to be respondents. The average customer who comes to the store is as many as 300 people. We successfully surveyed 75 customers to be respondents in this study.

Variable of customer satisfaction is measured using 3 indicators (interval scale) from Tjiptono on Oktarini (2019:251), namely the suitability of expectations, repurchasing, and willingness to recommend. The product quality variable was measured using 6 indicators (interval scale) from Essinger and Wylie on Hilaliyah, et. al., (2017:174): quality in terms of taste, quantity or portion, variety of menus or types of dishes perceived, distinctive taste, hygiene or cleanliness, and innovation. Furthermore, the price variable is measured using 4 indicators (interval scale) from Kotler and Armstrong on Oktarini (2019: 250): price affordability, price compatibility with product quality, price competitiveness and price suitability with the product. While the service quality variable is measured using 5 indicators (interval scale) from Tjiptono on Oktarini (2019: 250): Physical evidence, Reliability, Responsiveness, Assurance and Empathy.

Tabel 1. Variable Indicator

Variable	Indicator	Scale
Customer Satisfaction(Y)	1. Conformance of expectations 2. Repurchase 3. Willingness to recommend *(Oktarini, 2019)*	Interval
Product Quality (X_1)	1. Taste quality 2. Quantity or portion 3. Menu variations or types of cuisine 4. Distinctive taste 5. Hygiene 6. Innovation (Hilaliyah, *et. All.,* 2017)	Interval

Price (X₂)	1. Price affordability 2. Price match with product quality 3. Price competitiveness 4. Price match with product benefits *(Oktarini, 2019*	Interval
Service Quality (X₃)	1. Physical evidence 2. Reliability 3. Responsiveness 4. Guarantee 5. Empathy *(Oktarini, 2019*	Interval

b. Data Analysis

We used a simple linear regression formula to test the first, second and third hypotheses. Meanwhile, to test the fourth hypothesis, we used multiple linear regression formulas. In addition, we used SPSS as a statistical test tool.

4. Result and Discussion
a. Result

The results of hypothesis testing using simple linear regression analysis (table 2) state the fact that product quality (X1) has an effect on customer satisfaction. Data analysis The regression coefficient for X1 is 0.458 which states that each additional unit of X1 variable will increase Y variable or if Product Quality (X1) has increased, then Customer Satisfaction (Y) will increase by 45.8%. In other words, "if the product quality is good, then customer satisfaction will increase." So it can be emphasized that product quality (X1) has positive and significant effect on customer satisfaction (Y) Son Hajisony meatball.

Table 2. Hypothesis Testing Result of Product Quality on Customer Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.401	2.917		6.651	.000
	Product Quality	.289	.066	.458	4.408	.000

a. Dependent Variable: Customer Satisfaction

The results of the calculation of simple linear regression analysis regarding the effect of Price (X2) on Customer Satisfaction (Y), states the fact that Price has an effect on Customer Satisfaction.

Data analysis The regression coefficient for X2 is 0.476 which states that each additional unit of X2 variable will increase Y variable or if Price (X2) decreases, then Customer Satisfaction (Y) will increase by 47.6%. In other words, "if the product quality is good, then customer satisfaction will increase." So it can be emphasized that the price (X2) has positive and significant effect on customer satisfaction (Y) Son Hajisony Meatball.

Table 3. Hypothesis Testing Result of Price on Customer Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.699	2.505		8.262	.000
	Price	.334	.072	.476	4.624	.000

a. Dependent Variable: Customer Satisfaction

The results of the calculation of simple linear regression analysis regarding the effect of Service Quality (X3) on Customer Satisfaction (Y), states the fact that Service Quality has an effect on Customer Satisfaction. Data analysis The regression coefficient for X3 is 0.552 which states that each additional unit of X3 variable will increase Y variable or if Service Quality (X3) has increased, then Customer Satisfaction (Y) will increase by 55.2%. In other words, "if the quality of service is good, customer satisfaction will increase." So it can be emphasized that the quality of service (X3) has positive and significant effect on customer satisfaction (Y) Son Hajisony Meatball.

Table 4. Hypothesis Testing Result of Service Quality on Customer Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.951	2.708		6.259	.000
	Service Quality	.361	.064	.552	5.662	.000

a. Dependent Variable: Customer Satisfaction

The results of the calculation of data analysis show that Product Quality, Price and Service Quality together have effect on Customer Satisfaction.

Table 5. Hypothesis Testing Result of Product Quality, Price and Service Quality on Customer Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.050	3.176		1.590	.116
	Product Quality	.192	.056	.305	3.434	.001
	Price	.184	.064	.262	2.897	.005
	Service Quality	.293	.056	.449	5.255	.000

a. Dependent Variable: Customer Satisfaction

b.   Discussion
1. Quality Product on Customer Satisfaction

Son HajiSony Meatball of Lampung University Branch needs to improve product quality where this will affect how the customer evaluates a given product. Product quality can be improved by several things, such as product innovation, adding various kinds of meatball variants (muscle meatball and egg Meatball), and adding toppings (dumpling crackers) so that customers feel satisfied after buying the product.

Umami et al (2019.255) found that customer satisfaction at the Warsu Coffee Shop is significantly influenced by product quality attributes. Product quality has a statistically

significant influence on customer satisfaction, according to the study. This suggests that customers will have a favourable opinion of the Warsu Coffe shop if they see the high quality of the products they receive from the Warsu Coffe store. Quality of the product has an effect on consumer satisfaction, according to Runtunuwu and colleagues (2014). This study's conclusions are corroborated by other research.

Nugroho and Saryanti (2019:83) found that the quality of Pak Kumis Wonogiri's meatball and chicken noodle had a substantial impact on customer satisfaction. Customers will be more satisfied with Pak Kumis meatballs and chicken noodles if the quality of the products and the pricing remain the same. Maria and Anshori (2013) found that product quality has a significant influence on customer satisfaction, and the outcomes of this study support that conclusion.

A Maramis et al. 2018 research titled The Effect of Product Quality, Price, and Service Quality on Consumer Satisfaction yielded good and statistically significant results for PT. Air Manado. Consumer satisfaction was positively impacted by product quality (X1), which was statistically significant (Y). According to Diza et al. (2016), product quality has a positive and statistically significant influence on consumer satisfaction, which is consistent with our findings (Study at PT FIF Group Manado Branch). Customers' satisfaction with Son Hajisony Meatball is positively and statistically significant influenced by the Product Quality variable (X1), based on the discussion thus far.

2. Price on Customer Satisfaction

Customer happiness and the price of Son Hajisony meatballs at Universitas Lampung Branch were examined in this study, and the price was shown to be a significant factor in determining customer satisfaction. When determining a product's pricing, Son Hajisony meatball takes into account a variety of factors, including not just the quality of the product but also the cleanliness of the facility and other equipment. Inability to meet the requirements of consumers will have a negative impact on the level of customer satisfaction. The more satisfied a customer is with their purchase, the better their perception of the price and the quality of the goods is. Customers will be less satisfied if the customer's perception of cost is coupled with subpar product quality.

Universitas Lampung Branch customers are more satisfied with Son Hajisony meatballs when the pricing factor is taken into account, according to a t-test research. Consumers are happy with Sony Meatballs' prices because customers' expectations are met before, during, and after the purchase and consumption of the product. Pak Kumis Wonogiri's Meatballs and Chicken Noodles price had a statistically significant influence on consumer satisfaction, according to Nugroho and Saryanti (2019:83). According to Faizah et al. (2013), who also showed that pricing had a significant influence on customer satisfaction, the results of this study support their findings.

Pricing has a positive and statistically significant influence on consumer happiness, as demonstrated by Umami and colleagues (2019:255). This shows that customers will be satisfied with the coffee shop's offerings if they think the pricing are appropriate. Furthermore, Manus and Lumanauw (2015) show that pricing has a limited influence on consumer satisfaction, which validates this study's conclusions. The price variable has a statistically significant effect on consumer satisfaction, according to H2. This study's findings (2020) show that consumers who visit the thirsty cafe for refreshments are more satisfied when the price is lower, which is both statistically significant and beneficial. Increasing the benefits enjoyed by thirsty cafe clients at a particular pricing level increases the value of the café. Due to the

increased perceived value of thirsty cafe consumers, it will result in better customer satisfaction and customer retention.

3. **Service Quality on Customer Satisfaction**

This study aims to determine if customer satisfaction with Son Hajisony meatballs at the Universitas Lampung Branch is influenced by the quality of the service provided. A key contributor to customer happiness is the caliber of the company's service. Tissue given by Son Hajisony meatball is evaluated based on the cleanliness of other equipment as well as the services provided by workers, including customer service. More satisfied customers have a better opinion of the product or service. A decrease in the customer's satisfaction indicates that the customer's perception of the service is degrading.

T-test results show that Son Hajisony meatball at the Universitas Lampung Branch has a favorable and statistically significant influence on customer satisfaction because of the quality of service. If the quality of service provided does not fulfill their expectations, customers will be reluctant to return to purchase meatballs. Customers are less likely to return if the staff is unfriendly, the service is sluggish, or the facilities are subpar. Customer happiness is influenced by a number of factors, including the quality of service provided. Customers are satisfied with Sony Meatballs' services because their expectations before, during, and after consumption and payment are in accordance with their expectations.

According to Nugroho and Saryanti (2019:83), increased customer satisfaction is linked to better service quality. Pak Kumis Wonogiri meatballs and chicken noodle soup are two of our favorite foods. As Sasongko and Subagio (2013) found, service quality has a significant influence on customer satisfaction. This study supports their results (Sasongko and Subagio, 2013). Furthermore, Maramis et al. (2018) found that PT Manado Water's variable customer satisfaction is positively and statistically significantly impacted by the quality of its service. This study's findings are in line with those of Pontoh et al. (2014), who discovered that customer satisfaction at the Bank BRI Manado Branch is positively impacted by service quality.

4. **Product Quality, Price, and Service Quality on Customer Satisfaction.**

The quality of the product, the price, and the level of customer service all play a role in a customer's overall satisfaction. In this study, customers' responses and descriptions of their satisfaction with Son Hajisony meatballs' product, price, and service quality are captured. Customers who are satisfied with the product, price, and service are interested in returning and recommending sony meatballs to their friends.

Manus and Lumanauw (2015:703-704) found that product quality, pricing, and service quality all had an impact on customers' happiness with Tri prepaid cards in Wawalintouan Village, West Tondano District. Customer satisfaction is more strongly influenced by the fluctuating price than any of the other two factors. The relationship between the independent variables and the dependent variable is shown in this figure. It's feasible that better product, price, and service quality may raise Tri's client confidence, leading them to stick with Tri as their cell phone carrier in the future. According to Rondonuwu (2014), product quality and service quality both affect consumer happiness, however the price variable has no significant effect on consumer satisfaction among Nissan march automobile consumers at PT. Wahana Wirawan Manado (PT. Wahana Wirawan Manado).

Consumer satisfaction at PT. Manado Water is positively influenced by the factors of Product Quality, Price, and Service Quality found in the research done by Maramis et al (2018). Consumer satisfaction at Kedai Warsuu Coffee is influenced by a variety of factors,

including product quality, pricing, and the level of service provided, according to Umami et al (2019:255). From a perspective of customer pleasure, the most significant influence on satisfaction at Warsuu Coffee Shop is the product quality. As a provider of products that are supported by other services, the Warsu Coffee Shop is the most significant factor for customers to consider when picking a coffee shop. It is. Coffee shop customers' satisfaction is a direct outcome of the quality of the products they purchase.

5. Conclusion

Product Quality (X1) was shown to be directly related to customer satisfaction with Son Hajisony meatballs at the Universitas Lampung Branch. Customers are more likely to be pleased with their purchases if they receive high-quality items. Customer satisfaction at the Universitas Lampung Branch of Son Hajisony meatball is also impacted by the pricing (X2). There will be an increase in customer satisfaction if the client has a favourable view of the pricing. Son Hajisony meatball at the Universitas Lampung Branch has a direct influence on customer satisfaction (Y), which is the next thing to highlight. Customers will be more satisfied if the company's service is of sufficient quality. Products, prices, and customer service all play a role in how satisfied customers are with Son Hajisony Meatballs. You may increase customer satisfaction if you have a high-quality product, a reasonable price, and good customer service. New insights and knowledge, as well as a source of reference for those in the culinary sector, are expected to be gained from this research. Customer satisfaction is expected to rise as a result of this.

This study has a few drawbacks. Aside from that, the focus of this study is limited to determining customer satisfaction by studying the impacts of product and pricing quality on customer satisfaction. Future research can also examine other variables that influence satisfaction such as Emotional factors, costs and ease of obtaining goods (Irawan, 2002: 37-40), facilities and location (Mimi SA and Natsir, 2018). Second, this study only uses one type of data source, namely a survey. Future research can also involve using other data sources such as financial reports. Third, this research only took place in one location, Son Hajisony meatball at Universitas Lampung branch. Further research can also examine several other restaurant locations for comparison.

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