THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY, AND PRICING ON THE LEVEL OF CUSTOMER SATISFACTION AT PT. IT MATSUOKA WINNER INDUSTRY

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Abstract

This study aims to understand the level of customer satisfaction with service quality, product quality, and price at PT. Ti Matsuoka Industry Winner. This study uses variables of service quality, product quality and price as independent variables and consumer satisfaction as the dependent variable. The population in this study used all consumer data of PT. Ti Matsuoka Industry Winner. With a sample of 118 individuals using the purposive sampling method. The data analysis method used in this study is multiple linear regression technique. The results of the analysis show that the variables of service quality, product quality and price have a positive and significant effect on consumer satisfaction at PT. Ti Matsuoka Winner Industry. And in this study price has a dominant influence on consumer satisfaction.

INTRODUCTION

Industrial development in Indonesia, especially the book industry, is a very interesting phenomenon for us to study, in the world of the book industry requires every business person to be able to compete and defend against competitors. Business activities basically aim to get optimal profits in order to maintain the company's existence in the midst of competition. The number of companies competing to get customers makes the conditions of competition between companies more fierce. Very fierce competition requires business people to be able to determine the right steps in competition, namely in meeting the needs of diverse customers.

At this time many companies are engaged in books. In Central Java, especially Semarang City, companies engaged in books are easy to find. The number of companies engaged in books in Semarang City, makes competition between companies increasingly tight. Every company wants profits and the number of consumers to increase and be loyal to their company.

To make consumers feel satisfied, it is expected that staff must be careful in conducting product inspections so that consumers do not encounter low-quality products. Service quality also needs to be improved in serving consumers and prices need to be updated so that there is no price difference. This greatly determines and affects customer satisfaction that comes to the company PT. Ti Matsuoka Winner Industry.

According to (Cahyani & Sitohang, 2016), Explaining that consumer satisfaction is a person's feelings of being happy or disappointed as a result of comparisons between products produced that relate to his expectations. According to (Andreanata & Wilyadewi, 2021), Factors that affect customer satisfaction are service quality, product quality, and price. According to (Windarti & Ibrahim, 2017), Consumers will be satisfied if the expected product quality is met.

Setiawati & Tresnati (2001) In a study entitled The Effect of Product Quality and Price on Customer Satisfaction at Indosat Ooredoo Provider for UNISBA Students, the purpose of this study is to identify Product Quality at Indosat Ooredoo Provider, to find out the Tariff at Indosat Ooredoo Provider, to find out Indosat Ooredoo Provider customer satisfaction and to find out how much the Effect

Table 1.
Sales Data of PT. IT MATSUOKA WINNER INDUSTRY

	2019	2020	2021
January	418.603.806	434.061.861	345.929.900
February	497.412.561	432.023.430	418.805.892
March	480.593.717	372.419.015	410.640.729
April	260.381.507	54.867.175	400.844.583
May	304.093.443	32.208.800	149.003.074
June	307.306.240	272.447.480	582.429.685
July	576.013.008	443.624.985	578.438.024
August	658.678.876	312.967.005	605.421.070
September	713.779.421	461.099.315	625.375.975
October	570.556.074	352.480.365	652.643.695
November	483.211.546	309.191.413	669.050.868
December	367.077.550	575.080.795	619.883.027
TOTAL	**5.637.707.749**	**4.052.471.639**	**6.058.466.520**

Source: PT. TI Matsuoka Winner Industry

of Product Quality and Tariff on Consumer Satisfaction at Indosat Ooredoo Provider. The results of this test state that the Product Quality variable is partially influential. significant to Customer Satisfaction. And simultaneously the variables Product Quality and Price, these two variables have a significant impact on the level of customer satisfaction at Indosat Ooredoo Provider.

In addition to product quality, service quality is also a factor that affects customer satisfaction, which according to (Ibrahim & Thawil, 2019), Quality of service can also motivate consumers to commit to certain products and services to increase customer satisfaction. In addition to service quality and product quality, the price also affects consumer satisfaction. According to (Santosa & Wahyuni, 2020), Price is a certain value that must be paid for the value of a product or service that has been purchased or used, where the price in accordance with consumer needs will create consumer satisfaction.

The price interpretation factor is the factor that is considered the most attractive to consumers in determining the decision to buy a product. (Yumamik, 2017). Price interpretation is the interpretation of prices that concerns how price information is understood by consumers and made meaningful to them. Price is an important element in the marketing mix after the product and is the only element in the marketing mix that earns sales revenue while the other elements are costs only. (Pardede & Haryadi, 2017), found that price interpretation had a significant effect either directly or indirectly on consumer satisfaction. While (Sari & Rahmawaty, 2016) said price interpretation has no significant effect on consumer satisfaction.

Consumer loyalty is a condition where customers or consumers regularly continue to make purchases at a business (Ricciardi et al., 2019). Maintaining customer loyalty is quite difficult and gives a big responsibility. The company must consistently improve the quality
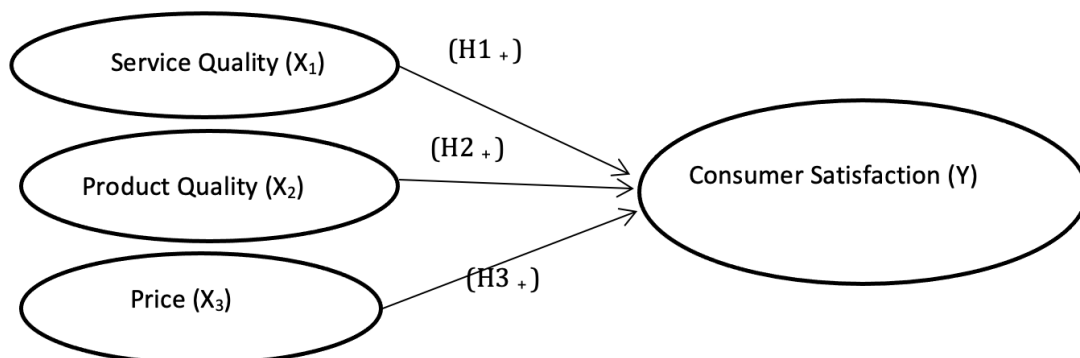

Figure 1
Theoretical Framework Of Thought

Table 2.
Variable Operational Definition

NO	VARIABLE NAME	VARIABLE DEFINITION	INDICATOR	SOURCE
1	Service quality (x1).	Efforts to meet customer needs and desires and the accuracy of delivery to keep pace with customer expectations	Direct evidence reliability Responsiveness Guarantee	(mawarni, i., 2018)
2	Product quality (x2).	Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied consumer needs	product diversity Product variations Product availability Wide range of brands available	(kotler, 2015:291)
3	Price (x3).	Any form of monetary cost sacrificed by consumers to obtain, own, utilize some combination of goods and services from a product	Priced The price corresponds to the quality of a product price of competitors' products (services) the price corresponds to the benefits of the product.	(nashiha, f., & suwitho, s., 2022)
4	Consumer satisfaction (y).	Consumer satisfaction is the condition of consumers both satisfied and who feel unsatisfied after achieving the desires and expectations of the menu, prices, facilities and services provided	Consumers will feel satisfied Consumers will not switch to other companies consumers will give recommendations to others	(swasta & irawan, 2015:32)

Source: some previous research processed (2023)

of its business so that customers remain loyal. Customers are capital and an important element in the business world, therefore it is crucial to build customer loyalty through the satisfaction obtained by them. The company must be able to meet the needs desired by consumers. Top Brand is an indicator of the strength of a brand based on 3 variables, namely, brand strength in the minds of consumers, market share (Market Share), and brand strength in encouraging consumers to buy the product.

LITERATURE REVIEW
Quality of service
Quality of service according to is an overall experience that only consumers judge. According to (Worodiyanti & Maspiyah, 2016) Service quality is an effort to meet the needs and desires of consumers and the accuracy of their delivery in keeping pace with consumer expectations. It can be concluded that for service quality is an assessment of a customer from the expected service quality.

According To (Kurniasari & Sugiyanto, 2020), Service quality as a measure of how well the level of service provided is able to match customer expectations. To facilitate the assessment and measurement of service quality, a service quality measurement tool known as Servqual (Quality of Service) has been developed.

Product quality
Soleh & Wahyuni (2018) found that product quality is everything that a manufacturer can offer to customers to be noticed, requested, sought, bought, used, consumed by consumers as a fulfillment or desire of customers.

Price
Price is an important element in the product exchange process to get the product he buys to meet his needs and wants. According to (Riyono & Budiharja, 2016) Price is everything

Table 3.
Validity Test

Variable	Indicators	R Calculate	R Table	Information
Quality of Service	X1.1	0,915	0,2006	**Valid**
	X1.2	0,924	0,2006	**Valid**
	X1.3	0,905	0,2006	**Valid**
	X1.4	0,882	0,2006	**Valid**
Product Quality	X2.1	0,908	0,2006	**Valid**
	X2.2	0,928	0,2006	**Valid**
	X2.3	0,930	0,2006	**Valid**
	X2.4	0,866	0,2006	**Valid**
Price	X3.1	0819	0,2006	**Valid**
	X3.2	0,863	0,2006	**Valid**
	X3.3	0,773	0,2006	**Valid**
	X3.4	0,796	0,2006	**Valid**
Customer Satisfaction	Y1	0,787	0,2006	**Valid**
	Y2	0,806	0,2006	**Valid**
	Y3	0,821	0,2006	**Valid**
	Y4	0,773	0,2006	**Valid**

Source: some previous research processed (2023)

needed to get a combination of products and services by replacing it with a predetermined amount of value for money (Swastha dan Irawan, 2015:62).

Customer Satisfaction
According to (Ritonga, et al, 2019:10), states that consumer satisfaction is something that consumers feel about the performance of a company in accordance with their expectations and desires. Factors affecting consumer satisfaction according to Lupiyoadi (2013:82), i.e. Product quality, Service quality, Emotional, Price, Cost.

HYPOTHESES DEVELOPMENT
The Relationship of Service Quality to Customer Satisfaction
Saraswati (2021) provided research that service quality factors have a significant effect on consumer satisfaction, from the results of the study shows that if the service quality variable rises, consumer satisfaction will also increase. Based on the description above, the hypotheses that can be taken in this study are:

H1: Service Quality Allegedly Affects Customer Satisfaction

The Relationship of Product Quality to Consumer Satisfaction
Mawarni & Haerudin (2018) provided research that product quality has a positive effect and has a significant effect on consumer satisfaction, this means that if book printing is

well maintained, the list of books presented varies, books displayed are interesting, and varied it will increase consumer satisfaction. Based on the description above, the hypotheses that can be taken in this study are:

H2: Product Quality Allegedly Affects Consumer Satisfaction

Price Relationship to Consumer Satisfaction
Mariansyah & Syarif (2020) provided research that price variables partially have a significant effect on consumer satisfaction variables. This means that if the price offered is affordable, the price is in accordance with the product and cheaper than other printing companies, it will increase consumer satisfaction. Based on the description above, the hypotheses that can be taken in this study are:

H3: Price Allegedly Affects Consumer Satisfaction

THEORETICAL FRAMEWORK OF THOUGHT
Based on the theory and results of previous research on the relationship between these variables, a framework can be made that can be the basis for writing research that can later be known the independent variable that most affects consumer satisfaction. Here is a picture of the frame of mind in this study.

Table 5.
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,16494698
Most Extreme Differences	Absolute	,048
	Positive	,048
	Negative	-,047
Test Statistic		,048
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

RESEARCH METHODOLOGY
Operational Definition
Panggabean & Sianipar (2018) stated that operational definitions to limit the scope or understanding of variables observed or studied. (Faruk, 2013) Stating operational understanding is the determination of a construct so that it becomes variables and variables that can be measured. The operational definition of this variable is also useful for directing the measurement or observation of related variables as well as the development of instruments (measuring devices).

Types of Research
This research uses a quantitative approach, which is a research method that uses numbers from data collection which is then processed and interpreted. This study will look for empirical questions whether there is a relationship between the independent variables of Service Quality, Product Quality, Price and the dependent variable of Consumer Satisfaction.

Population
The object of research is a scientific target to obtain data with a specific purpose about an objective, valid, and reliable thing (Sugiyono, 2017). The object in this research is the printing house of PT. Ti Matsuoka Winner Industry. The sample unit is the smallest set of the entire population to be sampled. The sample unit in this study is consumers of PT. IT MATSUOKA WINNER INDUSTRY.

Data Sources and Types
The sample is part of the number and characteristics of the population (Sugiyono, 2017). Selection and sampling are very important in research. Samples taken from the population must be truly representative or representative. In sampling, this study uses a non-probability sampling method, which is a sampling method that does not provide equal opportunities or opportunities for every element or member of the population to be selected as a sample (Sugiyono, 2017). While the type of non-probability sampling used is the purposive sampling method. According to (Sugiyono, 2017) Purposive sampling is a sampling technique with certain considerations.

RESULTS AND DISCUSSION
From the table above, it can be seen that all indicators used in this study to measure the variables used have a greater correlation coefficient compared to r table = 0.2006. So that all indicators in this study are valid. From the results of the data above, it can be seen that each variable indicator of service quality, product quality, price and customer satisfaction was obtained Cronbach Alpha value > 0.70. Thus the variables in this study are declared reliable.

From the table can be seen the results of the normality test of kolmogorov smirnov. That the statictic test value is 0.048 with a

Table 7.
Multiple Linear Regression Testing

MODEL	UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.	COLLINEARITY STATISTICS	
	B	STD. ERROR	BETA			TOLERANCE	VIF
1 (CONSTANT)	-,132	1,525		-,087	,931		
QUALITY OF SERVICE	,297	,120	,247	2,465	,016	,450	2,223
PRODUCT QUALITY	,340	,094	,354	3,607	,001	,469	2,133
PRICE	,294	,078	,302	3,781	,000	,710	1,409

Dependent variable: customer satisfaction
Source: primary data processed 2023

significance value of 0.200. This shows that the significance value of 0.200 is greater than 0.05, so it can be concluded that the regression model in this study is normally distributed.

Heteroscedastistas Test
From the table above, it can be seen that the significance value in the glacier test, each independent variable has a significant value of > 0.05 so that it can be concluded that with the glacier test this study there is no heteroscedasticity.

Multiple Linear Regression Analysis
Multiple Linear Regression Analysis is a hypothesis test used to determine the effect between independent variables, namely service quality (X1), product quality (X2), price (X3), on the dependent variable, namely consumer satisfaction (Y).
Based on the table above, a linear regression equation can be made that reflects the relationship between the variables in this study as follows:

$$Y = 0,247 X1 + 0,354 X2 + 0,302 X3$$

The multiple linear regression equation above can be interpreted that, the regression coefficient of the service quality variable is positive at 0.247. This shows that there is a positive influence between service quality and customer satisfaction. This means that the better the quality of service, the higher the customer satisfaction. Then the regression coefficient of the product quality variable is positive value of 0.354. This shows that there

Table 6.
Glejser Test

MODEL	UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.	COLLINEARITY STATISTICS	
	B	STD. ERROR	BETA			TOLERANCE	VIF
1 (CONSTANT)	1,090	,917		1,189	,237		
QUALITY OF SERVICE	-,010	,048	-,027	-,217	,828	,681	1,469
PRODUCT QUALITY	,019	,054	,044	,352	,726	,678	1,474
PRICE	-,018	,067	-,039	-,265	,791	,513	1,951

Dependent variable: customer satisfaction
Source: primary data processed 2023

Table 8.
Test – t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-,132	1,525		-,087	,931		
Quality of Service	,297	,120	,247	2,465	,016	,450	2,223
Product Quality	,340	,094	,354	3,607	,001	,469	2,133
Price	,294	,078	,302	3,781	,000	,710	1,409

A. Dependent variable: customer satisfaction
B. **Source:** primary data processed 2023

is a positive influence between product quality and consumer satisfaction. This means that the better the product quality, the higher the consumer satisfaction. Furthermore, the regression coefficient of the positive price variable is 0.302. This shows that there is a positive influence between price and consumer satisfaction. This means that the better the price, the higher the consumer satisfaction.

From table 4.14 above can be concluded each calculated t value and independent variable significance, known t value table 1.66140 at 5% significance. Thus obtained the following results, first, Quality of service. It is known that tcount (2.465) > ttable (1.66140) and Sig. (0.016) < 0.05. This means that the variable of service quality has a significant effect on customer satisfaction. Second, Product Quality. It is known that t-count (3.607) > ttable (1.66140) and Sig. (0.001) < 0.05. This means that product quality variables have a significant effect on consumer satisfaction. Last, Price known t-count (3.781) > ttable (1.66140) and Sig. (0.000) < 0.05. This means that price variables have a significant effect on consumer satisfaction.

From table 9 above, the results of the F test in this study obtained a calculated F value of 42.975 with a significance number (P value) of 0.000 (p< 0.05), it can be concluded that the regression used in the study is a good model and can be used to predict. Table 10 shows that the amount of Adjusted R Square (R2) is 0.570. This means that 57% of the variation in consumer satisfaction variables can be explained by independent variables in the form of service quality, product quality and price. The remaining 43% was explained by other factors that were not studied or outside the model.

Discussion
The Effect of Service Quality on Customer Satisfaction
Research results (Saraswati, 2021). Producing research that service quality factors have a

Table 9.
Test – f

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	623,975	3	207,992	42,975	,000[b]
Residual	445,265	92	4,840		
Total	1069,240	95			

A.dependent variable: customer satisfaction
b.predictors: (constant), price, product quality, service quality

source: primary data processed 2023

Table 10.
Coefficient of determination testing

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,764ª	,584	,570	2,200	1,858

A.predictors: (constant), price, product quality, service quality
b.dependent variable: customer satisfaction

Source: primary data processed (2023)

significant effect on consumer satisfaction, from the results of the study shows that if the service quality variable rises, consumer satisfaction will also increase.

The Effect of Product Quality on Consumer Satisfaction
Research results (Mawarni & Haerudin, 2018) produce research that product quality has a positive effect and has a significant effect on consumer satisfaction, this means if the quality of clothing materials, the quality of image quality fabrics varies it will increase consumer satisfaction.

The Effect of Price on Consumer Satisfaction
Research results (Mariansyah & Syarif, 2020) Produce research that price variables partially have a significant effect on consumer satisfaction variables. This means that if the price offered is affordable, the price is in accordance with the product and cheaper than existing clothing products, it will increase consumer satisfaction.

CONCLUSION
The results of research and the results of data analysis, can be drawn several conclusions as follows: There is a positive and significant influence of the variable Service quality on customer satisfaction. This means that the better the service set by PT. Ti Matsuoka Winner Industry, then customer satisfaction will increase. There is a positive and significant influence of Product Quality variables on consumer satisfaction. This means that the better the quality of the product set by PT. Ti Matsuoka Winner Industry, then customer satisfaction will increase. There is a positive and significant influence of the Price variable on consumer satisfaction. This means that the better the price set by PT. Ti Matsuoka Winner

Industry, then customer satisfaction will increase.

SUGGESTION
PT. Ti Matsuoka Winner Industry by providing discounts or discounts to consumers, can provide satisfaction for consumers so that consumers get prices that match the quality of the product. PT. Ti Matsuoka Winner Industry always takes care of its employees by providing insight into sales, service, product. So that it can explain about changes in price/service. PT. Ti Matsuoka Winner Industry should prepare more space for future upcoming items to stock in the future.

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