

## The Influence of Price and Product Quality on Customer Satisfaction of Sari Roti Products

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### Abstract

This research aims to investigate the influence of Price and Product Quality on Customer Satisfaction in Sari Roti products. It adopts a quantitative approach with a descriptive design using a causal method. The objective is to explain an empirical phenomenon by examining statistical data, characteristics, and the relationship between variables. The data collection technique utilized in this study involved distributing questionnaires through google forms. Data for this research were collected by administering questionnaires using a Likert Scale. The sample consisted of 90 respondents who were consumers of Sari Roti products. The data were collected using purposive sampling, and the analysis included descriptive analysis, validity, reliability, multiple liner regression, and hypothesis testing. The data analysis was conducted using SPSS 25 software. The result of this study indicate that price exhibited a calculated t-value of 5.446, which is greater than the tabulated t-value of 1.662, suggesting a positive influence on customer satisfaction. Similarly, product quality demonstrated a calculated t-value of 3.876, surpassing the tabulated t-value of 1.662, indicating a positive influence on customer satisfaction. Furthermore, the combinade effect of price and product quality, with a calculated f-value of 69.357 exceding the tabulated f-value of 4.86, significantly influences customer satisfaction. As a result, hypotheses  $H_1$  and  $H_2$  are accepted. Based on the findings, it can be concluded the price and product quality significant effect customer satisfaction for Sari Roti products, thereby accepting  $H_3$ .

**Keywords:** Price, Product quality, customer satisfaction

### Introduction

PT Nippon Indosari Corpindo Tbk. (stock code: ROTI) known as the largest bread producer in Indonesia since 1995, again recorded a good performance in the first half of 2022 achieving Net sales of Rp. 1,792 billion or soaring 15.1% compared to the period last year. Based on operational mapping, the West and East regions continued to increase sales to reach Rp.798.2 billion in 1H-2022 which grew 19.3% year on year. Meanwhile, the Central region remained the largest contributor by posting sales of Rp.993.6 billion or expanding 11.9%. Then the company also showed its ability to manage production costs, even when the business world was faced with the challenge of rising commodity prices. The company was able to achieve a gross profit of Rp.920.1 billion in 1H-2022 or continued to grow 8.0% despite the cost of raw materials and packaging jumping around 31.6% year on year.

As the largest bread manufacturer in Indonesia, PT Nippon Indosari Corpindo Tbk. Has operated 14 factories strategically located to meet and serve all consumers in Indonesia including Banjarmasin, Balikpapan, Batam, Cikande, Gresik, Makassar, Medan, Palembang, Pasuruan, Semarang and several factories located in the West Java region including Cibitung (West Cikarang, Bekasi), North Cikarang (Block W), North Cikarang (Block U), and Purwakarta (Bungur Sari).

The bread industry is part of the food industry because it uses wheat flour as its main raw material in the production process. Bread is included in bakery products and is very popular among the public. In Indonesia, initially only people from the middle to upper class ate with bread. However, today all Indonesians consume bread for breakfast and meals during rush hour. In addition to being more practical, bread products are also nutritious. In addition, baked goods also vary in shape, flavor and texture. Popular in all circles, this bread makes the business opportunities of the bread industry in Indonesia even more promising. This makes the bread business versatile, ranging from small industries or commonly known as home industries to large industries.

The increase in the price of Raw Material Oil (BBM) in September 2022 has an impact on the price of bread produced by PT Nippon Indosari Corpindo Tbk or often known as bakery products. The challenge of rising raw material prices has occurred since 2021. This has resulted in the company carrying out activities through a price increase strategy. "We have done (price increases) in the first quarter of 2022 in minimarkets that our products increased by around 10%. The 10% increase in product prices is considered insufficient, if you look at the company's gross profit margin. Where in the first semester of 2022 it was recorded at 54.7%, then fell to 51.3% in the first semester of 2022 due to the increase in the price of wheat raw materials and inflation that occurred throughout 2022," said Hadi Susilo. The decline in gross profit margin resulted in the company continuing its price increase strategy. The price increase on bread products has occurred for the second time in August 2022. "And indeed if there is a certain need, of course we will continue to review this price increase strategy" said Hadil Susilo (Head Investor and Public Relations).

According to (Sauders & Doyle, 2008) Price is an important variable used by consumers for various reasons, both for economic reasons which will show that low prices or prices that are always competitive are very important variables to improve marketing performance, as well as psychological reasons where price is often considered an indicator of quality. Price has a big impact on achieving product quality, if the quality of the bread product is good according to the price given by the company, consumers will be satisfied with what they get.

According to (Cravens, 2009:52) Price is a measure of product quality when buyers find it difficult to evaluate complex products that will affect financial performance and also greatly affect buyer perceptions and brand positioning.

According to Kotler and Keller (2012: 143) in the book (Yenni Arfah, 2022:17), states that product quality is the ability of an item to provide results or performance that matches and even exceeds what the customer wants. The opinion proposed by Kotler and Keller is in line with the concept conveyed, where Kotler and Keller (2012: 121) state that product quality is the ability of a product to carry out its functions including durability, reliability, fixity, ease of operation and repair and other valuable attributes. Product quality is an important aspect that every company must strive for if the products produced can be available in the market to meet the needs and desires of consumers.

According to Kotler and Keller (2009: 139) in the book (Simanihuruk et al., 2023:10) states that customer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of the product (or results) against their expectations. If the performance fails to meet expectations, the customer will be dissatisfied. If the performance exceeds expectations, the customer will be very satisfied or happy.

Based on the explanation above, the authors are interested in conducting research with the title "The Effect of Price and Product Quality on Consumer Satisfaction of Sari Roti Products".

## Method

The type of research used by researchers is quantitative. Quantitative research according to Creswell (2009) in the book (Kusumastuti et al., 2020:2) is a method for testing certain theories by examining the relationship between variables. Variables are usually measured by measuring a measuring object or collecting research data so that data consisting of numbers can be analyzed based on statistical procedures. Like quantitative researchers, anyone involved in quantitative research also needs to have assumptions to test theories deductively, prevent deviations, control alternative explanations, and be able to generalize and reapply their findings.

The data source in this study is primary data obtained directly from the responses of all respondents who have answered all research statements that have been given to Sari Roti consumers. The sample in this study was 90 respondents, researchers distributed questionnaires to Sari Roti consumers via google form. The population taken is active students in semesters 6 and 8 at the Faculty of Economics and Business, Department of Management and Accounting, class of 2019-2020 at Ibn Khaldun University of Bogor who have made

purchases on Sari Roti products. The data analysis technique used in this study uses validity test, reliability test, testit, f test, R2 test, multiple linear regression analysis, and hypothesis testing.

## Result

### Validity Test

Table 1. Price

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	28.51	10.972	.527	.791
X1.2	28.92	10.140	.466	.810
X1.3	28.43	11.327	.462	.800
X1.4	28.50	11.174	.566	.786
X1.5	28.69	10.981	.469	.800
X1.6	28.57	11.215	.625	.781
X1.7	28.71	10.904	.650	.776
X1.8	28.64	10.951	.576	.784

Table 2. Product Quality

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	45.10	16.046	.454	.756
X2.2	45.07	15.906	.547	.743
X2.3	44.88	16.985	.504	.751
X2.4	44.82	17.564	.316	.770
X2.5	44.99	16.550	.431	.758
X2.6	44.46	18.453	.216	.778
X2.7	44.61	17.139	.405	.760
X2.8	44.51	17.803	.313	.769
X2.9	44.98	17.213	.420	.759
X2.10	44.87	17.016	.455	.755
X2.11	44.64	17.468	.468	.756
X2.12	44.98	16.966	.438	.757

Table 3. Customer Satisfaction

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	43.38	27.226	.472	.834
Y2	43.32	28.558	.256	.849
Y3	43.41	27.436	.515	.832
Y4	43.70	25.089	.595	.825
Y5	43.48	26.724	.645	.825

Y6	43.04	28.605	.246	.849
Y7	43.68	24.243	.599	.825
Y8	43.54	25.487	.576	.826
Y9	43.53	25.218	.705	.817
Y10	43.59	24.694	.720	.815
Y11	43.39	27.162	.373	.842
Y12	43.21	26.865	.469	.834

## Reliability Test

Table 4. Price Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.812	8

Table 5. Product Quality Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.775	12

Table 6. Customer Satisfaction Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.843	12

## Multiple Linear Regression Analysis

Table 7. The results of multiple linear regression analysis

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.496	4.127		.363	.718
	Harga (X1)	.742	.136	.498	5.446	.000
	Kualitas Produk (X2)	.442	.114	.354	3.876	.000

a. Dependent Variable: Kepuasan Konsumen (Y)

Based on the results of the analysis obtained, as follows:

$Y = 1.496 + 0.742 (X1) + 0.442 (X2)$  the conclusions are as follows:

The constant value is 1.496, the regression coefficient of the price variable is 0.742, and the regression coefficient of the product quality variable is 0.442.

## R2 Coefficient of Determination Test

Table 8. R2 Coefficient of Determination Test

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.784 <sup>a</sup>	.615	.606		3.49771

a. Predictors: (Constant), Kualitas Produk (X2), Harga (X1)

Based on the table above, it can be seen that the R-squared value is 0.615 which means that the influence of variables X1 and X2 simultaneously (together) on variable Y is 61.5%.

## Hypothesis Testing

### T-Test

Table 9. t-test

#### Coefficients<sup>a</sup>

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	Harga (X1)	.742	.136	.498	5.446	.000
	Kualitas Produk (X2)	.442	.114	.354	3.876	.000

a. Dependent Variable: Customer Satisfaction (Y)

#### 1. First hypothesis testing ( $H_1$ )

The Sig value for the influence (partial) of X1 on Y is 0.0000 < 0.1 and the calculated  $t_{value}$  5.446 >  $t_{table}$  1.662 which means that  $H_{a1}$  is accepted. There is an influence of price (X1) on Customer Satisfaction (Y).

#### 2. Second Hypothesis Testing ( $H_a$ )

The Sig value for the influence (partial) of X2 on Y is 0.0000 < 0.1 and the calculated  $t_{value}$  3.876 >  $t_{table}$  1.662 which means that  $H_{a2}$  is accepted. There is an influence of product quality (X2) on Customer Satisfaction (Y).

### F Test

Table 10. F Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1697.030	2	848.515	69.357	.000 <sup>b</sup>
	Residual	1064.359	87	12.234		
	Total	2761.389	89			

a. Dependent Variable: Customer Satisfaction (Y)

b. Predictors: (Constant), Product Quality (X2), Price (X1)

The Sig value for the influence (simultaneous) of X1 and X2 on Y is 0.000 < 0.1 and the calculated  $F_{value}$  69.357 >  $F_{table}$  4.86. Therefore,  $H_{a3}$  is accepted. It means there is a simultaneous influence of Price (X1) and Product Quality (X2) on Customer Satisfaction (Y).

## Conclusion

From the results of the research that has been done, the conclusions of the results of this study are as follows: 1. Based on the research results, the price variable partially has an influence on customer satisfaction on Sari Roti products. This statement is evidenced that the  $t_{hitung}$  value is  $5.446 > t_{table}$  1.662 with a significant level smaller than 0.1 ( $0.000 < 0.1$ ), meaning that there is a positive relationship between price and customer satisfaction. 2. The results of research on product quality variables partially have an influence on customer satisfaction on Sari Roti products. This statement is evidenced by the  $t_{hitung}$  value of  $3.876 > t_{table}$  1.662 with a significant level smaller than 0.1 ( $0.000 < 0.1$ ), meaning that there is a relationship between product quality and customer satisfaction positively. 3. Based on the results of research on price and product quality simultaneously there is an influence on customer satisfaction on Sari Roti products. This is evidenced by the value of  $f_{hitung}$   $69.357 > f_{table}$  4.86 with a significant level of  $0.000 < 0.1$ , meaning that there is a relationship between price and product quality on customer satisfaction positively.

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