


Product quality, price, and service quality on customer satisfaction analysis at Ananta Photo Medan

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Article Info	ABSTRACT
Keywords: Product Quality, Price, Service Quality, Customer Satisfaction	This study aims to assess and analyze how product quality (X1), price (X2), and service quality (X3) impact customer satisfaction (Y) at Ananta Photo. The research involved 100 participants and employed questionnaire-based data collection. Statistical analysis was conducted using SPSS 23.0 for Windows, including classic assumption tests, multiple linear regression analysis, and hypothesis testing. The results yielded a regression equation: $Y = 0.146 + 0.160X_1 + 0.209X_2 + 0.150X_3$. Findings revealed that product quality (X1) has a partially positive and significant influence on customer satisfaction (Y) at Ananta Photo, as indicated by a t-value (2.215) > t-table (1.66571) and sig (0.030) < 0.05. Similarly, price (X2) and service quality (X3) also showed partial positive and significant effects on customer satisfaction (Y). The simultaneous examination of these variables indicated a significant positive impact on customer satisfaction (Y) at Ananta Photo. The coefficient of determination reached 0.669, suggesting that 66.9% of the variability in customer satisfaction (Y) can be explained by the independent variables, while the remaining 34.1% is influenced by other factors not examined in the study.
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INTRODUCTION

In this increasingly modern era, photography is rapidly evolving alongside global developments in the era of globalization. Most people enjoy capturing themselves, either alone or with others. With many people wanting to take photos together, many companies in the photography services sector provide large studios to accommodate groups of people for group photos, often referred to as group photo studios.

Companies strive to create new innovations to outperform their competitors, leading to intense competition among companies operating in the photography industry. In creating new innovations, companies must first understand customers' perceptions and understanding of the company.

Companies need to understand customers' needs and desires to create something new based on their needs and desires, thus satisfying customer satisfaction. If customers are satisfied with the products and services provided by the company, they are more likely to choose the company where they spend their money. Indrasari (2019:87) states that customer satisfaction is the level of satisfaction someone feels after comparing the

perceived performance of a product with their expectations, and in determining the level of customer satisfaction, there are several main factors that companies need to consider, including product quality, price, and service quality. The focus of this study is:

1. Does product quality partially and significantly influence customer satisfaction at Ananta Photo Medan?
2. Does price partially and significantly influence customer satisfaction at Ananta Photo Medan?
3. Does service quality partially and significantly influence customer satisfaction at Ananta Photo Medan?
4. Do product quality, service quality, and price simultaneously and significantly influence customer satisfaction at Ananta Photo Medan?

Product Quality (X1)

According to Kotler and Armstrong (2015:224), product quality refers to how a product has value that can satisfy customers both physically and psychologically, indicating attributes or characteristics found in a good or result. Assauri (2015:90) states that product quality is the factors present in a good or result that cause the good or result to be suitable for the intended purpose.

Product quality has indicators that can be used to analyze the characteristics of a product. According to Tjiptono (2016:134), product quality has eight indicators as follows:

1. Performance is the main operational characteristics of the core product purchased.
2. Features are secondary or complementary characteristics.
3. Reliability is the likelihood of failure or failure to be used.
4. Conformance to Specifications is the extent to which design and operational characteristics meet predetermined standards.
5. Durability relates to how long the product can be used.
6. Serviceability includes speed, competence, comfort, ease of repair, and handling of complaints satisfactorily.
7. Aesthetics is the product's appeal to the senses.
8. Perceived Quality is the product's image and reputation as well as the company's responsibility for it.

Price (X2)

According to Kotler and Armstrong (2015:312), price is the amount of money charged for a product or service, or the sum of values that customers exchange for the benefits of having or using the product or service. Kotler and Armstrong (2015:318) explain that there are 4 indicators that characterize price, namely:

1. Price Accessibility: Customers can afford the price set by the company. Products usually have several types within a brand with different prices from the cheapest to the most expensive. With the set price, many customers buy the product.
2. Price-Quality Ratio: Price is often used as an indicator of quality for customers; people often choose a higher price between two items because they see differences in quality. If the price is higher, people tend to believe that the quality is also better

3. Price-Benefit Suitability: Customers decide to buy a product if the perceived benefits are greater or equal to what has been spent to obtain them. If customers perceive the product's benefits to be less than the money spent, they will consider the product expensive, and they will think twice about making a repeat purchase.
4. Price Matches Ability or Competitive Pricing: Customers often compare the price of a product with other products; in this case, the price of a product is highly considered by customers when purchasing the product.

Service Quality (X3)

According to Tjiptono (2016:59), service quality is the expected level of excellence and control over that level of excellence to meet customer desires. Kasmir (2017:47) defines service quality as actions or deeds of an individual or organization aimed at providing satisfaction to customers or employees. Tjiptono (2016:64) states that there are 5 (five) dimensions of service quality included in service quality indicators, including:

1. Tangible, which is the physical appearance, equipment, and various communication materials.
2. Empathy, which is the willingness of employees and entrepreneurs to be more caring and personally attentive to customers.
3. Responsiveness, which is the willingness of employees and entrepreneurs to assist customers and provide services quickly, as well as listen to and address customer complaints.
4. Reliability, which is the ability to provide services as promised, reliable and accurate, and consistent.
5. Assurance, which is the ability of employees to instill confidence and trust in promises made to customers.

Customer Satisfaction

Indrasari (2019:87) states that customer satisfaction is the level of someone's feelings after comparing the perceived performance of a product with their expectations. Priansa (2017:197) defines customer satisfaction as the feeling of pleasure or disappointment based on the comparison between the reality obtained and the customer's expectations.

Because there are so many customers using the product, and each customer uses it differently, with different attitudes and communication styles, satisfaction programs generally have several indicators (Indrasari, 2019:92), namely:

1. Expectation Fulfillment
2. Interest in Returning
3. Willingness to Recommend

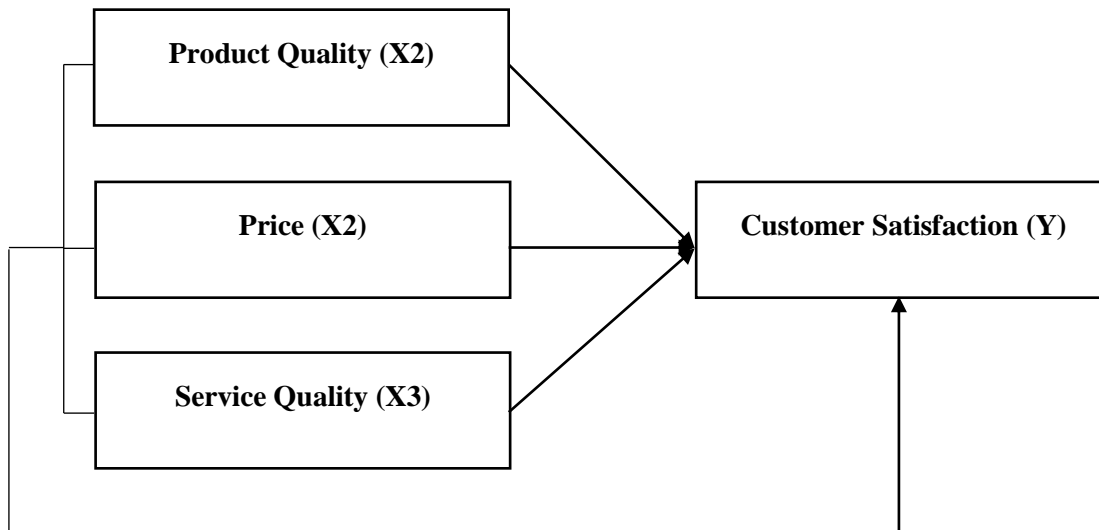


Figure 1. Conceptual Framework

The initial hypotheses of this study are as follows:

- H1 = Product quality partially influences positively and significantly on customer satisfaction at Ananta Photo Medan.
- H2 = Price partially influences positively and significantly on customer satisfaction at Ananta Photo Medan.
- H3 = Service quality partially influences positively and significantly on customer satisfaction at Ananta Photo Medan.
- H4 = Product quality, price, and service quality simultaneously influence positively and significantly on customer satisfaction at Ananta Photo Medan.

METHODS

In this study, the author employed a quantitative research approach with an associative research type because there are variables whose relationships will be examined, aiming to provide an overview of the relationship between the variables under study. Quantitative research is a method based on positivism philosophy, used to investigate specific populations or samples, data collection is done using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses (Sugiyono, 2017:8). The definition of associative, as mentioned by Sugiyono (2017:37), is a formulation of research problems that inquire about the relationship between two or more variables.

The sample used in this study consisted of 100 individuals/respondents, selected using purposive sampling technique. The reason for using purposive sampling is because not all samples meet the criteria set by the author. Therefore, the selected samples were intentionally chosen based on specific criteria defined by the author to obtain a representative sample. The criteria for customers included in the sample in this study are as follows:

- Respondents included in the sample have used Ananta Photo Medan's services more than once.
- Respondents included in the sample are not family members of employees or owners of Ananta Photo Medan.
- Respondents included in the sample are at least 17 years old.

The type of data used in this study is quantitative data, which are numerical in nature. According to its form, quantitative data can be processed or analyzed using mathematical or statistical techniques (Siyoto and Sodik, 2015:68). In this case, the quantitative data are the responses of respondents to statements in the questionnaire regarding service quality, product quality, price, and customer satisfaction. The data collection techniques used in this study are as follows:

1. Observation

Observation is a systematic technique for collecting data on the research object, either directly or indirectly (Hardani et al., 2020:125).

2. Questionnaire

This is a data collection technique consisting of a list of systematically arranged questions that must be answered or responded to by respondents according to their perceptions (Kurniawan and Puspaningtyas, 2016:82). In this case, the questionnaire used is in the form of a closed-ended questionnaire, where respondents select predetermined answer choices. Responses from the instrument are measured using a Likert scale, which is used to measure an individual's or a group's attitude, opinion, and perception of social phenomena (Sugiyono, 2017:93).

Data Analysis Techniques

- Validity Test: According to Papahan (2014:90), the validity test is used to measure the validity or accuracy of a questionnaire.
- Reliability Test: The reliability test is a tool for measuring a questionnaire that is an indicator of a variable or construct.
- Classic assumption tests include normality test, multicollinearity test, and heteroskedasticity test.
- Multiple linear regression test: Regression analysis aims to predict changes in the value of the dependent variable due to the influence of independent variables.
- Hypothesis testing includes t-test, F-test, and coefficient of determination test..

RESULTS AND DISCUSSION

Based on the research findings obtained with product quality, price, and service quality as independent variables and customer satisfaction as the dependent variable, several conclusions can be drawn:

Influence of Product Quality on Customer Satisfaction at Ananta Photo Medan

Based on the research findings, it can be explained that in this case, the product quality variable (X₂) has a positive and significant influence on customer satisfaction variable. This is evident from the coefficient of the product quality variable with t-value (4.689) > t-table (1.66571) and sig (0.000) < 0.05. This means that H₀ is rejected and H₂ is

accepted, indicating that product quality has a positive and significant influence on customer satisfaction at Ananta Photo.

Product quality, whether goods or services, is an important aspect expected by customers. According to Tjiptono (2016:231), a product is anything that can be offered to a market for attention, acquisition, use, or consumption to satisfy a need or want. Lupiyoadi (2017:228) states that the determinant factor of customer satisfaction is customer perception of the quality of a product/service. Product quality must be maintained by a company because good product quality can create customer satisfaction and loyalty.

In previous studies, researchers also found a correlation between product quality and customer satisfaction. According to Hoe (2018), Oscar and Ulfiani (2019), Nugroho et al. (2020), Retno (2020), Akbar et al. (2021), Nurjannah and Ramadhan (2021), Mahmud (2021), Suryaningrat et al. (2021), Laetitia (2021), stating that product quality significantly influences customer satisfaction.

Influence of Price on Customer Satisfaction at Ananta Photo Medan

Based on the research findings, it can be explained that in this case, the price variable (X3) has a positive and significant influence on customer satisfaction variable. This is evident from the coefficient of the price variable with t-value (2.255) > t-table (1.66571) and sig (0.027) < 0.05. This means that H₀ is rejected and H₃ is accepted, indicating that price has a positive and significant influence on customer satisfaction at Ananta Photo.

According to Kotler and Armstrong (2015:312), price is the amount of money charged for a product or service, or the sum of values that customers exchange for benefits of having or using the product service. This means that price is the amount of money charged for a product or service, or the sum of money exchanged by customers to obtain the benefits of owning or using a product or service.

Peter and Olson (2013:245) stated that a price that matches what customers pay will result in customer satisfaction. Although price is one of the elements measuring customer satisfaction, determining the right price strategy can also be used to determine the marketing strategy to be taken.

In previous studies, researchers also found a correlation between price and customer satisfaction. According to Zulkarnaen and Amin (2018), Laoli and Hulu (2018), Putra (2018), Syamsinar (2019), Khairusy (2020), Retno (2020), Nurmansyah et al. (2021), Mahmud (2021), Suryaningrat et al. (2021), stating that price significantly influences customer satisfaction.

Influence of Service Quality on Customer Satisfaction at Ananta Photo Medan

Based on the research findings, it can be explained that in this case, the service quality variable (X1) has a positive and significant influence on customer satisfaction variable. This is evident from the coefficient of the service quality variable with t-value (2.215) > t-table (1.66571) and sig (0.030) < 0.05. This means that H₀ is rejected and H₁ is accepted, indicating that service quality has a positive and significant influence on customer satisfaction at Ananta Photo Medan.

According to Tjiptono (2016:59), service quality is the level of excellence expected and controlled to meet customer desires. Service quality is a benchmark in determining customer satisfaction, as it assesses the performance and satisfaction of customers with the services provided by the service provider.

Yunanto (2016) stated that the quality of goods and services depends on the company's ability to meet customer needs and expectations. Service quality is considered satisfactory if the service perceived by customers is the same or exceeds the expected service quality. Customer expectations are reflected in good service, friendliness, courtesy, timeliness, and speed, which are important values expected by customers. Customer satisfaction indirectly encourages word-of-mouth recommendations. Therefore, service quality should be the main focus of the company as it can create customer satisfaction.

This research result is consistent with the findings of Khatab et al. (2019), Susanto and Otoluwa (2020), Wulansari (2020), Nurmansyah et al. (2021), Ismail and Yusuf (2021), Alfajar et al. (2021), Mahmud (2021), and Laetitia (2021), stating that service quality influences customer satisfaction.

Influence of Product Quality, Price, and Service Quality on Customer Satisfaction at Ananta Photo Medan

Based on the research findings, it can be explained that in this case, the variables of product quality, price, and service quality have a positive and significant influence simultaneously on the variable of customer satisfaction. This can be seen from the coefficient of the simultaneous test with an F value of (50.614) > F table (2.73). With a significance level of $0.000 < 0.05$. Thus, it can be concluded that H_0 is rejected and H_4 is accepted, meaning that in this study, together they have a significant influence between the variables of product quality (X1), price (X2), and service quality (X3) on customer satisfaction at Ananta Photo.

Indrasari (2019:87) stated that customer satisfaction is the level of someone's feelings after comparing the perceived performance of a product with their expectations, and in determining the level of customer satisfaction, there are five main factors that must be considered by the company: service quality, product quality, emotional, price, and cost. This research result is in line with the findings of previous research conducted by Mahmud (2021), stating that service quality, product quality, and price influence customer satisfaction.

CONCLUSION

Based on the analysis and discussion of the data: The results of this study indicate that the service quality variable has a t-value (2.215) > t-table (1.66571) and a significance level (0.030) < 0.05, which means accepting H_1 and rejecting H_0 . Therefore, it can be concluded that product quality partially has a positive and significant influence on customer satisfaction at Ananta Photo Medan. The results of this study indicate that the product quality variable has a t-value (4.689) > t-table (1.66571) and a significance level (0.000) < 0.05, which means accepting H_2 and rejecting H_0 . Therefore, it can be concluded that price partially has a positive and significant influence on customer satisfaction at Ananta Photo

Medan. The results of this study indicate that the service quality variable has a t-value (2.255) > t-table (1.66571) and a significance level (0.027) < 0.05, which means accepting H3 and rejecting H0. Therefore, it can be concluded that price partially has a positive and significant influence on customer satisfaction at Ananta Photo Medan. The results of this study indicate that the product quality, price, and service quality variables have an F-value (50.614) > F-table (2.73) with a significance level (0.000) < 0.05, which means accepting H4 and rejecting H0. Therefore, it can be concluded that product quality, price, and service quality simultaneously have a positive and significant influence on customer satisfaction at Ananta Photo.

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