


The Influence of Service Quality, Product Quality, Price, and Location on Customer Satisfaction Mediated by Purchase Decisions on Vansha Chicken Meat Slaughter

Alfian Hanafi², Muhamad Imam Syairozi², Abid Muhtarom³

Master of Management Study Program, Postgraduate, Lamongan Islamic University
Email: alfianhanafi@unisla.ac.id, imamsyairozi@unisla.ac.id, abid@unisla.ac.id

Article Info	ABSTRACT
Keywords: Competence, Motivation, Work Discipline, Employee Performance	This study aims to see how influential the variables are, service quality, product quality, price and location on customer satisfaction mediated by the purchase decision, to see which variables are the most dominant with customer satisfaction variables in the slaughter of vansha chicken. This study uses a quantitative method, a sample of 95 respondents by calculating the sample using the slovin formula and the population of this study is customers of the slaughter of vansha chicken meat which is taken within 3 months, the method used in this study is SEM using the PLS test tool. The results of the research on the hypothesis test were that service quality (X1) and product quality (X2) had positive and significant results and while the price variables (X3) and location (X4) had negative and significant results. And for the mediation test of the variables of service quality, product quality, price and location to customer satisfaction mediated by the purchase decision is declared partial mediation.
This is an open access article under the CC BY-NC license 	Corresponding Author: Alfian Hanafi Master of Management Study Program, Postgraduate, Lamongan Islamic University alfianhanafi@unisla.ac.id

INTRODUCTION

According to Abdullah. *et al.* (2019). Service quality is the total characteristic characteristics of a good or service that affects its ability to satisfy implied and stated needs. The quality of service provided by the company in order to meet customer expectations. In addition to service quality, product quality can also have an effect on customer satisfaction. According to Proxis. (2022). Explains that every business has the goal of creating quality products to be able to meet the expectations of consumers, where the quality of this product is determined from several characteristics such as durability, aesthetics, and perfection, besides that the quality of the product is determined by how simple the use of a product is.

Price is also important in determining customer satisfaction, according to Tecolu. *et al.* (2021). Price is one of the elements of the marketing mix that generates revenue, and price is also a means of communication regarding *the positioning* of a product or brand in relation to the market as a whole.

In addition to the quality of service, product quality, and price, location is also an important factor in determining customer satisfaction. According to Ghanimata in the research journal Dimas, *et al.* (2022). Location is the location of stores or retailers in a strategic area so that it can maximize profits. Customers are certainly very wise in looking at and choosing the location of their purchase destination. A good location can also have a good effect on sales.

RESEARCH METHODS

The research method used is a quantitative research method. According to Sinambela. (2020). Quantitative research is research that uses numbers when processing data to produce structured information. The data collection technique uses a questionnaire which is then processed through SEM with a PLS test tool. using validity test analysis, reliability test, composite *reliability* test and *Cronbach's Alpha*, R-square test, mediation test, and hypothesis test.

RESULTS AND DISCUSSION

The following are the results of the research using the analysis above:

1. Validity test

According to Husnawati. *et al.* (2019). The value of *Convergent validity* can be seen as the *outer loading value* between 0.6-0.7. Meanwhile, in the use of AVE it can be said to be valid if the value must be greater than 0.5. This means that the variables of service quality, product quality, price, location, customer satisfaction and purchase decisions are declared valid.

2. Reliability test

In the reliability test, there are 2 methods, namely *cronbach alpha*. Measured using *the Cronbach alpha statistical* test, if the value > 0.6, it can be considered reliable. Meanwhile, if *the composite recapability*, each variable can be declared reliable if it has a value of > 0.6. Then the variables of service quality, product quality, price, location, customer satisfaction and purchase decisions are declared reliable. Elicia. *et al.* (2020).

3. Uji R-square

Tabel 1. uji R-square

	R-square	R-square adjusted
Customer satisfaction (Y)	0.867	0.853
Purchase decision (Z)	0.747	0.736

Sources: Data is processed from the results smartPLS 3.0

Judging from the data of the R-square test table above, it shows that the variables of service quality (X1), product quality (X2), price (X3), location (X4) to customer

satisfaction (Y) of 0.867, can be stated to be mutually beneficial. The R-square adjusted value is 0.853, so it can be said to be strong.

4. Mediation test

The mediation test is seen from the values of *the Path coefficient* and *Specific indirect effect*, which are as follows:

1. *Path coefficient*, The variable of service quality to customer satisfaction can be stated to have a relationship that positive significant because $P\text{-Values} = 0.017 < 0.05$. *specific indirect effect*, The variable of service quality to customer satisfaction mediated by purchasing decisions is said to have a significant positive relationship because $P\text{-values} = 0.002 < 0.05$, from the results of the data can be named *partial mediation*. So it means that the quality of service on customer satisfaction mediated by purchasing decisions has a positive and significant influence.
 2. *Path coefficient*, the variable of product quality to customer satisfaction can be stated to have a relationship that is positive significant because $P\text{-values} = 0.001 < 0.05$. *Specific indirect effect*, the variable of product quality to customer satisfaction mediated by purchasing decisions is said to have a significant positive relationship because $P\text{-values} = 0.020 < 0.05$, from the results of the data can be named *partial mediation*. So it means that product quality to customer satisfaction mediated by purchase decisions has a positive and significant influence.
 3. *Path coefficient*, the price variable to customer satisfaction can be stated to have a significant positive relationship because $P\text{-values} = 0.022 < 0.05$. *Specific indirect effect*, the price variable on customer satisfaction mediated by the purchase decision is said to have a significant positive relationship because $P\text{-values} = 0.042 < 0.05$, from the results of the data can be named *partial mediation*. So it means that prices on customer satisfaction mediated by purchasing decisions have a positive and significant influence.
 4. *Path coefficient*, the location variable to customer satisfaction can be stated to have a significant positive relationship because $P\text{-values} = 0.006 < 0.05$. *Specific indirect effect*, the location variable on customer satisfaction mediated by the purchase decision is said to have a significant positive relationship because $P\text{-values} = 0.023 < 0.05$, from the results of the data can be named *partial mediation*. So it means that location on customer satisfaction mediated by purchase decisions has a positive and significant influence.
5. Uji hypothesis

Table 2. Hypothesis test

No	Hipotesis	Analysis
1	Quality of service (X1) -> Customer satisfaction (Y)	Nilai <i>coefficient</i> = 0.326 $P\text{ values} = 0.017$ $T\text{-statistic} = 2.144$ $T\text{-table} = 1.662$ $T\text{-statistic} > T\text{-tabel}$

No	Hipotesis	Analysis
2	Product quality (X2) -> Customer satisfaction (Y)	Nilai <i>coefficient</i> = 0.738 <i>P values</i> = 0.001 <i>T-statistic</i> = 3.344 <i>T-table</i> = 1.662 <i>T-statistic</i> > <i>T-tabel</i>
3	Price (X3) -> Customer satisfaction (Y)	Nilai <i>coefficient</i> = -0.309 <i>P values</i> = 0.022 <i>T-statistic</i> = 2.041 <i>T-table</i> = 1.662 <i>T-statistic</i> > <i>T-tabel</i>
4	Location (X4) -> Customer satisfaction (Y)	Nilai <i>coefficient</i> = -0.470 <i>P values</i> = 0.006 <i>T-statistic</i> = 2.575 <i>T-table</i> = 1.662 <i>T-statistic</i> > <i>T-tabel</i>
5	Quality of service (X1) -> Purchase decision (Z)	Nilai <i>coefficient</i> = 0.793 <i>P values</i> = 0.000 <i>T-statistic</i> = 4.218 <i>T-table</i> = 1.662 <i>T-statistic</i> > <i>T-tabel</i>
6	Product quality (X2) -> Purchase decision (Z)	Nilai <i>coefficient</i> = 0.594 <i>P values</i> = 0.012 <i>T-statistic</i> = 2.296 <i>T-table</i> = 1.662 <i>T-statistic</i> > <i>T-tabel</i>
7	Price (X3) -> Purchase decision (Z)	Nilai <i>coefficient</i> = -0.285 <i>P values</i> = 0.041 <i>T-statistic</i> = 1.751 <i>T-table</i> = 1.662 <i>T-statistic</i> > <i>T-tabel</i>
8	Location (X4) -> Purchase decision (Z)	Nilai <i>coefficient</i> = -0.260 <i>P values</i> = 0.013 <i>T-statistic</i> = 2.261 <i>T-table</i> = 1.662 <i>T-statistic</i> > <i>T-tabel</i>
9	Purchase decision (Z) -> Customer satisfaction (Y)	Nilai <i>coefficient</i> = 0.349 <i>P values</i> = 0.000 <i>T-statistic</i> = 4.664 <i>T-table</i> = 1.662

No	Hipotesis	Analysis
		$T\text{-statistic} > T\text{-tabel}$

Source: data processed from the results of smartPLS 3.0

Judging from the table above, it can be explained as follows:

1. service quality (X1) has a positive and significant influence on customer satisfaction (Y).
2. product quality (X2) has a positive and significant influence on customer satisfaction (Y).
3. price (X3) has a negative and significant influence on customer satisfaction (Y).
4. location (X4) has a negative and significant influence on customer satisfaction (Y).
5. service quality (X1) has a positive and significant influence on purchasing decisions (Z).
6. product quality (X2) has a positive and significant influence on purchasing decisions (Z).
7. price (X3) has a negative and insignificant influence on the purchase decision (Z).
8. location (X4) has a negative and insignificant influence on the purchase decision (Z).
9. purchase decision (Z) has a positive and significant influence on customer satisfaction (Y).

CONCLUSION

1. Measurement model (*outer model*)
 From the validity and reliability test data, it can be seen that, all variables including the following service quality (X1), product quality (X2), price (X3), location (X4), purchase decision (Z), customer satisfaction (Y), with a value of $> 0.6-0.7$, then, can be said to be valid and reliable.
2. Model struktural (*inner model*)
 From the R-square data, the variables which include the following service quality (X1), product quality (X2), price (X3), location (X4), purchase decision (Z), customer satisfaction (Y), with a value of > 0.7 , can be said to be strong.
3. Mediation test
 From the mediation test data, we can see that the variables which include the following, service quality (X1), product quality (X2), price (X3), location (X4), customer satisfaction (Y) mediated by purchase decisions (Z), said *partial mediation*.
4. Uji hypothesis
 From the hypothesis test data, we can see that:
 - a. The quality of service and product quality have a significant positive effect on customer satisfaction in the slaughter of vansha chickens using *the structural equation modeling (SEM) – partial least square (PLS) method*.
 - b. Price and location have a significant negative effect on customer satisfaction in the slaughter of vansha chickens using *the structural equation modeling (SEM) – partial least square (PLS) method*.

- c. The quality of service and product quality have a significant positive effect on the purchase decision on the slaughter of vansha chickens by the *structural equation modeling* (SEM) – *partial least square* (PLS) method.
- d. Price and location have a significant negative effect on purchasing decisions on the slaughter of vansha chickens using the *structural equation modeling* (SEM) – *partial least square* (PLS) method.
- e. Purchase decisions have a significant positive effect on customer satisfaction in the slaughter of vansha chickens using the *structural equation modeling* (SEM) – *partial least square* (PLS) method.

REFERENCES

- Abdullah, T., & Tantri, F (2019). *Marketing Management* (1st ed.). Depok: PT. RajaGrafindo Persada.
- Dimas, Euis. 2022. *Journal Of Management. The effect of service quality, facilities and location on customer satisfaction at my kopi o Semarang*. Volume 5. Dien Purnama Sari, firm Widodo. (2022). E-Proceeding of Management. *The Influence of Social Media Marketing on Consumer Purchase Intentions Mediated by Customer Trust (Case of Skincare Scarlett Whitening Products)*. Volume 9 number 4.
- Dien Purnama Sari, firm Widodo. (2022). E-Proceeding of Management. *The Influence of Social Media Marketing on Consumer Purchase Intentions Mediated by Customer Trust (Case of Skincare Scarlett Whitening Products)*. Volume 9 Number 4
- Fiqri Satria Eka Nugraha, Dyah Astarini. (2023). *Journal of Trisakti economics. The influence of service quality and customer satisfaction on customer loyalty is mediated by customer satisfaction*. Volume 3 number 1.
- Hero, (2019). *Marketing management*, PT. Gramedia: Jakarta .
- Handayani, T., & Fathoni, M. A. (2019). Public perception of sharia insurance. *Journal of the Conference on Islamic Management, Accounting, and Economics (CIMA) proceedings*, 2, 127-132.
- Jasella prepared. et al. (2020). *Journal business and banking. The influence of product design on purchase decisions and its impact on consumer satisfaction of shopping goods*. Volume 10 Number 1.
- Proxis. (2022). Get to know the 8 dimensions of product quality for your business. <https://ipqi.org/kenali-8-product-quality-dimension-for-your-business/>
- Sinambela, L. P. (2020). Quantitative research, PRISMAKOM (journal of management, business, finance, and banking development). Vol 17, no 1, pp. 21-36.
- Tecoalu, M., Hery W., & Ferdian, F. (2021). *The Effect of price perception and Brand Awareness on Service Quality Mediated by purchasing Decisions: (Study Case on PT. Maybank Indonesia Finance Credit Producst)*. *Journal of humanities, Social Sciene, Public Administration and managemend* (HUSOCPUMENT),4(1), 183-195. <https://doi.org/10.51715/husocpument.v1i4.127>

Ugeng Budi Haryok, Veda Lidya Delima Pasaribu, Ardiyansyah, (2020). Journal of economics and management. The effect of price and service quality on consumer satisfaction in the *wedding organizer*. Vol 2 and 1.