

The Influence of Price Perception, Sales Promotion, and Brand Image on Customer Satisfaction at UD Rizky Jaya B

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Article Info	ABSTRACT
Keywords: Price Perception, Sales Promotion, Brand Image, and Customer Satisfaction	This study aims to determine the Influence of Price Perception, Sales Promotion, and Brand Image on Customer Satisfaction at UD Rizky Jaya B both partially and simultaneously. The data collection technique used in this study is the purposive sampling technique. A person's purchasing behavior can be said to be something unique, because everyone's preferences and attitudes towards objects are different. In addition, consumers come from several segments, so what is wanted and needed is also different. The research method used is a quantitative method with an analysis tool using SPSS 22. The results of this study show that Price Perception (X1), Sales Promotion (X2), and Brand Image (X3) have a significant effect partially on Customer Satisfaction (Y) at UD Rizky Jaya B.
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INTRODUCTION

Everything related to humans will undergo changes at any time, both in the political, economic, social, cultural fields and also the influence on human behavior patterns in meeting their needs. Nowadays, the need for construction equipment is increasing so that many people also want to become entrepreneurs or material business people. Based on these conditions, the company's effort to maintain its sales is to use the right marketing strategy so that consumers decide to buy.

The more building shop businesses in Indonesia, the more competitors there are. UD Rizky Jaya B is required to be creative and think broadly to compete in the building shop business. The quality of building goods at UD Rizky Jaya B is expected to be better than other building stores. If the goods offered are superior, then this store has an attraction to consumers. Every company that is established certainly has the hope that in the future its business will experience rapid development and progress, as well as obtain maximum profits. In today's globalization era, competitive pricing of a product is increasingly important.

A person's purchasing behavior can be said to be something unique, because everyone's preferences and attitudes towards objects are different. In addition, consumers come from several segments, so what is wanted and needed is also different. There are still many factors that affect purchasing decisions and customer satisfaction.

The definition of price according to Kotler and Armstrong (2001) is the amount of money charged on a product or service or the sum of all the value exchanged by the consumer or the benefit for owning or using the product or service. Customer loyalty will emerge if consumers are satisfied with the services and products they consume (Hermawan, 2011). In addition to targeting the right market segment and maintaining the company's concept, it is important for companies to maintain consumer loyalty. From the above presentation, a study entitled "The Effect of Price Perception, Sales Promotion, and Brand Image on Customer Satisfaction at UD Rizky Jaya B".

Research conducted by Diah Ayu Novitasari and Mohammad Yaskun shows that customer satisfaction is one of the important indicators in determining the success of a business. Customers who are satisfied with the products and services provided tend to make repeat orders so that they can increase business sustainability. The results of a study on the furniture industry in Lamongan Regency found that *the special treatment benefits* factor had a significant effect on customer satisfaction, while several other marketing relationship factors did not show a significant influence. The findings indicate that companies need to understand the factors that can provide more value to customers to increase consumer satisfaction.

In addition, research conducted by Ratna Handayati regarding the level of consumer satisfaction at Pong-Pong Cafe Lamongan shows that price is one of the factors that has a strong influence on consumer satisfaction. The study also found that promotions also contribute to customer satisfaction levels even though the effect is in the medium category. The results of this study confirm that appropriate pricing strategies and effective promotional activities can increase positive consumer perception and encourage higher customer satisfaction.

Research conducted by Ratna Handayati on the factors influencing consumer satisfaction at Pong-Pong Café Lamongan revealed that price and promotion are important aspects affecting consumer satisfaction levels. Prices that are perceived as appropriate in relation to product quality and the benefits received by customers can increase consumer satisfaction. In addition, effective promotional activities are capable of providing information, attracting consumer interest, and creating positive perceptions of the products or services offered. Therefore, companies need to pay close attention to pricing and promotional strategies as efforts to enhance customer satisfaction and maintain business competitiveness.

Meanwhile, research conducted by Sabilar Rosyad and Muhammad Musyafaq regarding quality control and production processes on the cost of production demonstrated that effective production management can help companies achieve more efficient and competitive pricing. Prices determined through effective cost control provide greater value to consumers. These findings indicate that pricing decisions are influenced not only by market conditions but also by the company's ability to manage production costs efficiently. Consequently, customers' price perceptions are formed through the alignment between the price paid and the quality of the product received.

Based on these studies, it can be understood that price and promotion play significant roles in shaping customer satisfaction. Competitive pricing that reflects product quality,

combined with promotional activities that provide information and added value to consumers, can enhance positive customer perceptions and ultimately increase customer satisfaction. Therefore, the variables of price perception and sales promotion are highly relevant for investigation in a study examining customer satisfaction at UD Rizky Jaya.

METHODS

This study uses a type of quantitative descriptive research. According to Arikunto (2019:3), descriptive research is research that is focused on investigating the circumstances, conditions or other things that have been mentioned, the results of which will be presented in the form of a research report. The technique used in this study is *the random sampling technique*. According to Sugiyono (2017:126) *Random Sampling* is a sampling technique from populations either individually or in groups that is carried out randomly without paying attention to the strata in the population.

RESULTS AND DISCUSSION

Based on the validity test that has been carried out, it is known that each indicator in the independent variables in the research model gets a Calculation value > the Rtable value and the Visitor Satisfaction (Y) bound variable is also obtained a Calculation value > the Rtable value. The Rtable value obtained is 0.2133. This means that the research instrument (questionnaire) is said to be valid.

Based on the Reliability test, reliability values are shown for each research variable, where all Cronbach's Alpha values > 0.6. This means that Price Reception (X1), Sales Promotion (X2), Brand Image (X3), and Customer Satisfaction (Y) are said to be reliable and the questionnaire is suitable for use in the research.

From the results of the normality test in this study, it can be concluded that it is feasible because it meets the normal assumptions which are reinforced by the p-plot probability graph and the smirnov colmogrov with 0.085. The results of the Heteroskedasticity test show that the dots are scattered and do not form a pattern, and this shows that there is no problem of Heteroskedasticity. From the results of the Multicollinearity Test, it was concluded that the tolerance and VIF values were less than 10, which means that both variables were free from Multicollinearity. From the results of the Autocorrelation test, it can be shown that the model in the study does not have an Autocorrelation problem.

The constant is obtained from the multiple linear regression test in the model So it is known that the magnitude of the influence of each independent variable X is known $Y = 1,188 + 0,420X_1 + 0,204X_2 + 0,223X_3$ 1= 0.420, X2=0.204, X3= 0.223 and a constant value of 1.188 means that every increment of the level Price Perception, Sales Promotion, Brand Image equal to zero, will give an increase of 1,188 to visitor satisfaction.

From the results of the multiple correlation test, it can be seen that the correlation of the free variable in the study and the bound variable has a value of 0.845 which means a strong level of significant relationship.

From the results of the test coefficient of determination R square value (R²) = 0.845, it shows the magnitude of variation of the dependent variable. Thus, independent variables

(Price Perception, Sales Promotion, Brand Image) are able to explain their dependent variables (customer satisfaction) by 71.3%, and the remaining 28.7% can be explained by other causes such as Product Quality (Akbar Rakhman, Tri Septin Muji Rahayu, 2017), Service Quality (Eswika Nilasari & Istiatin, 2015), Product Diversity (Rena Febrita Sarie, 2018).

From the results of the partial t test, namely the facility has a significant effect in shaping the satisfaction of visitors obtained ($4.990 > 1.98896$), which means that H_a is accepted and H_o is rejected, this shows that Price Reception has an effect in creating customer satisfaction, on the Sales Promotion variable also has a significant effect in forming customers with the results obtained ($2.693 > 1.98896$), and on the Brand Image variable has a significant effect in shaping Customer Satisfaction with the results obtained ($2.177 > 1.98896$).

The F test obtained F calculated $>$ F table ($67.156 > 2.72$) which means H_a was accepted and H_o was rejected. This states that Price Perception, Sales Promotion, Brand Image have a simultaneous effect on customer satisfaction (Y) at UD Rizky Jaya B.

CONCLUSION

The results of the t-test (partial) showed that the variables Price (X1), Sales Promotion (X2), and Brand Image (X3) had a significant effect on Customer Satisfaction (Y) in UD Rizky Jaya B. The results of the F test (simultaneous) show that the variables Price (X1), Sales Promotion (X2), and Brand Image (X3) have a significant partial effect on Customer Satisfaction (Y) at UD Rizky Jaya B. The results of multiple linear regression analysis, Price (X1) which is more dominant to the bound variable, namely Customer Satisfaction (Y) in UD Risky Jaya B. Seen based on the Beta Coefficient (β) for the influence of Price (X1), the largest beta coefficient is obtained from the results of linear regression analysis. Thus, it is concluded that the most dominant variable is H.

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