# The Effect of Product Quality and Price on Customer Satisfaction at Yulia Citra Furniture

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**Abstrak.** *Penelitian ini dilakukan pada konsumen Mebel Yulia Citra, Kab Bandung Barat. Tujuan dari penelitian ini yaitu untuk mengetahui seberapa besar kontribusi pengaruh Kualitas Produk dan Harga terhadap Kepuasan Konsumen pada pembelian baik secara parsial dan simultan di Mebel Yulia Citra. Metode yang digunakan dalam penelitian ini yaitu metode deskriptif dan metode asosiatif. Unit analisis dalam penelitian ini adalah individu yaitu konsumen di Mebel Yulia Citra. Sempel dalam penelitian ini sebanyak 129 responden. Metode analisis yang digunakan yaitu analisis jalur, analisis linear berganda, dilakukan pula uji validitas dan reliabilitas instrumen penelitian. Berdasarkan hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan baik secara parsial maupun simultan terhadap variabel independen (kualitas produk dan harga) terhadap (kepuasan konsumen). Implikasi dari penelitian ini adalah Mebel Yulia Citra sebaiknya tetap mempertahankan kualitas produk dan harga, karena kedua hal tersebut mempengaruhi penilaian konsumen kedepannya tentang kepuasan konsumen yang bisa menarik perhatian para pelanggan yang peduli terhadap hal tersebut, karena bisnis harus memiliki karakteristik unik, dan penting untuk menyesuaikan saran-saran dengan konteks bisnis yang dijalankan.*

**Kata kunci:** *Kualitas Produk; Harga; Kepuasan Konsumen.*

**Abstract.** *This research was conducted on consumers of Yulia Citra Furniture, West Bandung Regency. The purpose of this research is to find out how much influence the influence of Product Quality and Price has on Consumer Satisfaction in purchasing both partially and simultaneously at Yulia Citra Furniture. The method used in this research is descriptive method and associative method. The unit of analysis in this study is the individual, namely consumers at Yulia Citra Furniture. The samples in this study were 129 respondents. The analytical method used is path analysis, multiple linear analysis, validity, and reliability tests of the research instruments are also carried out. Based on the results of the study indicate that there is a significant effect either partially or simultaneously on the independent variables (product quality and price) on (customer satisfaction). The implication of this research is that Yulia Citra Furniture should maintain product quality and price, because these two things affect future consumer judgments about consumer satisfaction which can attract the attention of customers who care about this, because businesses must have unique characteristics, and it is important to adjust suggestions with the context of the business being run.*

**Keywords:** *Product Quality; Price; Consumer Satisfaction.*

# Introduction

Indonesia is a developing country that is rich in the industrial sector. One of the existing industrial sectors is the furniture industry. The furniture industry has developed in Indonesia since a long time ago, this development is supported by abundant natural resources, one of which is high quality wood. Furniture products in Indonesia have been recognized by the world market. The growth of the furniture and wood industry reached 7%, especially in Asia, the demand for handicraft products and furniture made by Indonesian craftsmen is increasing rapidly. Yulia Citra Furniture Store is a manufacturing company engaged in furniture, especially those made from wood. The company serves retail sales of products, as well as service or renovation of various types of sofas. The varied needs and desires of consumers are a guide for every company to design the right marketing strategy to meet the expectations of each consumer. The development of technology and marketing science that is increasingly advanced causes the type, quality of products, prices on goods sold to vary.

Sometimes consumers have difficulty distinguishing between medium-quality goods and high-quality goods just from their appearance. The needs and desires of consumers who vary greatly in fulfilling their needs make a company must be good at designing an appropriate marketing strategy to survive in the face of its competitors, therefore marketing strategies must always be present in every business.

There are several factors that can affect the level of sales, one of which is product quality and price. Because product quality is something that must be considered by the seller. Because with good product quality, consumers will be interested in buying these products. there are still many respondents who disagree with the choice of varied and patterned product shapes, perhaps with the reason that the Yulia Citra furniture store needs to improve the quality of its products better with more of the latest motifs and the latest product designs, so that consumers feel satisfied shopping at the Yulia Citra Furniture store. According to Tjiptono

2016, product quality is performance as a direct description of a product, reliability, convenience, aesthetics and so on, in which it provides consumer needs in accordance with what consumers want. In addition, price is the second factor, price is a factor that can determine purchasing decisions for consumers to meet consumer satisfaction. At Yulia's furniture, the price offered is higher.

Based on previous research conducted by Wulan Arifina, M. Or illah and Deni Esti Lestari entitled "The Effect of Product Quality and Price on Consumer Satisfaction of Glico Wings Ice Cream (Case Study at Anugrah Abdi Lumajang Outlet), the results of his research show that product quality and price have a significant effect on customer satisfaction. This shows that product quality and price have a significant contribution to consumers in determining consumer satisfaction with Gloco Ice Cream products.

# Research Methodology

This study uses quantitative or associative research methods and descriptive methods. The unit of analysis in this study is an individual, namely, consumers of Yulia Citra Furniture. According to Sugiyono (2017) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions. The population in this study was 190 consumers of Yulia Citra Furniture, calculated 4 months back. The sample is part of the population. The sample contains subjects or members selected from the population (Soedibjo 2013). The sample in this study used the Yamane formula (S. Soedibjo, 2013) with precision and accuracy of 5%. Based on the results of the calculation, it was found that the sample in this study was 129 people. The data used in this study is using primary data. Primary data is information obtained for the first time by researchers regarding the variables that are the main objectives of the study (Soedibjo, 2013). Primary data from this study is taken from a questionnaire that has been filled out by respondents which contains the identity and statements of respondents.

Descriptive analysis is a method used to describe or analyze a research result but is not used to make broader conclusions. (Sugiyono, 2018, p. 147). To analyze respondents' responses using weighting analysis. In writing the variables Product Quality (X1) and Price (X2) on Consumer Satisfaction (Y) the data is ordinal data, so to find the standard weight value can be done by finding the length of the weight range.

Associative analysis is a form of phenomenon that shows the relationship between two or more variables (Soedibjo, 2013. Page 174). The associative analysis used in this study is multiple linear regression analysis. Associative analysis in this study aims to determine the value of the influence of the variables Product Quality (X1), Price (X2) and Customer Satisfaction (Y).

Normality test is used to determine whether the sample taken comes from a normally distributed population. To analyze normality analysis can be used using various normality analyzes, one of which is kolmogrow-smirnov testing in this study using SPSS.

According to Ghozali in, the multicollinearity test aims to test whether a regression model has a correlation between independent variables. A good regression model should not have a correlation between independent variables. Multicollinearity testing is seen from the amount of VIF (Viriance Inflation Factor) and tolerance. Tolerance measures the selected independent variables that are not explained by other independent variables. So, a low tolerance value is the same as a high VIF value (because VIF = 1/Tolerance). The cut off value that is commonly used to indicate the VIF value <10 (Permatasari, 2021). The autocorrelation test is used to determine whether in the regression equation there are serial conditions between confounding variables. To determine whether the regression equation has autocorrelation, the Durbin Watson (DW) approach will be used (Sugiyono & Susanto, 2017). Path Analysis is generally used to examine the relationship between several independent variables and the dependent variable (Soedibjo, 2013).

Path Analysis is used in the analysis because the effect of product quality and price is not necessarily a causal relationship if the relationship uses regression.

## Results and Discussion

This research was conducted on 129 respondents through distributing questionnaires online (google form), the respondents in this study were consumers at Mebel Yulia Citra Kab. West Bandung who has made purchase transactions. Based on gender, the characteristics of respondents are divided into two groups of 65 men and 64 women. Furthermore, based on the characteristics of respondents in terms of age, it shows that respondents aged <20 years are 3 people (2.23%), respondents aged 21-25 years are 15 people (11.6%), respondents aged 26-30 years are 75 people (58.1%), respondents aged> 31 years are 36 people (27.9%). This shows that respondents in this study are dominated by consumers aged 26-30 years. Then, based on the characteristics of respondents in terms of status, it shows that the respondents are not married 23 people (17.8%), most of the respondents are married with a total of 100 people (77.5%) and have the status of widow / widower 6 people (4.7%). Then, based on the characteristics of respondents seen from income, it is divided into 5 groups, namely, income of Rp. <3,000,000 as many as 22 people (17%), income of Rp. 3,000,000 - Rp. 4,500,000 as many as 41 people (31.7%), income of Rp. 4,000,000 - Rp. 5,500,000 as many as 50 people (38.7%) and income of Rp. 5,500,000 - Rp. 10,000,000 as many as 16 people (12.4%). This shows that respondents in this study are dominated by employees who earn Rp. 4,000,000 - Rp. 5,500,000. As well as, based on the characteristics of respondents in terms of occupation, the majority of respondents in this study are consumers of private employees, namely 69 people (53.4%), students / students 14 people (10.8%), housewives 15 people (11.6%) and self-employed 31 people (24%). The validity test in this study consists of Product Quality (X1). The results of the validity test in this study are shown in the following table.

Table 1. Validity Test

| NO | X1 | Description | X2 | Description | Y | Description |
|---|---|---|---|---|---|---|
| 1 | 0,616 | Valid | 0,577 | Valid | 0,578 | Valid |
| 2 | 0,525 | Valid | 0,635 | Valid | 0,666 | Valid |
| 3 | 0,568 | Valid | 0,654 | Valid | 0,52 | Valid |
| 4 | 0,634 | Valid | 0,653 | Valid | 0,511 | Valid |
| 5 | 0,614 | Valid | 0,668 | Valid | 0,713 | Valid |
| 6 | 0,663 | Valid | 0,619 | Valid | 0,672 | Valid |
| 7 | 0,62 | Valid | 0,668 | Valid | 0,659 | Valid |
| 8 | 0,695 | Valid | 0,664 | Valid | 0,652 | Valid |
| 9 | 0,664 | Valid | 0,705 | Valid | 0,695 | Valid |
| 10 | 0,616 | Valid | 0,61 | Valid | 0,758 | Valid |
| 11 | 0,623 | Valid | 0,654 | Valid | 0,688 | Valid |
| 12 | 0,672 | Valid | 0,643 | Valid | 0,642 | Valid |
| 13 | 0,701 | Valid | 0,632 | Valid | 0,634 | Valid |
| 14 | 0,631 | Valid | 0,644 | Valid | 0,523 | Valid |
| 15 | 0,671 | Valid | 0,519 | Valid | 0,624 | Valid |
| 16 | 0,66 | Valid | 0,668 | Valid | 0,62 | Valid |

Source: SPSS Processed Data, July 2023.

Based on the results of the normality test using unstandardized residuals above, the Kolmogorov Smirnov significance value is obtained for X1 0.1952, X2 0.1977 and Y 0.1689 The sig. Kolmograv Smirnov is higher than the 5% significance rate (0.05) or sig> 0.05. So, it can be concluded that this gives an idea that the data of the two variables are normally distributed. Based on the results of multicollinearity testing which shows that the tolerance value is more than 0.01 and the Variance Inflation Factor (VIF) value is 2,681 or <10, so it can be said that in this study there is no multicollinearity between independent variables. In addition, there is also no serious multicollinearity.

Based on SPSS calculations, the Durbin Watson value is 1776. While the du value can be seen in the table with the number of data (n) = 129 and the number of independent variables (k) = 2, the du value = 1.7441, the value of 4 - du = 2.2559. Because the Durbin Watson value is between du and 4 - du, namely 1.7441 < 1.776 < 2.2559. So, it is proven that there is no autocorrelation and can be used for further analysis. Based on the results of the coefficient of determination (R square) test and the obtained R Square (R2) value of 0.771 or 77.1%, which means that the independent variables of product quality and price simultaneously or together can influence customer satisfaction by 77.1%. As for the partial ditermination coefficient, it will be discussed in another section.

## Conclusion

Based on the results of the research conducted, it was found that product quality, price and customer satisfaction were rated as good. However, there are some weaknesses related to product quality relative to price and weaknesses related to the positive impact when talking about the products produced. Therefore, it can be concluded that product quality partly has a significant positive influence on customer satisfaction at Yulia Citra Furniture, as well as price partly has a significant positive influence on satisfaction. customer satisfaction at Yulia Citra Furniture. In addition, product quality and price also somewhat have a significant positive influence on customer satisfaction at Yulia Citra Furniture.

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