The Effect of Price, Product Quality and Service Quality Analysis at Jelly Potter Palsigunung Branch

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Article Information:

Abstract

This study aims to analyze the effect of Price, Product Quality and Service Quality on customer satisfaction at Jelly Potter Palsigunung branch. The population of this research is the customers at Jelly Potter Palsigunung branch. The sample were 100 customers, calculated based on the Djarwanto and Subagyo formula. Sampling method using accidental sampling. This research used survey methods, with the research instrument is a questionnaire. The data analysis method uses Statistical Program Social Scientist (SPSS) version 20. The result showed that price has a positive and significant effect on customer satisfaction, product quality has a positive and significant effect on customer satisfaction, and Service Quality has a positive and significant effect on customer satisfaction.

INTRODUCTION

Everything has changed to a more useful and efficient state as a result of the modern era and Indonesia's current progress in all fields. Different Indonesian consumers' consumption habits provide evidence of this change. Changes in consumption patterns are also influenced by the large proportion of Indonesians who are of working age. Many businesses believe that their success has been accomplished once they have produced a product and made sales. This perception won't last long. Companies need to be aware that consumers today have a wide range of brand options for the same product category at different price points, and that consumer perceptions of the value of product quality are rising. Customers frequently select product offerings that best meet their needs and expectations in a market that is competitive and offers a wide range of options. A business is said to be successful if it can fulfill and even go above and beyond consumer expectations in order to satisfy their needs and wants. Therefore, in order to create satisfaction, the business needs to understand the consumer groups, as well as the needs and consumers satisfaction.

In order to compete, win the market, and gain a larger market share than its rivals, every business needs a suitable and effective marketing strategy. A business must make an effort to establish a credible brand in the eyes of customers. In order to maximize profit, the company employs a sales strategy; one of its tactics is in the area of product marketing. Marketing to customers is crucial for conveying information, providing value, and fostering positive relationships with the business.

Every year, the value of sales in Indonesia's beverage industry as a whole have increased. This is consistent with the country's rising beverage consumption, which includes soft drinks. The opportunity to grow the beverage industry in Indonesia is presented by the rise in beverage consumption.

Based on the Regulation of the Minister of Trade Number 71 of 2019 concerning the Implementation of Franchising, the definition of a franchise is a special right owned by an individual or business entity to a business system with business characteristics in order to

market goods and/or services that have been proven successful and can be utilized and/or used by other parties based on the franchise agreement. Besides being profitable, the franchise concept certainly creates tough competition for local entrepreneurs in Indonesia. Because this concept is considered profitable, the government is taking steps to develop a franchise in order to create a business partnership climate by using a license.

The franchise industry for beverages is one of the industries that is also affected by the current intense rivalry. Due to the huge demand for beverages as well as the Indonesian population's passion and interest in modern drinks, business actors currently favor beverage franchises. Consequently, starting a beverage franchise is thought to be an extremely lucrative venture. There are currently numerous beverage shops on every street, and even though the aisle distance is merely different, there are already other sorts of drinks available. Because of this, company owners must pay close attention to the methods they employ to draw in clients. Not a few of these beverage businesses were closed due to bankruptcy, This happens usually due to the lack of maturity of the business owner's preparation to open a business, but it can also happen if the business owner is mature in opening a business but the strategy that is carried out is not suitable for his business environment, for example opening a beverage shop in a rice field environment with the aim of buying is the farmers who will be thirsty, but in reality the farmers will prefer to bring their own drinks rather than having to buy drinks that have to spend money.

Jelly Potter Indonesia is a beverage product franchise with a number of branches around 2300 outlets currently spread throughout Indonesia. Therefore Jelly Potter creates a contemporary drink that is in demand by many people, from young people to the elderly at affordable prices for small children because they can be obtained starting from Rp. 10,000.00, good taste variants and lots of toppings ranging from jelly, chocochip, boba, cream cheese and oreo, and it's not boring, for parents Jelly Potter Indonesia provides it in a warm form, this can help parents who want tried but was unable to drink ice. Jelly Potter Indonesia also continues to develop its business during the pandemic by using online sales through Grab Food and Go Food, With a strategy like this, Jelly Potter Indonesia hopes that loyal customers of Jelly Potter Indonesia will not turn to other competitors.

Jelly Potter Indonesia Palsigunung branch is one of the Jelly Potter Indonesia branches which has been open since September 13, 2019 until now. This outlet is in the parking lot of a busy pharmacy with the main target customers being patients who come to the pharmacy because this pharmacy is quite crowded and famous in the area, but there are also many other competitors in the Palsigunung area, therefore Jelly Potter Palsigunung branch is trying their best to can excel in market competition. The following is the data that the researchers got for the number of customers and the number of customer complaints of Jelly Potter Palsigunung branch quarterly from September 2019- November 2021.

In September 2019-Nov 2019, Jelly Potter Palsigunung branch sales reached Rp. 10,985,000, in Dec 2019-Feb 2019 reached the highest sales of Rp.11,951,000, in Mar 2020-May 2020 sales fell very far only Rp. 4,666,000, in June 2020-Aug 2020 sales of Rp. 3,654,000, in September 2020-Nov 2020 sales of Rp. 4,563,000, in Dec 2020-Feb 2021 sales began to increase by Rp. 7.102.00, in March 2021 to November 2021 sales remained unstable.

Customer complaints are unstable every month, in December 2019-February 2020 Customer complaints decreased by 33.33%, in March 2020-May 2020 customer complaints increased by 12.5% from the previous period, June 2020-August 2020 customer complaints down again by 22.22%, in September 2020-November 2020 the number of complaints remained the same as the previous period, in December 2020-February 2021 customer complaints increased by 7.14% from the previous period, March 2021-May 2021 Complaints

customer complaints increased to 80%, in June 2021-August 2021 customer complaints fell to 33.3%, in the last period the number of customer complaints decreased by 38.8%. To find out what variables are dominant in influencing customer satisfaction, so the researcher conducted a pre-survey to 30 customers at Jelly Potter Palsigunung branch. The variables used to make the survey in this study use the marketing mix theory from Kotler and Fox (2013).

The reason why customers buy products from Jelly Potter. The influence of Price, Product Quality, and Service Quality are the most dominant reasons, with the results of the pre-survey of customers as much as 90% choosing price, 86.6% choosing Product Quality, and 90% choosing Service Quality. Then the results of research from Adinugraha and Michael (2014) with the title "Analysis of the Effect of Food Quality and Price Perception on Consumer Satisfaction D'cost Surabaya" shows the results of research that product quality and price have a significant effect on customer satisfaction. Then according to Tias Windarti and Mariaty Ibrahim (2017) in his research entitled "The Influence of Product Quality and Service Quality on Consumer Satisfaction of Honey Donut Products" shows that product and service satisfaction results have a significant effect on customer satisfaction. Furthermore, according to Yulianto (2016) in his research entitled "The Effect of Sales Promotion, Price and Service on Consumer Satisfaction and Loyalty (Case Study of Mobile Phone Counter in Shiba Communication)" obtained the results that price and service quality significantly influence customer satisfaction. Based on the background, the results of the pre-survey, and the limitations of the study, the researcher intends to conduct a study with the title "The Effect of Price, Product Quality and Service Quality Analysis at Jelly Potter Palsigunung Branch"

LITERATURE REVIEW
Customer satisfaction
According to Priansah (2017) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance results or products obtained with the expected performance results or products. If the results are below expectations, the customer is not satisfied. If the results meet expectations, then the customer is satisfied. If performance exceeds expectations, the customer will be very satisfied. According to Tjiptono (2015), customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of the performance or results of a product with their expectations.

Product Price
Price according to Kotler and Armstrong (2014), is a number of values used by consumers to be exchanged for an item or service. Furthermore, the price is the amount of value that consumers exchange for a number of benefits by feeling the benefits of a product or using it. Price is the main factor that can influence a buyer's choice, price plays a significant role in determining consumer purchases, for that before setting a price, the company should look at some references to the price of a product that is considered quite high in sales.

Product quality
According to Kotler and Armstrong (2014), product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. Tjiptono (2015) which states that the product is everything that is offered by producers to be noticed, requested, purchased, consumed by the market as a fulfillment of the needs or desires of the relevant market.

Service quality
Kotler (2016) defines service quality is a form of consumer assessment of the level of service received with the level of service expected if the service received or felt is as expected, then the service is perceived as good and satisfying. repeat purchase and look forward to be a loyal customer. According to Ibrahim in Hardiyansyah (2017) service quality is a dynamic condition related to products, services,

people, processes, and the environment where the quality assessment is determined at the time of the delivery of the public service.

RESEARCH METHODS

This research used quantitative method, this study analyzes the relationship or influence between one variable and another, between price, product quality and quality. In this study, the population are customers at Jelly Potter Palsigunung branch. The sampling technique in this study used the Accidental Sampling technique. The criteria used by researchers are respondents who have made a purchase at the Jelly Potter Palsigunung branch at least once. In this study, the data collection technique used by the researcher was a questionnaire. The data that has been obtained is then analyzed using the multiple linear regression method. This research was conducted at Jelly Potter Palsigunung branch, Depok City, West Java. This research was conducted for 9 months from November 2021 to July 2022.

RESULTS AND DISCUSSION

Respondents Characteristics

Based on the results of research on 100 respondents through questionnaires distributed, it has been obtained a description of the characteristics of the respondents as follows:
1. Respondents Characteristics Based on Age

Table 1. Respondents based on Age

Age	Frequency	Percentage
< 15 Years	47	47%
15-24 Years	23	23%
25-34 Years	12	12%
35-44 Years	11	11%
45-54 Years	7	7%
Total	100	100%

Source: Processed Data

Based on the table above, 47% of respondents are under 15 years old, 23% of respondents are 15-24 years old, 12% of respondents are 25-34 years old, 11% of respondents are 35-44 years old, and 7% of respondents are 45-54 years old. . Most respondents are under 15 years old because most of the customers at Jelly Potter Palsigung Branch are students who attend primary school.

2. Respondents Characteristics based on Gender

Table 2. Respondents based on Gender

Gender	Frequency	Percentage
Man	27	27%
Woman	73	73%
Total	100	100%

Source: Processed Data

Based on the table above, it can be seen that the male respondents were 27%, and the female respondents were 73%.

3. Characteristics of Respondents Based on Occupation

Table 3. Respondents based on Occupation

Occupation	Frequency	Percentage
Civil Servants/Retirees	3	3%
Police/Army/Retirees	17	17%
Private Employee/Entrepreneur	8	8%
Housewife	7	7%
Etc	65	65%
Total	100	100%

Source: Processed Data

Based on the table above, it can be seen that 3% of respondents have jobs as civil servants/retirees, 17% of respondents are Police/Army/retirees because the location of the Jelly Potter Palsigunung branch is close to the Mobile Brigade Corps, Kelapa Dua, Depok, 8% of respondents are private employees/entrepreneurs, 7% respondents as housewives, 65% of respondents choose others where most of them fill as students because the purpose of this business was established with the target consumer of Tugu 4 Elementary School students.

4. Respondents Characteristics Based on Monthly Income

Table 4. Respondents Based on Income

Total Income	Frequency	Percentage
< Rp. 1000.000	82	82%
Rp. 1,000,000 to Rp. 3,000,000	2	2%
RP. 3,000,000 to Rp. 5,000,000	9	9%
>Rp. 5,000,000	7	7%
Total	100%	100%

Source: Processed Data

Based on the table above, it can be seen that 82% of respondents have an income below Rp. 100,000, 2% of respondents have an income of Rp. 1,000,000 to Rp. 3,000,000, 9% of respondents have an income of Rp. 3,000,000 to Rp. 5,000,000, and 7% of respondents have income above Rp. 5,000,000 per month.

5. Respondents Characteristics Based on Last Education

Table 5. Respondents Based on Last Education

Last education	Frequency	Percentage
No school	3	3%
Elementary School	68	68%
Junior High School	7	7%
Senior High School	8	8%
Univerisity	14	14%
Total	100	100%

Source: Processed Data

Based on the table above, it can be seen that the last education of 3% of

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respondents did not go to school, 68% of elementary school respondents, 7% of junior high school respondents, 8% of high school respondents and 14% of university respondents.

Classic assumption test

1. Normality Test Results

This test is intended to determine whether the data is normally distributed or not. Normality test can be done using the one sample Kolmogrov-Smirnov test with a significant level of 0.05. If sig > 0.05, then the data is normally distributed and vice versa, if sig < 0.05, then the data is not normally distributed.

Table 6. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters, [ab]	mean	,0000000
	Std. Deviation	2.47380581
Most Extreme Differences	Absolute	,062
	Positive	.041
	negative	-,062
Test Statistics		,062
asymp. Sig. (2-tailed)		,200[c,d]

i. Test distribution is Normal.
ii. Calculated from data.
iii. Lilliefors Significance Correction.
iv. This is a lower bound of the true significance.

The results of the Normality Test show the Kolmogrov-Smirnov value of 0.062 with a significant probability value (Asymp. Sig) of 0.200. Because the value of p or Asymp. Sig > 0.05 (0.200 > 0.05) it can be concluded that the data is normally distributed. In other words, the regression model of this study is normally distributed.

2. Multicollinearity Test

This test aims to determine whether there are symptoms of multicollinearity in the regression model. There are 2 ways to make multicollinearity test decisions, looking at the tolerance value and the VIF (Variance Inflation Factor) value. If the tolerance value is > 0.1 and the VIF value is < 10, then there is no multicollinearity.

Table 7. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,507	3,892		,130	,897		
Price	,735	0.058	,773	12,629	,000	,884	1.131
Product quality	,085	.041	,119	2,062	.042	,993	1.007
Service quality	,128	0.058	,134	2,197	0.030	,889	1.125

a. Dependent Variable: Customer satisfaction

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Based on the results of the multicollinearity test in the table above, the results of the multicollinearity test show that the tolerance value of the three independent variables is > 0.1 and the VIF value is < 10, which means that there is no multicollinearity.

3. Heteroscedasticity Test Results

Heteroscedasticity test in this study uses the Glejser method of decision making if the sig value is greater than 0.05 then there are no symptoms of heteroscedasticity in the regression model.

Table 8. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,428	2,312		2,348	,021
Price	-,025	0.035	-,078	-,736	,463
Product quality	,005	0.025	0.020	,197	,844
Service quality	-,053	0.035	-,162	-1,526	,130

    i.   Dependent Variable: Abs_RES

Based on the test results above, it is known that the three independent variables have a sig value > 0.05, which means that there are no symptoms of heteroscedasticity in the regression model.

4. Linearity Test Results

The linearity test was conducted to determine whether there was a linear relationship between the two research variables. The linear relationship illustrates that changes in the predictor variables will tend to be followed by changes in the criterion variables by forming a linear line. The decision-making method for linearity test is with a significance of < 0.05, then there is no relationship between the two linear variables and vice versa if the significance is > 0.05, then the relationship between the two variables is not linear.

Table 9. Price Linearity on Customer Satisfaction Test Results

			Sum of Squares	df	Mean Square	F	Sig.
Customer satisfaction * Price	Between Groups	(Combined)	1356,220	17	79,778	11,902	,000
		linearity	1243,460	1	1243,460	185,517	,000
		Deviation from linearity	112,761	16	7,048	1.051	,414
	Within Groups		549,620	82	6,703		
	Total		1905,840	99			

Based on the table above, the significant value above is (0.414 > 0.05), it can be assumed that the price to customer satisfaction has a linear relationship.

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Table 10. Product Quality on Customer Satisfaction Linearity Test

			Sum of Squares	df	Mean Square	F	Sig.
Customer satisfaction * Product quality	Between Groups	(Combined)	359,336	24	14,972	,726	,809
		linearity	4,764	1	4,764	,231	,632
		Deviation from linearity	354.572	23	15,416	,748	,781
	Within Groups		1546,504	75	20,620		
	Total		1905,840	99			

Based on the table above, the significant value above is (0.781 > 0.05), it can be assumed that product quality to customer satisfaction has a linear relationship.

Table 11. Linearity Test of Service Quality on Customer Satisfaction

			Sum of Squares	df	Mean Square	F	Sig.
Customer satisfaction * Service quality	Between Groups	(Combined)	670,106	19	35,269	2,283	,006
		linearity	285,275	1	285,275	18,468	,000
		Deviation from linearity	384.831	18	21,380	1.384	,163
	Within Groups		1235,734	80	15,447		
	Total		1905,840	99			

Based on the table above, the significant value above is (0.163 > 0.05) so it can be assumed that Service Quality to Customer Satisfaction has a linear relationship.

Model Fit Test

1. Coefficient of Determination Test Results (R2)

The coefficient of determination test is a test used to measure how far the model's ability to explain variations in independent variables is.

Table 12. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,826a	,682	,672	2.51216

i. Predictors: (Constant),Service Quality, Product Quality, Price
ii. Dependent Variable: Customer Satisfaction Source: SPSS20 Data Processor

Based on the table above, the calculation result of Adjusted R Square (R2) is 0.672 or 67.2%. This shows that the independent variables (price, product quality, and service) are able to explain the dependent variable (customer satisfaction) of 67.2%. While the remaining 32.8% is influenced by other variables not examined in this study.

2. ANOVA Test Results

The F test is used to determine whether the independent variables simultaneously or simultaneously affect the dependent variable. The F test in this study uses a significance

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value of 0.05 and compares F arithmetic with F table, which is determined if the significance value is < 0.05 and F count > F table, then all independent variables have a significant influence together on the dependent variable.

Table 13. ANOVA Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1299,988	3	433,329	68,663	,000[b]
Residual	605.852	96	6,311		
Total	1905,840	99			

iii. Dependent Variable: Customer satisfaction
iv. Predictors: (Constant),Service Quality, Product Quality, Price Source: SPSS20 Data Processor

Based on the F test results, the calculated f value is 68.663 and the significance value is 0.000. The value of f arithmetic > f table (68.663 > 2.70) and a significance of 0.000 <0.05, which means the hypothesis is accepted, Price, Product Quality, and Service Quality simultaneously or simultaneously affect customer satisfaction.

Multiple Linear Regression Test

Multiple regression is used to measure the strength of the relationship between two or more variables, also shows the direction of the relationship between the dependent variable and the independent variable.

Table 14. Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	,507	3,892		,130	,897		
Price	,735	0.058	,773	12,629	,000	,884	1.131
Quality product	,085	.041	,119	2,062	.042	,993	1.007
Quality Service	,128	0.058	,134	2,197	0.030	,889	1.125

a. Dependent Variable: Customer satisfaction

Source: SPSS20 Data Processor

Based on the table by looking at the Coefficients, the following multiple linear regression equation is obtained:

$$Y = 0,507 + 0,735X_1 + 0,085X_2 + 0,128X_3$$

Based on these equations, it can be seen that:
1. The constant value of 0.507 means that if the independent variable consisting of price, product quality and service quality is 0 (zero), then customer satisfaction will still be worth 0.507.
2. Price regression coefficient ($X1$) is 0.735 and is positive, meaning that if the price variable increases one unit with the assumption that the other variables are fixed, customer satisfaction will increase by 0.735
3. The regression coefficient of product quality ($X2$) is 0.085 and is positive, meaning that if

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the product quality variable increases by one unit assuming the other variables remain, customer satisfaction will increase by 0.085

4. The regression coefficient of Service Quality (X3) is 0.128 and is positive, meaning that if the Service Quality variable increases one unit with the assumption that the other variables remain, customer satisfaction will increase by 0.128.

Hypothesis test

The t-test was used to determine the effect of each independent variable on the dependent variable. The t test in this study uses a significance value of 0.05 and compares t count with t table, if the significance value is < 0.05 and t count > t table, then the independent variable partially has a significant effect on the dependent variable.

Table 15. Hypothesis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	,507	3,892		,130	,897		
Price	,735	0.058	,773	12,629	,000	,884	1.131
Quality product	,085	.041	,119	2,062	.042	,993	1.007
Quality Service	,128	0.058	,134	2,197	0.030	,889	1.125

a. Dependent Variable: Customer Satisfaction Source: SPSS20 Data Processor

Based on the table above, the results of the analysis are as follows:

1. Price Variable
   The t-count value is 12.629 > t table is 1.984, then the price has a significant effect on customer satisfaction.

2. Product Quality Variable
   The value of t arithmetic is 2.062 > t table is 1.984, then the quality of the product affects customer satisfaction.

3. Service Quality Variables
   The value of t count is 2.197 > t table that is 1.984, then Service Quality has an effect on customer satisfaction.

Table 16. Hypothesis Development with Hypothesis Test Results

Hypothesis Development	Hypothesis Test Results
Price affects satisfaction customer at Jelly Potter Palsigunung branch	Price has a significant effect on customer satisfaction at Jelly Potter Palsigunung branch
Product quality affects customer satisfaction at Jelly Potter Palsigunung branch	Product quality affects customer satisfaction at Jelly Potter Palsigunung branch
Service quality affects customer satisfaction at Jelly Potter Palsigunung branch	Service quality affects customer satisfaction at Jelly Potter Palsigunung branch

CONCLUSION

Based on the formulation of the problem from the results of this study, the conclusions obtained are that there is a positive and significant influence between price and customer satisfaction. This shows that the price given by the company has been able to provide satisfaction to Jelly Potter Palsigunung Branch customers. Then determining the right price can increase Jelly Potter Palsigunung Customer Satisfaction. There is a positive and significant influence between Product Quality on Customer Satisfaction. This shows that the product quality provided by the company has been able to provide satisfaction to Jelly Potter Palsigunung Branch customers. Then the better the level of product quality, the greater the level of customer satisfaction at Jelly Potter Palsigunung branch. There is a positive and significant influence between Service Quality and Customer Satisfaction. This shows that the quality of service provided by the company has been able to provide satisfaction to Jelly Potter Palsigunung Branch customers. Then the better the level of product quality, the greater the level of customer satisfaction at Jelly Potter Palsigunung branch.

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