The Influence of Price, Consumer Taste, and Product Quality on Consumer Satisfaction Seen from a Sharia Management Perspective (Case Study: Sanjai Sil Aur Kuning Bukittinggi)

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Article Information:

Abstract

This research aims to analyze the influence of price, consumer tastes and product quality on consumer satisfaction. This research is classified as quantitative. The approach used in this research is a descriptive quantitative approach. Sampling used the purposive sampling method. The data used is primary data obtained from the owner of Sanjai Sil, Aur Kuning Bukittinggi. Meanwhile, the data analysis technique used is Multiple Linear Regression, which includes the Classic Assumption Test, Instrument Test, Hypothesis Test, Multiple Linear Regression Analysis, Determinance Test. The analysis of this research uses SPSS 16, based on the results of the T and F test hypothesis testing analysis shows that the independent variables (X1, Simultaneously, X3 has no simultaneous effect on the dependent variable (Y) or H0 is rejected with the Sig value. >0.05.

INTRODUCTION

In the current era of globalization, to continue to exist in a competitive market, companies need to optimize their performance. Performance effectiveness is key, and not only that, companies must also understand consumer needs and desires. A good and strong marketing strategy needs to be designed to create satisfaction for consumers.

In the context of tight business competition, customer satisfaction is a top priority for companies. For growth and success, every company must provide good quality and provide a sense of security to its consumers. This is recognized as a determining factor in the success of a company(Basuki and Prawoto, 2016).The quality and safety provided to consumers can create satisfaction, benefiting both consumers and the company.

In a business, new innovation from a quality product is also needed. Because human needs change and consumers feel bored, innovation is very important to retain consumers. Because the company will get a lot of consumers if the company provides a sense of satisfaction to its consumers. When consumers feel satisfied, they will be loyal longer in consuming the products sold by the company. Not only that, companies must also improve the quality of good service to support the progress of a business. This will also have an impact on the company's operational efficiency.

Consumer tastes can be a benchmark for companies in marketing goods and become a motivation for consumers in purchasing goods to improve the quality of goods even better so that the company can compete with other competitors.(Suantar, 2011). Consumer taste is a factor that greatly influences consumer purchasing decisions.

Product quality is the quality of all the components that make up the product. So that the product has added value. Product quality plays a very important role in consumer satisfaction. Because product quality provides the characteristics of a product being sold, it is hoped that it can meet the needs of consumers(Anggraeni, 2016). If the company can provide or offer good and quality Sanjai cracker products, the company will create satisfaction for consumers through the quality of the products it makes. Consumers will feel satisfied when consumers have purchased a product and have felt the quality of the product.

With the price given by the company to consumers as well as consumer tastes and product quality for purchasing Sanjai crackers, it can be a benchmark for consumer satisfaction so that the results of processed Sanjai crackers will be even greater. Consumers also have a greater degree of loyalty to certain company stores. Because consumers will make a decision, including from the process of experiencing the product and evaluating information about the product before they decide which product they will consume.

One of the small industries that is developing in the city of Bukittinggi is the production of sanjai crackers, a legacy passed down from generation to generation. Even though the number of business actors in this industry is relatively small (65 business units), productivity is quite high, with total turnover reaching IDR 309 million. On the other hand, the embroidery industry has more business actors (315 business units), but its productivity is only around IDR 283 million. Sanjai crackers, as a typical souvenir, have certain characteristics that make them stand out among other small industrial products in Bukittinggi City.

Table 1
Sales Development of Sanjai Sil Aur Kuning Bukittinggi
2017-2021

No	Year	Consumer Data
1	2017	15
2	2018	23
3	2019	36
4	2020	21
5	2021	27
Total		122

Source: Interview with entrepreneur Sanjai Sil Aur Kuning Bukittinggi on September 12 2022

Based on the information in the table above, it can be seen that sales of crackers from Sanjai Sil Aur Kuning in Bukittinggi have increased from 2017 to 2019. However, in 2020, there was a decrease due to the impact of the COVID-19 pandemic, while in 2021, there was an increase because of the new normal conditions. Consumer data shows that they are customers from other Sanjai stores who get products from Sanjai Sil Aur Kuning in Bukittinggi. They are loyal customers who regularly purchase goods in large quantities from the Sanjai Sil store, making them loyal customers to this day.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
Consumer Satisfaction

According to Kotler, consumer satisfaction reflects the extent to which a product meets the buyer's expectations. Consumer satisfaction is defined as a condition where consumers' expectations of a product match the reality they experience. Measuring consumer satisfaction involves the extent to which expectations regarding products, prices, and services match the actual performance of those products, prices, and services. In general, consumer satisfaction is

defined as the conformity between product and service performance and consumer expectations.(Sangadji & Sopiah, 2013)

Consumer satisfaction indicators
1. Quality of products produced
   It is a product's ability to carry out its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole.
2. Quality of service provided
   It is the ability of a company to provide services that have a direct impact on customer satisfaction in accordance with their needs and desires.
3. Product price
   It is a measure of the size of a person's satisfaction with the product they buy. Someone will dare to pay a high price for a product if he assesses that the satisfaction he expects from what he will buy is high.
4. Ease of accessing products
   It is the ease of interacting with a stand-alone electronic system or within a network accepted by buyers to satisfy their wants and needs.
5. How to advertise products
   It is an activity that aims to attract potential consumers to buy the products we sell or promote.

Product quality

According to Kotler and Keller, product quality is the totality of features and specifications of a product or service that have the ability to meet stated or implied needs. According to Philip Kotler and Armstrong, product quality is the characteristic of a product or service that depends on its expertise to meet stated or implied consumer needs. According to Sofjan Assauri, product quality is a statement of the level of ability of a particular brand or product to carry out the desired function. It can be concluded that product quality is the skill of a product in fulfilling customer desires. Customer desires such as product durability, ease of use, product reliability, and valuable attributes that are free from defects or damage.(Kotler and Armstrong, 2012)

There are eight dimensions of product quality, namely:
1. Performance
2. Additional privileges (features)
3. Reliability
4. Conformity (conformance)
5. Durability
6. Service capability (serviceability)
7. Aesthetics (aestheties)
8. Perceived quality (perceived quality)(Nasution, 2004)

Price

Price can be described as a means of exchange, as expressed by William J. Stanton, translated by Y. Yamanto according to him. Price is the amount of money (perhaps plus several goods) required to obtain a certain combination of a product and the services that accompany it.

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 8 No. 1, January 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

Indicators for price variables are as follows:
1. Affordability
2. Matching price with product quality
3. Price competitiveness
4. Discounts
5. Price match with product benefits.(Kotller, 2016)

Consumer tastes

Consumer tastes refer to the act of purchasing goods or services. In general, consumer preferences tend to change over time. If interest in a particular product increases, it can lead to an increase in demand for that product, and conversely, a decrease in consumer interest can result in a decrease in demand. High consumer preference for a product or service will likely create more active purchasing decisions.

Indicators of consumer tastes are:
1. desire to make a purchase
2. product selection
3. experience in product selection
4. experience in using the product
5. using the product
6. desire to own the product.

RESEARCH METHOD

In this research, quantitative research methods were used with a philosophical positivism approach. This approach was chosen to investigate a special population or sample by collecting data through survey instruments (Sugiyono, 2013).This research will be carried out in Sanjai Sil Aur Kuning, Bukittinggi. The research will be carried out from July 2022 to December 2022.

Primary data in this research was obtained from the field or research location, namely Sanjai Sil Aur Kuning Bukitggi through interviews and questionnaires given directly to respondents. Secondary data is a source of data that has been collected by other parties, not by researchers themselves for other purposes. Reading sources related to the material to be discussed, such as: Al-Qur'an, Al-Hadith, books, notes, internet which provide information about product quality and sales levels.

The research subjects consisted of 122 regular customers of Sanjai Sil Aur Kuning Bukittinggi. The sample in this study corresponds to the number of respondents in the research population which reached 122 people. The data analysis process for hypothesis testing involves several methods such as descriptive analysis, instrument testing, classical hypothesis testing, multiple linear analysis, R-squared testing, and hypothesis testing.

RESULTS AND DISCUSSION

The results of descriptive statistical analysis are carried out after all data and information have been collected, data processing can be carried out immediately. The data processing was carried out with the help of the SPSS program.Respondent characteristics are an explanation of the existence of customers who purchase products at Sanjai Sil Aur Kuning Bukittinggi.

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 8 No. 1, January 2024

p-ISSN: 2598-6783
e-ISSN: 2598-4888

Table 2
Price Variable Validity Test Results

R Count	R Table
0.726	0.1779
0.757	0.1779
0.757	0.1779
0.765	0.1779
0.310	0.1779
0.638	0.1779
0.477	0.1779
0.660	0.1779

Source: Primary data processing results, 2023

Based on table 5 above, it shows that the results of the validity test of the price variable (X1) which consists of 8 questions that have been tested, it can be concluded that the variable X1 is said to be valid because the calculated r value is ≥ 0.1779.

Table 3
Consumer Taste Variable Validity Test Results

R Count	R Table
0.805	0.1779
0.785	0.1779
0.802	0.1779
0.824	0.1779
0.734	0.1779
0.713	0.1779
0.687	0.1779
0.750	0.1779
0.764	0.1779

Source: Primary data processing results, 2023

Based on the data in Table 6, a validity test of the consumer taste variable (X2) involving 9 questions has been carried out, and the test results for the variable X2 show validity because the calculated r value is ≥ 0.1779.

Table 4
Product Quality Variable Validity Test Results

R Count	R Table
0.791	0.1779
0.744	0.1779
0.826	0.1779
0.833	0.1779
0.696	0.1779
0.798	0.1779
0.718	0.1779
0.692	0.1779
0.705	0.1779

Source: Primary data processing results, 2023

Based on the data in Table 7, the product quality variable (X3) has been tested for validity by relying on 9 questions. The test results show that variable X3 is considered valid, because the calculated r value is ≥ 0.1779.

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

p-ISSN: 2598-6783
e-ISSN: 2598-4888

Vol. 8 No. 1, January 2023

Table 5
Validity Test Results of Consumer Satisfaction Variables

R Count	R Table
0.861	0.1779
0.794	0.1779
0.923	0.1779
0.864	0.1779
0.882	0.1779

Source: Processed results of primary data. 2023

Based on table 8, the results of the validity test of the consumer satisfaction variable (Y) which consists of 5 questions that have been tested, it can be concluded that variable Y is said to be valid because the calculated r value is ≥ 0.1779.

Table 6
Reliability Test

No	Variable	Cronbach Alpha (α)
1.	Price (X1)	0.742
2.	Consumer tastes (X2)	0.904
3.	Product quality (X3)	0.898
4.	Consumer satisfaction (Y)	0.913

Source: Results of primary data processing. 2023

Based on the data listed in Table 9, it can be seen that information processing related to research factors such as price, consumer preferences, product quality, and consumer satisfaction, involves three independent variables with a total of 26 questions, and one dependent variable with five question items. From the results of the analysis, it can be concluded that all of these variables are considered reliable because the Cronbach alpha value is > 0.60.

Table 7
Autocorrelation Test Results

Model	Durbin–Watson
1	2,022

Source: Primary data processing results, 2023

From the data presented above, it can be seen that the Durbin-Watson value reaches 2.022. Based on this evaluation, it can be suggested that this test meets the specified standards. These criteria state that when the Durbin-Watson value is between 1.55 and 2.45, it can be concluded that no autocorrelation was detected in the test.

Table 8
Heteroscedasticity Test Results

Model	Q	Sig.
1 (constant)	,459	,647
X1	3,688	,000
X2	5,735	,000
X3	1,724	087

Source: SPSS processed data, 2023

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 8 No. 1, January 2024

p-ISSN: 2598-6783
e-ISSN: 2598-4888

Based on the visualization in the 12th diagram, it can be seen that the p-value or partial significance is greater than 0.05. Therefore, it can be concluded that there is no indication of heteroscedasticity.

Table 9
Table of Multiple Linear Regression Equation Results
coefficientsa

Model		B	Q	Sig-
1	(Constant)	-.698	-.459	,647
	X1	,200	3,688	,000
	X2	,317	5,735	,000
	X3	,092	1,724	,087

Source: Primary data processing results, 2023

The results of multiple linear regression testing show significant differences in results between all independent variables. These findings confirm that together, X1, X2, and X3 have a significant impact on the dependent variable Y, with an α value <0.05. It is important to note that, however, variable X3 does not have a significant impact or does not influence purchasing decisions, as reflected by the α value > 0.05.

Table 10
Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	R Square Change
1	.786a	,619	,609	,619

Source: Primary data processing results, 2023

A multiple correlation (R) value of 0.786 produces an R Square value of 0.619, with an Adjusted R Square value reaching 0.609 > 0.5. This indicates that the group of independent variables can moderately provide a significant explanation of the related variables. Simultaneous test results support hypothesis H1. As much as 60.9% of the influence can be explained, while the remaining 39.1% is influenced by variables outside the model framework.

Table 11. T Test Results (Partial)

Model		B	Q	Sig-
1	(constant)	-.698	-.459	,647
	X1	,200	3,688	,000
	X2	,317	5,735	,000
	X3	,092	1,724	,087

Source: SPSS processed data, 2023

Based on the data listed in the table, it can be concluded that the independent variables (X1, X2, X3) individually have a significant influence on the dependent variable H1, because their partial test value is smaller than 0.05. On the other hand, the independent variable X3 does not show a partially significant impact, considering that the partial test value is greater than 0.05. Therefore, (H0) for variable X3 is acceptable.

Table 12. F Test Results (Simultaneous)

ANOVAa						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	619,179	3	206,393	63,786	,000b
	Residual	381,813	118	3,236		
	Total	1000,992	121			

Source: Primary data processing results, 2023

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 8 No. 1, January 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

Based on the data in the table above, there are findings that the F Test value reaches 63,786, with an F Test significance level of 0.000, lower than 0.05. This indicates that there is a joint influence of the independent variable on the dependent variable. Therefore, H1 can be accepted, while H0 is rejected.

The Effect of Price (X1) on Consumer Satisfaction (Y)

William J. Stanton translation Y, Yamanto says price is the amount of money (possibly plus several items) needed to obtain some combination of a product and accompanying services. (Dita Putri Anggraini et al, 2016) Price is the money needed in exchange for various combinations of products and services, thus a price must be linked to various goods and/or services, which ultimately are the same as something, namely products and services. Partial test results of X1 against (Y): the value of the variable t value (X1) is 3.688 with sig. or partial p value t of 0.000 where <0.05 then (X1) taking into account other variables has a significant/partially meaningful influence on the dependent or (Y). It can be concluded that variable X1 (price) has a significant effect on consumer satisfaction with purchases which has been explained in the t test results above.

The Influence of Consumer Taste (X2) on Consumer Satisfaction (Y)

Consumer tastes are someone's activities to buy a good or service. Consumer tastes generally change over time. An increase in taste for a particular item generally results in an increase in demand for that item, and vice versa, a decrease in consumer taste for a particular item results in a reduction in demand for that item. Partial test results of X2 against (Y): the value of the variable t (X2) is 5.735 with sig. or partial p value t of 0.000 where <0.05 then (X2) taking into account other variables has a significant/partially meaningful influence on the dependent or (Y). It can be concluded that variable X2 (consumer taste) has a significant effect on consumer satisfaction which has been explained in the t test table above.

The Influence of Product Quality (X3) on Consumer Satisfaction (Y)

Product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, convenience, operation and repair and other attributes. If a product has carried out its functions, it can be said to be a product of good quality. Partial test results of towards (Y) or the partial p value t is 0.087 where >0.05 then (X3) taking into account the other variables does not have a significant/meaningful influence on the dependent or (Y). It can be concluded that the variable X3 (product quality) does not have a significant effect on consumer satisfaction, where the table above explains that the value of

Price X1, Consumer Taste X2, Product Quality X3, Consumer Satisfaction (Y)

Based on theory, chapter II explains that all independent variables (X) have a simultaneous influence on consumer satisfaction (Y), which shows the value that the F ANOVA test shows the Sig F test value: 0.0000 < 0.05, which proves that there is a simultaneous influence on the variables. dependent or H1 is accepted or H0 is rejected.

CONCLUSION

Price has a positive impact on consumer satisfaction at the Sanjai Sil Aur Kuning business, Bukittinggi. This is confirmed by the Sig p-value <0.000, indicating a significant influence on consumer satisfaction. A T test (partial) value of less than 0.05 also confirms that X1 is H1 or H1 is accepted. Consumer tastes also make a positive contribution to consumer satisfaction at the Sanjai Sil Aur Kuning business, Bukittinggi. It can be seen from the results

of the T (partial) hypothesis test with a p-value sig <0.000, showing a strong influence on consumer satisfaction. A T test (partial) value of less than 0.05 ensures that X2 is H2 or H2 is accepted. Product quality has a positive effect on consumer satisfaction at the Sanjai Sil Aur Kuning business, Bukittinggi. The results of the T hypothesis test (partial) show a p-value sig <0.087, indicating a significant influence on consumer satisfaction. A T test (partial) value of less than 0.05 strengthens that X3 is H3 or H3 is accepted.

Based on research findings and aspects related to research limitations, the author proposes recommendations as a contribution or comparison point for the company, namely for further research, it is recommended to consider other variables to increase accuracy in determining the factors that influence consumer satisfaction.will be more accurate. Apart from that, you can get even better amounts. For Sanjai Sil Aur Kuning Bukittinggi, it is recommended that this research be used as input or information so that consumers are more satisfied with Sanjai Sil Aur Kuning Bukittinggi products.

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