

**INFLUENCE OF PRODUCT QUALITY AND PRICE ON CONSUMER SATISFACTION:
A CASE STUDY OF VINTANCAKE**

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ARTICLE INFO

Article History

Accepted : 19-06-2024

Revised : 19-08-2024

Published : 19-08-2024

Keywords:

price, consumer satisfaction,
product quality

Abstract

This study aims to determine the influence of product quality and price on consumer satisfaction (Y) in the Vintancake business. The sampling technique used in this study was non-probability sampling, specifically convenience sampling. A total of 50 respondents who had previously purchased Vintancake products were included as the sample for this study. The data analysis was conducted using SPSS version 25. The findings indicate that product quality has a positive and significant effect on consumer satisfaction, with a positive effect of product quality (x_1) = 0.199 and a significance value of 0.000 ($0.000 < 0.05$). Similarly, price also has a positive and significant effect on consumer satisfaction, with a positive effect of price (x_2) = 0.294 and a significance value of 0.000 ($0.000 < 0.05$). Both product quality and price jointly influence consumer satisfaction, with product quality (X1) and price (X2) showing that when both are at 0, consumer satisfaction (Y) increases to 14.892.

INTRODUCTION

In recent times, the culinary business has been expanding significantly both online and offline. Regardless of whether the establishments are small-scale or large buildings, the size of the building does not necessarily indicate consumer satisfaction. However, consumers will continue to purchase if the quality of the food products and the price are appropriate. According to Schanaars (1991) in Fardiani (2013), "the fundamental goal of any business is to create satisfied customers."

The Vintancake business offers a variety of cakes, including brownies, tarts, sponge cakes, and bread, with various toppings and decorations. Vintancake produces cakes daily according to orders, with the most popular being their brownies. The diverse toppings and beautiful tart decorations appeal to customers of all ages, from toddlers to adults, who often purchase these cakes to celebrate their special occasions, even though not everyone enjoys sweet treats. According to Engel et al. (1990) in Tjiptono (2002), customer satisfaction is a post-purchase evaluation where the outcome meets or exceeds the customer's expectations.

According to Sumarni and J. Supranto in Tjiptono (2012), a product is something that can be offered in the market with the intention of generating demand, attracting attention, and being consumed to meet the desires or needs of the buyer. "Product quality refers to the ability of a product to perform its functions, which includes reliability, durability, ease of operation, precision, and the overall goodness of the product or any other valuable attributes," (Runtunuwu and Oroh, 2014).

Price is a major factor influencing consumers' purchasing decisions. Kotler and Armstrong (2007) argue that "price is the amount of money that must be paid by consumers to obtain a product." Consumers are generally willing to pay a certain price for a product or service that they perceive as having value commensurate with the money they spend. The perception of whether a price is cheap or expensive is relative. Companies competing on price with their competitors must frequently monitor prices to understand and compare them with those of other companies. The price of a product influences consumers' perceptions of the product itself (Simamora, 2000). Vintancake offers prices starting at Rp30,000.00 for various sizes, with each size having a different price. The pricing has been well-received by customers, indicating that the perceived value of Vintancake products aligns with the prices offered.

The definition of consumer satisfaction, as stated by James F. Engel, Roger D. Blackwell, and Paul W. Miniard in their book "Consumer Behavior" (1990 edition), defines consumer satisfaction as a post-purchase evaluation where the outcome minimally meets or exceeds consumer expectations. This definition emphasizes that consumer satisfaction occurs when their experience with a product or service exceeds or at least meets the expectations they had beforehand. Furthermore, according to Schanaars (1991) in Fardiani (2013), "the fundamental goal of any business is to create satisfied customers."

Product quality and price are considerations consumers make when purchasing a product. Thus, this study aims to investigate whether there is a simultaneous effect of product quality and price on consumer satisfaction at Vintancake. The objective

of this research is to examine the impact of product quality and price on consumer satisfaction at Vintancake, as outlined in the research titled "The Effect of Product Quality and Price on Consumer Satisfaction (Case Study of Vintancake)."

This research addresses three main questions:

1. What is the impact of product quality on consumer satisfaction?
2. What is the impact of price on consumer satisfaction?
3. Do product quality and price together affect consumer satisfaction in the Vintancake business?

METHODS

Research Type

This research employs a quantitative approach. According to Sugiyono (2017), "Quantitative research is a method based on the philosophy of positivism." This method is applied to specific populations or samples to test predetermined hypotheses. The quantitative approach in research tends to use data that can be measured numerically and applies statistical analysis to test relationships between variables and generalize findings to a broader population.

Research Location and Time

The research was conducted at the Vintancake store, a business specializing in brownies and various cakes in Gadel Village, Batangan District, Pati Regency. The study took place in May 2024.

Data Collection

Data collection in this research was carried out using a questionnaire distributed to 50 Vintancake customers. According to Sekaran (2006), "A questionnaire is a list of written questions that have been formulated in advance and will be answered by respondents." A questionnaire is a tool for data collection used in research to obtain responses or answers from respondents related to the topic or variables under study. The questions in the questionnaire can be open-ended, closed-ended, or mixed, depending on the researcher's objectives and the type of data to be collected.

Validity and Reliability Testing

According to Ghozali (2018), "Validity testing is used to determine whether the data is valid or not in the questionnaire." A questionnaire can be considered valid if the statements in it can accurately measure what is intended to be measured. In this study, validity testing was assisted by SPSS Version 25.0. The calculated r-value is compared with the r-table value calculated from $df = n - 2$ with a significance of 5%.

The decision-making basis for validity testing, as presented by Sujarweni (2014) in Pratama (2016), states: "1) If the calculated r-value $>$ r-table, then the question is considered valid. 2) If the calculated r-value $<$ r-table, then the question is considered invalid."

Reliability testing in this study was conducted using the Cronbach's alpha statistical test with SPSS Version 25.0. Ghozali (2011) in Nurdiansyah (2017) argues that "If the Cronbach's alpha value is greater than 0.6, the test results can be considered reliable, and vice versa."

Data Analysis Techniques

Multiple Regression Analysis

According to Lind et al. (2006) in Basyith et al. (2018), "Multiple regression analysis is the process of predicting or determining the influence of more than one independent variable on the dependent variable." The dependent variable is predicted through individual independent variables, which can help determine whether an increase or decrease in the dependent variable can cause an increase or decrease in the independent variables.

Classical Assumption Tests

Normality Test: According to Muhson (2015) in Sukmawati (2017), to determine the normality of a variable by observing the Asymp Sig value where Asymp Sig $>$ 0.05, the data is considered normal.

Heteroscedasticity Test: According to Gunawan (2016) in Juwito (2019), "The Glejser test is used to detect heteroscedasticity in the regression model by regressing the residual values against the independent variables. A variable is said to be free from heteroscedasticity symptoms if the significance value $>$ 0.05."

Multicollinearity Test: Basyith et al. (2018) state that multicollinearity is a condition where the independent variables in the regression equation model are correlated with each other. To detect multicollinearity, one can look at the tolerance and variance inflation factor values. If the tolerance value is greater than 0.20 or the variance inflation factor is less than 10, it can be said that there is no multicollinearity

RESULTS AND DISCUSSION

Results of Validity and Reliability Tests

Table 1. Validity Test Results

Indicator	Result	Valid if Greater Than	Description
		0.279	
X1_1	0.727	0.279	Valid
X1_2	0.755	0.279	Valid
X1_3	0.643	0.279	Valid
X1_4	0.635	0.279	Valid
X1_5	0.734	0.279	Valid
X1_6	0.623	0.279	Valid
X1_7	0.711	0.279	Valid
X1_8	0.750	0.279	Valid
X1_9	0.664	0.279	Valid
X1_10	0.631	0.279	Valid
X2_1	0.888	0.279	Valid
X2_2	0.907	0.279	Valid
X2_3	0.870	0.279	Valid
X2_4	0.856	0.279	Valid
Y_1	0.811	0.279	Valid
Y_2	0.394	0.279	Valid
Y_3	0.340	0.279	Valid

Indicator	Result	Valid if Greater Than	Description
Y_4	0.890	0.279	Valid
Y_5	0.722	0.279	Valid
Y_6	0.883	0.279	Valid
Y_7	0.316	0.279	Valid
Y_8	0.450	0.279	Valid
Y_9	0.604	0.279	Valid

Validity Test: All items meet the validity criteria as indicated in Table 1 based on the validity test results obtained using SPSS Version 25.0, 2024. This is demonstrated by the fact that all items in the study have a calculated r-value greater than the table r-value. Therefore, all questionnaire items for each variable are declared valid and suitable for use in research.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha (α)	Reliability
X1	0.875	Reliable
X2	0.901	Reliable
Y	0.697	Reliable

Reliability Test: All items fulfill the reliability criteria. This is indicated by the fact that all items in the study have a Cronbach's alpha value greater than 0.600. Thus, all questionnaire items for each variable are declared reliable and suitable for use in research.

Classical Assumption Tests

Normality

If the significance probability value is greater than 0.05, the data can be considered normally distributed. The Kolmogorov-Smirnov Test results are shown in Table 3, indicating that the data are normally distributed.

Table 3. One-Sample Kolmogorov-Smirnov Normality Test Results

Test Parameters	Value
N	50
Mean	0.0000000
Standard Deviation	0.86262140
Most Extreme Differences: Absolute	0.108
Most Extreme Differences: Positive	0.058
Most Extreme Differences: Negative	-0.108
Test Statistic	0.108
Asymp. Sig. (2-tailed)	0.200 (c,d)

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The results show that the regression model meets the normality assumption since the significance value is 0.200, which is greater than 0.05.

Multicollinearity

The multicollinearity test aims to detect multicollinearity symptoms by examining the Variance Inflation Factor (VIF) with the equation $VIF = 1/\text{tolerance}$. If the VIF value is less than 10 and Tolerance is not less than 0.1, there is no multicollinearity issue, as shown in Table 4.

Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-value	Sig.	Collinearity Statistics: Tolerance	VIF
1	Constant	3.262	1.349	2.418	.020		
X1	0.199	0.035	0.540	5.733	.000	0.937	1.067
X2	0.294	0.062	0.443	4.704	.000	0.937	1.067

a. Dependent Variable: Consumer Satisfaction (Y)

The results in Table 4 indicate that there are no multicollinearity issues among the independent variables. The VIF values for each independent variable are less than 10, and the Tolerance values for both variables are greater than 0.1.

Heteroskedasticity

This statistical test aims to ensure that the data are free from heteroskedasticity symptoms. The test results are shown in Table 5.

Table 5. Heteroskedasticity Test Results Using the Glejser Test

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-value	Sig.
1	Constant	1.764	0.839	2.103	.041
X1	-0.005	0.022	-0.031	-0.210	.835
X2	-0.065	0.039	-0.245	-1.684	.099

a. Dependent Variable: abs_res

The results in Table 5 indicate that the significance value (Sig.) of 0.564 is greater than 0.05, suggesting that there is no heteroskedasticity in the research data.

Multiple Linear Regression Analysis

The purpose of regression analysis here is to estimate the relationship between two variables by assuming a linear function form. The dependent variable is predicted through independent variables individually, allowing us to determine whether increasing or decreasing the dependent variable can be achieved by increasing or

decreasing the independent variable. This technique helps in understanding and measuring the strength of the relationship between these variables and in predicting the value of the dependent variable based on the given independent variables. The multiple linear regression model can be observed in Table 6.

Table 6. Multiple Linear Regression Test

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-value	Sig.
1	Constant	3.262	1.349	2.418	.020
X1	0.199	0.035	0.540	5.733	.000
X2	0.294	0.062	0.443	4.704	.000

a. Dependent Variable: Consumer Satisfaction (Y)

From the results in Table 6, the regression equation is:

$$C = 3.262 + 0.199 X1 + 0.294 X2 + c$$

Based on the regression equation, the following interpretations can be made:

1. Constant (a) = 3.262: This indicates the constant term, meaning that if the Product Quality (X1) and Price (X2) are both equal to zero, the Consumer Satisfaction (Y) will increase by 14.892.
2. Product Quality (X1) = 0.199: This coefficient suggests that Product Quality (X1) has a positive effect on Consumer Satisfaction (Y).
3. Price (X2) = 0.294: This coefficient indicates that Price (X2) positively influences Consumer Satisfaction (Y).

Hypothesis Testing

Partial Test (T-Test)

The T-test or partial test is conducted to assess the impact of each independent variable individually on the dependent variable. The results can be seen in Table 7 below.

Table 7: T-Test Results Coefficients

Dependent Variable: Consumer Satisfaction (Y)

From the results in Table 7, the regression coefficients derived from the SPSS calculations are as follows:

The variable X1 has a significant value of 0.000 ($0.000 < 0.05$), indicating that X1 has a significant effect on Y.

The variable X2 also has a significant value of 0.000 ($0.000 < 0.05$), indicating that X2 significantly affects Y.

Simultaneous Test (F-Test) The F-test is used to determine the combined effect of independent variables on the dependent variable. The results are presented in Table 8 below.

Table 8: F-Test Results ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	56.758	2	28.379	36.581	0.000
Residual	36.462	47	0.776		
Total	93.220	49			

The table shows that the probability value is 0.000, meaning the significance level of the study is less than 0.05 ($0.000 < 0.05$). Thus, H0 is rejected, and Ha is accepted, indicating that X1 and X2 have a simultaneous effect on Y.

Coefficient of Determination (R^2 Test)

The R^2 test is conducted to determine how much the independent variables explain the dependent variable. The coefficient of determination is shown in the table below.

Table 9: Coefficient of Determination Results Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.a780	.609	.592	.881

From the table, it is evident that the R Square value is 0.609 or 60.9%. This indicates that the contribution of X1 and X2 to Y is 60.9%, with the remaining 39.1% being influenced by other variables not examined by the researchers.

Discussion

1. Based on the data analysis results, it is proven that product quality has a positive and significant effect on consumer satisfaction. Thus, when consumers perceive the product quality of Vintancake as good, they experience maximum satisfaction with the Vintancake product. This is shown by the positive impact of product quality ($X1$) = 0.199 and the significant value of product quality being 0.000 ($0.000 < 0.05$) on consumer satisfaction. This finding is supported by research conducted by Alvin Mariansyah and Amirudin Syarif (2020), which also demonstrated that product quality affects satisfaction.
2. Based on the data analysis, it can also be proven that price has a positive and significant effect on consumer satisfaction. This means that when the price of Vintancake is considered affordable by consumers, they feel satisfied with the Vintancake product. This result is supported by Ricky Linardi (2019), who proved that price partially affects satisfaction. This is demonstrated by the positive impact of price ($X2$) = 0.294 and the significant value of product quality being 0.000 ($0.000 < 0.05$) on consumer satisfaction.
3. The data analysis results show that both product quality and price significantly influence consumer satisfaction. According to the results, when product quality ($X1$) and price ($X2$) are both equal to zero, Consumer Satisfaction (Y) increases by 14.892. This implies that the product quality and price set by Vintancake, starting from Rp30,000, are appropriate, resulting in consumer satisfaction.

Conclusions

- a. The quality of Vintancake products is good, as there are many cakes offered, leading to consumer satisfaction. The study also shows that product quality has a positive and significant impact on consumer satisfaction.
- b. The pricing strategy, which is adapted to the surrounding environment, is effective, resulting in a positive perception of the price by consumers. This positively impacts the business development of Vintancake, enabling it to compete successfully with new competitors. The study shows that Vintancake's product pricing has a positive and significant impact on consumer satisfaction.
- c. Both product quality and price significantly influence consumer satisfaction. The good balance between the quality of Vintancake products and the determined price results in consumer satisfaction and repeat purchases.

Recommendations

- a. Vintancake should continue to innovate products to stay ahead of competitors.
- b. Vintancake should prepare ready-to-sell products for customers who need urgent purchases, as all products are currently made to order.
- c. Vintancake should consider opening more branches to reduce the distance customers need to travel to make a purchase.
- d. Vintancake should launch an online platform for customers who prefer to shop online.

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