

The Influence of Price and Product Quality on Customer Satisfaction at Chelsea Pet Studio Medan

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ABSTRACT

Chelsea Pet Studio Medan has experienced a decrease in customer satisfaction as seen from several customers making complaints so that the influence on customer visits to Chelsea Pet Studio Medan has decreased due to price and product quality. The purpose to be achieved in this study is to determine the influence of Price and Product Quality on Customer Satisfaction at Chelsea Pet Studio Medan. The research method used was quantitative. The number of respondents was 200 customers, and the Slovin formula was used to determine the sample size of 64 respondents. The sampling technique used was simple random sampling. Price and product quality influence on Customer Satisfaction at Chelsea Pet Studio Medan. The magnitude of the coefficient of determination can be seen from the adjusted R Square value of 0.693, which means that price (X1) and product quality (X2) can explain customer satisfaction (Y) by 69.3% and the rest is influenced by other variables outside of this study such as service quality, promotion and others. Thus, it can be concluded that product price and quality contribute to increased customer satisfaction. The recommendation of this study is that setting more competitive prices and providing good product quality support can create high customer satisfaction.



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INTRODUCTION

Customer satisfaction has become an important concept in business planning and management of a company (Harjadi & Arraniri, 2021). Customers generally expect products in the form of goods or services that are used or purchased to be received and enjoyed with good and satisfying service (Dharmawati et al., 2022). Satisfaction can shape perceptions and this can position the company's products in the eyes of customers. This is important as a reference in improving product quality, so that the services provided can provide satisfaction at an optimal level (Syah, 2021).

In today's climate of intense competition, companies must pay attention to the price factor, because the size of the price set will greatly influence the company's ability to compete and also be able to influence consumers to buy products (Syahmi et al., 2021). To be more competitive in the market, companies can consider competitors' prices as a guideline in determining the selling price of their products

([Khairusy, 2021](#)). Price is the only element in the various elements of the marketing mix that will bring profit to business actors ([PJ et al., 2023](#)). In the understanding of pricing strategy, price is one of the elements that influence activities in a company that functions to create a competitive advantage for the company ([Eltantian et al., 2023](#)). Price is a value expressed in rupiah for exchange or transaction or the amount of money that consumers have to pay to get goods and services ([Prastiwi & Rivai, 2022](#)). Pricing has important implications for the company's competitive strategy. The objectives set must be consistent with the way the company chooses to place its relative position in the competition ([Fakhrudin et al., 2022](#)).

Customer satisfaction has become an important concept in business planning and management of a company ([Nguyen et al., 2022](#)). Satisfaction can shape perceptions and this can position the company's products in the eyes of customers (Haque-fawzi et al., 2021). This is important as a reference in improving product quality, so that the services provided can provide satisfaction at an optimal level ([Sayedi et al., 2023](#)). Product quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. ([Setiawan et al., 2023](#)). Product quality has a close relationship with customer satisfaction. Quality provides an impetus for customers to establish a strong relationship with the company ([Schlesinger et al., 2023](#)). Product quality is crucial for business success, impacting customer satisfaction, loyalty, and a company's reputation. High-quality products build trust, reduce costs associated with returns and complaints, and ultimately lead to increased profitability ([Singh & Arora, 2023](#)). In the long run, such a bond allows the company to thoroughly understand customer expectations and consumer needs.

Table 1. Research Gap

Variable	Researcher, Year			
	(Budiyono et al., 2022)	(Febriansyah & Triputra, 2021)	(Sayedi et al., 2023)	(Sinollah et al., 2022),
Price	Have a Influence	No Influence	-	-
Product Quality	-	-	Have a Influence	No Influence

Sources: Journal (2025)

Based on the research gap above, there are several factors related to product price and quality that affect customer satisfaction. This study is also based on research conducted by products ([Syahmi et al., 2021](#)). The novelty of this study is that it focuses on research and discussion of product price and quality in relation to customer satisfaction. This study also uses a data processing technique using SPSS version 29.

Based on some of the descriptions above, the research objectives are to determine and analyze the influence of Price on Customer Satisfaction, analyze the influence of Product Quality on Customer Satisfaction and determine the influence of

METHODS

In this study, researchers used quantitative research methods. The type of data used is quantitative data. The population in this study consists of 200 customers. Based on previous research conducted by (Khairusy, 2021), using sample calculation techniques using the Slovin formula

$$n = \frac{N}{1 + Ne^2} = \frac{200}{1 + 200 (0.1)^2} = 64$$

Based on these calculations, the number of samples in this study is 64 customers. The sampling technique used is simple random sampling. Simple random sampling is the selection of sample members from a population at random without regard to strata within the population. The types of data and data sources in this study are primary and secondary data. The primary data used were interviews with respondents and research questionnaires related to price, product quality, and customer satisfaction. The secondary data used in this study were documentation data related to price, product quality, and customer satisfaction. Data collection techniques using questionnaires, interviews and documentation studies. Data analysis techniques using multiple linear regression analysis with SPSS version 26.

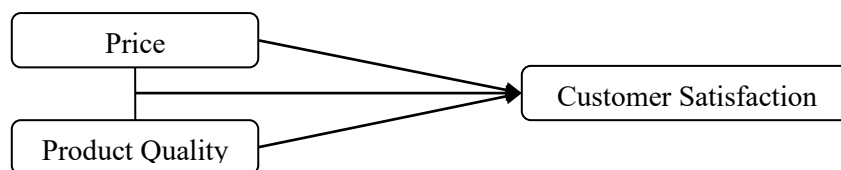


Figure 1. Research Conceptual Framework

RESULTS AND DISCUSSION

Descriptive Research Respondents

Description of questionnaire respondents' answers to the independent variable Price (X₁) is as follows:

Table 2. Respondents' Answers for Price (X₁)

No.	SA	A	N	D	SD
1.	19	6	8	14	17
2.	15	5	12	17	15
3.	16	5	7	20	16
4.	16	7	10	21	10
5.	11	10	11	15	17
6.	16	9	5	21	13

7.	31	12	8	8	5
8.	31	10	12	10	1

From the results presented in Table 2, it can be seen that the price is perceived as good. This is indicated by the fact that the responses were dominated by strongly agree.

Table 3. Respondents' Answers for Product Quality (X_2)

No.	SA	A	N	D	SD
1.	10	10	12	18	14
2.	9	15	14	19	7
3.	8	11	18	21	6
4.	23	17	10	6	8
5.	30	13	8	8	5
6.	32	6	12	10	4
7.	11	9	4	17	23
8.	28	10	6	8	12
9.	10	10	5	19	20
10.	8	11	15	19	11

From the results presented in Table 3, it can be seen that the Product Quality is perceived as good. This is indicated by the fact that the responses were dominated by strongly agree.

Table 4. Respondents' Answers for Customer Satisfaction (Y)

No.	SA	A	N	D	SD
1.	14	10	11	19	10
2.	35	6	11	9	3
3.	32	9	12	10	1
4.	28	6	13	13	4
5.	20	10	14	16	4
6.	24	16	10	6	8

From the results presented in Table 4, it can be seen that the customer satisfaction is perceived as good. This is indicated by the fact that the responses were dominated by strongly agree.

Validity test

Price variable (8 questionnaires), product quality (10 questionnaires) and customer satisfaction (6 questionnaires). Validity testing can be seen below:

Table 5. Validity Test Results

Items	r_{count}	r_{table}	Description
Price.1	0.840	0.3	Valid

Price.2	0.830	0.3	Valid
Price.3	0.845	0.3	Valid
Price.4	0.786	0.3	Valid
Price.5	0.811	0.3	Valid
Price.6	0.768	0.3	Valid
Price.7	0.693	0.3	Valid
Price.8	0.539	0.3	Valid
Product Quality.1	0.814	0.3	Valid
Product Quality.2	0.692	0.3	Valid
Product Quality.3	0.780	0.3	Valid
Product Quality.4	0.646	0.3	Valid
Product Quality.5	0.539	0.3	Valid
Product Quality .6	0.525	0.3	Valid
Product Quality.7	0.375	0.3	Valid
Product Quality.8	0.492	0.3	Valid
Product Quality.9	0.780	0.3	Valid
Product Quality.10	0.776	0.3	Valid
Customer Satisfaction.1	0.381	0.3	Valid
Customer Satisfaction.2	0.461	0.3	Valid
Customer Satisfaction.3	0.543	0.3	Valid
Customer Satisfaction.4	0.798	0.3	Valid
Customer Satisfaction.5	0.777	0.3	Valid
Customer Satisfaction.6	0.686	0.3	Valid

From the table 1, it is known that the question items above are stated in the valid category.

Reliability Test

The expected Reliability Test results are above 0.6 so that the data can be considered reliable. Table 6 is the Reliability Test value.

Table 6. Cronbach's Alpha Value

Variable	<i>Cronbach's Alpha</i>
Price	0.899
Product Quality	0.833
Customer Satisfaction	0.658

Table 6 shows the Reliability value above 0.6 which means that the internal consistency of the dependent (Customer Satisfaction) and independent (Price and Product Quality) variables has good reliability.

Normality Test

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. Normality testing by analyzing the histogram, Normal P-P Plot and Kolmogorov-Smirnov Test are:

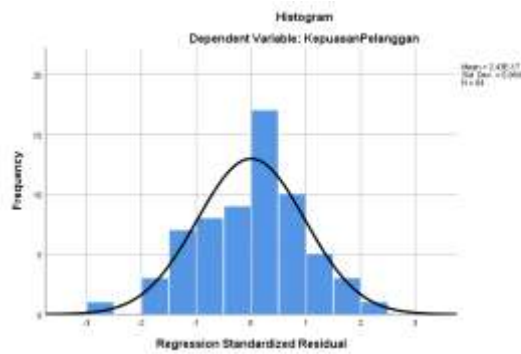


Figure 2. Histogram

Figure 2. Histogram graph obtained real data forms a curve line tending to symmetry (U) does not deviate to the left or right. It can be concluded that the data is normally distributed.

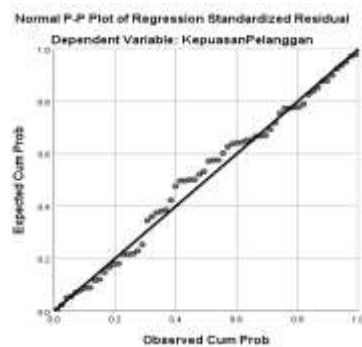


Figure 3. Normal P-P Plot

Figure 3. The Normal P-P Plot graph shows that the data spreads around the diagonal line so it can be concluded that the data is normally distributed.

Table 7. Kolmogorov-Smirnov

Asymp Sig	Criteria	Result
0.200	> 0.05	normally distributed

Table 7. obtained asymp sig (2 tailed) of $0.200 > 0.05$. It can be concluded that the data is normally distributed.

Linearity Test

The results of linearity testing for price and product quality variables on customer loyalty can be seen in the following

Table 8. Linearity Test

Linearity	Criteria	Result
0.000	< 0.05	Linear
0.000	< 0.05	Linear

Table 8. shows that the linearity test of price and product quality (X2) on customer

satisfaction (Y) has a linearity value of 0.000 <0.05, meaning that it has a linear relationship.

Multicollinearity Test

The results of multicollinearity testing can be seen in table 5. as follows:

Table 9. Multicollinearity Test

Tolerance	VIF	Result
.632	1.582	No Multicollinearity
.632	1.582	No Multicollinearity

Table 9. shows a tolerance value of 0.632 > 0.1 and a VIF value of 1.582 < 10 that there is no multicollinearity between price and product quality in this study.

Correlation Test

Correlation testing is to measure the level of linear relationship between variable X and variable Y, the author calculates the correlation coefficient.

Table 10. Correlation Test

Pearson Correlation	Result
.689	Strong
.798	Strong

Table 10. shows the correlation results between price (0.689) and product quality (0.798) with strong customer satisfaction because both correlation values are in the interval 0.60-0.799.

Coefficient of Determination

The coefficient of determination can be seen in Table 6. below:

Table 11. Coefficient of Determination

R Square	Adjusted R Square
.703	.693

The amount of the coefficient of determination can be seen from the adjusted R Square value of 0.693, which means that price (X1) and product quality (X2) can explain customer satisfaction (Y) by 69.3% and the remaining 30.7% (100-69.3%) is influenced by other variables outside of this study such as: service quality, promotion and so on.

Multiple Linear Regression Analysis

The research model used in this study is multiple linear regression analysis. In addition, regression analysis is used to test the validity of the hypotheses proposed in this study, with the following model:

Table 12. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	7.119	1.278
Price	.173	.047
Product Quality	.337	.049

The results of multiple linear regression analysis testing, namely customer satisfaction = 7,119 + 0,173 price + 0.337 product quality. The meaning of the explanation of the multiple linear regression analysis above is that if the independent variables in the form of price and product quality do not increase in value, then the value of the dependent variable in the form of customer satisfaction is 11,156 units. If there is an increase in value by one unit for the independent variable in the form of price, the value of the dependent variable in the form of customer satisfaction will increase by 0.173 units, assuming that the other variables are constant. If There is an increase in value by one unit for the independent variable in the form of product quality, the value of the dependent variable in the form of customer satisfaction will increase by 0.337 units, assuming that the other variables are constant.

Hypothesis Test

The following are the results of partial and simultaneous hypothesis testing, namely:

Table 13. Hypothesis Test

Hypothesis	Ouput SPSS	Sig.	Result
H ₁ : Price has an influence on Customer Satisfaction at Chelsea Pet Studio Medan	3.693	.000	Accepted
H ₂ : Product Quality influence Customer Satisfaction at Chelsea Pet Studio Medan	6.841	.000	Accepted
H ₃ : Price and Product Quality influence Customer Satisfaction at Chelsea Pet Studio Medan	72.037	.000 ^b	Accepted

Based on the table above, the price variable obtained the tcount value (3.693) > t table (2.000) and a significance value of 0.000 < 0.05, then H1 is accepted, namely: Price has an influence on Customer Satisfaction at Chelsea Pet Studio Medan. Customer will feel satisfied if the results of their evaluation show that the products they use are of high quality (Nguyen et al., 2014) (Indrasari, 2022). These results are in line with research conducted by (Budiyono et al., 2022), price has an influence on customer satisfaction.

The Product Quality variable obtained a tcount value (6.841) > t table (2.000) and a significance value of 0.000 < 0.05, then H2 is accepted, namely: Product Quality

influence Customer Satisfaction at Chelsea Pet Studio Medan. Product quality is performance, durability, features, reliability, aesthetics, and product appearance. Quality can be defined as everything that determines customer satisfaction and the company's efforts to make changes towards continuous improvement. Consumers are satisfied after buying or using a product or service and it turns out that the product quality is good. (Chandra et al., 2020). These results are in line with research conducted by (Sayedi et al., 2023) , product quality has an influence on customer satisfaction.

The calculated F value (72.037) > F table (3.15) with a significance level of 0.000 < 0.05, then H3 is accepted, namely: Price and Product Quality influence Customer Satisfaction at Chelsea Pet Studio Medan. These results are in line with research conducted by (Eltantian et al., 2023), product quality has an influence on customer satisfaction.

CONCLUSION

The conclusions in this study are Price has an influence on Customer Satisfaction at Chelsea Pet Studio Medan. The correlation result of the price variable of 0.689 means that the correlation between price (X1) and customer satisfaction (Y) is strong. Product quality influence Customer Satisfaction at Chelsea Pet Studio Medan. The correlation results of the product quality variable obtained a correlation of 0.798 that the correlation relationship between product quality (X2) and customer satisfaction (Y) has a strong relationship. Price and Product Quality influence Customer Satisfaction at Chelsea Pet Studio Medan. The magnitude of the coefficient of determination can be seen from the adjusted R Square value of 0.693, which means that price (X1) and product quality (X2) can explain customer satisfaction (Y) by 69.3% and the remaining 30.7% is influenced by other variables outside of this study such as: service quality, promotion and so on. The suggestion in this study is that Chelsea Pet Studio Medan optimizes pricing by providing discounts to customers. Chelsea Pet Studio Medan improves product quality by maintaining good packaging of various foods so that the quality of pet food is well maintained. Chelsea Pet Studio Medan can increase customer satisfaction by maintaining the product quality of each product by checking before packaging to customers and implementing purchase packages by providing various discounts. To improve product quality at Chelsea Pet Studio Medan, there are several strategies that can be implemented, ranging from selecting high-quality products, improving services, to effective promotions. Paying attention to customer feedback is also important for continuous improvement. Research examining the relationship between price and product quality often has several limitations. One major limitation is consumers' subjective perceptions of quality. What one person considers to be of high quality may not be considered so by another. Additionally, product quality is often measured using different indicators, and there is no universally accepted standard measure. Research may also be limited to specific product types, making it difficult to generalise findings to other products.

Further research could focus on several aspects related to product price and

quality. First, conduct a more in-depth study of consumer perceptions of price in relation to product quality. Second, examine the influence of other factors such as promotion and distribution on purchasing decisions. Third, comparisons of product price and quality among competitors could also be an interesting area of research. Different data processing methods such as AMOS or path analysis could then be used.

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