THE INFLUENCE OF PRICES, SERVICE QUALITY AND PROMOTIONS ON CONSUMER SATISFACTION IN BUYING DIGITAL PRODUCTS AND ACCESSORIES AT THE BE ONE TEMBALANG COUNTER, SEMARANG CITY

Abdan Syakur[1], Edy Purwanto[2]
[1,2]Department of Management, University of Muhammadiyah Semarang Jalan
Correspondence Email: abdansmakmubos@gmail.com

ARTICLE INFORMATION

ABSTRACT

The population used in this research took the research object at the BE One Cell Tembalang counter and took the counter consumers as subjects. In this research, because the population size is unknown, the sample size uses the Cochran formula. In this research, the primary data used was distributing questionnaires to 100 respondents. Results of research that has been carried out. That the F value calculated from the influence of the variables price (X1), service quality (X2) and promotion (X3) from the results of the F statistical test gets an F value of 0.000. A significance value of less than 0.05 indicates a significant regression model and can be used to predict the consumer satisfaction variable (Y). The results of this research show that price, service quality and promotion simultaneously influence consumer satisfaction.

Keywords: price, service quality, promotion and consumer satisfaction

INTRODUCTION

The development of today's technological era is developing very rapidly, especially cell phones, where almost all Indonesian people already have cell phones, which has caused the need for the internet and other digital products to grow rapidly. According to BPS data in 2022, 66% of the Indonesian population has access to the internet. This high use of the internet reflects the public's openness to information regarding technological developments and digital change.

Price is a very important factor in sales. Price determination is carried out by the seller. According to Kotler and Armstrong (2012), there are four types of price indicators, namely: Price affordability, Price suitability to product quality, Price competitiveness and Price suitability to benefits.

Service quality is a very important factor for a company's business. Because service can influence customers to buy the products offered. . According to Kotler and Keller (2009: 138) satisfaction is a person's feeling of joy or disappointment that arises from comparing the perceived performance of a product (or results) against their expectations. If performance fails to meet expectations, customers will be dissatisfied.

According to Tjiptono (2002:219) Promotion is a form of marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade, and/or remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company in question.

This means that consumer satisfaction is a very important factor that the Tembalang Be One Cell counter needs to pay attention to. The quality, price and promotions provided by the company and consumer satisfaction are closely related to the profits that the company will obtain because the quality of service and prices meet consumer preferences. Customer satisfaction is very important for a company because if consumers are satisfied then the company will be able to run for a long time. Amir (2012:70) said that the factors that influence consumer satisfaction are service quality, product service quality, promotion and price. These factors, especially service quality and price, have a significant positive influence on consumer satisfaction. (Sari & Mayasari, 2022).

LITERATURE REVIEW

Consumer satisfaction
According to Kotler & Keller (2016: 150) (Adriansyah & Saputri, 2020) say that consumer satisfaction is a feeling of satisfaction or disappointment resulting from comparing product performance or results with expectations. If performance is less than expectations, consumers will be disappointed, and if performance matches expectations, consumers will feel satisfied. Consumer satisfaction can be defined as an effort to fulfill something or make something sufficient. So according to some definitions, consumer satisfaction can be defined as the customer's response to a product or service before and after they use it, whether it fulfills and satisfies their desires.

Price
Price is the total value that can be exchanged by buyers for profits from the owner or user of goods or services. This value can be set by the buyer and seller through bargaining or the seller can set it for the buyer at the same price. According to Kotler and Armstrong (2004: 493) that price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or

using the product or service. Price is often used as a measure of value when compared with the benefits consumers feel from a good or service.

Service quality

According to Fandy Tjiptono in a quote (Afifi & Widodo, 2021) states that service quality is the expected level of excellence and control over this level of excellence to fulfill customer desires. When a business grows, there is intense competition. To acquire customers and retain them, companies use various strategies to win the competition, one of which is by providing good service. Customers are interested in buying goods or services because of good service. According to Kotler (2005), service quality must start from customer needs and end with customer satisfaction and positive perceptions of service quality.

Promotion

According to Rambat Lupioyadi (2013: 92) promotions are activities carried out by companies to communicate product benefits as a tool to influence consumers in purchasing activities or using services according to their needs. ", meaning that promotions are activities that inform customers about the benefits of a product encouraging them to buy. According to Rangkuti (2009:50), promotion is a sales and marketing activity that aims to inform and encourage demand for a company's products, services and ideas by influencing customers to buy goods and services produced by the company.

Relationship between variables

1. Price on consumer satisfaction
   From research conducted by (Yanti & Puja, 2021) the influence of price quality and promotion on customer satisfaction states that price has a significant effect on consumer satisfaction.
2. Service quality on consumer satisfaction
   In research conducted by (Haryoko et al., 2020) the influence of price and service quality on consumer satisfaction states that service quality has a positive and significant effect on consumer satisfaction.
3. Promotion of consumer satisfaction
   In research conducted by Aris Budiono (2020), the influence of service quality, price, promotion and brand image on customer satisfaction states that promotion has a positive effect on consumer satisfaction.
4. Price, Promotion of Service Quality on Consumer Satisfaction
   From previous research entitled The Influence of Service Quality, Price and Promotion on Customer Satisfaction by (Yanti & Puja, 2021) concluded that: price, promotion and service quality have a positive effect on consumer satisfaction

RESEARCH METHOD

Independent Variable (Independent Variable)

Is a variable that influences or is the cause of changes or emergence of the dependent variable symbolized by (X), which includes: Price symbolized (X1), Quality of service symbolized (X2), Promotion symbolized (X3)

Dependent Variable (Dependent Variable)

In this research, the dependent variable is consumer satisfaction which is represented by the letter (Y), namely the variable that is influenced by the independent variable.

Population

According to Sugiyono 2021, population is a generalized area, which means it consists of objects or subjects that have certain qualities and characteristics that are determined by the researcher for further study and then conclusions are drawn. The target of this research is consumers who buy products at the Be One Cell Tembalang Semarang counter, but the number is not yet known.

Sample

According to (Sugiyono 2020:126) The sample is part of the number and characteristics of the population. If the research has a very large population, it will be difficult for researchers to study the entire population. In this study, because the population size is unknown, the sample size uses the Cochran formula. based on sample calculations, the required sample size is 96 respondents; This number was then rounded up to 100 respondents in this study.

Method of collecting data

This method is to find out the data and information needed in research. So the data collection method is as follows:
a. Field Research
   This research uses a questionnaire method. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer.
b. Observation method
   The observation method is a data collection technique related to research problems through a direct observation process in the field.

Analysis method

In this research the analysis was carried out using SPSS. The data will be processed into tables, graphs and conclusions which will be used to determine the results of the analysis.

RESULTS

Description of the research object

Be One Cell Tembalang Counter, Semarang City is a business in the electronics sector. The Be One Cell counter is a branch of the Me Cell counter from Gunung Pati. The location of the counter is very strategic, precisely in the education area of Semarang city, making it possible for the electronics business to be successfully run for 10 years. As time goes by, sales always increase. Until now, the be one counter has always provided services according to people's needs.

Respondent description

Respondent descriptions were used to determine the profile of consumers at the Be One Cell Tembalang counter who had participated as research respondents regarding the influence of price, service quality and promotion on consumer satisfaction in purchasing digital products and accessories at the Be One Cell Tembalang counter in Semarang City using primary data. The questionnaire was filled out by 100 respondents who were consumers at the Tembalang Be One Cell counter.

<div align="center">Table 1. Age Categories of Respondents</div>

No	Age	amount	Presentase %
1	10 - 20 year	7	7%
2	21 - 30 year	75	75%
3	31 - 70 year	18	18%
	Total	100	100%

Source: processed primary data, 2024

For respondents aged 10 – 20 years the percentage was 7% or a total of 7 respondents. The percentage of respondents with an age range of 21-30 years was 75% or 75 respondents and dominated in this research. Then in the age range 31-70 years it was 18% or the same as 18 respondents.

<div align="center">Table 2. Description of Respondents Based on gender</div>

No	Gender	number of respondents	Percentage%
1	Man	53	53%
2	Woman	47	47%
	Total	100	100%

Source: processed primary data, 2024

In this study, the majority of respondents were male. This can be seen from the percentage of male respondents which reached 53% or 53 respondents. Meanwhile, there were 47 female respondents with a percentage of 47%.

<div align="center">Table 3. Description of Respondents Based on Occupation</div>

No	type of work	number of respondents	Percentage%
1	Student/Students	54	54%
2	Housewife	4	4%
3	Private employees	27	27%
4	Businessman	14	14%
5	Other	1	1%
	Total	100	100%

Source: processed primary data, 2024

Based on work background. For this characteristic, student respondents obtained a percentage of 54% or 54 respondents. Then housewife respondents got 4% or the same as 4 respondents. Furthermore, respondents with private/state employees received a percentage of 27% or a total of 27 respondents. For entrepreneurial respondents, there were 14% or 14 respondents. Finally, with other backgrounds there were 1% or 1 respondent.

Descriptive Statistical Test

<div align="center">Table 4. Descriptive analysis test results</div>

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Harga	100	7	20	17.50	2.406
Kualitas	100	18	48	43.34	5.415
Pelayanan					

Promosi	100	16	49	43.73	5.610
Kepuasan Konsumen	100	12	29	26.34	3.462
Valid N (listwise)	100				

If we look at the standard division value, it is smaller or less than the average value (mean), which means that price, service quality, promotion and consumer satisfaction have an even distribution of data.

Validity test

Table 5. Validity test results

Variable	No. Item	R Calculate	R Table	Description
Price (X1)	X1.1	0.825	0.197	Valid
	X1.2	0.823	0.197	Valid
	X1.3	0.795	0.197	Valid
	X1.4	0.810	0.197	Valid
service quality (X2)	X2.1	0.743	0.197	Valid
	X2.2	0.723	0.197	Valid
	X2.3	0.775	0.197	Valid
	X2.4	0.716	0.197	Valid
	X2.5	0.781	0.197	Valid
	X2.6	0.606	0.197	Valid
	X2.7	0.743	0.197	Valid
	X2.8	0.788	0.197	Valid
	X2.9	0.737	0.197	Valid
	X2.10	0.737	0.197	Valid
Promotion (X3)	X3.1	0.827	0.197	Valid
	X3.2	0.745	0.197	Valid
	X3.3	0.719	0.197	Valid
	X3.4	0.719	0.197	Valid
	X3.5	0.799	0.197	Valid
	X3.6	0.663	0.197	Valid
	X3.7	0.735	0.197	Valid
	X3.8	0.777	0.197	Valid
	X3.9	0.750	0.197	Valid
	X3.10	0.777	0.197	Valid
consumer satisfaction (Y)	Y.1	0.856	0.197	Valid
	Y.2	0.799	0.197	Valid
	Y.3	0.748	0.197	Valid
	Y.4	0.738	0.197	Valid
	Y.5	0.648	0.197	Valid
	Y.6	0.800	0.197	Valid

Source: processed primary data, 2024

Based on the table above, it shows that all items are declared valid, because the resulting coefficient is greater than 0.197. So there is no need to replace or delete statements.

Reliability test

Table 6. Reliability test results

No	Item	Cronbach's Alpha	Criteria	Conclusion
1	Price (X1)	.847	>0,60	Reliabel
2	service quality (X2)	.727	>0,60	Reliabel
3	Promotion (X3)	.836	>0,60	Reliabel
4	consumer satisfaction (Y)	.802	>0,60	Reliabel

Source: processed primary data, 2024

Based on the table above, it shows that all statement variables have values that can be categorized as acceptable reliability because they are greater than the Cronbach'c alpha value of 0.6.

Hypothesis testing
Test T
The partial t-test is a statistical method used to test whether a certain independent variable significantly influences the dependent variable in a multiple linear regression model.

Table 7. T test results

Coefficients^a

Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
1	(Constant)	.089	1.018		.087	.931		
	Harga	.293	.113	.204	2.602	.011	.210	4.754
	Kualitas Pelayanan	.299	.055	.468	5.443	.000	.175	5.729
	Promosi	.186	.063	.302	2.939	.004	.123	8.149

a. Dependent Variable: Kepuasan Konsumen

Source: processed primary data, 2024

a) Test Hypothesis 1 (Effect of price on consumer satisfaction)
The calculated Price (X1) t value is 2,602. Next determine t Table. The t distribution table is looked for at α/2 = 0.05 = 0.025 with degrees of freedom N-k-1, namely 100 – 3 – 1 = 96, then the t table is 1.985. Because the calculated t is greater than the t table, namely 2.602 > 1.985 and the significance value (Sig.) is 0.011 < 0.05, it can be interpreted that there is a significant influence between Price and Consumer Satisfaction.
b) Test hypothesis 2 (the influence of service quality on consumer satisfaction)
The value of the Service Quality variable (X2) t calculated was 5,443. Next determine t Table. The t distribution table is searched at α/2 = 0.05 = 0.025 with degrees of freedom N-k-1, namely 100– 3 – 1 = 96, then the t table is 1.985. Because the t count is greater than t table, namely 5,443 > 1,985 and the significance value (Sig.) is 0.000 < 0.05, it can be interpreted that there is a significant influence between Service Quality and Consumer Satisfaction.
c) Test hypothesis 3 (the effect of promotion on consumer satisfaction)
The value of the Promotion variable (X3) t is obtained at 2,939. Next determine t Table. The t distribution table is looked for at α/2 = 0.05 = 0.025 with degrees of

freedom N-k-1, namely 100 – 3 – 1 = 96, then the t table is 1.985. Because the calculated t is greater than the t table, namely 2,939 > 1,985 and the significance value (Sig.) is 0.004 < 0.05, it can be interpreted that there is a significant influence between Promotion and Consumer Satisfaction

F test

Table 8. F Test Results

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1039.249	3	346.416	225.938	.000ᵇ
	Residual	147.191	96	1.533		
	Total	1186.440	99			
a. Dependent Variable: Kepuasan Konsumen						
b. Predictors: (Constant), Promosi, Harga, Kualitas Pelayanan						

Source: processed primary data, 2024

If Fcount is greater than F table, namely 225,938 > 2.70 and a significant value of 0.000 < 0.05, then it can be interpreted that there is a significant influence between Price, Service Quality and Promotion on Consumer Satisfaction.

Coefficient of Determination (R2)

Table 8. Determination test results

Model Summaryᵇ				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.936ᵃ	.876	.872	1.238
a. Predictors: (Constant), Promosi, Harga, Kualitas Pelayanan				
b. Dependent Variable: Kepuasan Konsumen				

Source: processed primary data, 2024

From the spss output table above Summary of Determination Coefficient Test, the coefficient of determination (Adjusted R square) is 0.872 or 0.872 x 100 = 87.2% which means that the influence of the independent variables (X1, X2 and X3) on the dependent variable (Y) is 87.2% and the remaining 12.8% was influenced by other factors that researchers did not examine

DISCUSSION

The influence of price variables on consumer satisfaction
The research results show that the effect of price on consumer satisfaction is obtained by a positive regression coefficient and a calculated t value of 2,602 with a significance of 0.011. The significance value of the results is smaller than 0.05. , it can be interpreted that there is a significant influence between price and consumer satisfaction.

This is in accordance with research conducted by (Yanti & Puja, 2021) which states that price has a significant effect on consumer satisfaction. Then Haryoko, Delima Pasaribu Ardiansyah, 2020 also stated that price has a positive value and influences consumer satisfaction.

The influence of service quality variables on consumer satisfaction
The research results show that service quality on customer satisfaction is obtained with a positive direction regression coefficient and a calculated t value of 5,443 with a significance of 0.000 which is smaller than 0.05. This shows that the quality of service in the research is accepted and has a significant influence on consumer satisfaction.

This is in line with research conducted by (Haryoko et al., 2020) on the influence of price and service quality on consumer satisfaction, stating that service quality has a positive and significant effect on consumer satisfaction. And supported by Ni Wayan Eka Yanti, I Made Suasti Puja 2021 who stated that service quality, price and promotion have a positive effect on customer satisfaction.

The influence of promotional variables on consumer satisfaction
The results of this research show that the promotion variable on consumer satisfaction obtained a regression coefficient in a positive direction and a calculated t value of 2,939 with a significant value of 0.004, a result smaller than 0.05. So it can be interpreted that there is a significant influence between Promotion and Consumer Satisfaction

This is in line with research conducted by Aris Budiono (2020) regarding the influence of service quality, price, promotion and brand image on customer satisfaction, stating that promotions have a positive effect on consumer satisfaction and Syerlina, Undini Imran, 2022 also say that promotions have a positive effect on satisfaction. customer.

The influence of price, service quality and promotion variables on consumer satisfaction
Results of research that has been carried out. That the F value calculated from the influence of price, service quality and promotion from the results of the F statistical test gets an F value of 0.000. A significance value of less than 0.05 indicates that the regression model is significant and can be used to predict the dependent variable. The results of this research show that price, service quality and promotion simultaneously influence consumer satisfaction.

This is in line with research conducted by h (Yanti & Puja, 2021) concluding that: price, promotion and service quality have a positive effect on consumer satisfaction. And supported by Sintya Dewi Siahaan & Tirta Dewi Sibarani also concluded that promotion, service quality and price have a positive effect on consumer satisfaction

CONCLUSION

a. The price variable shows the influence of price on consumer satisfaction. This means that the better the price applied, the more it can influence the satisfaction of consumers who buy at the Be One Cell Tembalang counter.
b. The results of research on service quality variables show that service quality has an influence on consumer satisfaction. This means that the better the service to consumers at the Be One Cell counter, the greater the satisfaction value of consumers.
c. The results of research on promotional variables show that promotional variables have an influence on consumer satisfaction. This means that the more often you carry out promotions to consumers, the more it can attract consumers to buy products at the Be One Cell Tembalang counter.
d. price, service quality, and promotion on consumer satisfaction at the be one cell counter simultaneously influence consumer satisfaction. This means that price, service quality and promotion together influence consumer satisfaction at the Be One Cell counter.

REFERENCES

Andreas tambah. (2022). Konsumen Pada Pengguna Traveloka. *Jurnal Ekobis 45*, *1*(1), 1–7.

Barus, Y. M., Purba, P. Y., Purba, J. A. L., & Cahyono, E. (2023). Analisis Harga , Promosi , Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Juma Eluk. *Management Studies and Entrepreneurship Journal*, *4*(4), 3813–3826.

Giyan A'yuni, S., Chusumastuti, D., Tinggi, S., Media, M., Mmtc, ", & Yogyakarta, ". (2021). Pengaruh User Interface Aplikasi Shopee terhadap Minat Beli Masyarakat The Effect of User Interface of Shopee Application to People's Buying Interest. *Jurnal Ilmiah Manajemen Informasi Dan Komunika*, *5*, 49–58.

Haryoko, U. B., Delimah Pasaribu, V. L., & Ardiyansyah, A. (2020). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Firman Dekorasi (Wedding Organizer). *Point*, *2*(1). https://doi.org/10.46918/point.v2i1.566

Hidayatullah, S. N. (2016). *Engaruh Harga, Kualitas Produk Dan Layanan Purna Jual Terhadap Kepuasan Konsumen Notebook Acer (Studi Kasus Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Mulawarman)*. 1–23.

Ikhsan, W. N. (2022). Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Pada Serambi Kopi Pekanbaru. *Jurnal Bisnis Kompetitif*, *1*(2), 190–195. https://doi.org/10.35446/bisniskompetif.v1i2.1086

Kotler, Keller, A. (2008). *Prinsip-Prinsip Pemasaran Edisi 12 Jilid* Erlangga.

Mahmudin. (2022). Pengaruh kualitas pelayanan terhadap tingkat kepuasan pelanggan qudwah mart di lebak. *Islamic Economics and Business Studies*, *5*(1), 41. https://ejurnal.latansamashiro.ac.id/index.php/JAM/article/view/666

Nasution, A. A. (2020). Pengaruh Persepsi Harga, Desain Produk, Dan Preferensi Konsumen Terhadap Keputusan Pembelian Mobil Mitsubishi Xpander (Studi Kasus Pt. Nusantara Berlian Motor Medan). *Angewandte Chemie International Edition, 6(11), 951–952.*, *4*(3), 5–24.

Novaliana, I. (2019). Pengaruh Promosi Media Sosial Dan Harga Pada Kepuasan Konsumen Di Merdeka Cafe Nganjuk. *Seminar Nasional Manajemen, Ekonomi Dan Akuntasi*, 711–720.

Pratama, Y., Heryanto, I., Dwiyanisa, A., & Megawati, I. (2021). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Kepuasan Konsumen. *Majalah Bisnis & IPTEK*, *14*(2), 56–68. https://doi.org/10.55208/bistek.v14i2.231

Riadi, M., Kamase, J., & Mapparenta, M. (2021). Pengaruh Harga, Promosi Dan Kualitas Layanan Terhadap Kepuasan Konsumen Mobil Toyota (Studi Kasus Pada PT. Hadji Kalla Cabang Alauddin). *Journal of Management Science (JMS)*, *2*(1), 41–60. https://doi.org/10.52103/jms.v2i1.320

Sari, N. L. P. D. A., & Mayasari, N. M. D. A. (2022). Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Toko Grosir Tirta Yasa Kecamatan Banjar. *Jurnal Manajemen Dan Bisnis*, *4*(1), 108–115.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D, Edisi Ke-2*. Alfabeta.

Yanti, N. W. E., & Puja, I. M. S. (2021). Pengaruh Kualitas Pelayanan, Harga Dan Promosi Terhadap Kepuasan Pelanggan Di Percetakan UD. Wipra Print Karangasem. *Widya Amrita: Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, *1*(3), 943–953.