

The Influence of Product Variations, Prices and Service Quality on Customer Satisfaction in Fahreza Sport Pemalang Convection

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Fahreza, S., & Suharti, S. (2024). The Influence of Product Variations, Prices, and Service Quality on Customer Satisfaction in Fahreza Sport Pemalang Convection. *Economics and Business International Conference Proceeding*, 1(2), 898-906.



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Received: July 20, 2024
Accepted: July 25, 2024
Published: August 1, 2024

ABSTRACT

This research aims to identify how product variations, prices and product quality impact customer satisfaction at the Fahreza Sport Pemalang convection for the benefit of the company and consumers. The total population in this study was 50 people, while the sample was calculated using the Slovin formula, which resulted in a sample size of 50 respondents. The sampling technique used was purposive sampling technique. Multiple linear regression analysis was used for data analysis. This kind of research is quantitative. Primary data obtained from questionnaires was used as a data source for this research. So it can be partially concluded that all independent variables have a positive and significant effect on consumer satisfaction. The Fcount value is 11.265 with an Ftable of 2.790 and a meaning value of 0.000. A significance level below 0.05 is indicative. The regression model is significant and positive for predicting the dependent variable

Keywords: Product variations, Price, quality of service, customer satisfaction

INTRODUCTION

Competitive competition in the business world has a significant impact on the sustainability of a country. This happens because of the development of innovation and creation by business pioneers. Fahreza sport has produced various products such as shorts, tracksuits, boxers, work pants and trending pants which have flexible value because they are products that are in great demand, especially for workers and students or college students because they can be used as replacement trousers.

Fahreza Sports Convection always pays attention to sales flows between other convections to determine prices. Because of this, many convections apart from Fahreza Sport are lowering prices that do not match the quality of their products and are not paying proper attention to the quality of their products.

Product variations are known to influence customer satisfaction, as mentioned in several studies. When a store provides a complete range of products and provides good customer satisfaction, this will increase customer comfort, so they will be more likely to shop again. Product quality is the main focus of an industry, because product quality influences customer satisfaction, which is the goal of an industry's marketing activities.

Several factors that might influence the level of customer satisfaction are product quality, price and promotion. Mulyono & Alwi (2023) Quality products are a strategy that has the potential to beat competitors in increasing sales volume. According to Mulyono & Alwi (2023), price is the value that exists in the products produced and sold. Another factor that influences customer satisfaction is promotion. According to Yuliyanto (2020), promotion is an activity within a company in which there is an effort to communicate to consumers.

According to Kotler in (Fandy Tjiptono, 2016) put forward five aspects of service quality: The real/direct reality includes the existence of service quality which can take the form of office facilities, computerized administration, waiting rooms, or data centers. Reliability is the presence of expertise and excellence needed to provide trustworthy services. Understanding energy/understanding skills are skills in helping while providing good and appropriate service and understanding customer desires. Guarantee/reliability is based on employee expertise, compassion and politeness in ensuring consumer confidence. Empathy/empathy is firm behavior, but reflects an employee's concern for customers.

LITERATURE REVIEW

Customer satisfaction

Customer satisfaction is an indicator where customers and consumers of goods or services companies are satisfied with their goods and services. D. Putri et al., (2016), consists of evaluating decisions made regarding the acquisition of certain commodities or services as well as the use or consumption of these goods or services. But for the standard Marketing Management novel written by Kotler and Keller (2012) in the novel Tjiptono (2019), based on several definitions from experts, it can be concluded that customer satisfaction is something that results from a comparison of a product or better service quality.

For (Irawan, 2008), quality markers: 1) Customers feel happy, showing that the service provided makes them safe. 2) You can buy products regularly or just once. 3) Recommend the product to others. 4) Satisfaction of customer expectations, is when providing good service and in accordance with what customers expect. Ismail et al., nd

Product Variations

Product variations, also known as product variations, are not innovations in the sales aspect. This method is often used by sales people when launching products. For Thamrin Abdullah and Francis Tantri (2012: 153), a product is anything that can be promoted to the market with the aim of attracting attention, being bought, used or eaten, and satisfying a want or need.

Price

Price is the amount of money charged for products and services in the amount and value exchanged to consumers for using the product (Lionarto et al., 2022). This price can influence customers in making a decision to buy a product or service.

Service quality

According to (Maftukhah I, 2015), service quality is an attitude that can realize the changes needed by customers so that they can evaluate how the service is. Service quality can also be said to be a dimension that determines what level of service quality can be considered sufficient for purchasing decisions. For Lovelock-Wright, translated by (Tjiptono, 2011), "service quality is the level of product and service features that are expected from that level of features to fulfill customer desires."

Relationship between variables

- a. Product variety
This research is in line with research by Eka and Sutedjo (2023) which found that product changes have a positive impact on customer satisfaction. This research is also the same as research conducted by Girl and Rochdianingrum (2024) which found that product changes have a positive impact on customer satisfaction.
- b. Price
This research is in line with the findings of Lubis et al (2023) which show that price has a positive influence on customers. And research by Saputro & Jalari (2023) shows the results that price has a positive influence on customer satisfaction.
- c. Service quality
This research is in line with Yulianti& Baehaqi (2023) shows results that service quality has a positive influence on customer satisfaction. This research is also in line with research by Aziz & Suyuthie (2023) showing results that service quality has a positive influence on customer satisfaction.
- d. Product variations, prices, service quality
Syahputra's research (2023) found that product changes, prices and service quality all have a positive and significant impact on customer satisfaction. Jannah Research& Alhazami (2023) shows that product changes, prices and service quality have a positive and significant impact on customers.

RESEARCH METHOD

Independent Variable (Independent Variable)

is a variable that influences or causes the dependent variable to change or arise which is symbolized by (x), which includes: product variation which is symbolized (X1), price which is symbolized (X2), quality of service which is symbolized (X3).

Dependent Variable (Dependent Variable)

In this research the dependent variable is customer satisfaction which is symbolized by the letter (Y). which is a variable that is influenced by the independent variable.

Population

According to Sugiyono (2019) in Maradita & Susilawati (2021) population is a generalized object of location or a subject that has a personality determined by the researcher to reach a conclusion. The population in this study were customers at the Fahreza Sport Pematang convection.

Sample

The results of this research can be generalized, the sample size must be representative, and the error tolerance is 10%. (Mariansyah & Syarif, 2020). Big or small. The sample in this study was determined using the Slovin formula. The use of the Slovin formula produces a relatively large sample size compared to a number of other formulas, so that the characteristics of this population will be represented. The calculation result is 75, so the sample in this study is 75.

Method of collecting data

According to Sugiyono (2013) in Detika et al., (2021), several data collection techniques are available, such as interviews, questionnaires, observations and a combination of interviews, questionnaires and observations. In-depth data collection in this research is a questionnaire. Questionnaires will be distributed to customers of the Fahreza Sport Pematang convection as respondents in this research. In this study, researchers used this technique to obtain data regarding the attributes of product variety, price and service quality on customer satisfaction.

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 Research Objects

Konveksi Fahreza sport Pematang is a convection shop that sells various models of drawstring pants or ternings which is located in Pematang on Jl. Susukan No.11, Comal subdistrict, Serdadi village. This boutique was founded in 2002. Over time, the number of employees has increased from 5 people to now 30 people who sew at the Fahreza Sport Pematang convection.

Respondent Description

Primary data used in this research includes respondents' responses regarding product variations, prices and service quality on customer satisfaction.

Description of Respondents Based on Age

Table 1. Respondent Age Category

No.	Age	Amount	percentage (%)
1.	16-20	8	16.0%
2.	20-25	38	76.0%
3.	26-30	2	4.0%
4.	31-35	2	4.0%
5.	> 35	-	-
Total		50	100%

Source: Data Processed SPSS 27, 2024

The characteristics of respondents based on age in table 1 show that the majority of research participants were aged 20-25 years with a total of 38 respondents.

Description of Respondents Based on Gender

Table 2. Respondent's Gender

No.	Type/sex	Amount Respondent	percentage (%)
1.	Man	11	22.0%
2.	Woman	39	78.0%
	Total	50	100%

Source: Data Processed SPSS 27, 2024

This can be seen from the previous table that there were 11 male respondents, and women numbered 39 people or 78.0%.

Description of Respondents Based on Occupation

Table 3. By Job

NO	Work	Amount Respondent	percentage (%)
1.	Employee private	3	6.0%
2.	Self-employed	5	10.0%
3.	Student/ student	41	82.0%
4.	PNS/TNI/POLRI	1	2.0%
	Total	50	100%

Source: Data Processed SPSS 27, 2024

From the table above, it can be seen that the work most often done is by students, namely 41 respondents or 82.0%.

Validity test

Table 4. Validity test results

NO.	Variables/Indicators	r count	r table	Information
1.	product variations			Legitimate
	X1.1	0.567	> 0.2787	
	X1.2	0.666	> 0.2787	
	X1.3	0.690	> 0.2787	
2.	Price			Legitimate
	X2.1	0.318	> 0.2787	
	X2.2	0.555	> 0.2787	
	X2.3	0.665	> 0.2787	
3.	Service quality			Legitimate
	X3.1	0.789	> 0.2787	
	X3.2	0.730	> 0.2787	
	X3.3	0.561	> 0.2787	
4.	Customer satisfaction			Legitimate
	Y.1	0.783	> 0.2787	

Y.2	0.622	> 0.2787
Y.3	0.730	> 0.2787
Y.4	0.598	> 0.2787

Source: Data Processed SPSS 27, 2024

The validity test shows that all of the variable items above have an r value table > r table with an r table value of 0.2790 so it can be said that all variable items in this research can be said to be valid.

Trust test

Table 5. Reliability test results

NO	Variable	Alpha Cronbach	Conclusion
1	Product Variations (X1)	0.399	Can reliable
2	Price (X2)	0.194	Can reliable
3	Service quality (X3)	0.639	Can reliable
4	Customer satisfaction (Y)	0.618	Can reliable

Source: Data Processed SPSS 27, 2024

It can be concluded that the idea of measuring each variable from the questionnaire can be trusted based on the results of the reliability test above which shows that all variables have a fairly large Alpha coefficient, namely 0.60n. Then each component of the variable concept can be used as a measuring tool.

Hypothesis Testing T Test

The t test is carried out to find out whether variable X has a positive and noteworthy influence on variable Y or not.

Table 6.T test results

Variable	Q	information
product variations	2,991	0.004
Price	3,156	0.003
Service quality	2,977	0.005

Source: Data Processed SPSS 27, 2024

- a. Hypothesis Test 1 (Effect of Product Variations on Customer Satisfaction)
Results of testing the effect of product variations on customer satisfaction. The calculated t value is 2.991 which is greater than the significant 0.05. Therefore, the alternative hypothesis (H1) is accepted while the null hypothesis (0) is rejected, indicating that product variety partially influences customer satisfaction.
- b. Hypothesis Test 2 (Effect of Price on Customer Satisfaction)
Results of testing the effect of price on customer satisfaction. The calculated t value is 3.156 > 0.05, resulting in acceptance of H2 and rejection of H0. This shows that partially, the price variable has an effect on customer satisfaction.
- c. Test Hypothesis 3 (Effect of Promotion on Customer Satisfaction)
Results of testing the effect of promotions on customer satisfaction. The calculated t value is 2.977 > 0.05, causing acceptance of H3 and rejection of H0. This shows that partially, service quality variables influence customer satisfaction.

F test

Table 7. F Test Results

Model	Sum of Squares	Df	Means Square	F	sign hand .
Regression	96,937	3	32,312	11,265	0,000
residuals	131,943	46	2,868		
Total	228,880	49			
A. Dependent Variable: Customer Satisfaction					
B. Predictors: (Constant), product variety, Service Quality, Price					

Source: Data Processed SPSS 27, 2024

The results of the F statistical test obtained a calculated F value of 11.265, meaning that there is a significant influence on the relationship between the dependent and independent variables.

Table 8. Determination test results

Model Summary ^B				
Model	R	R square	R Square Which Dissua fish	Std. Error Estimate
1	0.651	0.424	0.386	1,694
A. Predictors: (Constant), product variety, service quality, price				
B. Dependent Variable: Customer Satisfaction				

Source: Data Processed SPSS 27, 2024

In the table above, it can be seen that the Adjusted R Square value obtained is 0.424, this means that 42.4% of the difference in customer satisfaction can be caused by independent factors, namely product variation, price and service quality. Meanwhile, the remaining 57.6% is explained by other factors.

DISCUSSION

The Influence of Product Variation Variables on Customer Satisfaction Decisions

Based on the results obtained from regression testing, the regression coefficient value was 0.644 with a significance level of 0.004. This result proves that the product variation variable has a positive and significant effect on customer satisfaction. As a result of this empirical evidence, Hypothesis 1 (H1) which states that product variations have a positive and significant effect on customer satisfaction is accepted.

This research is in line with research conducted by Eka & Sutedjo (2023) showing the results that product variations have a positive influence on customer satisfaction.

The Effect of Price Variables on Customer Satisfaction

The results of the research show that testing the regression, the regression coefficient value was 0.480 with a significance level of 0.003. This result proves that the price

variable has a positive and significant effect on customer satisfaction. As a result of this empirical evidence, Hypothesis 2 (H2) which states that price has a positive and significant effect on customer satisfaction is accepted.

This research is in line with research conducted by Lubis et al (2023) showing the results that price has a positive influence on customer satisfaction.

The Influence of Service Quality Variables on Customer Satisfaction

Results Based on the results obtained from testing the regression, a regression coefficient value of 0.455 was obtained with a significance level of 0.005. This result proves that the service quality variable has a positive and significant effect on customer satisfaction. As a result of this empirical evidence, Hypothesis 3 (H3) which states that service quality has a positive and significant effect on customer satisfaction is accepted. This research is in line with research conducted by Yulianti & Baehaqi (2023) shows the results that service quality has a positive influence on customer satisfaction.

The Influence of Product Variation, Price and Service Quality Variables on Customer Satisfaction

Based on the test results, it shows that from the results of the F test, the calculated F value and value is 11.265 with a significant value of 0.000, so it can be concluded that the variables Product Variation, Price and Service Quality together (simultaneously) have a positive and significant effect on Customer Satisfaction. Thus Hypothesis 4 (H4) states that Product Variation, Price and Service Quality together (simultaneously) have a positive and significant effect on Customer Satisfaction. Research conducted by Syahputra (2023) shows the results that product variations, prices and service quality have a positive and significant effect on customer satisfaction.

CONCLUSION

Based on the results of the analysis that has been carried out, the following conclusions can be drawn:

1. Product variation variables influence customer satisfaction. This means that the more product variations provided by the Fahreza Sport Pemalang convection, the greater the customer satisfaction.
2. The price variable has a significant effect on customer satisfaction. This means that the better the price provided by the Fahreza Sport Pemalang convection, the greater the consumer satisfaction.
3. Service quality variables influence customer satisfaction. This means that the better the quality of service provided by the Fahreza Sport Pemalang convection, the greater customer satisfaction will be.
4. The variables of product variation, price and service quality simultaneously influence consumer satisfaction.

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