The Influence of Product Quality, Prices, and Promotions on Costumer Satisfaction in Flolabel Boutiques in Rembang City

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ARTICLE INFORMATION

ABSTRACT

This research aims to obtain empirical evidence and be able to analyze the influence of product quality, price, and promotion on costumer satisfaction. The population in this research is consumers who have purchased at Flolabel boutique. The total sample used in this research is 100 respondents using accidental sampling technique. Multiple linear regression analysis was used for data analysis. Research of this kind is quantitative in nature. Primary data from questionnaires was used as the data source for this study. So it can be concluded partially all independent variabels have a positive and significant effect on costumer satisfaction. Fcount value is 15.594 with Ftable of 2.70 and value the meaning of 0,000. A significance level below 0.05 is indicative. The regression model is significant and useful for forecasting the dependent variable.

Keywords: Product Quality, Price, Promotion, Costumer satisfaction

INTRODUCTION

Development the realm of fashion in Indonesia is increasingly increase with support creativity and innovation various clothing designs and models . Along with development world of fashion, development the fashion business is also experiencing improvements and updates in various business ideas . Existence Boutique has spread across various area , wrong the only one is Rembang City . Based on Agency data Center Statistics , recorded at least there are 52 shops boutique located in Rembang City .

That matter show its height level competition consequence many competitors . One of Boutique located in Rembang City is boutique Flolabel . Sale boutique Flolabel during period January 2023 to month December 2023 shows that level sale on boutique Fluctuating flolabel or changing . There is decline consecutive during month July that is with a total of 839 consumers , month August 824 consumers , to in September 670 consumers . Decline level sales are affected by various factor Wrong the only one is level satisfaction customer . According to Gunawan (2022) satisfaction customer is confidence customer in something feeling compare results from desired product until give rise to a feeling of joy or disappointed from someone appeared consequence compare the product .

A number of possible factors influence level satisfaction customer is Quality products , prices and promotions . Mulyono & Alwi (2023) Quality product is A strategy possible potential defeat competitor in increase sales volume . Price according to Mulyono & Alwi (2023) is something existing value in products produced and sold . Factor affecting satisfaction other customers is Promotion , according to Yuliyanto (2020) promotion is something activity in the company in it there is business For communicate to consumer.

Variable quality product , society evaluate that quality marketed products by boutique Flolabel Already very ok , this is also in line with variable price , where set price by boutique Flolabel in accordance with price market moment it and with quality provided. Then variable promotion , society evaluate that promotions carried out by boutique Flolabel assessed not enough active , like make content content on social media, active do promotion especially in the day day special like Eid Fitri , Chinese New Year , and others. Besides That's it , boutique Neither has Flolabel active in promote the product through marketplaces such as Shopee , Tokopedia and Lazada .

LITERATURE REVIEW

Satisfaction Customer

Satisfaction customer is indicator Where customers and consumers goods or service company satisfied with goods and services (Dalilah and Prawoto, 2023) . Kumrotin & Susanti (2021) Satisfaction customer that is expression of joy and comfort to consumer after selected product quality more Good . Based on a number of definition from the experts , then can concluded that satisfaction customer that is something results from comparison something product or quality services more Good .

According to Kotler, (2018) in Oktarini et al., (2021) satisfaction consumer that is feeling like or disappointed somebody after compare performance in mind to expected performance so that There is a number of factor affecting level satisfaction customer :
- Quality products and services
- Quality service
- Emotional
- Price
- Cost

Quality Product
According to Bayu *et al.,* (2021) quality product is ability company in give something identity on product or service so that consumer recognize product or service the . Quality product that is characteristics product or service For satisfying need customers who implied (Kotler and Armstrong , 2012) in (Tirtayasa *et al.,* 2021). aspect in quality product become very important , because most customers do A purchases according to needs and desires can fulfilled (Khaira Sihotang , 2020).

Price
Price is a number money charged to products and services in quantity and value exchanged to consumer Because use product (Lionarto *et al.,* 2022). Price is what can influence customer in take A decision For buy something product or services.

Promotion
According to Sondak *et al.,* (2021) promotion is the cause someone before No interested furniture product become interested or try product the so that become buy . Promotion is give information between seller product with buyer in channel For influence buyers. From several expert opinion can concluded promotion is tool possible communication convey products and services so that consumer Can interested buy or use goods and services being marketed .

Relationship between variables
  a. Product quality
     Research conducted by Kumrotin & Susanti , (2021) stated that quality product influential significant to satisfaction customer . In the regression model that is formed influence quality product insightful positive to satisfaction customer
  b. Price
     Based on research conducted by Ramdhani & Widhyasari (2022) which shows that price influential positive to satisfaction customer . Because big small set price perpetrator business will influence ability company in competition market , as well capable influence consumer For buy something product or service the .
  c. Promotion
     Dalilah & Prawoto (2023) show promotion influential positive to satisfaction customer .
  d. Product Quality, Price, Promotion
     Based on research conducted by Nur Dalilah, Prawoto (2023) aims For know Influence Quality Products , Promotions and prices to Satisfaction Customer . Consumers who have buy product Flolabel.so can concluded Quality products , prices , and promotions in a way simultaneous influential favorable and important for client happiness.

RESEARCH METHOD

Independent variable (Independent Variable)
Is a variable that affects or causes the dependant to change or appear (dependent) variable which is symbolized by (x), which includes: Product quality which is symbolized (X1), Price which is symbolized (X2), Promotion which is symbolized (X3)

Dependent Variable (Dependent Variable)
In this study, the dependent variable is the costumer satisfaction., which is represented by the letter (Y),. which is a variable that the independent variable affects.

Population
According to Sugiyono (2019) in Maradita & Susilawati (2021) population is location

generalization object or the subject has personality specified by researchers to get A conclusion . population in study This is all consumer boutique Flolabel city Rembang
Sample
According to Sugiyono (2019) in Maradita & Susilawati (2021) example is included in the total qualities from population the . The size sample in study This determined use formula *Slovin* . Use formula Slovin This produce amount relatively large sample compared to with a number of formula others , so characteristics from population this will be represented. Results from calculation is 95,88. So that results the rounded to 100, then sample in study This totaling 100.

Method of collecting data
According to Sugiyono (2013) in Detika *et al.,* (2021) data collection is available a number of technique Data collection is carried out , such as interviews , questionnaires, observations and combinations from interviews, questionnaires , and observations. Deep data collection study This is questionnaire (questionnaire). Questionnaires will be distributed to Flolabel boutique customers as respondents in this research. In this study, researchers used this technique to obtain data regarding product attributes, cost and promotions on the contentment of customers.

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

RESULTS

Description of Research Objects
Flolabel Boutique is a boutique that sells various clothes and hijabs located on Jalan Hos Cokrominoto Sidowayah, Rembang City. This boutique was founded in 2021. As time goes by, sales at the Flolabel Boutique itself have decreased successively over the last 3 months in July, August and September 2023.

Respondent Description
Primary data were used in this study, which includes respondents' responses regarding product quality, price, and promotion their costumer satisfaction.

Description of Respondents Based on Age
Table 1. Age Categories of Respondents

No	Age	Amount	Prosentase (%)
1.	<20	11	11%
2.	20-25	77	77%
3.	26-30	12	12%
4.	31-35	-	-
5.	>35	-	-
	Total	100	100%

Source: processed primary data, 2024

The characteristics of respondents based on age in table 1 shows that the majority of research participants were 20-25 year olds with 77 respondents.

Description of Respondents Based on Gender
Table 2. Gender of Respondents

No	Gender	Number of Respondents	Prosentase (%)
1.	Man	7	7%
2.	Woman	93	93%
	Total	100	100

Source: processed primary data, 2024

It is evident from the preceding table that that there were 7 male respondents, and 93 female respondents or 93%.

Description of Respondents Based on Occupation
Table 3. Based on Occupation

No	Gender	Number of Respondents	Prosentase (%)
1.	Student	42	42%
2.	Civil servants	3	3
3.	Private sector employee	36	36%
4.	Businessman	7	7%
5.	Other	12	12%
	Total	100	100%

Source: processed primary data, 2024

From the table above, it shows that the most common jobs are students, with 42 respondents or 42%.

Validity test
Table 4. Validity test results

No	Variables/Indicators	r hitung	r tabel	Keterangan
	Product Quality			
1.	X1.1	0,701	> 0,216	Valid
	X1.2	0,708	> 0,216	Valid
	X1.3	0,748	> 0,216	Valid
	X1.4	0,719	> 0,216	Valid
	X1.5	0,692	> 0,216	Valid
	Prices			
2.	X2.1	0,622	> 0,216	Valid
	X2.2	0,658	> 0,216	Valid
	X2.3	0,722	> 0,216	Valid
	X2.4	0,659	> 0,216	Valid
	X2.5	0,613	> 0,216	Valid
	Promotion			
3.	X3.1	0,679	> 0,216	Valid
	X3.2	0,641	> 0,216	Valid
	X3.3	0,711	> 0,216	Valid
	X3.4	0,677	> 0,216	Valid
	Satisfaction Customer			
4.	Y.1	0,696	> 0,216	Valid
	Y.2	0,708	> 0,216	Valid
	Y.3	0,672	> 0,216	Valid

Y.4	0,806	> 0,216	Valid
Y.5	0,672	> 0,216	Valid

Source: processed primary data, 2024

The validity test shows that all the variable items above possess a thoughtful r value > r table with an r table value of 0.216, so Consequently, it may be said that all variable items in One could say that this study is valid.

Reliability test

Table 5. Reliability test results

No	Item	Cronbach's Alpha	Kriteria	Kesimpulan
1	Product Quality (X1)	.915	>0,70	Reliabel
2	Prices (X2)	.706	>0,70	Reliabel
3	Promotion (X3)	.737	>0,70	Reliabel
4	Satisfaction Customer (Y)	.757	>0,70	Reliabel

Source: processed primary data, 2024

It can be concluded that the measurement ideas for each variable from the questionnaire are trustworthy based on the reliability test results above, which demonstrate that all variables have a fairly large Alpha coefficient, specifically above
0.70. Then, each variable concept's components can be used as measuring instruments.

Hypothesis testing
Test T
The t test is performed in order to find out if variable X possesses a positive and noteworthy effect on variable Y or not.

Table 6. T test results

Model	t	Sig.
Product Quality	2.260	.026
Price	3.437	.001
Promotion	2.512	.041

Source: processed primary data, 2024

Test Hypothesis 1 (Effect of Product Quality on Customer Satisfaction)
Test results on the influence of impact of product quality on client satisfaction. The computed t Worth is 2.260 with an importance of 0.026 <0.05. Showing that this research is accepted means that a portion of the variable for product quality has a noteworthy and favorable impact on client satisfaction.

Test Hypothesis 2 (Effect of Price on Customer Satisfaction)
Results of testing the price's impact on client satisfaction. The calculated t value is 3.437 with a significance of 0.001 < 0.05. shows that this research is acknowledged, indicating that the pricing variable is only partially has a positive and noteworthy outcome on customer satisfaction.

Test Hypothesis 3 (Effect of Promotion on Customer Satisfaction)
Results of testing the effect of promotions on the contentment of customers. The computed t Worth is 2.512 with importance of 0.014 <0.05. shows that this research is approved, indicating that the variable for promotion partially has a major and favorable impact on customers satisfaction.

F test

Table 7. F Test Results

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	112.526	3	37.509	15.594	.000[b]
Residual	230.914	96	2.405		
Total	343.440	99			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Promosi, Kualitas Produk, Harga

Source: processed primary data, 2024

The F statistical test results obtained a calculated F value of 15.594, meaning that exists a significant influence the relationship between the dependent and independent variables.

Coefficient of Determination (R2)

Table 8. Determination test results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572[a]	.328	.307	1.55092

a. Predictors: (Constant), Promosi, Kualitas Produk, Harga

b. Dependent Variable: Kepuasan Pelanggan

Source: processed primary data, 2024

In the table that's above it shown that the value of the Adjusted R Square obtained is 0.328, this implies that 32,8% of the difference in satisfaction customer can be accounted for by the independent factors of pricing, promotion, and product quality.Meanwhile, the remaining 67,2% is explained by other factors.

DISCUSSION

The Influence of Product Quality Variables on Customer Satisfaction Decisions
The research results show that product quality influences customer satisfaction. The calculated t value is 2,260 with a significance of 0.026, the significance value of the results is smaller than 0.05. This shows that the product quality in this research is acceptable, which means that partially the product quality variable has a significant influence on customer satisfaction. It can be assumed that the products sold at the Flolabel boutique have very good product quality. The more good quality products and elegant fashion models they sell, the greater the rise in client satisfaction. This is consistent with studies carried out by (Nur Dalilah 2023) that product quality variables have a noteworthy and favorable impact on client satisfaction.

The Influence of Price Variables on Customer Satisfaction
The results of the research show that the effect of price on customer satisfaction is with a calculated t value of 3.437 with a significance of 0.001. The significance value of the results is smaller than 0.05. This shows that the price in the research is acceptable, which means that the price variable has a partial effect on customer satisfaction. It can be assumed that the price of clothing at the Flolabel boutique will make it easier to move towards more affordable prices, and prices with appropriate product quality. Even though the price has increased slightly, the quality is good, so consumers are satisfied. This is

in line with research conducted by Sondak (2021). that price has a positive effect on customer satisfaction.

The Influence of Promotional Variables on Customer Satisfaction
The results of the research show that the effect of promotion on customer satisfaction is with a calculated t value of 2.512 with a significance of 0.041. The significance value of the results is smaller than 0.05. This shows that the promotion in the research was accepted, which means that the promotion variable has a partial effect on customer satisfaction. It can be assumed that the promotions carried out are very interesting and easy for consumers to understand, the time given is in accordance with the previous schedule, and the promotions carried out by the Flolabel boutique are consistent and appropriate. This is in line with research conducted by Wakhid Yuliyanto (2020). that promotions have a positive effect on customer satisfaction.

The Influence of Product Quality, Price, and Promotion Variables on Customer Satisfaction
As a result of this research, it can be seen that the calculated F is 15.594 with a significant value of 0.000 <0.05. It was concluded that there was an influence of product quality (X1), price (X2), and promotion (X3) variables on customer satisfaction "accepted." So simultaneously product quality, price and promotion have a positive and significant effect on customer satisfaction. This shows that the good quality products offered will experience an increase in price, even though it will increase slightly, the quality will be better and the quality will support customer satisfaction. This is in line with research by Satria Mulia Chaerudin (2021) where product quality, price and promotion variables 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 quality variables influence customer satisfaction. This means that the better the quality of the products provided by the flolabel boutique, the greater the customer satisfaction.
2. The price variable has a significant effect on customer satisfaction. This means that the better the prices provided by the flolabel boutique, the greater the satisfaction of consumers.
3. Promotion variables influence customer satisfaction. This means that the better the promotion given, the greater the customer satisfaction.
4. The variables of product quality, price and promotion simultaneously influence customer satisfaction.

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