

The Influence of Price and Product Quality on Customer Satisfaction at Bakwan Andika MSMEs in Sidoarjo

Nadhya Meri Mustikadewi^{1✉}, Jimmy Ignatius², Ageng Pratiwi³

Program Studi Manajemen STIE IBMT Surabaya¹

STIE IBMT Surabaya²

Corresponding Author e-mail: nadhyameri@gmail.com¹, ibmt2024@gmail.com²

agengpratiwi382@gmail.com³

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Abstract: Increasingly fierce competition in the culinary MSME sector requires business actors to implement effective pricing strategies and maintain consistent product quality to enhance customer satisfaction. This study aims to analyze the effect of price and product quality on customer satisfaction at Bakwan Andika MSMEs in Sidoarjo, East Java. Employing a quantitative approach with a survey method, the study involved 55 respondents selected through purposive sampling technique based on criteria of having made at least two purchases. Data were collected using a 22-item Likert-scale questionnaire and analyzed through validity tests ($r > 0.2656$), reliability tests (Cronbach's Alpha > 0.60), classical assumption tests (normality: Asymp. Sig. = 0.200; multicollinearity: VIF = 6.261), multiple linear regression analysis, coefficient of determination (R^2), and hypothesis testing (t-test and F-test). The results showed that price ($\beta = 0.533$, $p = 0.006$) and product quality ($\beta = 0.537$, $p < 0.001$) each had a positive and significant partial effect on customer satisfaction. Simultaneously, both variables significantly influenced customer satisfaction ($F = 136.034$, $p < 0.001$). The coefficient of determination (R^2) value of 0.833 indicates that 83.3% of variations in customer satisfaction can be explained by price and product quality variables, while the remaining 16.7% is influenced by other factors outside the research model. These findings indicate that pricing aligned with perceived value and consistency in maintaining product quality are critical determinants of customer satisfaction. Therefore, MSMEs need to optimize these two aspects as a strategic priority to maintain competitiveness, foster customer loyalty, and ensure long-term business sustainability.

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Introduction

Increasingly fierce competition in the micro, small, and medium enterprise (MSME) sector, particularly in the culinary sector, demands that business owners create a competitive advantage through appropriate marketing strategies. Amidst the abundance of available product alternatives, customers are increasingly selective in making purchasing decisions, making customer satisfaction a crucial factor for business sustainability. Two factors considered to play a dominant role in shaping customer satisfaction are price and product quality. A price that aligns with the benefits received and product quality that meets customer expectations will foster customer satisfaction and loyalty. Therefore, research on the influence of these two variables on customer satisfaction is crucial for the Bakwan Andika MSME in Sidoarjo.

This research was formulated to answer three main questions, namely: (1) does price affect customer satisfaction at Bakwan Andika MSMEs in Sidoarjo; (2) does product quality affect customer satisfaction at Bakwan Andika MSMEs in Sidoarjo; (3) do price and product quality simultaneously affect customer satisfaction at Bakwan Andika MSMEs in Sidoarjo.

Based on the formulation of the problem, this study aims to analyze the effect of price on customer satisfaction, analyze the effect of product quality on customer satisfaction, and test the effect of price and product quality simultaneously on customer satisfaction at Bakwan Andika MSMEs in Sidoarjo.

This research contributes to the development of marketing management studies, particularly regarding the relationship between pricing strategy, product quality, and customer satisfaction in the context of culinary MSMEs. Furthermore, this research fills the need for empirical evidence regarding the factors influencing customer satisfaction in culinary businesses on an MSME scale. The results can serve as a basis for consideration for business actors in developing more effective marketing strategies and serve as a reference for further research in the field of consumer behavior and marketing.

RESEARCH METHODS

This study uses a quantitative approach with a survey method to analyze the effect of price and product quality on customer satisfaction at Bakwan Andika MSMEs in Sidoarjo. The research objects include the variables of price, product quality, and customer satisfaction, while the research subjects are Bakwan Andika MSME customers who meet the criteria of having made a purchase. The research sample consisted of 55 respondents selected using a purposive sampling technique according to predetermined characteristics. Primary data were obtained by distributing questionnaires to respondents.

The collected data was analyzed using statistical software through several stages, namely validity and reliability tests, classical assumption tests including normality and multicollinearity tests, and then continued with multiple linear regression analysis to test the effect of independent variables on the dependent variable. In addition, partial tests (t-test), simultaneous tests (f-test), and coefficient of determination (R^2) to determine the extent of the contribution of price and product quality variables in explaining customer satisfaction.

RESULTS AND DISCUSSION

Respondent Description Results

Table 1 Respondent Characteristics Based on Age

No.	Age	Frequency	Presentation
1	< 20 Years	6	10.91%
2	20-30 Years	34	61.82%
3	> 40 Years	15	27.27%
Amount		55	100%

Based on the table above, the majority of respondents were in the 20–30 years age range, amounting to 34 people (61.82%), followed by respondents aged over 40 years as many as 15 people (27.27%) and under 20 years as many as 6 people (10.91%). This shows that the majority of Bakwan



Andika MSME customers come from the productive age group which is a potential consumer segment in assessing price, product quality, and satisfaction with the products offered.

Table 2 Respondent Characteristics Based on Gender

No	Information	Frequency	Presentation
1	Man	13	23.64%
2	Woman	42	76.36%
Amount		55	100%

Based on the table above, the study's respondents were predominantly female (42 people, 76.36%), while 13 were male (23.64%). These results indicate that the majority of Bakwan Andika's MSME customers are female, suggesting that this characteristic can be a consideration in developing a more targeted marketing strategy.

Table 3 Respondent Characteristics Based on Occupation

No.	Work	Frequency	Presentation
1.	Private sector employee	25	45.45%
2.	Housewife	17	30.91%
3.	student	7	12.73%
4.	Online shop business	1	1.82%
5.	Not yet working	1	1.82%
6.	Teacher	3	5.45%
7.	Retail employee	1	1.82%
Amount		55	100%

Based on the table above, the research respondents were dominated by private sector employees (25 people) (45.45%), followed by housewives (17 people) (30.91%) and students (7 people) (12.73%). Three respondents (5.45%) worked as teachers, while one respondent (1.82%) worked as an online shop business, was unemployed, and a retail employee. These findings indicate that the majority of Bakwan Andika's MSME customers are from the working class, so the products offered have an appeal to consumers with a need for practical and affordable food.

Table 4 Respondent Characteristics Based on Purchase Frequency

No.	Purchase Frequency	Frequency	Presentation
1	1 time	6	10.91%
2	2-3 Times	17	30.91%
3	>3 Times	32	58.18%
Amount		55	100%

Based on Table 4, most respondents have made purchases more than three times (32 people) , followed by respondents who have made purchases 2-3 times (17 people) 30.91% and one purchase (6 people) 10.91%. This finding indicates that the majority of respondents are customers who have had repeated experience in purchasing Bakwan Andika MSME products, so that assessments of price, product quality, and customer satisfaction reflect a relatively mature consumption experience.

Quantitative Analysis

Table 5 Validity Test Results

Variables	Item	Correlation (R count)	R table	Information
Price (X1)	X1.1.1	0.813	0.2656	Valid
	X1.1.2	0.807	0.2656	Valid
	X1.2.1	0.742	0.2656	Valid
	X1.2.2	0.806	0.2656	Valid
	X1.3.1	0.879	0.2656	Valid
	X1.3.2	0.778	0.2656	Valid
Product Quality (X2)	X2.1.1	0.822	0.2656	Valid

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Customer Satisfaction (Y)	X2.1.2	0.757	0.2656	Valid
	X2.2.1	0.833	0.2656	Valid
	X2.2.2	0.850	0.2656	Valid
	X2.3.1	0.730	0.2656	Valid
	X2.3.2	0.899	0.2656	Valid
	X2.4.1	0.812	0.2656	Valid
	X2.4.2	0.827	0.2656	Valid
	Y.1.1	0.689	0.2656	Valid
	Y.1.2	0.788	0.2656	Valid
	Y.2.1	0.818	0.2656	Valid
	Y.2.2	0.803	0.2656	Valid
	Y.3.1	0.881	0.2656	Valid
	Y.3.2	0.780	0.2656	Valid
	Y.4.1	0.810	0.2656	Valid
	Y.4.2	0.885	0.2656	Valid

Based on a validity test with 55 respondents and a correlation value greater than or equal to 0.2656, as shown in the table above, the results for each item on the instrument are declared valid.

Table 6 Reliability Test Results

No.	Variables	Cronbach's Alpha Calculation	Cronbach's Alpha Minimum	Information
1.	Price (X1)	0.890	0.60	Reliable
2.	Product Quality (X2)	0.928	0.60	Reliable
3.	Customer Satisfaction (Y)	0.924	0.60	Reliable

Based on the reliability test in this study, it shows that the coefficient value of this test displays the price at 0.890, then the product quality is at 0.928 and customer satisfaction is at 0.924, so it can be understood that all three are reliable.

Classical Assumption Test Analysis

Table 7 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		55
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.42889809
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	-.057
Test Statistic		.058
Asymp. Sig. (2-tailed)		.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 of the normality test using the One-Sample Kolmogorov-Smirnov method on the significance level of Asymp. Sig. (2-tailed) is 0.200. If Asymp. Sig. (2-tailed) is greater than 0.05 as indicated by this value, then the data in this study follows a normal distribution. This study has confirmed the assumption of normality.

Table 8 Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.520	1.416		1.074	.288		
	Harga	.533	.185	.400	2.881	.006	.160	6.261
	Kualitas Produkl	.537	.139	.535	3.850	.000	.160	6.261

a. Dependent Variable: Kepuasan Pelanggan

The multicollinearity test results, as seen from the variable tolerance value, are 0.160 (> 0.10) and the VIF value is 6.261 (<10), according to the table presented. This finding is understandable if multicollinearity does not occur in the included independent variables.

Multiple Linear Regression Test

Table 9 Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.520	1.416		1.074	.288
	Harga	.533	.185	.400	2.881	.006
	Kualitas Produk	.537	.139	.535	3.850	.000

a. Dependent Variable: Kepuasan Pelanggan

Based on the results of multiple linear regression analysis as follows $Y = 1.520 + 0.533X_1 + 0.537X_2 + eY$ The constant value of 1.520 indicates that when the price and product quality variables are considered constant, the customer satisfaction value is at 1.520. The regression coefficient of the price variable of 0.533 indicates that every one unit increase in the perceived appropriate price will increase customer satisfaction by 0.533 units. Meanwhile, the regression coefficient of product quality of 0.537 indicates that every one unit increase in product quality will increase customer satisfaction by 0.537 units. Both coefficients are positive, which indicates that the better the customer perception of price and product quality, the higher the level of customer satisfaction.

Coefficient of Determination (R²)

Table 10 Results of the Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.916a	.840	.833	2.47517

a. Predictors: (Constant), Product Quality, Price

b. Dependent Variable: Customer Satisfaction

Based on the model summary table, a determination coefficient (R²) of 0.833 was found in the study of independent factors against the dependent variable, as shown in the table above. Therefore, it can be concluded that there is a relationship between price factors (X₁), product quality (X₂), and customer satisfaction (Y).

T and F test

Table 11 T-Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.520	1.416		1.074
	Harga	.533	.185	.400	2.881
	Kualitas Produk	.537	.139	.535	3.850

a. Dependent Variable: Kepuasan Pelanggan

Based on the results of the T test, it shows that both variables have a significant effect on customer satisfaction at Bakwan Andika MSMEs in Sidoarjo with the results, the price variable (X1) has a significant value <0.05 (0.006) so that it has a significant effect on customer satisfaction (Y), and the product quality variable (X2) has a significant value <0.05 (0.000) so that it has a significant effect on customer satisfaction at Bakwan Andika MSMEs in Sidoarjo.

Table 12 F Test Results

ANOVA					
Model		Sum of Squares	df	Mean Square	F
1	Regression	1666,806	2	833,403	136,034
	Residual	318,575	52	6.126	
	Total	1985.382	54		

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Product Quality, Price

Based on the results of the F test, it shows that both variables have a significant influence. F value, it can be seen that Fcount has a value of 136.034 which is based on 0.000 in another part of Ftable occupying a percentage of 5% and Df at level K = 2 Df2 = (55-2-1), then the calculation containing Ftable is 3.18 and this shows that Fcount $>$ Ftable where $136.034 > 3.18$, then it is understood from the calculation that H0 cannot be accepted while H1 is accepted with the consideration that the independent variable has a simultaneous impact or influence on the dependent variable.

HYPOTHESIS DISCUSSION

1. First Hypothesis

The results of the multiple linear regression analysis produced a regression coefficient of 0.533, while the partial test showed a t-value of 2.881 with a significance level of 0.006 (<0.05). These findings prove that every increase in positive perceptions of price will be followed by an increase in customer satisfaction. In other words, customers not only consider the cheapness or expensiveness of a product, but also assess the suitability between the price paid and the benefits received. This finding is in line with the concept of customer value, which states that satisfaction is formed when customers perceive the benefits obtained are greater or at least commensurate with the sacrifices made. The results of the study also support the research of Muhammad Ghufon and Andrian Haryudi Anas (2024) and George Alexander Syahailatua and Yusuf Maura (2024) who found that price has a positive effect on customer satisfaction in the MSME sector. The similarity of these results indicates that price is a strategic instrument in building customer value perceptions, especially in culinary businesses that target various levels of society.

2. Second Hypothesis

The regression analysis results showed a coefficient of 0.537, while the partial test yielded a t-value of 3.850 with a significance level of 0.000 (<0.05). The slightly larger coefficient value compared to the price variable indicates that product quality contributes more strongly to customer satisfaction. Thus, the better the product quality perceived by customers, the higher the level of satisfaction obtained. These findings are in line with product quality theory, which states that a product's ability to meet or exceed customer expectations will result in satisfaction. The results of this study are also

consistent with research by Yani Susetyo and Siti Nurkhasanah (2023) and Amiruddin et al., who concluded that product quality has a significant influence on consumer satisfaction in the MSME sector. These similar findings indicate that consistent product quality is a factor capable of building customer trust and encouraging repeat purchases.

3. Third Hypothesis

Simultaneous testing shows that price and product quality together have a significant effect on customer satisfaction. The F-test results obtained a value of 136.034 with a significance level of 0.000, while the Adjusted R Square value of 0.833 indicates that 83.3% of the variation in customer satisfaction can be explained by these two variables, while the remainder is influenced by other factors outside the research model.

CONCLUSION

This study aims to analyze the influence of price and product quality on customer satisfaction at Bakwan Andika MSMEs in Sidoarjo. The results show that price and product quality each have a positive and significant influence on customer satisfaction. In addition, both variables are also proven to have a simultaneous influence on customer satisfaction. This finding answers the research problem formulation that customer satisfaction is influenced by the suitability of the offered price and product quality that is able to meet consumer expectations. Thus, competitive prices and consistent product quality are important factors in increasing customer satisfaction at Bakwan Andika MSMEs. Practically, the results of this study provide implications that MSMEs need to maintain a pricing strategy that is in accordance with the value received by customers and maintain consistent product quality, especially taste, to increase satisfaction and maintain customer loyalty. This study has limitations because it only uses two independent variables, namely price and product quality, and is conducted on a single research object with a limited number of respondents. Therefore, further research is recommended to develop the research model by adding other variables that have the potential to influence customer satisfaction and expanding the scope of the research object to obtain more comprehensive results.

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