

Analysis of Price, Promotion and Product Quality on Consumer Satisfaction at Donat Kak Ita MSMEs Medan

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ABSTRACT

The purpose of this study was to determine the effect of product quality, price, and promotion on consumer purchasing interest in Donat Kak Ita MSMEs Medan. The analysis used is associative analysis, this research method is quantitative. The population in this study were consumers who visited the Donat Kak Ita MSMEs Medan with an average of 70 visitors, and this study was conducted for 2 weeks or 14 days so that the population in this study was 980 people. The sampling method in this study used the Nonprobability Sampling method with the Accidental Sampling technique. So the sample using the Slovin formula in this study amounted to 91 respondents. The results obtained from this study indicate that: 1) Price has a partial and significant effect on Purchase Intention, 2) Promotion partially and significantly affects Purchase Intention, 3) Product quality has a partial and significant effect on Purchase Intention, 4) Product Quality, Price, and Promotion simultaneously and significantly influence purchasing interest. The adjusted R square value of 0.399 can be called the coefficient of determination, this means 0.399 (39.9%) Buying Interest can be obtained and explained by Product Quality, Price, and Promotion while the remaining 60.1% is explained by variables outside the model that are not studied.

Keywords: *Price, Promotion, Product Quality, Buying Interest, MSMEs*

INTRODUCTION

Culinary or food products are people's daily basic needs so there will always be a demand for food. This results in a very potential culinary business opportunity. Apart from that, MSMEs in the culinary sector can be started with small capital, even under IDR 1 million. However, this does not mean that starting an MSMEs in the culinary sector is easy. Beginners must first know and master the knowledge, competencies and attitudes needed to become a successful entrepreneur, starting from exploring the right business idea to realizing the business idea and managing it well so that it can develop and survive.

This development is not only due to the development of culinary potential, but is also supported by the information and communication technology sector which has recently begun to develop. Starting from marketing which can be done at a low price using social media, even free via Facebook, Instagram, Whatsapp. Plus support from businesses engaged in food delivery such as Go-Food, Grab food, and other online-based food delivery services. Through assistance from the information and communication technology sector which is increasingly developing in Indonesia, SMEs in the culinary sector can develop their businesses more quickly and it is easier to spread their cuisine widely for promotional purposes. In the past, developing a restaurant or food products provided by culinary MSMEs required a relatively long time when viewed from a marketing perspective, which generally relied on word of mouth promotion.

In this research, the author found that there were several things about Donat Kak Ita Medan that were not optimal so they could influence purchasing decisions, based on

temporary observations, including, There was a decrease in product sales., The price of the product offered was more expensive compared to other competitors., Promotions were Donat Kak Ita Medan is not very attractive and is not held periodically. The product quality of Donat Kak Ita Medan has poor durability.

The objectives of this research are as follows:

- a. Knowing and analyzing prices has a partially positive and significant effect on consumer satisfaction at Donat Kak Ita MSMEs Medan.
- b. Knowing and analyzing promotions has a partial positive and significant effect on consumer satisfaction at Donat Kak Ita MSMEs Medan.
- c. Knowing and analyzing product quality has a partial positive and significant effect on consumer satisfaction at Donat Kak Ita MSMEs Medan.
- d. Knowing and analyzing prices, promotions and product quality simultaneously have a positive and significant effect on consumer satisfaction at Donat Kak Ita MSMEs Medan

The formulation of the problem to be examined in this research is:

- a. Does price have a partial positive and significant effect on consumer satisfaction at Donat Kak Ita MSMEs Medan ?
- b. Does promotion have a partial positive and significant effect on consumer satisfaction at Donat Kak Ita MSMEs Medan ?
- c. Does product quality have a partial positive and significant effect on consumer satisfaction at Donat Kak Ita MSMEs Medan ?
- d. Do price, promotion and product quality simultaneously have a positive and significant effect on consumer satisfaction at Donat Kak Ita MSMEs Medan ?

LITERATURE REVIEW

Consumer Satisfaction

According to Irawan (2008) consumer satisfaction is the result of accumulation of consumers in using products and services. Consumers are satisfied if after purchasing a product and using the product, it turns out the product quality is good, therefore, every new transaction or experience will have an influence on consumer satisfaction.

According to Tjiptono (2016), consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing perceptions of the performance (results) of a product with their expectations. Indrasari (2019:87), consumer satisfaction is the level of someone's feelings after comparing the perceived product performance with their expectations

Price

according to Kotler and Armstrong (2012), in a narrow sense price can be defined as the amount of money charged for a product or service, or it can be defined more broadly as the amount of value that consumers exchange for the benefits of owning and using a product or service that allows the company to make a profit by being paid for the customer value it creates. The definition of price according to Buchari Alma (2015) is that price is

the value of a product in exchange for another product. This value can be seen in barter situations, namely the exchange of goods for goods. Nowadays our economy no longer barter, but uses money as a measure called price

Promotion

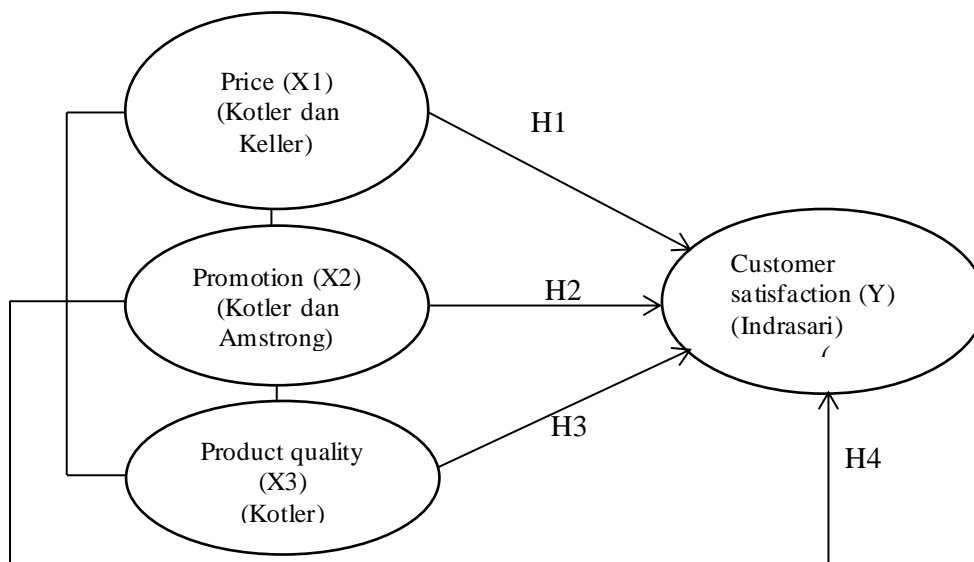
According to Kotler (2012) promotion is an effort carried out by marketers, communicating with potential audiences, communication is the process of sharing ideas, information or feelings of the audience.

According to Alma (2014), promotion is a form of marketing communication, which is a marketing activity that seeks 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.

Product quality

According to Kotler and Keller (2012) product quality is the ability of a product to carry out its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes.

According to Fandy Tjiptono (2015), from a marketer's perspective, product quality is everything that a producer can offer to be noticed, requested, sought, purchased, used and consumed by the market to fulfill the needs or desires of the relevant market.



RESEARCH METHOD

The type of research studied is descriptive with quantitative data, This is Study done in Donat Kak Ita MSMEs which is located at Jl. Meteorology II No. 17 Medan which will be held from April 2023 to June 2023

Operational Variables

Variable	Definition	Indicator	Scale
Price (X1)	Price is as an amount of money billed for something product or service. (Kotler and Armstrong, 2012).	1. Affordability 2. Prices according to capabilities or price competitiveness 3. Price compatibility with benefit (Kotler and Armstrong, 2012).	Likert Scale
Promotion (X2)	Promotion is an effort carried out by marketers, communicate with candidates audience, communication is the process of sharing ideas, information or audience feelings. (Kotler, 2012).	1. <i>Advertising</i> (advertising) 2. <i>Sales promotion</i> (promotion sale) 3. <i>Personal selling</i> (sale individual) 4. <i>Public relations</i> (connection public) 5. <i>Direct marketing</i> (sale direct) (Kotler, 2012)	Likert Scale
Product Quality (X3)	Product quality is capabilities of a product in moving its function, that is including overall durability, reliability, accuracy, convenience operation and repair products are also product attributes other. (Kotler and Keller, 2012).	1. Form (form) 2. Customization 3. Quality of conformity (<i>conformance quality</i>) 4. Durability 5. Design (design) (Kotler and Keller, 2012)	Likert Scale
Consumer Satisfaction (Y)	Consumer Satisfaction is behavior consumer where consumer have deep desires choose and consume something product. (Kotler in Abzari, et al, 2014).	1. Transactional interest 2. Referential interest 3. Preferential interest 4. Exploratory interest 5. Exploratory interest (Kotler in Abzari, et al, 2014).	Likert Scale

The population in this study were consumers who purchased Donat K Ita Medan MSMEs products with an average of 70 visitors per day, and this research was conducted for 2 weeks or 14 days. So the population in this study was 70 people x 14 days = 980 people.

According to Manullang & Pakpahan (2014) the sample is part of the population which is expected to represent the research population. Sampling was taken using accidental sampling, namely by looking for the subjects being studied. Subjects who happened to meet at the time of data collection and were suitable for research were used as samples. Samples were taken based on consumers who purchased Donat K Ita Medan MSMEs products. The sample for this study was calculated using the Slovin formula, totaling 91 people.

Collection method data used in this research are as follows, Interview or interview is a research method carried out by the author directly by holding verbal questions and answers to tourists regarding what the manager does in an effort to develop tourist attractions. Questionnaires are a data collection technique used by giving a set of questions or written statements to the respondent to answer, this research documentation is carried out by obtaining reports and other documents that are closely related to the research object and reading literature as a theoretical basis which will be used as a theoretical basis in writing the thesis, Observation, namely data collection carried out by directly reviewing or visiting companies related to the research, to record information related to the problem being studied.

RESULTS AND ANALYSIS

1. Validity Test

Based on SPSS calculations, all statement items in the independent variable are valid, because the calculated r value of all existing statements shows a number > the r table value (0.30). The Cronbach's Alpha value is 0.699 for price, 0.773 for promotion, 0.756 for product quality, 0.807 for satisfaction consumer. Means Cronbach's Alpha > 0.6 which shows that all statements for the independent variables (X1,X2,X3,X4) are reliable

Based on the results of multiple regression analysis with SPSS, the following regression equation formula is obtained

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	-,881	2,788
	Price	,327	,111
	Promotion	,546	,131
	Product quality	,245	,102

- a. If everything in the independent variables is considered zero then Consumer Satisfaction (Y) is 0.881.
- b. If there is an increase in price of 1, then Consumer Satisfaction (Y) will increase by 0.327.
- c. If there is an increase in promotion of 1, then Consumer Satisfaction (Y) will increase by 0.546.
- d. If there is an increase in product quality 1, then Consumer Satisfaction (Y) will increase by 0.245.

	Model	Q	Sig.
1	(Constant)	-,316	,753
	Price	2,960	,004
	Promotion	4,163	,000
	Product quality	2,414	,018

Based on the table, it can be seen that the independent variable numbers influence the dependent variable.

Decision making criteria:

Accept Ho (reject Ha) if $t_{count} < t_{table}$ or $Sig\ t > \alpha\ 5\%$.

Reject Ho (accept Ha) if $t_{count} > t_{table}$ or $Sig\ t < \alpha\ 5\%$.

1. The Effect of Price on Consumer Satisfaction

The calculated t value for Price is $2.960 > 1.98761$ ($nk = 91-4 = 87$ at 5%) and is significant $0.004 < 0.05$, so that Ha is accepted and Ho is rejected, then Price partially has a positive and significant effect on Consumer Satisfaction. The previous hypothesis (H2) was accepted.

2. The Effect of Promotion on Consumer Satisfaction

The calculated t value of Promotion is $4.163 > 1.98761$ ($nk = 91-4 = 87$ at 5%) and is significant $0.000 < 0.05$, so that Ha is accepted and Ho is rejected, then Promotion partially has a positive and significant effect on Consumer Satisfaction. The previous hypothesis (H3) was accepted.

3. The Influence of Product Quality on Consumer Satisfaction

The calculated t value for Product Quality is $2.414 > 1.98761$ ($nk = 91-4 = 87$ at 5%) and is significant $0.018 < 0.05$, so that Ha is accepted and Ho is rejected, then Product Quality partially has a positive and significant effect on Consumer Satisfaction . The previous hypothesis (H1) was accepted.

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	310,621	3	103,540	19,225	,000b
	Residual	468,566	87	5,386		
	Total	779,187	90			

Based on the table, it can be seen that the F test produces $F_{count}\ 19,225 > F_{table}\ 2.71$ ($nk-1$ at $k = 91-3-1 = 87$ at 3) so that Ha is accepted and Ho is rejected, meaning that price, promotion and product quality influence satisfaction. Consumer. So the previous hypothesis (H4) is accepted.

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,631a	,399	,378	2,321

From the table it can be seen that the Adjusted R square value of 0.399 can be called the coefficient of determination, this means that 0.399 (39.9%) of Consumer Satisfaction can be obtained and explained by, Price, Promotion and Product Quality while the remaining 60.1% is explained by variables outside the model which was not researched.

Discussion of Research Results

1. The Effect of Price on Consumer Satisfaction

The results of the research show that price has a positive and significant effect on consumer satisfaction with Donat Kak Ita Medan. With a calculated t value for Product Quality of $2.960 > 1.98761$ ($nk = 91 - 4 = 87$ at 5%) and a significant $0.004 < 0.05$, so that H_a is accepted and H_o is rejected, then Price partially has a positive and significant effect on Consumer Satisfaction . The previous hypothesis (H2) was accepted. The results of this research are in accordance with Firdaus' (2020) research, where price has a positive and significant effect on consumer satisfaction. The positive and significant influence on Consumer Satisfaction shows that every increase in price will result in an increase in consumer decisions to make purchases at Donat Kak Ita. Thus, if Kak Ita Donats wants to increase consumer satisfaction, it is very necessary to pay attention to the price increase factor by improving what is still lacking and improving what is already good to be even better.

2. The Effect of Promotion on Consumer Satisfaction

The results of the research show that Promotion has a positive and significant effect on Consumer Satisfaction of Donat Kak Ita Medan. With a calculated t value for Promotion of $4.163 > 1.98761$ ($nk = 91 - 4 = 87$ at 5%) and a significant value of $0.000 < 0.05$, so that H_a is accepted and H_o is rejected, then Promotion partially has a positive and significant effect on Consumer Satisfaction. The previous hypothesis (H3) was accepted. The results of this research are in accordance with research by Firdaus (2020) which states that promotions have a positive and significant effect on consumer satisfaction. This means that frequent promotions will attract consumer satisfaction and consumers to buy Kak Ita Donat products. Promotion has a positive effect on Consumer Satisfaction, this means that if promotions increase, Consumer Satisfaction will also increase.

3. The Influence of Product Quality on Consumer Satisfaction

The results of the research show that product quality has a positive and significant effect on consumer satisfaction with Donat Kak Ita Medan . With a calculated t value for Product Quality of $2.414 > 1.98761$ ($nk = 91-4 = 87$ at 5%) and a significant $0.018 < 0.05$, so that H_a is accepted and H_o is rejected, then Product Quality partially has a positive and significant effect on Satisfaction Consumer. The previous hypothesis (H1) was accepted. The results of this research are in accordance with research by Firdaus (2020) which states that product quality has a positive and significant effect on consumer satisfaction. This shows that consumer satisfaction can be influenced by the quality of the products produced by Donat Kak Ita. Thus, if Donat Kak Ita wants to increase consumer satisfaction, it is very necessary to pay attention to the factor of improving product quality by improving what is still lacking and improving what is already good.

4. The Influence of Price, Promotion and Product Quality on Consumer Satisfaction

The research results show that product quality, price and promotion have a positive and significant effect on consumer satisfaction with Donat Kak Ita Medan consumers. This can be seen from the F test which produces F count $19,225 > F$ table 2.71 ($nk-1$ at $k = 91-3-1 = 87$ at 3) so that H_a is accepted and H_o is rejected, meaning that product quality, price and promotion have an effect on Consumer Satisfaction. So the previous hypothesis (H4) is accepted. Consumer Satisfaction is consumer behavior to have a desired product. Consumer Satisfaction will arise if a consumer has been influenced by the quality, quantity and price offered of the product and information about the product. The results of this research are in accordance with research by Firdaus (2020) which states that price, product quality and promotion have a positive and significant effect on consumer satisfaction.

CONCLUSION

Based on data analysis and discussion of research results regarding Price Analysis, Promotion and Product Quality on Consumer Satisfaction of Kak Ita Medan Donat Consumers. So several conclusions can be drawn as follows:

1. Price partially has a positive and significant effect on Consumer Satisfaction of Kak Donat Ita Medan.
2. Promotion partially has a positive and significant effect on Consumer Satisfaction of Donat Kak Ita Medan.
3. Product Quality partially has a positive and significant effect on Consumer Satisfaction of Donat Kak Ita Medan.
4. Price, Promotion and Product Quality simultaneously have a positive and significant effect on Consumer Satisfaction of Donat Kak Ita Medan.
5. The coefficient of determination in this research is 0.399, which means that 39.9% of consumer satisfaction can be obtained and explained through product quality, price and promotion. Meanwhile, the remaining $100\% - 39.9\% = 60.1\%$ is explained by other factors or variables that were not examined in the research.

Suggestion

Based on the results of the research and discussion and conclusions that have been put forward, the author provides several suggestions that can be used as input for Donat Kak Ita Medan, namely as follows:

1. It is recommended that the price of Donat K Ita MSMEs products be in accordance with the quality of the product provided so that consumers do not feel disadvantaged
2. Donat Kak Ita MSMEs should use targeted media for promotion and do it periodically.
3. It is recommended that the quality of the products sold by Donat Kak Ita MSMEs be improved by having a more attractive appearance, having good durability and having many variations.

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