



UDC 332

THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE TOWARDS CUSTOMER SATISFACTION AT TABANAN TOURISM VILLAGE

Ribek Pande Ketut*, Mirayani Luh Putri Mas, Permadi I Komang Oka

University of Mahasaraswati Denpasar, Indonesia

*E-mail: pandeketutribek@unmas.ac.id

ABSTRACT

The competition in the culinary business world is growing rapidly in the era of globalization; this is marked by the increasing competition becoming a challenge for business people in marketing to meet the needs and desires of consumers. The purpose of this study is to determine the analysis of the influence of product quality, service quality and price on consumer satisfaction in Bali Tourism Villages. This study is a quantitative study with a population of consumers in Tourism Villages whose number has yet to be known for sure. The research sample used a purposive sampling method and was calculated using the Lemeshow formula; the number of samples was 100 respondents. The results of the study showed that product quality, service quality, and price had a positive and significant effect on consumer satisfaction in Bali Tourism Villages. The findings of this study are unique product innovations in terms of appearance, taste, and packaging.

KEY WORDS

Product quality, service quality, price, consumer satisfaction.

The development of the culinary business world is growing rapidly in line with the development of the globalization era, this is marked by the increasing level of business competition becoming a challenge for business actors in marketing the products they offer in order to meet consumer needs and desires. The many activities in this modern era cause people to no longer have time to make their own food at home so they choose to buy fast food. Product quality is a determining factor in the success of a company that can be judged by a brand in carrying out its functions. When a company provides product quality that is in accordance with desires and expectations, consumers feel satisfied and make repeat purchases of the product. The results of research from Pandesia and Sumarauw (2017), Wijaya (2017), and Novrianda (2018) show that product quality has a positive and significant effect on consumer satisfaction. Different research results from Irawati and Welsa (2017) and Bansaleng and Tampenawas (2021) show that product quality does not have a positive and significant effect on consumer satisfaction. Providing the best service to consumers is a benchmark for a company's success. Success in providing quality service makes the company one step ahead of its competitors. Service quality is also one of the main keys to providing customer satisfaction. Good service also affects the price paid by consumers. The results of research from Sari and Setiyowati (2017), Handoko (2017), and Gofur (2019) show that service quality has a positive and significant effect on customer satisfaction. Different research results from Ibrahim and Thawil (2019) and Tresiya and Subagyo (2019) show that service quality has a negative effect on customer satisfaction. Price is also one of the most important things in running a business, pricing greatly affects whether consumers are satisfied or dissatisfied in buying a product. A cheap price in accordance with the value of the product offered will make consumers interested in buying a product and create satisfaction. The results of research from Bulan (2017), Sudirman and Pinem (2020), and Sudaryana (2020) show that price has a positive and significant effect on customer satisfaction. Different research results from Setyo (2017) and Firmansyah and Mochklas (2018) show that price does not have a positive or significant effect on customer satisfaction. In this study, the researcher took the Tabanan Bali Tourism Village. Where the Tabanan Bali Tourism Village is a type of culinary business that sells various traditional Balinese specialties. Based on consumer reviews of the Tabanan Bali Tourism Village via social media, there are still



shortcomings, such as product quality, product quality in the Tabanan Bali Tourism Village still needs to be improved, food taste, traditional drink appearance, and service is not fast enough. Based on this background, the problems in this study are as follows: 1) how does product quality affect consumer satisfaction in the Tabanan Bali Tourism Village? 2) how does service quality affect consumer satisfaction in the Tabanan Bali Tourism Village? 3) how does price affect consumer satisfaction in the Tabanan Bali Tourism Village? Research objectives: 1) To determine the effect of product quality, service quality, and price on consumer satisfaction in the Tabanan Bali Tourism Village.

LITERATURE REVIEW

According to Kotler and Amstrong (2008:272), product quality is a characteristic of a product or service that depends on the ability to satisfy stated or implied customer needs.

Good service quality will be one of the requirements for success in a company. Service quality that is in accordance with consumer expectations will create satisfaction for the consumer. According to Nasution (2014:47), service quality is the level of excellence expected and control over the level of excellence to meet customer desires.

Price is the amount of compensation (money or goods, if possible) needed and spent to obtain a combination of goods or services. According to Kotler and Armstrong (2016:324), price is the amount of money spent to obtain a product or service or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service.

According to Kotler and Keller (2014:177), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected performance (results) of a service to the expected performance. Consumer satisfaction is one of the keys to a company's success in offering its products or services.

The research concept is a logical relationship between the theoretical basis and empirical studies explained in the previous section. Based on the formulation of the problem with the framework of thought, in this study, the independent variables are product quality, service quality, and price, while the dependent variable is consumer satisfaction.

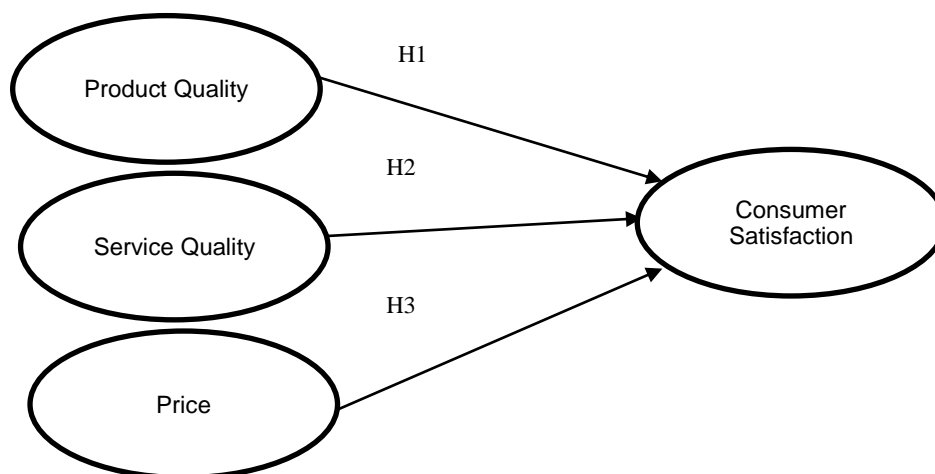


Figure 1 – Research Concept Framework

Hypothesis:

- H1: Product quality has a positive and significant effect on consumer satisfaction in Tabanan Bali Tourism Village;
- H2: Service quality has a positive and significant effect on consumer satisfaction in Tabanan Bali Tourism Village;
- H3: Price has a positive and significant effect on consumer satisfaction in Tabanan Bali Tourism Village.



METHODS OF RESEARCH

This research was conducted in Tabanan Bali Tourism Village located in Tajen Marga Tabanan Village. This location is a cool and green location passed by public transportation to the Jati Luwih Village Destination. In this study, the objects of research are product quality, service quality, price and consumer satisfaction in Tabanan Bali Tourism Village. Product quality is the diversity of a menu with quality taste and cleanliness of food provided to consumers by Tabanan Bali Tourism Village. The indicators used are Freshness, Presentation, Taste, and Innovative food. According to Nasution (2014:47), service quality is the level of excellence expected and control over the level of excellence to meet customer desires. Tabanan Bali Tourism Village guarantees good and appropriate service quality up to the work equipment needed by employees. The indicators used are Reliability, Responsiveness, Assurance, Empathy, and Tangibles. Price is the amount of money spent by consumers to buy a product in Tabanan Bali Tourism Village that is in accordance with the quality and benefits of the product provided. The indicators used are Affordability, Suitability of price with product quality, Suitability of price with benefits, and Price according to ability or price competitiveness. Consumer satisfaction is a feeling of pleasure for a product that has been consumed or obtained so that consumers will make repeat purchases of products in Tabanan Bali Tourism Village.

The indicators used are Performance and Expectations. The population in this study were all consumers of Tabanan Bali Tourism Village whose number needed to be known with certainty. The technique used by researchers in selecting samples was non-probability sampling. One technique in non-probability sampling is purposive sampling. The number of samples using the Lemeshow formula, so the number of samples in this study was rounded to 100 respondents. The data analysis technique used SPSS Version 25.0 for Windows. The data analysis techniques used in this study were descriptive analysis, classical assumptions (normality, multicollinearity, and heteroscedasticity tests), multiple linear regression analysis, model fit test (f-test), coefficient of determination test, and hypothesis test (t-test).

RESULTS AND DISCUSSION

The results of the normality test obtained using the Kolmogorov-Smirnov test showed a significance value of $0.161 > 0.05$, so it can be said that the regression model used is normally distributed.

Table 1 – Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.09185594
Most Extreme Differences	Absolute		.076
	Positive		.076
	Negative		-.046
Test Statistic			.076
Asymp. Sig. (2-tailed)			.161 ^c

Source: Processed data.

Table 2 – Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.453	1.415		1.027	.307		
Product Quality	.174	.057	.179	3.045	.003	.985	1.015
Service Quality	.058	.019	.184	3.031	.003	.925	1.081
Price	.519	.044	.710	11.661	.000	.919	1.088

a. Dependent Variable: Customer Satisfaction

Source: Processed data.



Based on Table 2 above shows that the tolerance value of the product quality, service quality, and price variables is > 0.10 and the VIF value ≤ 10, so it can be concluded that there is no multicollinearity symptom between the independent variables in the regression model.

Table 3 – Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.181	.885		.205	.838
	Product Quality	-.012	.036	-.033	-.323	.747
	Service Quality	.010	.012	.092	.875	.384
	Price	.015	.028	.059	.555	.580

a. Dependent Variable: ABSRES

Source: Processed data.

Based on Table 3 above shows that all variables of product quality, service quality, and price have significance values, namely: 0.747, 0.384, and 0.580, indicating that the significance value is > 0.05; it can be concluded that there are no symptoms of heteroscedasticity.

Table 4 – Summary of Research Results of Multiple Linear Regression Analysis

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	1,453	1,415		1,027	0,307
Product Quality	0,174	0,057	0,179	3,045	0,003
Service Quality	0,058	0,019	0,184	3,031	0,003
Price	0,516	0,044	0,710	11,661	0,000
R					0,821
R Square					0,673
Adjusted R Square					0,663
F Statistic					65,963
Significance					0,000

Source: Processed data.

Based on Table 4, the summary of research results of multiple linear regression analysis are:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 1,453 + 0,174X_1 + 0,058X_2 + 0,516X_3$$

Based on the values of α , β_1 , β_2 , and β_3 , the multiple linear regression line equation between product quality, service quality, and price on consumer satisfaction provides information that:

- $\alpha=1.453$, which means that if the value of product quality, service quality, and price remains constant, then the consumer satisfaction value is 1.453;
- $\beta_1= 0.174$; this means that an increase will follow an increase in the product quality score (X_1) in the consumer satisfaction value (Y) of 0.174;
- $B_2= 0.058$; this means that an increase will follow an increase in the service quality score (X_2) in the consumer satisfaction value (Y) of 0.058;
- $\beta_3= 3=0.516$; this means that an increase in the price score (X_3) will follow an increase in the consumer satisfaction value (Y) of 0.516.

The results of the F test in Table 4 show that the F count value is 65.963 with a sig. Value of 0.000, which is smaller than 0.05. This means that there is a simultaneous influence of the variables of product quality, service quality, and price on consumer satisfaction in the Tabanan Bali Tourism Village. The coefficient of determination aims to determine the ability of the model to explain the variation of the dependent variable; the value of the coefficient of



determination is between zero and one (Ghozali, 2016, p. 48). Based on Table 4 above, the Adjusted R² value is 0.663. Thus, the magnitude of the influence of product quality, service quality, and price on consumer satisfaction in the Tabanan Bali Tourism Village is 66.3%, while the remaining 100% - 66.3% = 33.7% is influenced by other factors that are not studied. The results of the t-test of product quality, service quality, and price on consumer satisfaction in Tabanan Bali Tourism Village in Table 4 show that:

The effect of product quality on consumer satisfaction in Tabanan Bali Tourism Village shows a t-value of 3.045 and a significant value of the t-test of 0.003, which is smaller than 0.05, so it can be concluded that product quality has a positive and significant effect on consumer satisfaction in Tabanan Bali Tourism Village, so the first hypothesis (H1) is accepted.

The effect of service quality on consumer satisfaction in Tabanan Bali Tourism Village shows a t-value of 3.031 and a significant value of the t-test of 0.003, which is smaller than 0.05. Thus, it can be concluded that service quality has a positive and significant effect on consumer satisfaction in Tabanan Bali Tourism Village, so the second hypothesis (H2) is accepted.

The effect of price on consumer satisfaction in Tabanan Bali Tourism Village shows a t-value of 11.661 and a significant value of the t-test of 0.000, which is smaller than 0.05. Thus, it can be concluded that price has a positive and significant effect on consumer satisfaction in Tabanan Bali Tourism Village, so the third hypothesis (H3) is accepted.

Product quality has a positive effect on products and a significant effect on consumer satisfaction in Tabanan Bali Tourism Village. This shows that the better the product quality in Tabanan Bali Tourism Village, the higher the consumer satisfaction will be. Product quality greatly influences consumer satisfaction because the products offered will make consumers express feelings of happiness or disappointment after consuming or using the product. If the product is considered satisfactory or there is an expression of happiness after consuming or using the product, they will make repeat purchases.

The results of this study are supported by research from Sari et al. (2019), Aditia et al. (2020), and Mirza et al. (2020), which show that product quality has a positive and significant effect on consumer satisfaction. This means that if the product is considered satisfactory or there is an expression of happiness after consuming or using the product, they will make repeat purchases because consumers are satisfied with the product.

Service quality has a positive and significant effect on consumer satisfaction in Tabanan Bali Tourism Village. This shows that the better the quality of service provided, the higher the consumer satisfaction. Providing the best service to consumers is a measure of a company's success. Success in providing quality service makes the company one step ahead of its competitors. Service quality is also one of the main keys to providing customer satisfaction.

The results of this study are supported by research from Lesmana (2019), Haryoko et al. (2020), and Aswad et al. (2018), which showed that the service quality variable has a positive and significant effect both partially between the service quality variable and customer satisfaction, meaning that the higher the quality of service, the higher the customer satisfaction.

Price has a positive and significant effect on customer satisfaction in Tabanan Tourism Village, Bali. Where in this study, the price variable is the most dominant variable influencing customer satisfaction. This shows that the more appropriate the price interpreted by consumers, the higher the customer satisfaction in Tabanan Tourism Village, Bali. In making purchasing decisions, consumers will consider things related to the price to be purchased. From the consumer's point of view, if the goods or services purchased by consumers are felt to be in accordance with the benefits received, consumers will assume that the goods or services have value so that they can satisfy them.

The results of this study are supported by research from Krisdayanto (2018), Khairani (2019), Linardi (2019), and Nashrullah et al. (2020), which showed that price has a positive and significant effect on consumer satisfaction. A slight change in price will have a big effect on consumer satisfaction.



CONCLUSION

Product quality has a positive and significant effect on consumer satisfaction in Tabanan Bali Tourism Village. Service quality has a positive and significant effect on consumer satisfaction in Tabanan Bali Tourism Village. Price has a positive and significant effect on consumer satisfaction in Tabanan Bali Tourism Village. In this study, the price variable is the most dominant variable influencing consumer satisfaction. The limitations of this study are that the number of variables used is limited to product quality, service quality, and price. There are still many other variables that can contribute to consumer satisfaction. Suggestions that can be given to the management of Tabanan Bali Tourism Village are always to improve the quality of the products offered to consumers, such as having to vary the existing menu so that consumers feel satisfied because they have many choices of menu flavors. It is necessary to improve the quality of its service by responding responsively to consumer complaints and maintaining the quality of employee service by mastering the information on the menu sold at Tabanan Bali Tourism Village. The leadership of Tabanan Bali Tourism Village should offer prices that are in accordance with the quality of the products provided so that consumers feel happy enjoying the products at Tabanan Bali Tourism Village. For further researchers, it is hoped that they can add other variables outside of the research and conduct replications in different industries that affect consumer satisfaction.

REFERENCES

1. Aditia, A. R. R., Wadud, M., dan DP, M. K. 2020. Pengaruh Kualitas Produk Terhadap Kepuasan Konsumen Sepeda Motor NMAX pada PT Yamaha A. Rivai Palembang. *Jurnal Nasional Manajemen Pemasaran & SDM* (Vol. 1, No. 1, pp. 23-37).
2. Aswad, S., Realize, R., dan Wangdra, R. 2018. Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pengguna Air Bersih Masyarakat Kampung Air Batam Center. *JIM UPB (Jurnal Ilmiah Manajemen Universitas Putera Batam)* (Vol. 6, No. 2, pp. 77-85).
3. Bansaleng, J. M., Sepang, J. L., & Tampenawas, J. L. 2021. Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Harga Produk Terhadap Kepuasan Konsumen Pengguna Kartu XL Di Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 9(3).
4. Bulan, T. P. L. 2017. Pengaruh Diversifikasi Produk Dan Harga Terhadap Kepuasan Konsumen Pada Juragan Jasmine Langsa. *Jurnal Manajemen dan Keuangan* (Vol. 6, No.1, pp. 679-687).
5. Firmansyah, M. A., & Mochklas, M. 2018. Analisa Strategi Produk, Harga, Promosi Dan Tempat Terhadap Kepuasan Pelanggan Warung Giras Di Surabaya. *Jurnal Eksekutif* (Vol.15, No.1, pp. 281-295).
6. Gofur, A. 2019. Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT* (Vol. 4, No.1, pp. 37-44).
7. Haryoko, U. B., Pasaribu, V. L. D., dan Ardiyansyah, A. 2020. Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Firman Dekorasi (Wedding Organizer). *Point*, 2(1).
8. Handoko, B. 2017. Pengaruh Promosi, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Titipan Kilat JNE Medan. *Jurnal Ilmiah Manajemen dan Bisnis* (Vol.18, No.1, pp.61-72).
9. Irawati, N., & Welsa, H. 2017. Pengaruh Desain dan Kualitas Produk terhadap Kepuasan Konsumen melalui Kepuasan Pembelian Laptop Asus. *Manajemen Dewantara* (Vol.1, No.1 pp. 9-20).
10. Ibrahim, M., & Thawil, S. M. 2019. Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT* (Vol.4, No.1, pp. 175-182).
11. Khairani, R., Siregar, C. A., Hutabalin, R. H., dan Karolina, I. I. 2019. Pengaruh Harga



- Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada PT. Matahari Putera Prima (Hypermart). *Jurnal Manajemen* (Vol. 5, No. 2, pp. 129-136).
12. Kotler, P., dan Armstrong, G. (2008). *Prinsip-Prinsip Pemasaran*. Edisi Keduabelas. Jilid 1. Jakarta: Penerbit Erlangga.
 13. Kotler, P., dan Keller, K. L. 2014. *Manajemen Pemasaran*. Edisi Ketigabelas. Jilid I. Jakarta: Erlangga.
 14. Linardi, R. (2019). Pengaruh Kualitas Produk, Kualitas Layanan dan Harga terhadap Kepuasan Konsumen pada Bisnis Online Shop RI_watch. *Agora*, 7(1).
 15. Lesmana, R. 2019. Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pt. Radekatama Piranti Nusa. *Jurnal Pemasaran Kompetitif* (Vol. 2, No. 2, pp. 115-129).
 16. Lemeshow, 1997. *Besar Sampel Dalam Penelitian Kesehatan*, Yogyakarta, UGM
 17. Mirza, D. F., Calvin, C., Damanik, E. J., Susanto, D., Jessica, J., & Lim, M. 2020. Pengaruh Kualitas Produk, Harga, Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Produk Rubberwood s4s, Rubberwood Finger Joint Block, Rubberwood Laminated Block, Vacum, Dan Klindry Pada PT. Agung Berkat Bintatar Abadi. *Warta Dharmawangsa* (Vol. 14, No. 2, pp. 231-239).
 18. Nashrullah, R., Yudianto, A., & Nurpratama, M. 2020. Pengaruh Harga Terhadap Kepuasan Konsumen Motor Pada KSU Anugrah Rezeki Jatibarang Indramayu. *Jurnal Indonesia Sosial Sains*, (Vol. 1, No. 5, pp. 458-474).
 19. Novrianda, H. 2018. Analisis Pengaruh Kualitas Produk, Kualitas Layanan, Dan Harga Terhadap Kepuasan Konsumen. *Performance: Jurnal Personalia, Financial, Operasional, Marketing Dan Sistem Informasi* (Vol. 25, No.2 pp.28-35).
 20. Pandesia, A. E., Saerang, I. S., & Sumarauw, J. S. 2017. Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Kepuasan Konsumen Pada Perumahan Griya Paniki Indah Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi* (Vol. 5, No. 2 pp.1315-1326).
 21. Sari, R. M., dan Kurnia, E. 2018. Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen Pada PT. Tuntungan Indah Lestari Raya Medan. In *Seminar Nasional Royal (SENAR)* (Vol. 1, No. 1, pp. 451-454).
 22. Sudirman, A., Halim, F., & Pinem, R. J. 2020. Kepercayaan Sebagai Pemediasi Dampak Citra Merek dan Harga Terhadap Kepuasan Konsumen Gojek. *Jurnal Pemasaran Kompetitif* (Vol.3, No.3, pp. 66-76).
 23. Sudaryana, Y. (2020). Pengaruh Kualitas Pelayanan, Kepercayaan Dan Harga Terhadap Kepuasan Konsumen Pada Kantor Pos Indonesia (Persero) Kota Tangerang. *Journal of Management Review* (Vol.4, No.1, pp.447-455).
 24. Setyo, P. E. 2017. Pengaruh Kualitas Produk dan Harga Terhadap Kepuasan Konsumen Best Autoworks. *Jurnal Manajemen dan Start-Up Bisnis* (Vol. 1, No. 16, pp.755-764).
 25. Sari, N., & Setiyowati, S. 2017. Pengaruh Keragaman Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen di PB Swalayan Metro. *Jurnal Manajemen Magister Darmajaya* (Vol. 3, No.2, pp.186-199).
 26. Vroom, Victor H. 1964. *Work and Motivation*. New York: John Wiley & Sons.
 27. Wijaya, C. V. (2017). Pengaruh Harga, Kualitas Pelayanan Dan Kualitas Produk Terhadap Kepuasan Konsumen Depot Madiun Masakan Khas Bu Rudy. *Agora*, 5(1).