THE EFFECT OF PRODUCT QUALITY AND PRICE PERCEPTION ON CUSTOMER SATISFACTION ON SOMETHINC PRODUCTS

Bani Zamzami
Economy Faculty, **bani_zamzami@staff.gunadarma.ac.id** Gunadarma University

ABSTRACT
This study used primary data and the method of data collection was done through distributing questionnaires to 100 respondents. The data collection technique used is probability sampling with a simple random sampling method. In this study, the sample taken is all consumers in Indonesia who buy and use SomeThinc products. To find out between variables, the authors use analytical tools such as Likert scale, validity test, reliability test, classical assumption test, multiple linear regression analysis, F test, T test and coefficient of determination test. Testing this research using computer software, namely SPSS Version 25. The results of this study indicate that product quality and price perception variables have a partial effect on consumer satisfaction with SomeThinc products. In addition, the variables of product quality and price perception have a simultaneous effect on consumer satisfaction with SomeThinc's products.
Keywords*: The Influence of Price, Product Quality, Consumer Satisfaction, SomeThin Products, SomeThinc Skin Care*

1. INTRODUCTION

Since the Covid-19 pandemic hit, human activities have become limited. All activities are carried out from home, such as schools being online (online), workers working from home (work from home) and shopping through an online system (e-commerce) to prevent the transmission of Covid19. So that many people make the best use of their time, such as taking care of themselves.

Broadly speaking, skin care is categorized into two, namely internal care and external care. Treatment from within, for example, drinking lots of water, consuming vegetables and fruit, exercising regularly and sleeping well regular. And external skin care such as bathing twice a day, often using bath scrubs and skin care. Skin care is a series of facial/body skin care that can make facial/body skin healthy, beautiful and beautiful. Healthy, beautiful and beautiful is a unity of things that complement each other. Don't expect to get healthy, beautiful and beautiful skin if you don't live a healthy life. Healthy, beautiful and beautiful skin reflects a healthy life in everyday life. Basically, skin care can be covered with 3M, namely Cleansing, Repairing and Moisturizing.

As discussed earlier, that skin care is skin care that humans need. Currently skin care products are a major need, not only women who need skin care, men also need it. In order to beautify, beautify or improve the texture of damaged facial skin so that it can create a sense of confidence in a community or environment. Now the presence of local products is starting to be considered by Indonesian consumers. Every brand always presents a quality product. One of them is SomeThinc products. SomeThinc is a local product that produces skin care with very high international standards.

SomeThinc products are produced by PT Royal Pesona Indonesia. It was founded in March 2019 and was very enthusiastically welcomed by Indonesian citizens. This SomeThinc product belongs to Irene Ursula. Irene founded Somethinc starting from a friend who was looking for quality skin care, Halal certified and all Somethinc products have been registered with the Food and Drug Supervisory Agency (BPOM). Not only skin care, Somethinc also has some of the latest make-up launched such as Superstar Eyeshadow, Dolcevita Face Palette, Brow Wiz, Forever Stay Eyeliner and Copy Paste Breathable Cushion.

1.1 Research Hypothesis

In this research, the following hypothesis is proposed:

Ha 1: Product quality has an effect on consumer satisfaction.
H0 1: Product quality has no effect on consumer satisfaction.
Ha 2: Price Perception has an effect on consumer satisfaction.
H0 2: Price Perception has no effect on consumer satisfaction.
Ha 3: Product Quality and Price Perception have an effect on consumer satisfaction.
H0 3: Product Quality and Price Perception have no effect on consumer satisfaction.

2.   LITERATURE REVIEW
2.1   Customer Trust
Trust is a characteristic that is determined by factors of uncertainty, instability, and dependence. Trust is defined as a dimension of a relationship that determines the degree to which one party feels he can trust the integrity of the promise offered by the other party (Sam and Tahir 2018). Objects can be products, people, companies, and everything, which a person has beliefs and attitudes. Indicators of customer trust: Reliability (promised service), Concern (Solutions provided by the company), Credibility (Honesty of the company).

2.2   Customer Satisfaction
The definition of customer satisfaction according to Kotler (2014: 150) is:
Feelings of pleasure or disappointment that arise after comparing performance (outcome) of the product considered against the performance (or result) that expected From this definition, it can be said that if the product performance is not appropriate with the expectations of hotel guests and if the expectations are set too low, then the hotel guest will feel dissatisfied and end up disappointed, if the performance in accordance with expectations, hotel guests will feel satisfied, but if performance product exceeds expectations, then hotel guests will feel happy and very happy satisfied. While the definition of customer satisfaction formulated by Richard Oliver (Barnes, 2003: 64) are: Satisfaction is the customer's response to the fulfillment of his needs. It means the assessment that a form of privilege of a goods or services or the goods/services themselves, provide a level of comfort associated with meeting a need, including fulfillment of needs below expectations or fulfillment of needs exceed customer expectations.

3.   RESEARCH METHODS
This study uses quantitative data to test hypotheses through data collection, namely analyzing the effect of product quality and price perceptions on consumer satisfaction.

3.1   Research Subject
The subjects in this study are the people who are the source who can provide data that is in accordance with the problem under study. The subject of this research is the Consumer of SomeThinc Products.

3.2   Population and Sample
The population in this study is not known with certainty so to calculate the number of samples in this study using the Rao Purba formula. And a sample of 100 respondents was distributed to consumers of SomeThinc products.

3.3   Data Types and Sources
This type of research is quantitative data. And the source of data in this study using primary data and collecting data using a questionnaire about product quality and price perceptions of consumer satisfaction on SomeThinc products. Questionnaires were distributed to consumers who purchased and used SomeThinc's products.

3.4   Method of collecting data
In this study, the data collection method used primary data, which means by distributing questionnaires using google form. Questionnaire is a method of collecting data by giving written questions to consumers who buy and use SomeThinc products to be answered.

3.5   Data Analysis Tools
This research uses analytical tools including instrument test, classical assumption test, multiple linear regression analysis, hypothesis test and coefficient of determination test. Testing this research using computer software, namely SPSS Version 25.

3.6   Instrument Test
Test instrument is a measuring tool used to obtain quantitative information about the characteristics of variables objectively. There are two measuring tools, namely the validity test and the reliability test.

3.7   Classic assumption test
Classical assumption test to find out whether there is a problem with classical assumptions in the regression model. The three classification assumptions were tested, namely normality test, multicollinearity test and heteroscedasticity test.

3.8 Multiple Linear Regression Analysis

This analysis was conducted to examine whether there is a causal relationship between variables or how much influence the independent variables (product quality and price perception) have on the dependent variable (consumer satisfaction). Therefore, this analysis uses multiple linear regression.

3.9 Hypothesis testing

Hypothesis testing has a purpose, namely to test whether there is a simultaneous or partial effect between the independent variable and the dependent variable. The hypothesis test in this study is the F test (simultaneous) and the T test (partial).

3.10 Coefficient of Determination Test

The coefficient of determination is an explanation of how much change in a variable can be explained by changes in other variables. The goal is to find out how big the relationship of several variables in the sense described. The coefficient value is between 0 and 1. If the result is > close to 0, it means that the ability of the independent variable to explain the variation of the variable is very limited. However, if the result is > close to 1, it means that the independent variable provides almost all the information needed to predict the variation of the dependent variable

4. RESULTS AND DISCUSSION

4.1 Test Instrument

4.1.1 Validity test

Validity test can also measure whether a questionnaire is valid or not. For data values that can be said to be valid or not, it can be seen through the Corrected item-total correlation displayed on the SPSS output. Based on table 4.5, the results of all indicators of the variables studied are declared valid with rcount > rtable (0.1966) so it can be concluded that all indicators of Product Quality (X1), Price Perception (X2) and Consumer Satisfaction (Y) are declared valid.

4.1.2 Reliability Test

Reliability test to measure the valid variables through the statements used in the questionnaire. Which if a questionnaire is declared reliable then the respondent's answer to the statement is consistent from time to time using the Cronbach's Alpha formula > 0.6. From table 4.6, it shows that the results of the reliability test on the questionnaire items from each research variable have a Cronbach's Alpha value > 0.6. So it can be stated that all questionnaire items from each variable in this study are reliable.

4.2 Classic Assumption Test

4.2.1 Normality test

The normality test is to determine whether the residual value is normally distributed or not. Normality test was also carried out using the One-Sample Kolmogrov-Smirnov test. From the results of the Kolmogrov-Smirnov test in table 1, it shows a significance value of 0.089 which means it is greater than 0.05. And it can be concluded that the residual data is normally distributed.

4.2.2 Multicollinearity Test

The purpose of the multicollinearity test is to find out the perfect relationship between the independent variables in the regression model. Multicollinearity can be seen if the VIF value > 10 and the Tolerance value is not less than 0.1, then the model can be said to be free from multicollinearity. From the results of the multicollinearity test in table 2, it can be seen that the two variables have a VIF value < 10 and a Tolerance value > 0.10. This means that there is no correlation between independent variables or the absence of multicollinearity in each of the variables studied.

4.2.3 Heteroscedasticity Test

There is a more accurate way to detect heteroscedasticity by using the Glejser test. Which has the aim of knowing whether the regression model has an indication of heteroscedasticity by regressing the absolute value of the residual. From table 3 it is known that the significance value (Sig.) for the product quality variable is 0.933 and the price perception variable is 0.056. Because the significance value of the variable above is greater than 0.05, the decision in the Glejser test is that there is no symptom of heteroscedasticity in the regression model.

4.3 Multiple Linear Regression Analysis

Based on table 4, the following results are obtained:

$$Y = 3.783 + 0{,}458X_1 + 0{,}505X_2 + e$$

Constant Value (α): 3.783, the constant value is positive, which means that if the independent variable consisting of product quality (X1) and price perception (X2) is 0 (zero), then consumer satisfaction (Y) will be higher.

Coefficient (X1) : 0.458, the coefficient of product quality variable is positive, which means that the effect of product quality on consumer satisfaction for Somethinc products is positive and quite strong. If the product quality score increases, the consumer satisfaction of SomeThinc products will be higher.

Coefficient (X2): 0.505, the coefficient of price perception variable is positive, which means that the effect of price perception on consumer satisfaction for SomeThinc products is positive and quite strong. If the price perception score increases, the consumer satisfaction of SomeThin products will be higher.

4.4 Hypothesis Testing

4.4.1 F Uji test

The F test aims to determine whether the independent variables simultaneously have a significant effect or not on the dependent variable. The degree of confidence used in this F test is 0.05. Based on table 4, the results obtained are the Fcount value of 66,079 and the Ftable value of 3,94. The significance value is 0.000. It means that the value of Fcount > Ftable (66.079 > 3.94) and the significance value is smaller than the significance level (0.000 < 0.05), then Ho is rejected and H1 is accepted. This means that Product Quality and Price Perception have a significant positive effect on Consumer Satisfaction on SomeThinc products.

4.4.2 T Test

The t-test aims to determine whether the independent variable partially has a significant effect or not on the dependent variable. The degree of confidence of the T test is the same as the F test, which is 0.05. The results of the T test using SPSS Version 25 are for Product Quality (X1), namely the Tcount value for the product quality variable is 4.589 and the Ttable value is 1.98447. It means that the value of Tcount > T table (4.589 > 1.98447) and the significance value is smaller than the significance level (0.000 < 0.05), then Ho is rejected and H2 is accepted. This means that Product Quality has a significant positive effect on Consumer Satisfaction on SomeThinc products. Meanwhile, for Price Perception (X2), the Tcount value for the product quality variable is 4.543 and the Ttable value is 1.98447. It means that the value of Tcount > Ttable (4.543 > 1.98447) and the significance value is smaller than the significance level (0.000 < 0.05), then Ho is rejected and H2 is accepted. This means that Price Perception has a significant positive effect on Consumer Satisfaction on SomeThinc products.

4.4.3. Determination Coefficient Test

The results of the coefficient of determination test using SPSS Version 25 are the results of the calculation of R Square (R2) of 0.577 or 57.7%. This shows that the independent variables (product quality and price perception) are able to explain the dependent variable (consumer satisfaction) of 57.7%. While the remaining 42.3% is influenced by other variables not examined in this study such as brand image, promotion, service and so on.

Table 1 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.16721418
Most Extreme Differences	Absolute	.083
	Positive	.053
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.089[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 2 Multicollinearity Test

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	3.783	1.950		1.940	.055		
	Product Quality	.458	.100	.416	4.589	.000	.532	1.881
	Price Perception	.505	.111	.412	4.543	.000	.532	1.881

Table 3 Heteroscedasticity Test

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.342	1.254		3.463	.001
	Kualitas Produk	.005	.064	.011	.084	.933
	Persepsi Harga	-.138	.072	-.260	-1.932	.056

a. Dependent Variable: RES2

Table 4 Multiple Linear Regression Analysis

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.783	1.950		1.940	.055
	Quality Product	.458	.100	.416	4.589	.000
	Price Perception	.505	.111	.412	4.543	.000

Table 5 F Test (Simultan)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	633.525	2	316.763	66.079	.000[b]
	Residual	464.985	97	4.794		
	Total	1098.510	99			

a. Dependent Variable: Consumer Satisfaction

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

Table 6 T Test (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	3.783	1.950		1.940	.055
Product Quality	.458	.100	.416	4.589	.000
Price Perception	.505	.111	.412	4.543	.000

a. Dependent Variable: Consumer Satisfaction

Table 7 Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759[a]	.577	.568	2.18944

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

b. Dependent Variable: Consumer Satisfaction

5.   CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the results of research data processing using SPSS (Statistical Package for Social Science) Version 25, there is a partial influence between Product Quality and Price Perception on Consumer Satisfaction with Somethinc products. And there is a simultaneous influence between Product Quality and Price Perception on Consumer Satisfaction with SomeThinc products.

5.2 Suggestion

Based on the results of data analysis and conclusions on the effect of product quality and price perception on consumer satisfaction, the author's advice is for SomeThinc product companies, suggestions from the author for companies that are to maintain product quality, provide affordable prices and improve product design so that consumers remain satisfied and remain loyal to SomeThinc products. For further researchers, suggestions from the author for further researchers are that this scientific research is expected to be a reference material and if you want to do further research, it is better to add other variables such as promotion, brand image, word of mouth or others in order to expand the object of research. so that better research results can be obtained.

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