

The Influence of Prices and Products Customer Satisfaction

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Received: July,2024; Accepted: August, 2024; Published: August, 2024

Abstract

This research includes quantitative descriptive research. The aim is to determine the influence of price (X1) and product (X2) on consumer satisfaction (Y). Where the object of the research is the Acil Enor Canteen which is one of the School Canteens at SMA Negeri 13 Banjarmasin. The population is all students at SMA Negeri 13 Banjarmasin with a total of 713 people. Through the Slovin Formula, the sample size of this study was obtained for 88 students with an error rate of 10%. The data collection technique uses a questionnaire with the Likert Scale and the purposive sampling method. Meanwhile, the data analysis uses Multiple Linear Regression with the SPSS 26 tool. The results of this study show that Price has a significant effect on Consumer Satisfaction at the Acil Enor Canteen, by 37.75%. Products have a significant effect on Consumer Satisfaction at the Acil Enor Canteen by 63.23%. Then Price and Product have a significant effect together on Consumer Satisfaction at Acil Enor Canteen by 52,89%.

Keywords: price, product, consumer satisfaction, canteen.

INTRODUCTION

The rapid growth of the education sector in Indonesia, both at the primary, secondary, and higher levels, has created new dynamics in the daily lives of students. Learners or for that matter Students at the primary and secondary levels spend most of their daily time in school. The existence of food providers in the school environment aims to facilitate the fulfillment of safe and healthy eating and drinking needs, so that it can support the smooth daily activities of students.

The importance of the availability of school canteens is not only related to meeting students' daily food and beverage needs, but also has a wider impact on the school environment and overall student development. In every school, canteens play an important role in meeting the nutritional and energy needs of students. Through the school cafeteria, students can access healthy and nutritious food and beverages, which are essential for growth and development.

By choosing healthy food options in the cafeteria, students can increase concentration and energy which can affect their academic performance. In addition, shopping in the school canteen also facilitates social interaction and learning outside the classroom. Canteens are often places where students can gather, interact, and build relationships with others. This can create an environment that supports students' social and emotional growth, as well as reinforce a growing sense of community in schools.

The success of school canteen management can be measured by looking at the satisfaction of school canteen service users. In addition to teachers and employees, the school canteen is a favorite place for students to gather during breaks outside of school

hours. Canteen managers must be able to create innovations, strategies and improve the quality of canteen management and services so that canteens can develop and run well. According to Tjiptono (2011:59) service quality is the expected level of excellence and the control of the level of excellence to meet customer desires.

As consumers, students are not only looking for products at affordable prices but also want adequate quality. School canteens are faced with the challenge of maintaining a balance between affordable prices and product quality that meets consumer expectations. By considering two main factors that can affect consumer satisfaction, namely price and product.

Consumers will feel satisfied if the price of food is affordable, there is a price match with the quality of the food, and there is a price match with the benefits obtained from the food. The second factor is the diversity of products sold in the canteen. Consumers will feel satisfied if the variety of food is available in large quantities so that there are many choices of food types. In addition, the elements of food hygiene and health are also factors that assess student satisfaction both in terms of serving and the process of making food.

A product is something that is offered as an effort to achieve the goals of the company, through fulfilling the needs and desires of consumers. According to Kotler and Keller (2016:47), a product is anything that can be offered to the market to satisfy wants and needs. Meanwhile, according to Saladin (2016: 71), a product is everything that can be offered to the market to get attention, be bought, used or consumed and that can satisfy desires and needs. In the school canteen, a variety of products are available to meet the food and beverage needs of students. From snacks to heavy meals, from fresh drinks to a wide variety of snacks. Empirically, according to previous research (Mora Lovira, Hendaprilla. M. Ichwan Hamzah, Hanandewa, 2019) indicates that product quality has a significant influence on consumer satisfaction.

Price is one of the most important elements in determining a company's market share and profits. According to Kotler and Armstrong (2016: 324), price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service. Price is a sum of money spent on a product or service, or a sum of value exchanged by a consumer for benefits or ownership or use of a product or service. Empirically, according to previous research by Ludgardis Suartin Suru (2020), it indicates that products, prices, locations, promotions, human resources, physical evidence, and processes have a partial effect on consumer satisfaction in the canteen of Tribuana Tunggadewi University Malang.

In the city of Banjarmasin there are 39 High Schools (SMA) and 19 Vocational High Schools (SMK) both public and private, one of the High Schools (SMA) in the city of Banjarmasin is SMAN 13 Banjarmasin which has 713 students. SMAN 13 Banjarmasin provides 6 school canteens that provide a variety of snacks to heavy meals and various kinds of drinks to support the needs of eating and drinking for students. One of the canteens in SMAN 13 Banjarmasin is the Acil Enor canteen, which was established privately approximately 15 years ago.

Acil Enor Canteen provides a variety of food products such as fried rice, geprek chicken, nasi soup, flour chicken, tempeh fried chili sauce, flour shrimp and instant noodles. In addition to food. The Acil Enor canteen also provides a variety of fresh drinks such as pop ice, coffee sachets, iced tea, syrup, various flavors of jasjus to bottled mineral water at affordable prices because the sales target is students who do not have an income economically and only rely on their parents as school allowance.

This study aims to find out the factors that affect consumer satisfaction in school canteens, so that the results of this study can provide input to the canteen so that they can



make relevant improvements and improvements to meet consumer expectations, in this case students. In order to improve the quality of canteen services, and have a positive impact on the student learning environment.52

THEORETICAL FRAMEWORK

The satisfaction felt by customers can increase the intensity of buying from those customers. With an optimal level of customer satisfaction, it encourages the creation of loyalty in the minds of satisfied customers. Satisfaction is measured by how well customer expectations are met. According to Fandy Tjiptono (2014; 354) "Consumer Satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations".

According to Irawan (2009:130) there are five factors that affect consumer satisfaction, namely (1) Product quality. Consumers will be satisfied if the results of their evaluation show that the products they use are of high quality. (2) Service quality. Consumers are satisfied if they get good service or according to their expectations. (3) Emotional. Consumers will feel proud and amazed at him who uses products with certain brands that tend to have a higher level of satisfaction. (4) Price. Products that have the same quality but set a relatively low price will provide higher value to their consumers. (5) Convenience. Consumers will be more satisfied if it is relatively easy, comfortable, and efficient in getting products or services.

Meanwhile, according to Lupiyoadi (2013:58) stated that there are 7 factors that affect consumer satisfaction, namely products, prices, locations, promotions, people, processes, and physical evidence. Meanwhile, the consumer satisfaction indicators according to Tjiptono (2014) consist of: fulfillment of expectations, interest in revisiting, and willingness to recommend.

Price is one of the most important elements in determining a company's market share and profits. Price is a sum of money that is exchanged for a product or service. Furthermore, price is a number of values that consumers exchange for a number of benefits by owning or using a product or service. Marketing in a company must really set the right and appropriate price for the product or service offered because setting the right price is the key to creating and capturing customer value. According to Kotler and Armstrong (2016: 324), *price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service.*

Price is a sum of money spent on a product or service, or a sum of value exchanged by a consumer for benefits or ownership or use of a product or service. According to Lupiyoadi (2013: 95), it is argued that price is a tool of providing value to consumers and affects the image of the product, and the consumer's decision to buy.

In setting prices according to Kotler and Keller (2016: 491-492), namely: Knowing product demand and competitors, Target market to be served or achieved, new products, competitor reactions, product costs and cost behaviors, policies or regulations determined by the government and the environment. Then price indicators according to Kotler and Armstrong (2016) consist of: price affordability, price suitability with product quality, price suitability with benefits, and price according to ability or price competitiveness. Therefore, price plays an important role in influencing consumer satisfaction.

Whereas a product according to Kotler and Keller (2016: 47) is everything that can be offered to the market to satisfy wants and needs. Meanwhile, according to Saladin (2016: 71), a product is everything that can be offered to the market to get attention, be bought, used or consumed and that can satisfy desires and needs.

The factors that affect the product according to Kotler and Armstrong (2016) are: product quality, product features, product style and design. Kotler and Keller (2016)

stated that product indicators are shape, features, customization, performance quality, quality of conformity, durability, reliability, and ease of repair, style and design.

RESEARCH METHODS

Based on the purpose and form of the conceptual framework of the research, the approach used in this study is quantitative research with an associative strategy. According to Sugiyono (2016: 92), associative strategy is research that seeks an influence between two or more variables. What supports the strategy in this study is to use an associative survey sample method, namely by collecting and analyzing data by looking for opinions or opinions from the subjects being researched (respondents) using questionnaires, which aims to find out whether or not there is an influence between the variables Price (X1), Product (X2) and Consumer Satisfaction (Y), through the purposive sampling method. That is a technique for determining samples with certain considerations that aim to make the data obtained later more representative of the sample when viewed by people who happen to be suitable for the data source.

Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2016: 148) which totals 713 students. To determine the number of samples in this study, the Slovin formula quoted by Husein Umar (2004: 108) with an error rate of 10% was obtained from a sample of 88 people which was then proportionally divided into each class.

The data collection technique uses a questionnaire with a Likert scale. Meanwhile, the analysis tool to test the data and hypothesis of this study, multiple linear regression analysis techniques are used.

The conceptual framework of this research can be described as follows:

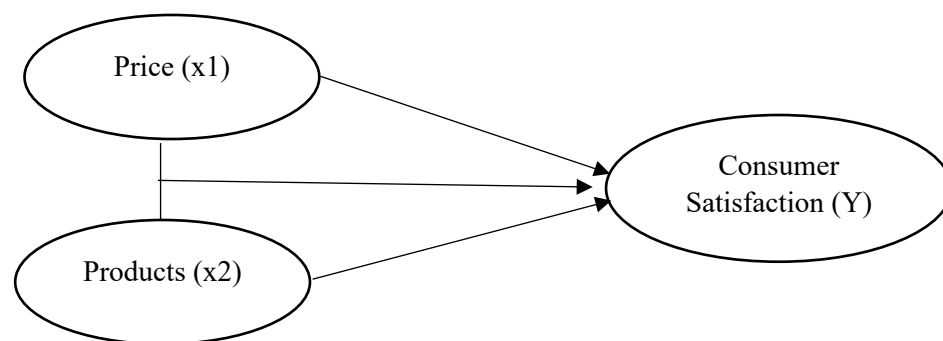


Figure 1. Conceptual framework of the research

RESULTS AND DISCUSSION

Acil Enor Canteen is one of the canteens in SMAN 13 Banjarmasin, and has been operating for more than 10 years. Initially, this canteen started by only selling chicken porridge and Acil Enor only as an employee, but it didn't last long for the chicken porridge canteen to close and continued by Acil Enor until now. With determination and hard work, Acil Enor developed this canteen so that it became one of the favorite places to eat at SMAN 13 Banjarmasin.

Now, the Acil Enor Canteen already has a variety of food and drink menus. The menu offered includes heavy foods such as fried rice, boiled noodles, fried chicken, and various kinds of side dishes. In addition, there are also various kinds of fresh

drinks such as iced tea, syrup, sharing variants of iced coffee sachets, milk, and various other fresh drinks. With a variety of menu options at affordable prices for the pockets of students and students, the Acil Enor canteen has managed to attract the interest of students and school staff, making it a popular canteen in the SMAN 13 Banjarmasin environment.

Based on the instrument test, all instruments used in this study showed that they were valid and reliable. So that it can be continued for the process of collecting data and processing it through SPSS and statistical tests. Then through the normality test used, namely the Kolmogorov-Smirnov normality test with the SPSS 26 statistical test tool, the data is said to be normally distributed. Through the multicollinearity test, the purpose of the test was to find out whether there was a correlation between independent variables in the regression model which stated that all variables in this study had low multicollinearity symptoms because all variables obtained VIF values < 10.

Then in the heteroscedasticity test used to test whether in the regression model there is a variance inequality from the residual of one observation to another, showing the result that the regression model in this study is free from heteroscedasticity because the points in the Scatterplot graph are randomly spread (do not form a pattern) and are evenly distributed and below the number 0 on the Y axis.

The results of multiple linear regression analysis show the following results :

Table 1. Multiple Regression Analysis Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	10.568	3.332	3.172	.002
	X1	.284	.075	.317	.000
	X2	.478	.076	.531	.000

a. Dependent Variable: Y

Meanwhile, the f test was carried out to test whether all independent variables (X) included in the model affected simultaneously the dependent variable (Y). To determine the value of F, it is necessary to have a numerator-free degree and a denominator-free degree. Df the numerator of the number of variables used is $3-1 = 2$ and the denominator df is the number of respondents $88 - 3$ (the number of variables used) = 85 so that the value of the table is 3.104. The following are the results of the f test conducted using SPSS 26.0 and the following results were obtained:

Table 2. Test result F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	629.770	2	314.885	52.895	.000 ^b
	Residual	506.003	85	5.953		
	Total	1135.773	87			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Then the t-test is used to test how the influence of each free variable partially on the bound variable by comparing the tcount with the ttable. To get the ttable value, namely by $df = (n-k) = 88 - 2 = 86$. The t-test used is a one-way test, so the ttable value used is 1.663. The following are the results of the t-test conducted using SPSS 26.0 and obtained the following results:

Table 3. T Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.568	3.332		3.172	.002
	X1	.284	.075	.317	3.775	.000
	X2	.478	.076	.531	6.323	.000

a. Dependent Variable: Y

Based on the results of the t-test, price variables have a significant effect on consumer satisfaction at the Acil Enor Canteen. These results show that the better the price offered by the Acil Enor Canteen to consumers in terms of price affordability, price suitability with product quality, price suitability with benefits, and price in accordance with price competitiveness. This will further increase consumer satisfaction at the Acil Enor Canteen.

The most influential of the four indicators is the price affordability indicator. because the affordable prices offered by the Acil Canteen are in accordance with the purchasing power of students and students so that they feel satisfied shopping for food, drinks, and snacks at the Acil Enor canteen. So it is important for the Acil Enor Canteen to pay attention to the price affordability factor to increase consumer satisfaction. According to Kotler and Armstrong (2012:97), what is meant by price affordability is how much cash is charged for an item or administration, or how much value the buyer trades for the benefit of owning or using the goods or administration. From the specialist's definition, scientists conclude that price affordability is how much cash is charged for an item or is still aired by the organization. Price affordability, perceived by consumers that the price of food, drinks, and snacks that are laughed at

The suitability of prices and benefits, it is perceived that the price paid by students and students to buy products sold at the Acil Enor Canteen such as food, drinks, and snacks is in accordance with the benefits they get because in addition to relieving hunger and thirst, the Acil Enor Canteen also pays attention to health factors for students and students who shop, so the Acil Enor Canteen must still pay attention to the benefit aspect.

The price is in accordance with the price competitiveness, it is perceived that the price determined by Acil Enor is still affordable because the average student and student for pocket money is still given by their parents, so the price set by Acil Enor is still affordable. The affordability of these prices makes students shop a lot at the Acil Enor Canteen, so the affordability of prices at the Acil Enor Canteen is an advantage to compete with other canteens.

Theoretically, the results of this study are in line with the theory by Kotler and Armstrong (2016: 324) "Price is a sum of money spent on a product or service, or a certain amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service". From this theory, what has been put forward has supported and is in accordance with the results of research that has been carried out with the discovery that price has a significant effect on consumer satisfaction.

Empirically, the results of this study are in line with previous research by Ludgardis Suartin Suru (2020) indicating that products, prices, locations, promotions, human resources, physical evidence, and processes have a partial effect on consumer satisfaction in the Tribuana Tunggadewi University Canteen of Malang.

Then based on the results of the t test, product variables have a significant effect on consumer satisfaction at the Acil Enor Canteen (Case Study on Students and Students of SMAN 13 Banjarmasin). This result proves that the products offered by Acil Enor Canteen are getting better by paying attention to ten product indicators, namely; Shapes, products at the Acil Enor Canteen have various attractive and functional shapes, ranging from practical food packaging. Features, product features include practicality in presentation and packaging that is easy to carry, as well as a variety of flavor and size options to suit the needs of students and students. adjustment, at the Acil Enor Canteen, students are free to adjust the food, drinks, and snacks they want such as the level of spiciness, additional toppings, and side dishes they want. performance quality, food products, beverages, and snacks in the Acil Enor canteen are served quickly and still maintain the quality of taste and freshness, ensuring that consumers who shop

The most influential indicator of the ten product indicators is in the feature indicator with the statement "the food features served at the Acil Enor Canteen are according to your taste". Where in this case the students feel the practicality in serving and packaging that is easy to carry, the variety of available cooking menus that suit the needs of students and students. In addition, Acil Enor Canteen also offers a variety of fresh drinks at affordable prices for the pockets of students and students who shop.

Theoretically, the results of this study are in line with the theory by Kotler and Keller (2016: 47) "A product is everything that can be offered to the market to satisfy wants and needs". From this theory, what has been put forward has supported and is in accordance with the results of research that has been carried out with the discovery of results that products have a significant effect on consumer satisfaction.

Empirically, the results of this study are in line with previous research by Mora Lovira, Hendaprilla. M. Ichwan Hamzah, Hanandewa (2019) indicates that product quality has a significant influence on consumer satisfaction.

Meanwhile, the results of the f test in this study prove that Price and Product have a significant simultaneous effect on Consumer Satisfaction at the Acil Enor Canteen. So it is hoped that the Acil Enor Canteen can pay attention to the overall variables or price and product factors to increase consumer

satisfaction at the Acil Enor Canteen so that it can increase sales and consumer buying interest at the Acil Enor Canteen.

In this study, using elements or indicators that form prices and products with fourteen indicators, the most influential of the fourteen indicators is found in the "Price Affordability" indicator. This shows that the price set at the Acil Enor Canteen can be affordable for consumer purchasing power at the Acil Enor Canteen. This will make consumers feel satisfied with what they get according to what they expect, this can make consumers to make a repeat purchase at the Acil Enor Canteen. Not only price affordability, there are other factors that will make consumers feel satisfied as described in the statement items in this research questionnaire related to price and product together will affect consumer satisfaction. The results of the respondents' answers regarding the consumer satisfaction indicator also stated that they agreed, which was very influential on the indicator of mer's willingness to

Theoretically, the results of this study are in line with the theory by Fandy Tjiptono (2014; 354) "Consumer Satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations". From this theory, what has been put forward has supported and is in accordance with the results of research that has been carried out with the discovery that price and product have a significant effect simultaneously on consumer satisfaction.

Empirically, the results of this study are in line with previous research conducted by Yesy Kusumawati (2021) conducting a study entitled "The Influence of Student Satisfaction on Prices and Products of the Canteen of SMA Negeri 3 Kediri" showing that the results of the study have the simultaneous influence of price and product variables on the variables of student satisfaction of SMA Negeri 3 Kediri. Also supports the research results of (Agustina et al., 2020) and (Agustina, Titien; Nurhikmah, Nurhikmah; Jaya, Fanlia Prima; Rusvitawati & Diana; Nurdin, 2021).

CONCLUSION

Based on the data testing that has been carried out in this study, the following conclusions can be drawn:

1. Price has a significant effect on Consumer Satisfaction at the Acil Enor Canteen, by 37.75%.
2. Products have a significant effect on Consumer Satisfaction at the Acil Enor Canteen by 63.23%.
3. Price and Products have a significant effect together on Consumer Satisfaction at the Acil Enor Canteen by 52.89%.

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