

## Price and Product Quality Effects on Customer Satisfaction: AYA\_KO Case Study

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accepted: 15/10/2025; revised: 18/11/2025; published: 31/12/2025

**ABSTRACT :** This study aims to determine the influence of price and product quality on customer satisfaction in MSMEs. handmade bag aya\_ko. The object of the study is customers on SMEs handmade aya\_ko bag with a population of 2000 people. In this study the sampling technique used was the method purposif Sampling with the criteria to become an MSME customer handmade aya\_ko bag. Determining the number of samples using the Slovin formula with a sample size of 95 people. The results of the study are: (1) Price partially has a significant and positive influence on customer satisfaction with a  $t_{\text{value}_{\text{count}}} 2,558 > t_{\text{table}} 1.98580$ , (2) Product quality partially has a significant and positive influence on customer satisfaction with a  $t_{\text{value}_{\text{count}}} 7,874 > t_{\text{table}} 1.98580$ , (3) Price and product quality simultaneously have a significant influence on customer satisfaction with an  $F_{\text{value}_{\text{count}}} 63,375 > F_{\text{table}} 3,94$ , and (4) Influence price and product quality on customer satisfaction by 58.7%, while the remaining 41.3% is influenced by external factors not discussed in this study.

**Keywords:** *Price, Product quality, Product satisfaction*

### INTRODUCTION

In an era of globalization and increasingly fierce competition, customer satisfaction has become a key factor in determining the success of a business, especially for Micro, Small, and Medium Enterprises (MSMEs). MSMEs play a vital role in the Indonesian economy, both in terms of job creation and contribution to Gross Domestic Product (GDP). One example of a growing MSME is handmade tas aya\_ko, which faces the challenge of maintaining and improving customer satisfaction.

The handmade bag SME, Aya\_ko, was founded in 2017 with the initial concept of producing simple bags such as lunch bags, tote bags, and small wallets. The SME is located on Jl. Ciptakarya Ujung, Sialang Munggu Village, Pekanbaru, Riau. Aya\_ko began expanding its business by creating various bag designs incorporating elements of Riau traditional textiles, such as batik and

songket. They use natural materials and jute fabric.

The background of this study indicates that customer satisfaction is a crucial factor in the success of SMEs, especially in the context of increasingly fierce competition. The handmade bag SME, Aya\_ko, as a large part of the creative industry, is expected to meet customer expectations through appropriate pricing strategies and high product quality.

This study aims to analyze the effect of price and product quality on customer satisfaction in the handmade bag SME, Aya\_ko. With a population of 2,000 people, this study used a purposive sampling method to determine a sample of 95 customers. The research price is expected to provide insight into how price and product quality influence the development of more effective marketing strategies.

Through a systematic approach, this research seeks to provide in-depth insights into the factors influencing customer satisfaction. The results are expected not

only to assist MSMEs in improving customer satisfaction but also to significantly contribute to the development of more effective and sustainable marketing strategies. Therefore, this research is expected to benefit MSMEs and strengthen their market position.

## **LITERATURE REVIEW**

### **Customer satisfaction**

The level of satisfaction is a function of the difference between perceived performance and expectations. Customer expectations can be shaped by past experiences, comments from relatives, and promises of marketing and competitive information. Satisfied customers are loyal longer, less price sensitive, and provide favorable reviews of the company. Customer dissatisfaction is the customer's response to the perceived discrepancy or disconfirmation between prior expectations and the actual performance of the product after use.

Customer satisfaction is the result of consumers' evaluation of a product based on a comparison between product performance and their expectations. The primary factors influencing satisfaction are product and service quality, as emphasized by Kotler and Keller (2020; 133-134).

According to Kotler & Keller (2020), indicators of customer satisfaction include:

1. Repurchase: Customers repeat purchases of a product or service.
2. Provide positive recommendations: Customers say good things about the company and recommend it to others.
3. Ignore competitors: Customers are not interested in competitors' brands or products.
4. Purchase other products from the same company: Customers try other products or services from that company.

5. Provide product or service ideas: Customers actively provide input or ideas for product or service development.

### **Price**

Price is the amount charged for a product or service. Broadly speaking, price is the sum of all the values a customer provides to obtain the benefits of owning or using a product or service. Therefore, price is the sole element in determining a company's market share and profitability.

Price is the only element of the marketing mix that generates revenue, while other elements incur costs. Prices are flexible and can change quickly, yet pricing is often a major challenge for companies. Common mistakes include price reductions that focus more on costs than on customer value. According to Sabran (2017; 87), the objectives of pricing include:

1. Profit-oriented goals, known as price maximization.
2. Volume-oriented goals, where prices are set to achieve sales volume, sales value, or market share targets.
3. Image-oriented goals, where a company's image can be shaped through a pricing strategy.
4. Price stability goals, in certain industries where products are highly standardized.
5. Other goals include maintaining customer loyalty, encouraging repeat sales, or avoiding government interference.

According to Kotler & Keller (2016;78), indicators of customer satisfaction include:

1. Price affordability: Prices must be affordable to consumers.
2. Price must be commensurate with product quality; the price reflects product quality.
3. Price must be commensurate with benefits; the product's benefits must be comparable to or greater than the price.

4. Price competitiveness: the price must be competitive compared to similar products.

### **Product**

According to Kotler & Keller (2016; 54), a product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, properties, organizations, and ideas. A product can be defined as anything that satisfies a want or need through use, consumption, or acquisition.

A product is the end result of a series of production processes, which can be goods or services and can be used to satisfy consumer desires.

### **Product Quality**

According to Kotler & Armstrong (2015; 253), product quality is a characteristic of a product or service that depends on its ability to meet stated or stated customer needs. Product quality is a product's ability to perform its functions. This ability includes durability, reliability, and overall accuracy.

A marketer's concept of product quality requires defining specific quality levels for their product when developing a product. Because product quality indicates a product's ability to perform its functions, product quality can be viewed from both internal and external perspectives.

According to Tiptono (2016; 134), influencing factors include:

1. Performance, which is the main operating characteristic of the product (core product) being purchased.
2. Features, which are additional characteristics or features that complement the basic benefits of a product.
3. Durability, which relates to how long the product can be used.
4. Serviceability, which includes speed, competence, comfort, ease of repair, and satisfactory complaint handling.

According to Kotler & Armstrong (2015;224), the indicators include:

1. Product durability, which refers to the product's lifespan, or the number of uses a product can undergo before it is replaced or damaged.
2. Product features, which refer to consumer perceptions of a product's unique qualities or superiority.
3. Product reliability, which refers to the operational characteristics of the product purchased.
4. Conformance to specifications, which refers to the extent to which design and operational characteristics meet predetermined standards.

### **METHODS**

This research is a hypothesis testing study and uses primary data. The data analysis used in this study is quantitative.

The population in this study is all customers of the MSME handmade bag aya\_ko, totaling approximately 2,000 people. The sample size was determined using the Slovin formula, resulting in a sample size of 95 people. The sampling technique used was purposive sampling, with respondents being customers who have purchased handmade bag aya\_ko products.

**RESULTS AND DISCUSSION**

**Table 1. Validity Test Results**

Variabel	Item Pertanyaan	R hitung	R tabel	Keterangan
Harga (X <sub>1</sub> )	Butir 1	0,600	0,2017	Valid
	Butir 2	0,629		Valid
	Butir 3	0,716		Valid
	Butir4	0,626		Valid
	Butir 5	0,749		Valid
	Butir 6	0,711		Valid
	Butir 7	0,534		Valid
	Butir 8	0,649		Valid
Kualitas Produk (X <sub>2</sub> )	Butir 1	0,667	0,2017	Valid
	Butir 2	0,682		Valid
	Butir 3	0,642		Valid
	Butir4	0,789		Valid
	Butir 5	0,738		Valid
	Butir 6	0,749		Valid
	Butir 7	0,762		Valid
	Butir 8	0,329		Valid
Kepuasan pelanggan (Y)	Butir 1	0,753	0,2017	Valid
	Butir 2	0,704		Valid
	Butir 3	0,780		Valid
	Butir 4	0,724		Valid
	Butir 5	0,738		Valid
	Butir 6	0,737		Valid
	Butir 7	0,668		Valid
	Butir 8	0,655		Valid

Source: Data Processed, 2025

Based on the information in the table above, the validity test for the variables price, product quality, and customer satisfaction is carried out. Generally, the purpose of a validity test is to determine the extent to which the questionnaire items actually measure what they are supposed to measure. An item is considered valid if its calculated r value is greater than the table r value at a predetermined significance level (usually 0.3 or according to the sample size).

**Table 2. Validity Test Results**

Variabel	Cronbach Alpha	Kesimpulan
Harga (X <sub>1</sub> )	0,798	Reliabel
Kualitas Produk (X <sub>2</sub> )	0,823	Reliabel
Kepuasan Pelanggan (Y)	0,867	Reliabel

Source: Data Processed, 2025

Based on the information obtained, the variables have a Cronbach Alpha value greater than 0.60 so that the questionnaire is declared to have a good

level of consistency and reliability for use in further research.

**Table 3. One-Sample Kolmogorov-Smirnov Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		95
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.515100
		61
Most Extreme Differences	Absolute	.077
	Positive	.043
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source: Data Processed, 2025

Based on the results of the normality test that has been carried out, it can be seen that the asymp.Sig (2-tailed) value is 0.200 which is greater than 0.05 so it can be concluded that the research data is normally distributed.

**Table 4. Multicollinearity**

Coefficients <sup>a</sup>				
Model		Collinearity Statistics		Keterangan
		Tolerance	VIF	
1	Harga (X <sub>1</sub> )	0,695	1,440	Bebas Multikolinearitas
	Kualitas Produk (X <sub>2</sub> )	0,695	1,440	Bebas Multikolinearitas

a. Dependent Variable: Kepuasan Pelanggan (Y)

Source: Data Processed, 2025

The multicollinearity test uses collinearity statistics in SPSS version 26.0 which explains that the price variables (X1) and product quality (X2) have a tolerance value of more than 0.10 and a VIF value of no more than 10. Therefore, it is concluded that there are no symptoms of multicollinearity in the regression model.

**Table 5. Heteroscedasticity**

Coefficients <sup>a</sup>					
Model		T	Sig.		
1	(Constant)	2,447	0,016	Keterangan	
	Harga (X <sub>1</sub> )	-0,111	0,912		Bebas Heteroskedastisitas
	Kualitas Produk (X <sub>2</sub> )	1,270	0,207		Bebas Heteroskedastisitas
a. Dependent Variable: Abs_Res					

Source: Data Processed, 2025

The heteroscedasticity test used the Glacier test in SPSS version 26.0, which explained that both independent variables had sig values greater than 0.05 (sig > 0.05). Therefore, it was concluded that there were no symptoms of heteroscedasticity in the regression model.

**Table 6. Multiple Linear Regression Test**

coefficients <sup>a</sup>						
Model		Unstandardized coefficient		Standardized coefficient	T	Sig
		B	Std. error			
1	(Constant)	3.117	2.971		1.049	.297
	Harga (X <sub>1</sub> )	.240	.094	.206	2.558	.012
	Kualitas Produk (X <sub>2</sub> )	.675	.086	.633	7.874	.000
a. Dependent Variable: Kepuasan Pelanggan (Y)						

Source: Data Processed, 2025

Based on the multiple linear regression equation above, it can be explained as follows:

1. The constant ( $\alpha$ ) has a positive value of 3.117. A positive sign indicates a unidirectional influence between the independent and dependent variables. This indicates that if all independent variables, including price and product quality, were at 0 percent or unchanged, the customer satisfaction score would be 3.117.
2. The regression coefficient for the price variable is 0.240. This value

indicates a positive influence between price and customer satisfaction. This means that a 1% increase in price will lead to a 0.240 increase in customer satisfaction. This assumes that all other variables remain constant or at 0.

3. The regression coefficient for the product quality variable is 0.675. This value indicates a positive influence between product quality and customer satisfaction. This means that a 1% increase in product quality will lead to a 0.675 increase in customer satisfaction. This assumes that all other variables remain constant or at 0.

**Table 7. R<sup>2</sup> Test (Coefficient of Determination Test)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 <sup>a</sup>	.587	.578	2.542
a. Predictors: (Constant), Kualitas Produk (X <sub>2</sub> ), Harga (X <sub>1</sub> )				
b. Dependent Variable: Kepuasan Pelanggan (Y)				

Source: Data Processed, 2025

The coefficient of determination in the R-squared test is 0.587, equivalent to 58.7%. This means that price and product quality influence customer satisfaction by 58.7%, while the remaining 41.3% is influenced by external factors not discussed in this study.

**Table 8. Simultaneous F Test**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	845.065	2	422.533	65.375	.000 <sup>b</sup>
Residual	594.619	9	6.463		
Total	1439.684	11			
a. Dependent Variable: Kepuasan Pelanggan (Y)					
b. Predictors: (Constant), Kualitas Produk (X <sub>2</sub> ), Harga (X <sub>1</sub> )					

Source: Data Processed, 2025

It is stated that F count 63.375 > F table 3.94 with a significant value of 0.000 smaller than 0.05 (0.000 < 0.05). This indicates that H3 is accepted. This means

that the independent variables consisting of price and product quality simultaneously have a significant influence on customer satisfaction at the Aya\_Ko Handmade Bags UMKM.

**Table 9. Partial T-Test**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	
1	(Constant)	3.117	2.971		1.049	.297
	Harga (x1)	.240	.094	.206	2.558	.012
	Kualitas produk(x2)	.675	.086	.633	7.874	.000
a. Dependent Variable: Kepuasan pelanggan(Y)						

Source: Data Processed, 2025

Price on Customer Satisfaction on the price variable shows that the t-value is  $2.558 > t\text{-table } 1.98580$  and the significant value is  $0.012$  smaller than  $0.05$  ( $\text{sig } (0.012) < 0.05$ ) with a positive coefficient value of  $0.240$ . Based on these results, it can be stated that the price variable partially has a significant and positive influence on customer satisfaction with the Aya\_Ko Bag Handmade UMKM product. Thus, it can be concluded that H1 is accepted.

Product Quality on Customer Satisfaction on the product quality variable shows that the t-value is  $7.874 > t\text{-table } 1.98580$  and the significant value is  $0.000$  smaller than  $0.05$  ( $\text{sig } (0.000) < 0.05$ ) with a positive coefficient value of  $0.675$ . Based on these results, it can be stated that the product quality variable partially has a significant and positive influence on customer satisfaction with the Aya\_Ko Bag Handmade MSME product. Thus, it can be concluded that H2 is accepted.

**CONCLUSION**

Price partially has a significant and positive effect on customer satisfaction with the Aya\_Ko Handmade Bags MSME product. The analysis shows that the more appropriate the price set by the Aya\_Ko Handmade Bags MSME, the higher the customer satisfaction.

Product quality partially has a significant and positive effect on customer satisfaction with the Aya\_Ko Handmade Bags MSME product. The analysis shows that the better the product quality of the Aya\_Ko Handmade Bags MSME, the higher the customer satisfaction.

Price and product quality simultaneously have a significant and positive effect on customer satisfaction with the Aya\_Ko Handmade Bags MSME product, with price and product quality accounting for  $58.7\%$  of customer satisfaction, while the remaining  $41.3\%$  is influenced by external factors not discussed in this study.

The Aya\_Ko Handmade Bags MSME must analyze consumer perceptions regarding the suitability of prices to consumer needs. This is crucial to ensure that the set price truly reflects the product's value in the eyes of consumers. Adjusting prices to customer affordability aims to ensure that all customers can afford Aya\_Ko Handmade Bags. The Aya\_Ko Handmade Bags MSME must maintain and improve product quality to increase consumer confidence in the durability of Aya\_Ko Bags, even if price reductions are adjusted to reflect customer purchasing power.

The Aya\_Ko Handmade Bags MSME must examine the extent to which product prices reflect consumer perceived value. Academically, this research contributes to the development of consumer behavior and perceived value theory and serves as a reference for similar studies in the creative economy.

The Aya\_Ko Handmade Bags MSME must identify market segments

based on consumer purchasing power and needs, then design appropriate pricing strategies. This research is practically important to help MSMEs increase product affordability and expand their market share, while strengthening their brand position amidst competition. Future research should include independent variables such as discounts, promotions, price, and others.

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