

## MARKETING | RESEARCH ARTICLE

# The Effect of Product Quality, Price, And Promotion on Consumer Satisfaction at SKJ Garage Bandar Lampung

Kenny Wijaya<sup>1</sup>, Ni Putu Widhia Rahayu<sup>2</sup>

<sup>1,2</sup> Department of Management, Faculty of Economics and Business, Universitas Bandar Lampung, Lampung, Indonesia. Email: [wijayakenny40@gmail.com](mailto:wijayakenny40@gmail.com)<sup>1</sup>, [niputu@ubl.ac.id](mailto:niputu@ubl.ac.id)<sup>2</sup>

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## ABSTRACT

This study aims to investigate and analyze consumer satisfaction at SKJ Garage, which is influenced by independent variables, namely product quality as X1, price as X2, and promotion as X3, both partially and simultaneously. The methodology used is quantitative research. There are 144 SKJ Garage consumers in 2023. Slovin is a calculation used to determine the sample in this study, and 106 respondents were found to be in the sample. The questionnaire in the form of a Form or online is the primary data source in the study. Gform 30 respondents, showed a validity test and a reliability test, and continued with multiple linear regression testing on SPSS 25, for all answers of the research sample. The results of this study, namely, consumer satisfaction at SKJ Garage, showed that it was influenced by independent variables, namely product quality as X1, price as X2, and promotion as X3, both partially and simultaneously.

**Keywords:** Product Quality, Price, Promotion, Consumer Satisfaction.

**JEL Code:** M31, M37, M21, C12, C83.

## I. Introduction

Recently, the automotive sector, especially in renovation, is experiencing rapid development, especially in four-wheel vehicles, which aim to improve the look of vehicles by changing their specifications. Most car production Factories in Indonesia, in particular, are considered less attractive to drivers. nation young (Irawan et al., 2022). SKJ Garage is a workshop that provides modification services and accepts modifications based on trending cars. Most of the cars produced in this workshop are assembled manually with precise calculations.

The renovation carried out by SKJ Garage has a significant impact on customer satisfaction. Customer disappointment can occur if the workshop adjustment does not meet the customer's wishes or expectations. However, the level of consumer satisfaction will increase if the changes made meet or exceed expectations. Customer Kotler & Keller (2021) expectations. Consumer satisfaction is a sensation that arises when the work results meet customer expectations. While Setyawati (2023) said that to increase sales and sustainability, the company needs to look at customer satisfaction. Everyone at SKJ Garage strives to meet customer needs by solving car damage problems, adjusting as requested, and answering complaints about product quality or other facilities. As a service company, this workshop must provide the best service to maintain customers, especially considering the tight competition between workshops. However, records show that the number of SKJ Garage customers fluctuates and tends to decrease. 2021 the average number of customers reported was

220, dropping to 187 in 2022 and 144 in 2023. This figure is far from the workshop's target of 200 users annually. SKJ Garage's focus is to offer Competitive prices, with the best quality product strategy, and good marketing plays an important role in customer satisfaction and loyalty. By balancing these elements, the workshop can meet customer expectations and encourage customers to return. Ensuring these factors are aligned with customer desires helps build trust and retention, especially in competitive markets.

An important factor in determining consumer satisfaction is product quality. According to Mahira et al. (2021) A business preparing goods and services to meet customer needs and desires can be considered a superior quality product designed to fulfill customer expectations. So that the product has value according to the buyer, it must be able to be used or felt. A good and mutual relationship depends on consumer satisfaction and product quality. Good quality products can make consumers feel satisfied. Putri et al. (2021) Satisfied customers and their expectations are met, which increases the likelihood that they will make additional purchases. High-quality goods that can meet consumer expectations can be obtained at SKJ Garage. However, the limited supply of products in this goods manufacturing plant is not commensurate with the high demand of customers. Whereas the quality of the products offered is adequate, this situation can make it difficult for customers to feel satisfied. For SKJ Garage to maintain and improve consumer satisfaction, the product availability problem needs to be addressed.

One of the primary keys to increasing customer satisfaction is a determined price. A well-chosen price can attract consumers and support your business. In his efforts to compete in the market. According to Anggraini & Juhanda (2023) The money buyers must spend to obtain it, like goods and services, is called the price. Here, price refers to the trading mechanism used to obtain ownership or use of products and services. Consumer satisfaction is influenced by price, as evidenced by research. Haryoko et al. (2020) Conducted at the Firm Decoration. This shows how important this set is as one tactic to maintain consumer satisfaction. Although the products sold at SKJ Garage are of high quality, customers say they are dissatisfied with the price of spare parts, which are considered more expensive than the prices at other workshops or garages. This situation encourages customers to compare SKJ Garage's prices with its competitors, which are increasingly prominent. Therefore, SKJ Garage needs to review and change its pricing strategy. Price. Their price. Determination and competitive pricing can help attract more customers without sacrificing the proven quality of the product. Satisfactory.

Promotion also provides a strong relationship with consumer satisfaction. According to Yuliyanto (2020) Promotion is an important component in mixed marketing, which informs and convinces customers about a product's benefits and value: a product or service. According to research, consumer satisfaction is greatly influenced by the success of promotional activities. Erlangga et al. (2022). However, the promotion carried out by SKJ Garage is still not optimal. Currently, the owner's business relies more on *mouth-to-mouth and Instagram platforms to attract customers*, which can be expanded by using more promotion channels and digital marketing strategies. In addition, the *e-commerce system* that allows SKJ Garage products to be offered online to a larger user base, the potential for Marketing can be improved. Customer satisfaction and growth can be positively influenced by SKJ Garage's ability to meet consumer expectations while increasing the appeal of its products through a more diverse and comprehensive promotional plan. Existing facts, it is interesting to examine the extent to which consumer satisfaction at SKJ Garage is influenced by the independent variables, namely product quality as (X1), price as (X2), and promotion as (X3). This research examines how these elements, partially and together, influence the level of customer satisfaction at SKJ Garage. Hopefully, this research's findings will offer relevant perspectives and solutions to improve SKJ Garage's competitiveness in meeting customer demands.

## II. Literature Review and Hypothesis Development

### 2.1. Product Quality

According to Taat Kuspriyono in Warganegara & Safitri (2023), product quality is a product that can be of high quality according to consumer criteria. In addition, according to Pasaribu et al. (2022), A product's quality is seen in its capacity to satisfy customers. Kotler & Keller (2021) State that the quality of the product is goods or services that suit consumers. According to Tjiptono (2019), Product quality includes functionality, accuracy, reliability, durability, usability, and other important features. According to Gunawan & Sinuraya

(2022), the quality of a product is determined by the quality of a product that can meet consumer criteria. Meanwhile, Masuku et al. (2024) emphasize that product quality includes everything the manufacturer provides, which consumers can see, use, and purchase according to their wishes. Product quality indicators include: (1) performance; (2) aesthetics; (3) maintenance and repair facilities; (4) uniqueness; (5) reliability; (6) durability; (7) quality of compliance; and (8) appropriateness of use according to Wijaya (2018) in Hidayat (2021). Kotler and Keller (2016), Ardansyah & Adi Saputra (2024) stated that product quality indicators are: 1. Quality, 2. Packaging, 3. Size, 4. Variation product. By paying attention to the indicators explained previously, the selected indicators are according to Kotler and Keller (2016) in Ardansyah & Adi Saputra (2024).

## 2.2. Price

Prices are determined in terms of how much you want to stand out. Its Importance is in business strategy and transactions. Price according to Mastura & Rahayu (2023) It is the payment for goods and services offered and made by the buyer. Kotler & Keller (2021) Comparing prices with currencies that can change based on market demand. Income for a business based on sales of products is called revenue, according to Tjiptono (2019). According to Shinta, who was quoted in the journal Siburian & Kartika (2021) The price of goods or services is the money the buyer must pay. According to Rusfian (2019) The price strategy is to attract customers, build market share, increase profit margins, and compete. Sunyoto (2020) Define price as the basic cost of a particular product, which several business methods can determine. Mardia et al. (2021) Explain the exchange between products and services with value, consumer benefits are called prices. Price indicators are characterized by three metrics, according to Swastha (2019) (1) Conform to the price in connection with the product's benefits. (2) Adequacy of price to income. (3) Conformity price is related to product quality. Sumarwan & Tjiptono (2018) in Ardansyah & Adi Saputra (2024) Also mentioned that the price indicators consist of: (1) Price Affordability, (2) Price Suitability, (3) Price Competitiveness, (4) Price According to Benefits. So, the appropriate indicators for this research are according to Sumarwan & Tjiptono (2018) The following: Ardansyah & Adi Saputra (2024).

## 2.3. Promotion

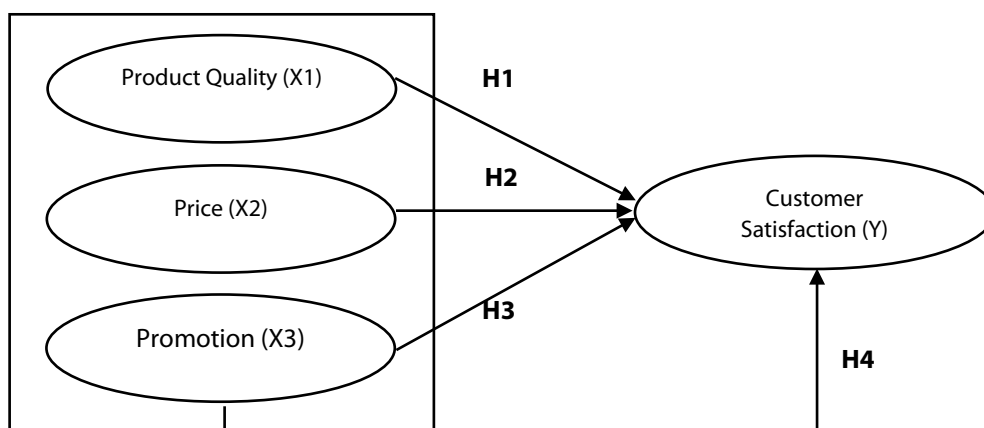
One of the components of the central mix is proper marketing to ensure effectiveness; a promotion of goods or services is promotional. Promotion according to Melia Wati & Ali Alam (2022) It is a component of a marketing plan that also involves product selection, price, and distribution. According to A. Hamdani in Sunyoto (2020) and Wahyono & Ardiansyah (2021) Promotion is important for business people who want to launch goods or services. Nasution & Aslami (2022) The promotion achievement improves consumers' knowledge of products and services, educates them about their benefits, and encourages them to buy them. According to Sutanto & Dunan (2023) Promotion serves as a means to achieve potential user performance efficiently to increase sales and introduce goods or services. Therefore, promotion becomes an important strategic activity to increase consumer awareness and interest. Make purchases and strengthen business objectives in the face of very tight market competition. Following Kotler & Armstrong (2017) There are five types of promotional indicators that banks can use: (1) Advertising, (2) Sales Promotion, (3) Publicity, (4) Personal Selling, and (5) Direct Selling. Kotler and Armstrong enter. Seprianty & Ardansyah (2024) The same promotion indicators were added, with the difference of adding the personal sales variable (Sales individual). Considering the appropriate indicators for this research, the indicators used to measure promotion in the research object are promotion indicators according to Kotler and Armstrong in Seprianty & Ardansyah (2024).

## 2.4. Customer Satisfaction

One of the leading indicators of metric Marketing is consumer satisfaction, especially for quality and well-known businesses. (Aprita Nur Maharani & Ali Alam, 2022). According to Darmawan et al. (2020), when customers compare product performance with their expectations, they may experience satisfaction or disappointment. Conversely, they become dissatisfied when the results are unexpected (Kotler & Keller, 2021). Prameswari & Suwandana (2017) define consumers' feelings by comparing product performance and consumer expectations. Brown in Riskawati et al. (2023) explains that consumers' satisfaction is because they have products or services that meet their expectations. Indicators for measuring consumer satisfaction, according to Tjiptono (2019), are as follows: (1) Reliability, (2) Responsiveness. (3) Self-confidence, (4)

Empathy, (5) Tangible. Hawkins and Lonney, quoted in Seprianty & Ardansyah (2024), [Click or tap here to enter text](#). Also explained that consumer satisfaction indicators have several things in common: (1) Conformity with Expectations, (2) Interest in Returning, and (3) Willingness to Recommend. By paying attention to the indicators used in this research, the indicators used to measure user satisfaction on the research object are the following: Seprianty & Ardansyah (2024)

## 2.5. Framework of thinking



**Figure 1. Research Framework**

## 2.6. Hypothesis

### 2.6.1. Partial Relationship Between Consumer Satisfaction and Product Quality

Muafa et al. (2020) Trust is key to creating and maintaining lasting bonds between customers and businesses. According to Ekasari et al. (2019) Businesses can change the criteria of products customers request by knowing consumer satisfaction. Consumer expectations of products are often formed by past experiences, anecdotes from friends or family, and marketing promises, claims, Ataburo et al. (2017). Compared to the goods' performance, these expectations can result in customers being satisfied or disappointed. Previous research (Mahira et al., 2021; et al., 2021) also shows that product quality affects consumer satisfaction. Based on existing developments, this study states the following hypothesis:

H<sub>1</sub>: Product quality positively and significantly influences SKJ Garage consumer satisfaction.

### 2.6.2. Partial Relationship Between Consumer Satisfaction and Price

Kotler & Armstrong (2017) define price as the amount of money spent to obtain a product or service, or the value traded by customers for the benefits of having or using goods or services. According to Sumarwan & Tjiptono (2018), the price is fixed. Companies can reduce consumer satisfaction if they are not reflective. Benefits received by the user. On the other hand, consumer satisfaction will increase if prices remain in line with the benefits obtained by users. This opinion is based on research conducted by Riadi & Kamase (2021), Siburian & Kartika (2021), and Wijaya et al. (2023), which shows that price directly affects customer satisfaction. The study shows that maintaining and increasing customer satisfaction is a thing to do, determining prices that align with customer expectations and benefits. Based on existing developments, the hypothesis in the study is:

H<sub>2</sub>: SKJ Garage consumer satisfaction is positively and significantly influenced by price.

### 2.6.3. Partial Relationship Between Consumer Satisfaction and Promotion

Introducing the product, attracting their interest in buying, and facilitating the sales process to consumers is a key element of marketing called promotion (Wahyono & Ardiansyah, 2021). For effective promotion, the message must be clear, on target, and attract attention. Creative and interesting promotions can be valuable for consumers, making them interested in purchasing the service or product. Previous research by Aprita Nur Maharani & Ali Alam (2022), Nasution & Aslami (2022), and Riski Putri & Pradhanawati

(2022) revealed that effective promotion has a significant influence on consumer satisfaction. Based on this, the hypothesis in this study is:

H<sub>3</sub>: SKJ Garage consumer satisfaction is positively and significantly influenced by promotions.

#### 2.6.4. ANOVA Relationship Between Consumer Satisfaction and Overall Variables

According to Kotler and Armstrong (2017), product quality refers to the capacity of a product to achieve a specific goal. They also define price as the cost of a product or service that buyers pay to benefit from. On the other hand, Tjiptono (2019) defines promotion as a component of the marketing mix that attempts to educate, persuade, and remind customers about a company's brand or product. In this situation, advertising is essential to attract customers' attention and strengthen relationships. Consumer satisfaction, as explained by Bachtiar (2011), is a positive feeling experienced by customers when or after using a product or service. Leonardo et al. (2021) found that price, promotion, and product quality significantly impact consumer satisfaction. Based on these facts, the hypothesis of this study is:

H<sub>4</sub>: Through ANOVA, SKJ Garage consumer satisfaction is influenced by product quality, promotion, and price.

### III. Research Method

The survey approach used in this study is direct data collection from SKJ Garage customers by sending online questionnaires using Google Forms. Quantitative research methodology was used on a research population of 144 SKJ Garage customers, which was then estimated using the Slovin formula to obtain a sample of 106 responses. The questionnaire for this study was based on a Likert scale with a score range of 1 to 5. The data were analyzed using SPSS version 25 by finding many independent factors, including product quality, price, and promotion, which influence the dependent variable, consumer satisfaction. Validity, reliability, multiple linear regression, partial, simultaneous, and coefficient of determination tests were used in this study. This test aims to evaluate the relationship between elements that influence customer satisfaction and determine how much influence each aspect has on customer satisfaction at SKJ Garage.

### IV. Results and Discussion

#### 4.1. Validity Testing on Questionnaires

**Table 1. Obtaining Validity Test Results**

No	X1	X2	X3	Y
1	.867	.846	.794	.835
2	.921	.844	.879	.870
3	.846	.932	.815	.835
4	.922	.820	.839	.647
5	.936	.822	.856	.793

Source: data processed with SPSS 25, 2024.

The results of the validity test show that all questionnaire items are declared valid, because each variable has a calculated r value greater than the r table, which is 0.361. Therefore, all questionnaire items are considered feasible and valid for this study.

#### 4.2. Reliability Test

**Table 2. Reliability Test**

Variables	Cronbach's Alpha
Customer satisfaction	.857
Product Quality	.939

Variables	Cronbach's Alpha
Price	.905
Promotion	.892

Source: data processed with SPSS 25, 2024.

Reliability testing shows that the questionnaire in this study was proven reliable, indicated by a Cronbach's Alpha value greater than 0.60. This indicates that research instruments can provide consistent and reliable results when measuring the variables studied.

#### 4.3. Multiple Linear Regression Testing

**Table 3. Multiple Linear Regression Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	( Constant )	6,716	1.125		5,972	.000
	Product Quality	.117	.045	.204	2.613	.010
	Price	.249	.045	.361	5,524	.000
	Promotion	.328	.058	.443	5,693	.000

Source: Data Processed by SPSS 25, 2024.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_t$$

$$Y = 6.716 + 0.117X_1 + 0.249X_2 + 0.328X_3 + e_t$$

Interpretation:

1. The constant value (a) of 6.716 means that the Consumer satisfaction value will remain 6.716 if all independent variables remain constant.
2. If all variables remain constant, then product quality increases. The contribution to consumer satisfaction is 0.117.
3. If all variables remain constant, the price increase contributes to consumer satisfaction by 0.249.
4. If all variables remain constant, promotion increases contribution to consumer satisfaction by 0.328.
5. The promotion variable contributes to consumer satisfaction.

#### 4.4. Testing the Coefficient of Determination

**Table 4. Results of Determination Coefficient**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 <sup>a</sup>	.612	.601	1,321

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

Source: Data Processed with SPSS 25, 2024.

Based on the coefficient of determination results, it can be concluded that the independent variables influence consumer satisfaction at SKJ Garage. Such as product quality, price, and promotion, with an explained effect of  $R^2 = 0.612$  or 61.2%. This means that changes in consumer satisfaction can be explained by these four variables, as much as 61.2%, while other external factors influenced the remaining 38.8%.

#### 4.5. t-test

**Table 5. t-Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	( Constant )	6,716	1.125		5,972	.000
	Product Quality	.117	.045	.204	2.613	.010

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Price	.249	.045	.361	5,524	.000
Promotion	.328	.058	.443	5,693	.000

Source: Data Processed by SPSS 25, 2024.

1. The first hypothesis is accepted, meaning that SKJ Garage consumer satisfaction is positively and significantly influenced by product quality, as seen from the market table (1.983) < t count (2.613), and the significance value is less than 0.05.
2. The second hypothesis is accepted, meaning that SKJ Garage consumer satisfaction is positively and significantly influenced by price, as seen from the market table (1.983) < t count (5.524), and the smaller significant value is 0.05.
3. The third hypothesis is accepted, meaning that SKJ Garage consumer satisfaction is positively and significantly influenced by promotions, as seen from the market table (1.983) < t count (5.693), and the smaller significant value is 0.05.

#### 4.6. F-Test

**Table 6. F Test Results**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	281,387	3	93,796	53,734	.000 <sup>b</sup>
	Residual	178,047	102	1,746		
	Total	459,434	105			

Source: data processed by SPSS 25, 2024.

The fourth hypothesis is accepted, meaning that SKJ Garage consumer satisfaction is influenced by product quality, promotion, and price using ANOVA, F table (2.69) > F count (53.734), and the significance value is smaller than 0.05.

#### 4.7. Discussion

At SKJ Garage, product quality greatly influences customer satisfaction. High-quality items, such as durable and standard components, provide value for customers. When clients see the benefits of a reliable product that meets their demands, their trust in SKJ Garage grows. This not only provides immediate satisfaction but also encourages long-term loyalty. Long. SKJ Garage maintains and continues to improve the quality of its products to maintain a competitive advantage and improve client relationships. At SKJ Garage, price has a beneficial effect on customer satisfaction. Customers are confident they get value for money when SKJ Garage determines competitive prices commensurate with the product or service quality. Offering Honest and cheap prices fosters a sense of justice, increasing confidence and happiness for clients. With the right pricing plan, SKJ Garage can attract more customers, increase loyalty, and improve its brand image.

Promotions at SKJ Garage have a positive impact on consumer satisfaction. Discounts, loyalty programs, and special offers are effective promotional methods that attract customers and provide a more valuable shopping experience. In addition, innovative and informative marketing can increase clients' knowledge about the product and grow an emotional connection with the brand. Customers feel valued when they receive relevant and appropriate offers, leading to increased satisfaction, loyalty, and recommendations to others. At SKJ Garage, product quality, price, and promotions are all important. Work together to influence customer satisfaction. Quality products, competitive prices, and attractive promotions offer a valuable customer experience. High. Product quality fosters trust and enjoyment. Through durability and reliability, while appropriate pricing increases the perception of fairness. In interaction. On the other hand, effective promotion can increase customer appeal by providing attractive offers and creating the impression that the client accepts additional benefits. These three criteria work together to increase client loyalty and support long-term success. SKJ Garage's length in the market.

## V. Conclusion



Based on the results of the data analysis, SKJ Garage consumer satisfaction is positively and significantly influenced by product quality, pricing, and promotions. High-quality products meet customer expectations and foster trust, while competitive pricing enhances perceived value, making services accessible to a broader range of customers. Promotions further attract and retain customers by creating excitement and offering incentives. Moreover, these factors collectively and simultaneously impact overall consumer satisfaction, underscoring their combined importance in driving positive customer experiences at SKJ Garage. Several suggestions are proposed to address areas for improvement identified in the analysis. First, expanding the garage space and redesigning it with a modern aesthetic can provide greater comfort and enhance the visual appeal of SKJ Garage. Second, revisiting pricing strategies to include varied and flexible packages can attract a broader consumer base, complemented by regular promotions and discounts. Third, optimizing digital marketing through social media, targeted ads, and collaborations with automotive influencers can significantly expand market reach. Establishing an official website showcasing SKJ Garage's services and portfolio is also essential. Lastly, maintaining high service standards through team member training, clear operational procedures, and performance-based incentives will help sustain and improve customer satisfaction.

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