

The Influence of Product Quality, Price and Service Quality on Consumer Satisfaction at Dapoer Marpoyan Jl. Kaharudin Nasution Pekanbaru

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ABSTRACT

The purpose of this study was to determine the effect of Product Quality, Price and Service Quality on Consumer Satisfaction at Dapoer Marpoyan Jl. Kaharudin Nasution Pekanbaru. The sample in this study was 100 consumers. The data analysis used was validity test, reliability test, classical assumption test, multiple linear regression, hypothesis test and determination coefficient test. Based on the results of the study, it is known that the partial test (t-test) shows that the product quality variable is known to be $t_{count} (5.893) > t_{table} (1.984)$ and $Sig. (0.000) < 0.05$ and the service quality variable is known to be $t_{count} (4.687) > t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the product quality and service quality variables have a significant effect on consumer satisfaction at Dapoer Marpoyan Pekanbaru. However, the price variable is known to be $t_{count} (-8.719) < t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the price variable does not have a significant effect on consumer satisfaction at Dapoer Marpoyan Pekanbaru. Simultaneously shows that product quality (X1), price (X2) and service quality (X3) simultaneously have an effect on consumer satisfaction at Dapoer Marpoyan Pekanbaru with the test results known $F_{count} (60.524) > F_{table} (2.70)$ with a significance of $0.000 < 0.05$. In terms of the coefficient of determination, the variables of product quality, price and service quality have an effect of 65.4% on consumer satisfaction while the remaining 34.6% are other factors not studied by the author.

Keywords: Product Quality; Price; Service Quality; Consumer Satisfaction

Fields: Marketing; Behavior; Management

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INTRODUCTION

Business is one of the many rapidly growing service businesses today that emerged along with creative and innovative ideas that make the marketing concept in business more developed and targeted (Agusta & Yusnidar, 2024). The marketing concept has begun to focus on providing satisfaction to consumers so as to generate high profits and make business a basic need for everyone (Kurnia et al., 2024). There are also other factors that encourage entrepreneurs to establish businesses, namely changes in consumer consumption patterns (JB Santoso, 2019).

According to A. Santoso & Ananda, (2020) the development of restaurants in this era of globalization has been colored by various kinds of competition in all fields (Andriani et al., 2024). Seeing these conditions, restaurant business actors are increasingly required to have the right strategy in meeting sales targets (Kardi et al., 2024). A competitive marketing strategy will certainly show the seriousness of the restaurant to increase consumer comfort (Supriadi et al., 2024). The restaurant must create and develop a marketing strategy concept that can provide a sense of comfort and security to consumers so that consumer satisfaction is created (Agusta et al., 2024). An attractive atmosphere, providing comfort, and security that has been successfully created by the restaurant will further increase consumer satisfaction so that they will be interested in returning to make purchases and consume products that have been provided by the restaurant (Putri & Afrizal, 2024).

Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to the fulfillment of consumer consumption needs (Asti & Ayuningtyas, 2020). In order for consumers to feel satisfied, businesses need a strategy, namely by providing

good and excellent product quality (Hocky et al., 2020), price and service quality. businesses must also pay attention to product quality (Suhardjo et al., 2023).

According to Baihaky et al., (2022) product quality is a company's effort to fulfill consumer desires through the products offered (Zarini & Serly, 2024). Product quality plays an important role for consumers in deciding purchases by looking at the shape, color, taste, and others. According to Nazaruddin (2019) Price is an important factor for customers when choosing a product or service. Price is the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities/usefulness needed to obtain a product. According to Ramadini (2023), service quality is any action or activity that can be offered by one party to another, is basically intangible and does not result in any transfer of ownership.

Quality has a direct impact on the performance of a product or service; therefore, quality is closely related to consumer value and satisfaction (Lestari et al., 2019). Good service quality in a company will create satisfaction for its consumers. After consumers are satisfied with the products or services they receive, consumers will compare the services provided. If consumers feel truly satisfied, they will buy again and recommend others to buy in the same place. Therefore, companies must start thinking about the form of consumer assessment of the level of perceived service with the level of expected service.

One of the businesses in Pekanbaru city is Dapoer Marpoyan which is located on Jl Kaharudin Nasution, Pekanbaru City. Dapoer Marpoyan business was established in 2019. Dapoer Marpoyan business is one of the places that is popular with the community, because the price is economical with a taste that suits the tongue of consumers. This business in 2019 was famous for its mainstay menu, namely jumbo geprek chicken, but in 2021 Dapoer Marpoyan created a new menu, namely black pepper fried chicken, so that until now it has become its mainstay menu and the turnover obtained is getting better.

The following is the sales turnover obtained by Dapoer Marpoyan from 2019 to 2023.

Table 1. Dapoer Marpoyan Sales Turnover Table 2019-2023

No	Year	Turnover
1.	2019	IDR 207,170,000
2.	2020	IDR 172,334,500
3.	2021	IDR 212,127,500
4.	2022	IDR 212,187,000
5.	2023	IDR, 176,123,000

Source: Dapoer Marpoyan Pre-survey, 2023

Based on the table above, it can be seen that sales revenue at Dapoer Marpoyan in the 2020 period experienced a decline in sales. This is due to the Covid-19 outbreak which required all residents to lockdown to break the chain of the virus, so that businesses were quiet, but Dapoer Marpoyan survived and thought of ways for businesses to still run and get stable turnover. In 2021, Dapoer Marpoyan created a new menu, namely black pepper fried chicken, starting with the new menu, the business started to have several visitors and the situation had started to improve, so that the turnover obtained increased. In 2022, the turnover at Dapoer Marpoyan was recorded as stable with the turnover in 2021, but in 2023, Dapoer Marpoyan's turnover decreased slightly compared to 2022.

The prices of the food menu at Dapoer Marpoyan are as follows:

Table 2. Dapoer Marpoyan Food Menu Price Data Table

No	Food	Price
1	Big Fried Chicken Package with Black Chili Sauce	Rp. 20,000,-
2	Black Chili Fried Chicken	Rp. 15,000,-
3	Jumbo Crushed Chicken Package with Rice	Rp. 17,500,-
4	Complete Medium Fried Chicken Package	Rp. 13,500,-

Source: Dapoer Marpoyan Pre-survey, 2023

Based on the price table for the food menu owned by Dapoer Marpoyan, it is relatively economical and affordable compared to several eating places with similar menus, namely:

1. Teto's Crushed Chicken, Kaharudin Nasution Street
The price of the geprek chicken package is Rp. 20,000
2. Gold Chick Crushed Chicken, Marpoyan
The price of the geprek chicken package is Rp. 26,000

3. Fragrant Chicken Crushed Chicken, Marpoyan

The price of the geprek chicken package is IDR 32,000

So, this price factor can affect consumer satisfaction and income in this business. The following is data on consumer visits to Dapoer Marpoyan from 2019 to 2023.

Table 3. Consumer Visit Data Table in 2019-2023

Month	2019	2020	2021	2022	2023
January	Not Open Yet	659	685	785	482
February	Not Open Yet	625	871	711	606
Maret	1103	625	975	957	465
April	1192	619	751	895	988
Mei	1227	596	1220	1220	869
June	1221	609	908	918	483
July	1091	719	708	808	596
Augustus	1249	705	764	764	609
September	927	639	721	781	719
October	951	711	741	741	705
November	920	699	953	753	412
December	1010	697	753	753	572
Jumlah Tahun	1.0891	7.903	9.365	9.301	7,506

Source: Dapoer Marpoyan Pre-survey, 2023

Based on the data above, it can be seen that the number of visitors in 2023 has decreased compared to 2022. This is because there are several complaints felt by consumers who have visited Dapoer Marpoyan. One of the complaints felt by consumers is regarding the quality of service provided.

LITERATURE REVIEW

Product Quality

According to Ayunani et al., (2023) product quality is the ability of a product to carry out its function, including the durability of the goods, reliability, accuracy, ease of operation, and the place of product repair. According to (Baihaky et al., 2022) product quality is a company's effort to fulfill consumer desires through the products offered. According to (Iwan Sahara & Adi Prakoso, 2020), "product quality is the ability of an item to provide results or performance that matches or even exceeds what customers want". Quality can be interpreted as the ability of a product to carry out its functions which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics (Luthfia 2012). Based on several opinions above, product quality is the ability of a product to carry out its function which provides results to fulfill consumer desires in the form of durability, strength, packaging and product repair.

Product Quality Dimensions

According to Ibrahim and Rusdiana (2021), product quality dimensions are divided into several things, as follows:

1. Performance The performance of a product must be listed on its label, for example, content, weight, viscosity, composition, power in rotation (RPM), and duration of use. For example, canned milk or soft drinks have their volume listed. The performance properties of a product are often also called structural characteristics.
2. Specialties (Types of Features) Quality products will have special features compared to other products. For example, TV buyers often look for ones that have stereo sound, a high level of resolution
3. Reliability and Durability A good quality product is one that has consistent performance within normal maintenance limits. For example, engine oil with adequate thickness and viscosity and a lifespan of 5,000 km (durability).
4. Easy to Maintain and Repair (Maintainability and Serviceability) Good quality products will meet the ease of repair or maintenance. This dimension is a measure of how easy it is to maintain. For example, a good motorcycle will be easy to maintain by every mechanic because spare parts are available in the open market.
5. Sensory Characteristics Product quality can be recognized from its scent, shape, taste, or sound. This gives a unique image to the quality of the product. For example, KFC fried chicken is easily recognized from its

distinctive smell and taste. JVC brand radio is characterized by clear sound. Sony brand TV from its appearance and durability.

6. Appearance and Ethical Image Another dimension of a quality product is consumer perception of a product. For example, how friendly and fast the company's service is to consumers. Product Quality Measurement Indicators

Product Quality Indicators

According to Shahrudin et al, (2020) to measure product quality in food there are the following indicators:

1. Freshness

is one of the quality factors that management teams in the food industry need to focus on to serve their customers with the required quality standards. Freshness refers to the crispiness and aroma of food.

2. Appearance

which is the appearance or form of food presentation that is arranged and decorated attractively. When food is presented well, it can trigger the feelings and moods of customers to consume food.

3. Flavor

Which is the taste of the food itself. Taste is the most important thing in a food and is related to the attractiveness of appearance, smell, and texture.

4. Innovative

That is the expertise to innovate in mixing one ingredient with another. Increasingly tight competition encourages food companies to be more efficient in processing, reorganizing management, developing new products with new and innovative flavors, and exploring new markets to meet consumer needs and desires competitively.

Price

According to Lestari et al., (2019) stated that price is a direct tool or vehicle for making comparisons between competing products or brands. According to Bayu et al., (2024) price is the only marketing mix that provides income or revenue for the company. According to Supriyatna et al., (2021) Price is the basis for the formation of profit so that all companies try to maximize it by developing the market. Price plays a strategic role in marketing. Price is the basis for the formation of profit so that all companies try to maximize it by developing the market (Amin et al., 2022).

Price is the standard exchange rate in nominal money of a product or service of a business venture. If the price is too expensive, then the product in question is not affordable for a particular target market. Conversely, if the price is too cheap, the company finds it difficult to make a profit or some consumers perceive the quality as poor Susanti et al., (2020). Price is an important factor for customers when choosing a product or service (Nazaruddin, 2019). This statement is supported by research showing that price is related to customer satisfaction, when customers believe that the price of a product is reasonable, then purchasing behavior tends to be repeated. Conversely, if customers feel that a particular product or service is not worth the price, they will not repeat purchasing behavior (Nofrianda, 2019).

Based on the opinion above, price is a tool for comparing prices in products and providing income or profit to the company so that the company must be able to maximize market development.

Stages of Pricing

According to Zhahra Lubis et al., (2024) stated that in determining prices there are factors that must be considered, namely internal factors in the company and factors in the external environment (Renaldo et al., 2022; Sudarno et al., 2022). Internal factors in the company include the purpose of marketing, strategies applied to the marketing mix system, capital or costs owned by the company and organization. While the external environmental factors are market characteristics, demand, competition, etc.

According to Mulyana, (2019) the stages that a company can take in setting prices are by taking an approach to costs, supply-demand, and consumers, namely:

1. Cost-Oriented Approach, namely pricing that is done by calculating total costs and adding the desired profit level.

2. Supply-Demand Approach, basically the price of a product is determined by the balance between supply and demand for the product.
3. Customer Oriented Method, Price sensitivity is also influenced by market segments because not everyone sees prices the same.

Price Indicator

According to Kotler et al., (2018) price indicators that can be used to measure and research price suitability include the following:

- a. Affordability.
Namely, the affordable prices offered by producers to consumers.
- b. Price matches product quality (Purwati et al., 2020).
Namely whether the product is in accordance with the quality obtained.
- c. Price competitiveness.
How does the price compare to others?

Quality of Service

According to Sofyan et al., (2019) service quality is a profit strategy to attract more new consumers, retain existing consumers, and prevent consumers from switching and create special advantages. Service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations (Febriana & Octavia, 2024). According to Angelina & Elizabeth (2024) service quality is how far the difference is between the expectations and reality of customers for the services they receive. Good service quality is a type of service that is satisfactory and in accordance with the service expected by consumers (Suyono et al., 2023).

Factors Affecting Service Quality

According to Kasmir (2017), the factors that influence service quality are as follows (Rahman & Wijaya, 2021).

- a. Number of workers; the number of workers in a company.
- b. Quality of the workforce; includes the knowledge and skills possessed by the workforce.
- c. Employee motivation; a drive possessed by employees to carry out an activity or job.
- d. Leadership; the process of influencing individuals, usually carried out by superiors to subordinates so that they can act according to the wishes of the superior in order to achieve company goals.
- e. Organizational culture; a system within a company that is adopted by all members of the organization and differentiates one organization from another.
- f. Employee welfare; fulfillment of employee needs by a company.
- g. The work environment and other factors include the facilities and infrastructure used, technology, building and room layout, product quality and so on.

Service Quality Indicators

Service quality is measured based on five dimensions known as TERRA, namely (Tjiptono, 2020):

1. Tangibles (Tangibility)
is the appearance of infrastructure, employees and other physical facilities
2. Reliability
namely the ability to provide service immediately.
3. Assurance (guarantee)
is to include knowledge, competence, politeness and trustworthiness of employees (Goh et al., 2022; Wijaya et al., 2020).
4. Responsiveness (responsiveness)
namely the desire of staff to provide responsive service and help consumers solve problems.

5. Empathy (Attention)

namely the attitude of employees who provide sincere attention to their consumers.

Customer Satisfaction

According to Suriadi et al., (2024) consumer satisfaction is a customer response to the evaluation of perceptions of the difference between initial expectations before purchase (or performance standards) and the actual performance of the product as perceived after using or consuming the product in question (Chandra et al., 2023; Panjaitan et al., 2024). According to Sugiyono (2018) satisfaction can be interpreted as a comparison between the services or results received by consumers with consumer expectations, the services or results received must at least be the same as consumer expectations, or even exceed them. Consumer satisfaction is a state of consumers who are either satisfied or not satisfied after their desires and expectations regarding the menu, price (Wijaya & Purba, 2021), facilities and services provided have been achieved (Roselina, 2019).

Consumers who receive consumer satisfaction will be happy with the product and repurchase the product, and can establish good relationships between employees and consumers (Fadhli & Pratiwi, 2021). The level of consumer satisfaction after using a product is related to how each company always maintains and improves product quality (Inkiriwang et al., 2022).

Factors Affecting Consumer Satisfaction

According to Maarif (2023) there are 5 customer satisfaction factors in fulfilling products or services, including:

- a. Product Quality, product quality can be determined through several elements such as performance, durability, features, reliability, consistency, and design.
- b. Price, for some consumers, low prices are a source of satisfaction because they will get high value for money.
- c. Service Quality, if the service provided is good enough and satisfactory, customers will be happy and potentially buy or use products from the same manufacturer.
- d. Emotional Factor, emotional factors are customer satisfaction factors related to their lifestyle.
- e. Cost and Convenience, cost and convenience can be interpreted as the sacrifices made by customers to obtain products or services that are easy, comfortable and efficient.

Customer Satisfaction Strategy

According to (Yamit, 2005), there are several strategies that can be implemented to increase customer or consumer satisfaction, including the following:

- a. Knowing customer needs and wants
- b. Knowing the process
- c. Building the image of the institution
- d. Building awareness of the importance of customer satisfaction

Consumer Satisfaction Aspects

According to Manurung, (2009) there are several aspects or characteristics of consumer satisfaction, namely as follows:

- a. Expectations, consumer expectations of a good or service have been formed before the consumer purchases the good or service.
- b. Performance, the consumer's experience of the actual performance of a good or service when used without being influenced by their expectations.
- c. Comparison, this is done by comparing the expected performance of goods or services before purchasing with the perception of the actual performance of the goods or services.
- d. Confirmation/disconfirmation, consumer expectations are influenced by their experiences with the use of brands of goods or services that are different from others. Confirmation occurs when expectations match the actual performance of the product.

Measuring Consumer Satisfaction

According to Fakhriya, (2024) in an effort to measure customer satisfaction, there are several methods that can be used, namely:

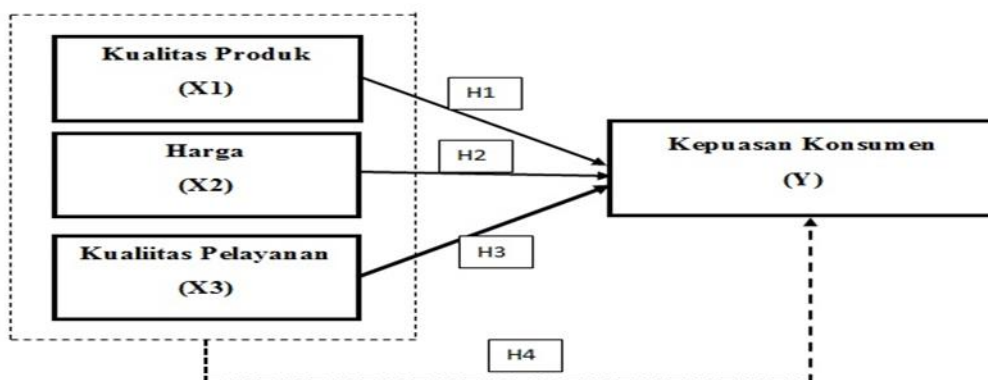
- Using a questionnaire, in the form, you can include relevant questions related to customer satisfaction and service quality.
- Using customer surveys, survey implementation can be done through various channels, including telephone, email, or even face-to-face interviews.
- Customer Satisfaction Score (CSAT) in this survey, customers are asked to provide an assessment using a scale from 1 (Very Dissatisfied) to 5 (Very Satisfied)
- Net Promoter Score or NPS, the use of this tool allows the creation of regular NPS surveys, the results of which provide a comprehensive picture of customer satisfaction and loyalty levels (Junaedi et al., 2024).
- Customer Effort Score (CES), Customer Effort Score (CES) is an effective tool. The results of CES not only reflect the level of customer engagement during and after the purchase of a product or service, but also describe the level of ease customers feel when interacting with your support team.
- Customer Churn Rate (CCR), CCR allows you to identify the percentage of customers who decide to stop using your product or service.

Consumer Satisfaction Indicators

According to Zeithaml et al (2021), three customer satisfaction indicators can be determined, namely:

- Satisfaction Fulfillment, is the fulfillment of customer needs in achieving satisfaction.
- Satisfaction Pleasure, is a positive relationship felt between the company and consumers.
- Satisfaction Ambivalence, is a unique feeling that consumers feel when dealing with a company.

Framework Study



METHODOLOGY

This research was conducted at Dapoer Marpoyan Jl. Kaharudin Nasution, Pekanbaru City in March 2023-June 2024. This research is quantitative descriptive research (Mairia et al., 2021; Napitupulu et al., 2021; Ramadona et al., 2021). Descriptive research is research that describes a situation that exists according to the facts. Research variables are symptoms/objects that are the focus of researchers to observe and the data will be collected. According to Sugiyono (2018) population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study were all consumers who visited Dapoer Marpoyan for 1 year. Based on sales data in one year, there were 7,506 consumers. The sample is part of the population studied by the researcher. According to (Sugiyono, 2018) Sample is part of the number and characteristics possessed by the population, so the sample is part of the existing population. The sampling technique using the Probability Sampling method, namely a sampling technique that provides an equal opportunity for each element or member of the population to be selected as a sample (Sugiyono, 2018). In determining the number of samples, the Slovin formula is used:

$$n = \frac{N}{1 + N(d)^2}$$

Information:

n: Number of samples

N: Population (Taken from the number of consumers at Dapoer Marpoyan for 1 year)

d: Degree of confidence (generally used is 10%)

$$n = \frac{N}{1 + N(d)^2} = \frac{7,506}{1 + 7,506(0.1)^2} = 98.68$$

From the results obtained, the number of samples to be taken in this study was 100 respondents. According to Arikunto (2015), Data analysis used in this study is descriptive and quantitative analysis methods. In this study, a simple linear regression analysis model was used using the SPSS 24 (Statistical Package for Social Science) program tool, namely the analysis of the relationship between one dependent variable and one independent variable (Renaldo et al., 2023).

RESULTS AND DISCUSSION

Multiple Linear Regression Test

The calculation results for the regression analysis of respondents can be seen in the table below.

Table 4. Multiple Linear Regression Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,436	.133		101,358	.000
Product Quality	.002	.000	.715	5,893	.000
Price	-.056	.006	-1.021	-8,719	.000
Quality of Service	.020	.004	.748	4.687	.000

a. Dependent Variable: Consumer Satisfaction

Source: Processed Data, 2024

$$Y = 13.436 + 0.002 X_1 - 0.056 X_2 + 0.020 X_3$$

$$\text{Consumer Satisfaction} = 13.546 + 0.002 \text{ Product Quality} - 0.056 \text{ Price} + 0.020 \text{ Service Quality}$$

The results and discussion of the regression equation above are:

1. The constant value (a) is 13.436. This means that if the Product Quality, Price and Service Quality on Consumer Satisfaction at Dapoer Marpoyan Pekanbaru are assumed to have a value of zero (0). Then the Product Quality, Price and Service Quality on Consumer Satisfaction at Dapoer Marpoyan Pekanbaru remain at 13.546.
2. The regression coefficient value of 0.002 states that Product Quality on Consumer Satisfaction at Dapoer Marpoyan Pekanbaru has increased by 0.002.
3. The regression coefficient value of -0.056 states that the price of consumer satisfaction at Dapoer Marpoyan Pekanbaru has decreased by -0.056.
5. The regression coefficient value of 0.020 states that the Quality of Service on Consumer Satisfaction at Dapoer Marpoyan Pekanbaru has increased by 0.020.

Hypothesis Testing

Simultaneous Test (F Test)

To find out whether the independent variables together have a significant influence on the dependent variable at a significance level of 5%, the F test is used where the F-calculated value will be compared with the F-table value where a model is considered feasible if the F-calculated value > F-table value and the sig value < α . The following are the results of the ANOVA test to test the accuracy of the model used:

$$\begin{aligned} \text{F table} &= n - k - 1 ; k \\ &= 100 - 3 - 1 ; 2 \\ &= 96 ; 2 \end{aligned}$$

$$= 2.70$$

Information:

n: Number of Samples

k: Number of independent variables

l: Constant

Table 5. Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,056	3	1,019	60,524	.000 ^b
	Residual	1.616	96	.017		
	Total	4,671	99			

a. Dependent Variable: Consumer Satisfaction
b. Predictors: (Constant), Service Quality, Price, Product

Source: Processed Data, 2024

Based on table 5 explained above, it is known that Fcount is 60.534 with a significance of 0.000 and the number of Ftables is 2.70. Thus, it is known that Fcount (60.524) > Ftable (2.70) with a significance of 0.000 < 0.05. This shows that Product Quality (X1), Price (X2) and Service Quality (X3) together have an effect on Consumer Satisfaction at Dapoer Marpoyan Pekanbaru.

Partial Test (t-Test)

The t-test shows how far the influence of an independent variable individually in explaining the variation of the dependent variable. Decision making can be done with the following criteria:

1. If $t \text{ count} > t \text{ table}$ then H_1 is accepted and H_0 is rejected, meaning the independent variable has a significant effect on the dependent variable.
2. If $t \text{ count} < t \text{ table}$ then H_1 is rejected and H_0 is accepted, meaning that the independent variable does not have a significant effect on the dependent variable.

The t-table value is known at a significance level of 5% (2-tailed) with the following equation:

$$\begin{aligned} t \text{ table} &= n - k - 1 : \alpha / 2 \\ &= 100 - 3 - 1 : 0.05 / 2 \\ &= 96 : 0.025 \\ &= 1,984 \end{aligned}$$

Description: n: number of samples

k : number of independent variables

l : constant

Based on the results in table 5, the t-test results can be explained as follows:

1. Product Quality with known value $t \text{ count} (5.893) > t \text{ table} (1.984)$ and $\text{Sig.} (0.000) < 0.05$. This means that the Product Quality variable has a significant effect on Consumer Satisfaction at Dapoer Marpoyan Pekanbaru.
2. Price with known value $t \text{ count} (-8.719) < t \text{ table} (1.984)$ and $\text{Sig.} (0.000) < 0.05$. This means that the Price variable does not have a significant effect on Consumer Satisfaction at Dapoer Marpoyan Pekanbaru.
3. Service Quality with known value $t \text{ count} (4.687) > t \text{ table} (1.984)$ and $\text{Sig.} (0.000) < 0.05$. This means that the Service variable has a significant effect on Consumer Satisfaction at Dapoer Marpoyan Pekanbaru.

Determination Coefficient Test (R^2)

The value of the Determination Coefficient (R^2) is used to explain the proportion of variation in the dependent variable explained by the independent variables together. The results of the determination test can be seen as follows.

Table 6. Results of Determination Coefficient (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.654	.643	.12972
a. Predictors: (Constant), Service Quality, Price, Product				
b. Dependent Variable: Consumer Satisfaction				

Source: Processed Data, 2024

Based on table 6, the correlation value (R) produced is 0.809. So, it can be concluded that there is a high relationship between the independent variables and the dependent variable.

Based on the coefficient of determination, the adjusted square value is 0.643. This shows the ability of the independent variables in the study to influence the dependent 64.3%. As much as 35.7 % is influenced by other variables not examined in this study, for example: Location, Brand Image, etc.

Discussion

1. Product Quality with known value $t_{count} (5.893) > t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the Product Quality variable has a significant effect on Consumer Satisfaction at Dapoer Marpoyan Pekanbaru.
2. Price with known value $t_{count} (-8.719) < t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the Price variable does not have a significant effect on Consumer Satisfaction at Dapoer Marpoyan Pekanbaru.
3. Service Quality with known value $t_{count} (4.687) > t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the Service variable has a significant effect on Consumer Satisfaction at Dapoer Marpoyan Pekanbaru.

CONCLUSION

Conclusion

Based on the results of the research that has been conducted, it can be concluded:

1. Partially shows that the product quality variable is known $t_{count} (5.893) > t_{table} (1.984)$ and $Sig. (0.000) < 0.05$ and the service quality variable is known $t_{count} (4.687) > t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the product quality and service quality variables have a significant effect on consumer satisfaction at Dapoer Marpoyan Pekanbaru.
2. Partially shows the price variable is known $t_{count} (-8.719) < t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the price variable does not have a significant effect on consumer satisfaction at Dapoer Marpoyan Pekanbaru.
3. Simultaneously shows that product quality, price and service quality have a significant effect on consumer satisfaction. This is proven by the results of the f test where it is known that F count $(60.524) > F_{table} (2.70)$ with a significance of $0.000 < 0.05$. This shows that product quality (X1), price (X2) and service quality (X3) together have an effect on consumer satisfaction at Dapoer Marpoyan Pekanbaru.
4. In terms of Determination, it shows that the adjusted square value is obtained at 0.643. This shows the ability of the independent variable in the study to influence the dependent 64.3%.

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