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The Influence of Price, Service Quality and Product Quality on Customer Satisfaction at Elflorist Boyolali

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Abstract

This study examines the influence of price, service quality, and product quality on customer satisfaction at Elflorist Boyolali. Using a quantitative approach, the study involved 40 customers selected through convenience sampling techniques. Data were obtained from questionnaires and analyzed by multiple regression method. The results of the analysis show that price significantly and positively affects customer satisfaction, the quality of the service significantly and positively affects customer satisfaction, and the quality of the product significantly and positively affects customer satisfaction. Partially, each variable has a significant contribution to improving customer satisfaction, while simultaneously, all three also have a significant effect. These findings confirm that these factors are the main determinants in building customer satisfaction at Elflorist Boyolali.

Keywords: price, service quality, product quality, customer satisfaction.

INTRODUCTION

Every celebration, both joyful and sad, the presence of a bouquet is never absent. More than just a series of flora, a bouquet is a symbol of beauty, an expression of feelings, and a form of care. In Boyolali, a city known for its natural charm, the wreath business is thriving, making it an industry that is not only artistic but also competitive. Various florists are popping up, offering unique creations with the promise of the best quality, creating a fierce competitive terrain that demands every business player to do more than just sell products. In the midst of this onslaught of competition, Elflorist Boyolali, as one of the people in the flower bouquet business, faces a great challenge to not only attract but also maintain customer loyalty. Customer satisfaction is the main key to winning the long-term

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competition. However, this satisfaction does not come by chance. It is the result of a combination of crucial factors that must be understood in depth.

In the increasingly competitive flower bouquet industry in Boyolali, customer satisfaction is no longer just a goal, but a must to survive and develop (Budiarti, 2023). One of the main factors that is often an initial consideration for consumers is the price offered. Price acts as a reflection of the value that customers receive, where affordable prices can attract buyers, while prices commensurate with product quality can increase positive perceptions (Amaliah & Mattoasi, 2020). However, prices that are too low can raise doubts about quality, while prices that are too high can divert customers to competitors. Therefore, proper pricing has a direct influence on customer expectations and satisfaction, which will then continue on their experience during the purchase process (Purwanto, 2020).

After considering the price, the customer experience is largely determined by the quality of service provided. Service quality includes all interactions between customers and Elflorist, ranging from response speed, staff friendliness, ease of ordering, to timeliness of delivery (Devi & Untoro, 2019). Excellent service not only creates a pleasant experience, but also builds customer trust and loyalty. Conversely, slow or unresponsive service can damage the overall image of the business and reduce satisfaction levels, even if the product is of high quality (Nababan et al., 2023). Thus, the quality of service becomes an emotional bridge that binds customers, before they finally receive the final result of the product they buy.

The culmination of this whole process is the quality of the product itself, which is at the heart of what Elflorist offers. The quality of flower bouquet products can be judged from various aspects, such as the freshness of the flowers, the neatness and creativity of the design, and the durability of the series (Khusuma & Utomo, 2021). When the bouquet received by customers meets or even exceeds their expectations, then satisfaction will be achieved to the maximum. Poor product quality, such as withered flowers or designs that are not to order, can trigger deep disappointment and potentially make customers switch to another florist (Maghfiroh, 2019). Thus, the combination of competitive prices, satisfactory service, and superior product quality are the three main pillars that will collectively form the level of customer satisfaction with Elflorist Boyolali.

Thus, this research has a high urgency to reveal how price, service quality, and product quality synergistically shape the level of customer satisfaction at Elflorist Boyolali. By understanding the influence of each of these factors, Elflorist can formulate a more effective strategy to increase competitiveness, strengthen its position in the market, and

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ensure its business not only survives, but also thrives in the midst of fierce competition for the bouquet business in Boyolali. In an attempt to gain a competitive edge, it is anticipated that this study will offer insightful information to Elflorist as well as to other related sectors.

THEORETICAL FOUNDATION

Price

One important factor that frequently serves as the primary factor in consumers' decision-making is price. Price, according to Arif (2014), is the sum of the money that is paid for a good or service and the value that customers exchange for the privilege of owning the good. According to Aprileny and Andriani (2018), price is one of the crucial components of economic activity since it influences consumers' decisions to buy, which supports this description. Furthermore, pricing is defined by Amilia (2017) as the sum of money and goods that consumers exchange in order to obtain a variety of goods and services. According to Saputra et al. (2023), a product's price is essentially its value expressed in monetary units.

Quality of Service

The ability of the services to live up to client expectations is a measure of service quality. Service quality, according to Gofur (2019), is a measure of how well the caliber of service rendered can match the expectations of the client. Additionally, according to Yudiatma & Triastity (2015), it is a comparison between the customer's opinion of the service and the expected level of service quality. This definition is consistent with the opinions of Nita & Ratnasari (2022), who define quality of service as an endeavor to meet customer requirements and wishes in addition to the precision of how it is provided to meet expectations. According to Deni et al. (2022), service quality is a strategy used by businesses to boost customer confidence in their offerings.

Product Quality

Product quality is determined by evaluating a product's performance from the perspective of the customer. Product quality, according to Deni et al. (2022), is the attribute of a good or service that may meet explicit or implicit consumer needs. Gain et al. (2017) reinforce this concept by stating that a product's quality is determined by its capacity to fulfill its intended purposes, such as precision, durability, and dependability. Ernawati (2019) asserts that product quality has a significant role in influencing consumer

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choices, with high quality generating greater attention from buyers. Product quality, according to Pahmi (2024), encompasses attempts to meet or even surpass consumer expectations and involves people, processes, products, services, and the environment.

Customer Satisfaction

When a customer evaluates a product or service after using it and contrasts expectations with reality, the outcome is customer satisfaction. According to Azhari et al. (2015), satisfaction is the emotion that results from comparing a product's perceived performance to one's expectations, either with joy or disappointment. Accordingly, Tjiptono (2016) characterizes customer satisfaction as an affective reaction to the assessment of a product or service's consuming experience. According to Nawawi and Puspitowati (2015), customer happiness is the result of their wants being met. According to Ismiah & Defrizal (2023), satisfaction is the feeling one gets after contrasting expectations with the real outcomes of a good or service.

RESEARCH METHODS

With a quantitative approach, this study uses descriptive and causal methods to test the influence of price variables, service quality, and product quality on customer satisfaction. The research population is consumers of Elflorist Bouquets in Boyolali. A sample of 40 respondents was selected using convenience sampling techniques from shoppers who shopped at the store from June 26 to July 28, 2025. Data were collected through a Likert scale questionnaire and processed using SPSS, including descriptive analysis, validity test, reliability test, classical assumption test, and multiple linear regression analysis.

RESULTS AND DISCUSSION

1. Data Quality Test

a. Validity Test

The validity test serves to ensure the feasibility of the questionnaire as a measuring tool. A questionnaire is considered valid if each question in it is able to measure the intended variable (Ghozali, 2013). This test is carried out by correlating the score of each question item with the total score of the overall construct or variable measured.

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Table 1. Validity Test Results

Variabel	R hitung	R tabel
Price	0,832	0,312
	0,727	
	0,853	
	0,717	
	0,894	
Quality of service	0,868	
	0,705	
	0,534	
	0,641	
	0,738	
Product quality	0,807	
	0,783	
	0,812	
	0,727	
	0,628	
customer satisfaction	0,874	
	0,855	
	0,804	
	0,673	
	0,896	

All statement items for each variable (price, service quality, product quality, and customer satisfaction) are deemed valid, according to the validity test results, which are displayed in Table 1. This is because all of the question items' rcalculated values are higher than the rtable value of 0.312. As a result, the variables under study can be measured using every item in this questionnaire.

b. Reliability Test

The reliability test serves to measure the consistency of the questionnaire as a research instrument. A questionnaire is considered reliable if the respondent's answers to questions are stable. Reliability measurements were carried out using a one-shot approach using the Cronbach Alpha (α) statistical test on the SPSS

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program. The reliability criteria are met if the Cronbach Alpha value is greater than 0.60 (Ghozali, 2013)

Table 2. Relibitilast Test Results

Variabel	Cronbach Alpha
Price	0,864
Quality of service	0,745
Product quality	0,801
Kepuasan Pelanggan	0,879

All of the study's variables—price, service quality, product quality, and customer satisfaction—have been deemed reliable, according to Table 2's reliability test results. The Cronbach Alpha value for each variable, which is more than 0.60 overall, shows this. Therefore, it can be said that the study tool, a questionnaire, is reliable and has good consistency in measuring these characteristics.

2. Classic Assumption Test

a. Normality Test

Prior to applying the parametric statistical procedure, it is crucial to test the data's normality. Verifying whether the data has a normal distribution is the aim. With the aid of the SPSS 26.00 software, the Kolmogorov-Smirnov test was used to perform the normalcy test in this investigation.

Tabel 3. Hasil Uji Normalitas

		Unstandardized Residual
N		40
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	1.02050385
Most Extreme Differences	Absolute	0.130
	Positive	0.054
	Negative	-0.130
Test Statistic		0.130
Asymp. Sig. (2-tailed)		0.089[c]

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The results of the Kolmogorov-Smirnov normalcy test, as shown in Table 3, indicate that the data follows a normal distribution. This is shown by the value of Asymp. The sig. (2-tailed) value of 0.089 is greater than the significance level of 0.05. This means that parametric statistical methods can be applied to the data for further evaluation, as the study's normality assumption was satisfied.

b. Multicollinearity Test

A multicollinearity test was run to make sure the regression model was sound. Testing the relationship between independent variables is the aim. The independent variables in the ideal regression model do not strongly correlate with one another. The VIF value is examined in order to perform this test. It can be inferred that multicollinearity in the data is not an issue if the VIF score is less than 10.

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price	0.188	5.308
	Quality of service	0.224	4.463
	Product quality	0.317	3.152

The results of the multicollinearity test, shown in Table 4, indicate that this regression model is free of any multicollinearity problems. The fact that the VIF (variance inflation factor) values of the independent variables—price, service quality, and product quality—are all below 10 clearly indicates this. All variables also have tolerance levels higher than 0.10. That is why there is no evidence of a statistically significant relationship between the study's independent variables.

c. Heterokedacyte Test

The heteroscedasticity test is used to determine whether the residual in a regression model exhibits variance inuniformity. The Glejser Test, which determines whether or not there is a variation in variance from residual from one observation to another, is one of the techniques employed.

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Tabel 5. Hasil Uji Heterokedasitas

Model		t	Sig.
1	(Constant)	1.714	0.095
	Price	-2.529	0.016
	Quality of service	0.858	0.397
	Product quality	1.579	0.123

The Price variable has a significance value (Sig.) of 0.016, which is less than 0.05, according to Table 5's results of the heteroscedasticity test, indicating that this regression model is heteroscedastic. However, significance values (Sig.) greater than 0.05 for the Service Quality and Product Quality variables show that there are no heteroscedasticity issues in either measure.

3. Multiple Linear Regression Test

The regression equation model suggested in this study satisfies the traditional assumptions of normality, freedom from multicollinearity, and heteroscedasticity, according to the findings of the earlier investigation. This model is therefore regarded as legitimate and workable for use in more research. The hypothesis about the partial influence of independent variables on dependent variables was tested using multiple linear regression analysis. The following regression-estimated findings were produced using the SPSS version 26.0 program:

Tabel 6. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.204	1.258	
	Price	0.308	0.110	0.360
	Quality of service	0.291	0.117	0.294
	Product quality	0.330	0.093	0.351

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By entering the value of the Unstandardized Coefficients (B) column, the equation becomes:

$$Y=2.204+0.308X1+0.291X2+0.330X3$$

From this equation, we can interpret each regression coefficient (b) as follows:

a. Constant (a): A constant value of 2,204 indicates that if the variables Price, Service Quality, and Product Quality are zero, then the value of the dependent variable is 2,204.
b. Price (X1): The regression coefficient for the Price variable is 0.308. This means, every one unit increase in the Price variable, will increase the dependent variable by 0.308, assuming the Service Quality and Product Quality variables remain constant.
c. Quality of Service (X2): The regression coefficient for the Quality of Service variable is 0.291. This means, every one unit increase in the Service Quality variable, will increase the dependent variable by 0.291, assuming the Price and Product Quality variables remain constant.
d. Product Quality (X3): The regression coefficient for the Product Quality variable is 0.330. This means, every one unit increase in the Product Quality variable, will increase the dependent variable by 0.330, assuming the Price and Service Quality variables remain constant.

4. Determination Test

A determination coefficient (R2) is used to quantify the extent to which the regression model can account for the change of bound variables. The R2 value falls between 0 and 1. Ferdinand (2014) states that an independent variable has a great predictive capacity against bound variables if its value is close to 1, and it has a very small influence if its value is close to 0.

Table 7. Determination Test Results

Model	R	R Square	Adjusted R Square
1	0.942[a]	0.888	0.879

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According to Table 7, the determination coefficient test yielded an Adjusted R2 value of 0.879. According to this data, 87.9% of the variance in customer satisfaction can be explained by changes in pricing, service quality, and product quality. At the same time, 12.1% comes from factors that aren't part of this study's model.

5. Test F

The purpose of the F test is to evaluate the overall viability of the regression model. Price, product quality, and service quality are independent factors that, when combined, can accurately predict the bound variables (customer satisfaction) if the model is deemed practical. According to Ferdinand (2014), the ANOVA table can be used to ascertain this feasibility. If the generated significance value (Fcalcul) is less than 0.05, a regression model is deemed viable.

Table 8. F Test Results

Mdel		F	Sig.
1	Regression	95.360	0.000[b]
	Residual		
	Total		

This investigation's regression model was determined to be feasible, as shown in Table 8 by the F test findings. The significance level is less than 0.05, which is shown by the value of 0.000.This figure illustrates the relationship between customer satisfaction (the dependent variable) and the independent variables (price, service quality, and product quality), which have a substantial impact on customer satisfaction.

6. T test

The purpose of the t-test, which is to determine the relationship between the dependent and independent variables (Ghozali, 2018), is to arrive at the following working hypothesis: Contrary to what H1 asserts, bound variables are affected by independent variables (H0). With a 0.05 significance level in mind, we can choose between the following alternatives: H0 is rejected and H1 is authorized, signifying that the independent variables have a significant influence, if the t-test significance result

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is less than 0.05. However, if the p-value is greater than 0.05, we accept H0 and reject H1, indicating that the null hypothesis (H1) is true.

Table 9. Test Results t

Model		t	Sig.
1	(Constant)	1.752	0.088
	Price	2.801	0.008
	Quality of service	2.494	0.017
	Product quality	3.543	0.001

The following is a breakdown of how each independent variable affected the dependent variable, according to Table 9:

The Influence of Price on Customer Satisfaction

The Price variable has a computed value of 2.801. The table value (1,683) is less than this value (2,801>1,683). To top it all off, the Sig. value is 0.008. The value (0.008) is less than the significance level (α=0.05), which is set at 0.05. It follows that the bound variable is significantly affected by the Price variable to a lesser extent.

The Effect of Service Quality on Customer Satisfaction

A value of 2,494 was computed for the Service Quality variable. Compared to the table value (1,683), this figure (2,494) is higher. Not only that, but the Sig. value is 0.017. There is a difference between this value (0.017<0.05) and the stated significance level (α=0.05). It follows that the bound variable is significantly affected by the Service Quality variable to a lesser extent.

The Influence of Product Quality on Customer Satisfaction

A value of 3.543 has been determined for the Product Quality variable. The table value (1,683) is less than this value (3,543>1,683). Furthermore, the Sig. value is 0.001. At 0.001, this result is less than the previously defined significance limit of 0.05. So, it's safe to say that the bound variable is at least somewhat affected by the Product Quality variable.

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DISCUSSION

Price against customer satisfaction

The regression analysis reveals that the price variable possesses a statistically significant and positive regression coefficient. A one-way association between price and customer satisfaction is indicated by this positive coefficient. This means that dependent variables tend to increase when prices rise. The t-test findings corroborated this discovery with a p-value less than 0.05 and a tcal value higher than ttable. As a result, we know that, at least in part, pricing affects consumer happiness. The study's results show that, according to its actual impact, pricing is one of the crucial considerations.

Quality of service to customer satisfaction

There was also a positive and statistically significant regression coefficient for the service quality variable. As a result, the correlation between service quality and client happiness is linear. The results of the t-test corroborate the significance of this influence, as the tcal value is more than the ttable and the p-value is less than 0.05. Hence, it's safe to say that service quality is a major factor in determining client happiness. This becomes quite important since it is frequently the key point of differentiation between rivals.

Product quality against product quality

Regression analysis also revealed positive and statistically significant coefficients for the product quality variable. As a result, there is a direct correlation between higher product quality and happier customers. The t-test findings demonstrated that this independent variable had the highest count and the lowest p-value, suggesting that product quality was the most important element in determining customer happiness to a certain extent. These results back up the idea that a key way to accomplish research goals is to maintain and improve product quality.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the analysis, it was found that the variables of price, service quality, and product quality positively and significantly affected customer satisfaction. Each of these variables, both individually and together, makes a meaningful contribution to improving customer satisfaction. Therefore, this research model is effective in explaining the key factors that shape customer satisfaction.

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Suggestion

Based on the findings that price, service quality, and product quality have a great effect on customer satisfaction, Elflorist is advised to focus on three main things. First, offer competitive pricing strategies, such as bundled plans and loyalty programs, to attract customers. Second, improve the quality of service by providing responsive customer service, more diverse order personalization, and transparent shipping information. Third, guarantee the quality of the product by using fresh flowers and conducting strict quality control before each shipment. By implementing these measures, Elflorist can effectively increase customer satisfaction and loyalty.

The suggestion of this study is based on the findings that price, service quality, and product quality have a significant effect on customer satisfaction. For further research, there are several aspects that can be explored more deeply by comparing moderation or mediation variables and comparing market segments.

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