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The Effect Of Price And Product Quality On Customer Satisfaction At Nh Hijab

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Abstract

This study aims to analyze the effect of price and product quality on customer satisfaction at NH Hijab. Using a quantitative associative approach, data were collected from 100 respondents through questionnaires and analyzed using multiple linear regression. The results show that price and product quality have a positive and significant effect on customer satisfaction, both partially and simultaneously. Product quality is the most dominant factor influencing customer satisfaction. The coefficient of determination (R^2) of 0.322 indicates that 32.2% of customer satisfaction is explained by price and product quality, while the remaining 67.8% is influenced by other factors outside the study.

Keywords: Price, Product Quality, Customer Satisfaction.

INTRODUCTION

BACKGROUND

The development of entrepreneurship in Indonesia has experienced significant growth in recent years. This is indicated by the increasing number of new business actors emerging in various sectors, ranging from culinary businesses and fashion to service industries. The increasingly intense competition requires business owners to maximize their company performance in order to remain competitive in the market. Companies must make substantial efforts to study and understand the needs and desires of their customers. By understanding customer needs, wants, and demands, companies can

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obtain important insights for designing effective marketing strategies that create customer satisfaction (Izzah & Lubis, 2025).

Customer satisfaction has become a key factor in business sustainability amid competitive market conditions. Therefore, business owners need to understand the factors considered by customers in order to create value that meets their expectations, particularly regarding price and customer satisfaction. Customer satisfaction originates from consumers' evaluations of the quality of products or services they receive, based on expectations previously formed in their minds. These expectations arise from prior experiences with products or services as well as word-of-mouth information received from other customers. Such evaluations generate either satisfaction or dissatisfaction. Customers will feel satisfied when the quality provided meets or exceeds their expectations (Afnina & Hastuti, 2018).

Customer satisfaction refers to an individual's level of feeling after comparing the perceived performance of a product with their expectations. If the product performance meets or exceeds expectations, customers will feel satisfied; conversely, if the performance falls below expectations, customers will feel dissatisfied. Customer satisfaction is crucial for business sustainability because it encourages repeat purchases, increases customer loyalty, and strengthens a company's position amid market competition.

Price is one of the factors considered by customers when making purchasing decisions. It serves as an important consideration for customers in deciding whether to buy products from a company. Changes in price can significantly affect customers, particularly price-sensitive consumers who tend to switch to alternative brands offering lower prices. Price is influenced by customer perceptions and evaluations regarding whether a product is considered too expensive or too inexpensive (Kotler & Armstrong, 2018). In addition, price also affects customer satisfaction and retention (Maulana & Saputri, 2024). Price is a highly important variable in creating customer satisfaction. Affordable pricing can stimulate marketing performance because customers evaluate and compare prices among competing brands before making transactions. When the price offered is perceived as appropriate for the product received, it becomes a positive consideration for customers (Diasari & Oetomo, 2020).

Besides price, product quality is equally important in achieving customer satisfaction. Product quality encompasses efforts to meet or even exceed customer expectations. Quality refers to the overall characteristics and features of a product or service that influence its ability to satisfy stated or implied needs. If a product does not

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meet specifications, it may be rejected even when it remains within predetermined tolerance limits. Therefore, quality control is essential to prevent larger errors in the future. Product quality plays a significant role in customer satisfaction. Izzah and Lubis (2025) define product quality as a set of characteristics inherent in a product.

NH Hijab is a business operating in the Muslim fashion industry, particularly in hijab products. NH Hijab was established based on experience in online and offline sales and has continued to develop by adapting to market needs. The products offered include various types of hijabs with different models, materials, and price ranges designed to meet consumer needs. The business continues to grow and strives to become a recognized brand within the community.

The name NH is derived from the owner's name, NURFADILLAH, abbreviated as NH Hijab. The brand aims to become a leading brand that inspires Muslim women to appear elegant and confident through modern hijab styles. Established in 2025, NH Hijab is located in Talabiu Village, Woha District, Bima Regency, West Nusa Tenggara Province. The business specializes in the sale of hijabs and supporting fashion accessories.

NH Hijab provides various premium-quality hijab products that prioritize comfort, practicality, and aesthetics. These products include rayon pashmina, premium jersey pashmina, viscose pashmina, ceruty pashmina, traditional Paris square hijabs, and voal hijabs. In addition, NH Hijab offers bergo hijabs, both with and without visors, available in various sizes. The company also provides complementary products such as inner caps (ciput), hair ties, and other hijab accessories designed to enhance customer comfort and appearance.

The challenges faced by NH Hijab include intense competition in the hijab fashion industry, rapidly changing fashion trends, and increasing consumer demands for product quality, competitive pricing, and customer satisfaction. These factors must continuously be improved to ensure business sustainability and growth. Based on these conditions, the researcher intends to conduct a study on the influence of price and product quality on customer satisfaction at NH Hijab. This research is expected to provide valuable information and recommendations for business owners in formulating marketing strategies, improving product and service quality, maintaining customer loyalty, and enhancing business competitiveness within the increasingly competitive hijab fashion industry.

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PROBLEM IDENTIFICATION

1. Increasingly Intense Competition: The hijab fashion industry is growing rapidly, requiring NH Hijab to compete effectively with other competitors in the market.
2. Rapid Changes in Trends: Hijab styles and types change quickly, demanding continuous innovation in product models and materials.
3. Consumer Price Sensitivity: Price is a primary consideration for buyers; if prices are not competitive, customers tend to switch to other brands.
4. Product Quality Demands: Material quality and hijab comfort must be carefully maintained to meet consumer expectations and standards.
5. Risk of Declining Satisfaction: Customer satisfaction may decrease if the price paid is not proportional to the quality of the product received.

RESEARCH QUESTIONS

Based on the background presented above, the research questions are formulated as follows:

1 Does price have a significant partial effect on customer satisfaction at NH Hijab?
2 Does product quality have a significant partial effect on customer satisfaction at NH Hijab?
3 Do price and product quality simultaneously have a significant effect on customer satisfaction at NH Hijab?

RESEARCH OBJECTIVES

1 To determine whether price has a significant partial effect on customer satisfaction at NH Hijab.
2 To determine whether product quality has a significant partial effect on customer satisfaction at NH Hijab.
3 To determine whether price and product quality simultaneously have a significant effect on customer satisfaction at NH Hijab.

THEORETICAL REVIEW

1. *Price*

Price is defined as the amount of money charged for a product or service and the sum of values exchanged by consumers to obtain the benefits of owning or using a product or service. Price is one of the most important variables in marketing because it can influence consumers in making purchasing decisions for various reasons (Agustina,

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2021). Price is also considered a strategy used by sellers to differentiate their offerings from competitors. In the buying and selling process, price is a highly important component because it represents the exchange value in a transaction (Septiani, 2021). According to Indrasari (2019), there are four indicators that characterize price:

a. Price suitability with benefits: The value or benefits obtained by customers after spending a certain amount of money.
b. Price competitiveness: A comparison between the prices of NH Hijab products and competitors' products in the market.
c. Price affordability: Customers' ability to afford the prices established by the company.
d. Price suitability with product quality: The extent to which the price paid reflects the quality of the hijab product received.

2. *Product Quality*

Product quality is one of the primary pillars in marketing strategy that determines business sustainability amid market competition. According to Kotler and Keller (2016), product quality is defined as the ability of a product to perform its functions, including durability, reliability, precision, ease of maintenance, and other aesthetic values considered important by consumers.

This opinion is reinforced by Tjiptono (2019), who states that product quality is the degree of product excellence measured by its conformity to standards established by the company and its ability to satisfy customer needs. Mowen and Minor (2002) define product quality as customers' overall evaluation of the performance excellence of goods and services.

According to Tjiptono (2008), product quality is a combination of characteristics and attributes that determine the extent to which outputs can fulfill customer requirements and needs. Meanwhile, Kotler and Armstrong (2008) explain that a product is anything that can be offered to a market, both domestically and internationally, to attract attention, be purchased, used, or consumed in order to satisfy wants and needs.

According to Haris and Welsa (2018), product quality indicators include:

a. Reliability: The ability of a product to function properly and consistently without failure.
b. Durability: The ability of a product to withstand use over a certain period of time.
c. Conformance to specifications: The degree to which a product meets predetermined standards or specifications, enabling it to function properly and

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satisfy consumer expectations.

3. ***Customer Satisfaction***

Customer satisfaction is a direct consequence of consumers' perceptions of the quality they experience after using a product. Theoretically, Kotler and Keller (2016) explain that customer satisfaction is the level of happiness resulting from comparing perceived product performance with initial expectations. If product performance exceeds expectations, customers will feel highly satisfied.

This view is consistent with Supriyanto and Mardiyanto (2018), who emphasize that customer satisfaction is not merely the end result of a transaction but also the beginning of efforts to build customer loyalty through repeat purchases and recommendations to others.

Operationally, customer satisfaction can be identified through overall satisfaction with the product, confirmation that the product has met or exceeded expectations, and the perception that the product approaches an ideal standard from the consumer's perspective (Parasuraman, 2017).

According to Mardikawati and Farida (2013), the indicators of customer satisfaction are:

Service suitability with expectations, which relates to customers' perceptions of whether the service quality received matches what was promised by the service provider.

Service suitability with the price paid, which relates to customers' perceptions of whether the service received is worth the costs incurred.

Customer satisfaction with the services offered, which relates to customers' perceptions of satisfaction compared with services provided by other providers.

The Effect of Price on Customer Satisfaction

Oliver's (2014) Expectancy-Disconfirmation Theory explains that satisfaction is determined by the difference between initial expectations and perceived product performance. When perceived product performance meets or exceeds expectations, positive disconfirmation occurs, resulting in satisfaction.The influence of price on customer satisfaction is closely related because customers tend to choose products offering greater value at relatively lower prices. Such perceptions lead customers to assign higher value to a company.

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Previous studies conducted by Widianti et al. (2021), Lenzun et al. (2014), and Noeraini (2016) found that price has a positive and significant effect on customer satisfaction. However, studies conducted by Putra and Santoso (2020) and Rahmawati (2021) reported that price does not significantly affect customer satisfaction.

H1: Price is presumed to have a significant partial effect on customer satisfaction at NH Hijab.

The Effect of Product Quality on Customer Satisfaction

Product quality strongly influences customer satisfaction because a product's ability to meet customer desires is essential (Kotler & Keller, 2016). The better the quality of a product, the greater the customer satisfaction generated. A product is considered high quality when it is capable of performing its functions optimally, providing reliability, and consistently meeting customer expectations.

Previous studies by Lenzun et al. (2014), Prandita and Iriani (2013), and Afnina and Hastuti (2018) found that product quality has a positive and significant effect on customer satisfaction. In contrast, Nugroho (2020) and Saputra (2021) concluded that product quality does not significantly affect customer satisfaction.

H2: Product quality is presumed to have a significant partial effect on customer satisfaction at NH Hijab.

The Effect of Price and Product Quality on Customer Satisfaction

Kotler and Keller (2016) state that prices that correspond to product benefits can increase customer satisfaction because price is one of the primary determinants of perceived value. Furthermore, Zeithaml (1988) explains that customer satisfaction is influenced by perceived value, namely the comparison between the quality received and the price paid. The higher the perceived value, the higher the level of customer satisfaction.

Previous studies conducted by Agustina et al. (2021), Izzah and Lubis (2025), and Diasari and Oetomo (2020) found that price and product quality simultaneously have a positive and significant effect on customer satisfaction. However, Putri and Hidayat (2021) found that price and product quality simultaneously do not significantly affect customer satisfaction.

Based on the theories and previous studies, the following hypothesis is proposed:

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H3: Price and product quality are presumed to simultaneously have a significant effect on customer satisfaction at NH Hijab.

RESEARCH METHODOLOGY

Type Of Research

This study is categorized as associative research, which is a method conducted to determine the relationship between two or more variables, namely Price (X1), Product Quality (X2), and Customer Satisfaction (Y). According to Sugiyono (2017), associative research aims to examine the magnitude of the relationship or influence among variables. In this study, the focus is on analyzing the influence of price andproduct quality on customer satisfaction regarding NH Hijab products in Bima Regency.

Research Instrument

The research instrument used to collect data is a questionnaire employing a Likert scale. Respondents are presented with a series of statements and asked to select the answer that best represents their opinion.

Table 1. Research Instrument Scale

Response Category	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

RESEARCH POPULATION AND SAMPLE

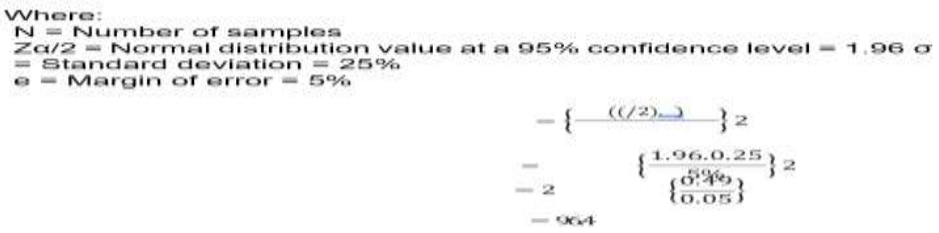
Population refers to a generalized area consisting of objects or subjects that possess certain characteristics and qualities determined by researchers to be studied and from which conclusions are drawn (Sugiyono, 2017). The population in this study consists of all NH Hijab customers in Bima Regency, whose exact number is unknown. A sample is a portion of the population possessing its characteristics. To obtain a sample that

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adequately represents the population, accidental sampling was employed. Accidental sampling is a sampling technique based on chance, where anyone who happens to meet the researcher can be selected as a respondent (Sugiyono, 2017).

Since the population size is unknown, the sample size was determined using the Unknown Population formula Uknown Population: = [((/2).)]2 (Zahrowati &Suparwati, 2018). Where:



Based on the calculation using the formula above, the required sample size was 96.04, which was rounded down to 96 respondents. However, the researcher decided to increase the sample size to 100 respondents as a precautionary measure to anticipate invalid data or incomplete questionnaire responses, as well as to enhance the representativeness of the data and improve the accuracy of the research findings.

Furthermore, the sampling technique employed in this study was purposive sampling. According to Sugiyono (2020), purposive sampling is a sampling technique in which participants are selected based on specific considerations or criteria determined by the researcher. This technique was chosen because it is appropriate for quantitative research and studies that do not aim to generalize findings to the entire population (Sugiyono, 2020).

Based on these considerations, the researcher determined that the sample for this study consisted of 96 respondents who met the following criteria: (1) aged above 17 years, as they were considered capable of understanding the questionnaire items; (2) residing in Bima City or Bima Regency; and (3) having previously purchased and used NH HIJAB products.

RESEARCH LOCATION

The research was conducted at:

RT 07A, RW 04, Mangge Na'e Hamlet, Talabiu Village, Woha District, Bima Regency, West Nusa Tenggara Province, Indonesia.

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DATA COLLECTION TECHNIQUES

The data collection techniques employed in this study include:

Observation

Observation is a direct and careful activity of observing a specific object at the research location. Through observation, researchers can obtain factual information regarding the conditions of the research object.

Questionnaire

A questionnaire is a data collection method conducted by providing respondents with a set of written questions or statements to be answered. This technique enables researchers to gather primary data directly from respondents.

A literature study refers to a series of activities involving collecting library data, reading relevant references, taking notes, and processing research materials related to the topic under investigation.

DATA ANALYSIS TECHNIQUES

Validity and Reliability Tests

Validity Test

A validity test is used to determine whether an indicator accurately measures the intended construct. The validity test is conducted by examining the correlation between each item score and the total score using the Pearson Correlation coefficient and comparing it with the critical correlation value (Sugiyono, 2017). The correlation coefficient for each item is compared with the critical value of 0.30. If the calculated correlation coefficient (r-value) is greater than the critical value (0.30) and has a positive sign, the item is considered valid. Conversely, if the correlation coefficient is less than 0.30 or negative, the item is considered invalid (Sugiyono, 2017).

Reliability Test

A measurement instrument is considered reliable if it produces consistent results under similar conditions. Reliability is measured using the Cronbach's Alpha method (Riduwan, 2008). An instrument is regarded as reliable when it has a reliability coefficient (Cronbach's Alpha) of 0.60 or higher. Conversely, if the Alpha coefficient is below 0.60, the instrument is considered unreliable (Sugiyono, 2017).

Classical Assumption Tests

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Classical assumption testing is conducted to determine whether an Ordinary Least Squares (OLS) linear regression model satisfies the underlying assumptions required for regression analysis. Several assumptions must be fulfilled before applying multiple linear regression to analyze the effects of the variables under study (Ghozali, 2019). These assumptions include the following:

Normality Test

The normality test is used to determine whether the residuals in a regression model are normally distributed (Ghozali, 2019). A normal data distribution is essential to ensure the accuracy of statistical tests, such as the t-test and F-test. In this study, normality was assessed using the Kolmogorov–Smirnov test, which evaluates whether the residual data follow a normal distribution. The data are considered normally distributed if the significance value is greater than 0.05. Conversely, if the significance value is less than 0.05, the data are considered not normally distributed (Dunakhri, 2018).

Multicollinearity Test

The multicollinearity test is used to determine whether strong correlations exist among the independent variables in the regression model (Khoiri, 2020). A good regression model should not exhibit high correlations among independent variables (Ghozali, 2019). The criteria for detecting multicollinearity are as follows:

If the Tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) is less than 10, it can be concluded that multicollinearity is not present.

If the Tolerance value is less than 0.10 and the VIF is greater than 10, it can be concluded that multicollinearity exists in the model.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the variance of residuals differs across observations (Avriani et al., 2021). The presence of heteroscedasticity may result in inefficient regression coefficient estimates. In this study, heteroscedasticity is examined using a scatterplot of residuals against the independent variables. If there is no clear pattern and the plotted points are randomly distributed both above and below the zero value on the Y-axis, it can be concluded that heteroscedasticity is not present in the model. Conversely, if the points form a systematic or recognizable pattern, it indicates the presence of heteroscedasticity in the regression model.

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Autocorrelation Test

According to Ghozali (2021), the autocorrelation test is used to determine whether there is a correlation between the residuals of one observation and those of another observation within a regression model. The presence of autocorrelation indicates a violation of one of the classical assumptions of regression analysis, which may affect the accuracy of the estimated parameters.

The Durbin–Watson (DW) test is commonly employed to detect autocorrelation. According to Ghozali (2021), a regression model is considered free from autocorrelation if the Durbin–Watson statistic satisfies the following condition: du<DW<4−du

If the Durbin–Watson value does not satisfy this criterion or if the results remain inconclusive, an additional test, namely the Runs Test, can be conducted. The Runs Test serves as an alternative method for detecting autocorrelation by examining the randomness of residuals in the regression model. A significance value greater than 0.05 indicates that the residuals are randomly distributed and that no autocorrelation is present, whereas a significance value less than 0.05 suggests the presence of autocorrelation.

Tabel 2. Decision Criteria for Determining the Presence or Absence of Autocorrelation:

No	Null Hypothesis	Decision	Condition
1	No positive autocorrelation	Reject	0 < d < dL
2	No positive autocorrelation	Inconclusive	dL ≤ d ≤ dU
3	No negative autocorrelation	Reject	4 – dL < d< 4
4	No negative autocorrelation	Inconclusive	4 – dU ≤ d ≤ 4 - dL
5	No positive or negative autocorrelation	Tidak ditolak	dU < d < 4 - dU

Source: Ghozali (2021)

Analysis regression double linear

According to (Sugiyono , 2022) who stated that analysis multiple linear regression used If mark variables its independence is a minimum of 2 variables, analysis multiple linear regression done For analyze whether there is two connection because

$$Y = a + b_1 X_1 + b_2 X_2$$

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consequence between variables or analyze How many big influence earnings per share and dividends per share to price share. As for the formula used that is: Information :

a = Number Constant ta Y = Stock price X 1 = Earnings per share

X 2 = Dividend per share

Correlation Coefficient (R) and Coefficient of Determination (R^2)

Correlation analysis aims to measure the strength of the linear association (relationship) between two variables. Correlation does not indicate a functional effect or causal relationship. In other words, correlation analysis does not distinguish between dependent and independent variables. In regression analysis, the correlation analysis used also indicates the direction of the relationship between the dependent and independent variables, in addition to measuring the strength of the association (effect/relationship) between them.

Table 3. level connection coefficient correlation

Coefficient interval correlation (R)	Relationship level
0.00 – 0.199	Very low
0.20 – 0.399	Low
0.40 – 0.599	Currently
0.60 – 0.799	Strong
0.80 – 1,000	Very strong

Hypothesis Testing

t-Test

The t-test is used to examine the significance of a simple correlation and to determine whether the independent variable (X), partially or individually, has a significant relationship with the dependent variable (Y), or vice versa (Jufrizen et al., 2020).

With a significance level of α = 0.05, the criteria are as follows:

If the calculated t-value (tcount) < the critical t-value (ttable), with a significance probability > 0.05, then the independent variable does not have a significant effect on the dependent variable (the hypothesis is accepted).

If the calculated t-value (tcount) > the critical t-value (ttable), with a significance probability < 0.05, then the independent variable has a significant effect on the dependent variable (the hypothesis is rejected).

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F-Test

The F-test is used to determine whether the independent variables (X) simultaneously have a significant relationship with the dependent variable (Y) (Jufrizen et al., 2020).

With a significance level of α = 0.05, the criteria are as follows:

If the calculated F-value (Fcount) < the critical F-value (Ftable), with a level of significance > 0.05, then the independent variables do not affect the dependent variable (the hypothesis is rejected).

If the calculated F-value (Fcount) > the critical F-value (Ftable), with a level of significance < 0.05, then the independent variables affect the dependent variable (the hypothesis is accepted).

RESULTS AND DISCUSSION

Validity and Reliability Tests

Validity Test

Table 4. Validity Test Correlations

N		100	100	100
Correlation is significant at the 0.01 level (2-tailed).		Price	Product Quality	Costumer Satisfaction
Price	Pearson Correlation	1	.463**	.420**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Product Quality	Pearson Correlation	.463**	1	.533**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Costumer Satisfaction	Pearson Correlation	.420**	.533**	1

Based on the results of the validity test, the correlation value for the Price variable was 0.463, the Product Quality variable was 0.463, and the Customer Satisfaction variable was 0.420. All correlation values were greater than the critical correlation value of 0.30. Therefore, the research instrument was declared valid because all correlation values were greater than 0.30.

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Realiability Test

Table 5. Reliability Test Reliability Statistics

Cronbach's Alpha	N of Items
.728	3

Based on the results of the reliability test, the Cronbach's Alpha value obtained was 0.728 (> 0.70). This indicates that the research instrument is reliable and has a good level of consistency; therefore, it is suitable for use in this study.

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Classical Assumption Tests

Normality Test

Table 6 Normality Test

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.12098045
Most Extreme Differences	Absolute	.060
	Positive	.055
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200[c,d]

Test distribution is Normal.
Calculated from data.
Lilliefors Significance Correction.
This is a lower bound of the true significance.

Based on the One-Sample Kolmogorov–Smirnov Test table above, it can be seen that for Price (X1), Product Quality (X2), and Customer Satisfaction (Y), the Asymp. Sig.

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(2-tailed) value obtained was 0.000. This value is smaller than 0.05 (0.200 > 0.05); therefore, it can be concluded that the residual data are normally distributed.

Multicollinearity Test

Table 7. Multicollinearity Test

Coefficientsa			
		Collinearity Statistics	
		Tolerance	VIF
Model			
1	(Constant)		
	Price	.785	1.273
	Product Quality	.785	1.273

Dependent Variable: Costumer Satisfaction

Based on the results of the multicollinearity test presented in the Coefficients table, the Price and Product Quality variables have a Tolerance value of 0.785, which is greater than 0.10 (0.785 > 0.10), and a VIF value of 1.273, which is less than 10 (1.273 < 10). Therefore, it can be concluded that there is no indication of multicollinearity.

Heteroscedasticity Test

Based on the results of the heteroscedasticity test using a P–P Plot, the data points were randomly distributed above and below the value of 0 on the Y-axis and did not form any particular pattern. Therefore, it can be concluded that there is no indication of heteroscedasticity, and thus the classical assumption is satisfied.

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Autocorellation Test

Table 9. Autocorrelation Test
Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.568a	.322	.308	3.153	2.009

Predictors: (Constant), Product Quality, Price
Dependent Variable: Costumer Satisfaction

Based on the results of the autocorrelation test, the Durbin–Watson (DW) value obtained was 2.009. With a sample size (n) of 100 and 2 independent variables (k), the values of dL = 1.633 and dU = 1.715 were obtained, resulting in a value of 4 − dU = 2.285. Since the Durbin–Watson value falls within the range of dU < DW < 4 − dU, or 1.715 < 2.009 < 2.285, it can be concluded that there is no autocorrelation in the regression model. Therefore, the autocorrelation assumption has been satisfied, and the model is suitable for further analysis.

Analysis Regression Double linear

Table. Analysis Regression Double Linear
Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	18.085	4.902			
	Price	.217	.093	.220	.785	1.273
	Product Quality	.427	.093	.431	.785	1.273

a. . Dependent Variable: Costumer Satisfaction

$Y = 18.085 + 0.217X_1 + 0.427X_2$

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The constant value (18.085) indicates that if the Price and Product Quality variables are equal to 0, the value of Customer Satisfaction will be 18.085.

The regression coefficient of Price (X_1) is 0.217 with a significance value of 0.022 < 0.05, indicating that Price has a positive and significant effect on Customer Satisfaction. Every one-unit increase in Price will increase Customer Satisfaction by 0.217 units, assuming that the other variables remain constant.

The regression coefficient of Product Quality (X_2) is 0.427 with a significance value of 0.000 < 0.05, indicating that Product Quality has a positive and significant effect on Customer Satisfaction. Every one-unit increase in Product Quality will increase Customer Satisfaction by 0.427 units, assuming that the other variables remain constant. Since its coefficient value is greater than that of Price, Product Quality is the more dominant variable influencing Customer Satisfaction.

Correlation Coefficient (R) and Coefficient of Determination (R^2) Test

le 11. Correlation Coefficient (R) and Coefficient Determintation (R^2) Test Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.568[a]	.322	.308	3.153	2.009

Predictors: (Constant), Product Quality, Price
Dependent Variable: Costumer Satisfaction

Based on the results presented in the Correlation and Determination table, the correlation coefficient (R) is 0.568. This value indicates that the effect of Price and Product Quality on Customer Satisfaction falls within the moderate category.

The coefficient of determination (R^2) is 0.322 or 32.2%. This indicates that Customer Satisfaction can be explained by the Price and Product Quality variables in this research model, while the remaining 67.8% is influenced by other variables outside the research model.

Hypothesis Testing

t-Test (Partial)

Table 12. t-Test (partial)

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Coefficientsa

Unstandardized Coefficients				Standardized Coefficients Beta	t	Sig.
Model B			Std. Error			
1	(Constant)	18.085	4.902		3.689	.000
	Price	.217	.093	.220	2.333	.022
	Product Quality	.427	.093	.431	4.570	.000

Dependent Variable: Costumer Satisfaction

Based on the sample size (n) of 100 and the number of independent variables (k) of 2, the degree of freedom (df) is calculated as n – k – 1 = 100 – 2 – 1 = 97. At a significance level of 5% (α = 0.05), the t-table value is 1.984.

The Effect of Price on Customer Satisfaction

Based on Table 12, the Price variable has a significance value of 0.022, which is smaller than α = 0.05 (0.022 < 0.05), and a t-count value of 2.333, which is greater than the t-table value of 1.984 (2.333 > 1.984). Therefore, it can be concluded that Price has a positive and significant partial effect on NH HIJAB Customer Satisfaction. Thus, H_1 is accepted.

The Effect of Product Quality on Customer Satisfaction

Based on Table 12, the Product Quality variable has a significance value of 0.000, which is smaller than α = 0.05 (0.000 < 0.05), and a t-count value of 4.570, which is greater than the t-table value of 1.984 (4.570 > 1.984). Therefore, it can be concluded that Product Quality has a positive and significant partial effect on NH HIJAB Customer Satisfaction. Thus, H_2 is accepted.

F-Test (simultenous)

Tablr 13. F-Test (simultenous) ANOVAa

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Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	458.279	2	229.139	23.049	.000[b]
	Residual	964.311	97	9.941		
	Total	1422.590	99			

Dependent Variable: Costumer Satisfaction
Predictors: (Constant), Product Quality, Price

The calculated F-value obtained was 23.049 with a significance value of 0.000. Since the significance value is much smaller than the commonly used threshold of 0.05, it can be concluded that, simultaneously, the Product Quality and Price variables have a significant effect on Customer Satisfaction.

DISCUSSION

The Effect of Price on Customer Satisfaction

Based on the results of the partial t-test, the Price variable obtained a t-value of 2.333 with a significance level of 0.022, which is lower than 0.05. This indicates that Price has a positive and significant effect on NH Hijab Customer Satisfaction; therefore, the first hypothesis (H_1) is accepted. The findings of this study indicate that NH Hijab customers perceive the prices offered as being appropriate to the benefits and product quality received. Affordable and competitive prices compared to similar products

provide added value to customers. When customers perceive that the price paid is proportional to the quality of the hijab received, their level of satisfaction increases. Theoretically, Indrasari (2019) explains that prices that are consistent with product benefits, competitive, affordable, and aligned with product quality will create customer satisfaction. In the context of NH Hijab, customers perceive that the products they purchase have quality that corresponds to the prices offered, thereby creating a positive perception of the products. The findings of this study also support the opinion of Novia (2020), who states that price is one of the important factors influencing customer satisfaction. Customers who are sensitive to price will feel more satisfied when they obtain quality products at prices considered reasonable and affordable. Therefore, the more appropriate the pricing strategy implemented by NH Hijab, the higher the level of customer satisfaction that can be achieved.

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The Effect of Product Quality on Customer Satisfaction

The results of the t-test indicate that the Product Quality variable has a t-value of 4.570 with a significance level of 0.000, which is lower than 0.05. These results prove that Product Quality has a positive and significant effect on NH Hijab Customer Satisfaction; therefore, the second hypothesis (H_2) is accepted. The regression coefficient of Product Quality is 0.427, which is higher than the Price coefficient of

0.217. This indicates that Product Quality is the most dominant factor influencing NH Hijab Customer Satisfaction. Good product quality can be observed through material comfort, product durability, conformity with specifications, and the product's ability to meet customer needs. NH Hijab offers various types of hijabs with premium quality that emphasize comfort, practicality, and aesthetics, enabling the company to meet customer expectations.

According to Kotler and Keller (2016), product quality is the ability of a product to perform its functions in a manner that satisfies consumer needs and wants. When the product quality received by customers meets or even exceeds their expectations, customers will feel satisfied. The findings of this study are consistent with the view of Tjiptono and Chandra (2012), who state that product quality is one of the main keys to creating customer satisfaction. The results of this study also support the findings of Prandita and Iriani (2013), who found that product quality has a significant effect on customer satisfaction and is the dominant factor in shaping consumer satisfaction. Therefore, NH Hijab should continue to maintain the quality of its materials, design, comfort, and product durability to ensure that customers remain satisfied and loyal to the products offered.

The Effect of Price and Product Quality on Customer Satisfaction

Based on the results of the simultaneous F-test, the calculated F-value was 23.049 with a significance level of 0.000, which is lower than 0.05. These results indicate that Price and Product Quality simultaneously have a significant effect on NH Hijab Customer Satisfaction.

The findings of this study reinforce the theory proposed by Kotler and Keller (2016), which states that customer satisfaction is formed when customers receive value that is consistent with the relationship between the price paid and the quality received. Customers will be satisfied when the products they purchase have good quality and are offered at prices considered reasonable. Conversely, if one of these factors is not fulfilled, customer satisfaction may decline. In the context of NH Hijab, the combination of

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competitive pricing and good product quality is capable of creating a positive experience for customers. This can increase customer satisfaction, encourage repeat purchases, and build long-term customer loyalty. Therefore, NH Hijab needs to maintain a balance between product quality and pricing strategies in order to remain competitive in the increasingly intense hijab fashion industry.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the results of the study regarding the effect of Price and Product Quality on NH Hijab Customer Satisfaction, the following conclusions can be drawn:

1. Price has a significant partial effect on Customer Satisfaction.
2. Product Quality has a significant partial effect on Customer Satisfaction.
3. Price and Product Quality simultaneously have a significant effect on Customer Satisfaction.

Recommendations

Based on the results of the study, the following recommendations are proposed:

For the Company

The company is expected to maintain and improve the quality of the products offered to ensure that they meet customer needs and expectations. In addition, the company should establish competitive prices that are proportional to the benefits received by customers. With good product quality and appropriate pricing, customer satisfaction can increase, thereby encouraging customers to make repeat purchases and remain loyal to the company.

For Future Researchers

This study has limitations because it only uses the variables of Price and Product Quality in analyzing Customer Satisfaction, as supported by the coefficient of determination (R^2) result of 32.2%, indicating that the remaining 67.8% is influenced by other variables outside the research model. Therefore, future researchers are recommended to include other variables that may influence Customer Satisfaction, such as Service Quality, Promotion, Brand Image, Location, or Customer Trust. Future studies are also encouraged to expand the number of respondents and research objects so that the findings can be more accurate and more widely generalizable.

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