



The Influence Of Product Quality And Price On Consumer Satisfaction Of Brownies Prima Products In East Jakarta

Arif Budiman¹, Sarwani², Dian Ferriswara³

^{1,2,3} Faculty of Administrative Sciences, Dr. Soetomo University, Surabaya, Indonesia

Email: sarwani@unitomo.ac.id

Abstract

This study aims to analyze the effect of product quality and price on customer satisfaction of Brownies Prima consumers in East Jakarta. The increasing competition in the food industry requires businesses to improve product quality and implement appropriate pricing strategies to maintain customer satisfaction. This study employed a quantitative approach with an explanatory research design. Data were collected through questionnaires distributed to 100 Brownies Prima consumers selected using purposive sampling. The data were analyzed using multiple linear regression with the assistance of IBM SPSS Statistics.

The results showed that product quality has a positive and significant effect on customer satisfaction, with a regression coefficient of 0.513, t-value of 10.501, and significance value of 0.000. Price also has a positive and significant effect on customer satisfaction, with a regression coefficient of 0.453, t-value of 9.026, and significance value of 0.000. Furthermore, the F-test results indicate that product quality and price simultaneously have a significant effect on customer satisfaction, with an F-value of 86.421 and a significance value of 0.000. The coefficient of determination shows that product quality and price explain 64.1% of the variation in customer satisfaction.

This study concludes that improving product quality and implementing appropriate pricing strategies are important factors in increasing customer satisfaction among Brownies Prima consumers. The findings provide practical implications for businesses in developing strategies to maintain customer loyalty and competitiveness in the food industry.

Keywords: Product Quality; Price; Customer Satisfaction; Product Qualityss





INTRODUCTION

Driven by intensifying market rivalry, the food and beverage industry has emerged as a rapidly expanding sector. To cultivate sustained competitive advantages, enterprises are compelled to formulate precise marketing strategies and deliver goods that align with consumer desires (Tjiptono, 2019). Within these highly competitive landscapes, business triumph is heavily predicated on customer satisfaction, which serves as a pivotal metric given its direct impact on brand recommendations, repeat purchase intentions, and long-term customer loyalty (Kotler & Keller, 2016).

Customer satisfaction operates as a post-consumption evaluative mechanism wherein the perceived performance of a product is weighed against baseline expectations. As posited by (Oliver, 1980), satisfaction materializes when the observed performance of a commodity aligns with or surpasses prior consumer expectations. This framework is heavily anchored in the expectation-confirmation theory, which dictates that a higher magnitude of satisfaction is generated through positive confirmation between anticipated value and actual experiential outcomes (Anderson & Sullivan, 1993). Consequently, deciphering the underlying determinants of consumer satisfaction is imperative for firms seeking to foster enduring consumer relationships (Kotler & Keller, 2016).

Among the primary antecedents of consumer satisfaction is product quality, which denotes a commodity's capacity to execute its designated functions and fulfill consumer demands via core attributes including durability, reliability, performance, and consistency (Kotler & Armstrong, 2021). Within the culinary sector, quality is intrinsically tied to sensory consumer experiences, encompassing characteristics such as freshness, taste, texture, appearance, and uniformity. Furthermore, sustaining high standards of product quality is paramount because it exerts a direct influence on consumer purchasing choices and behavioral perceptions (Tjiptono, 2019).

Superior product quality fosters favorable consumer perceptions and heightens satisfaction by ensuring that the delivered commodity matches the anticipated value. (Parasuraman et al., 1988) elucidated that perceived quality shapes consumer assessments since individuals fundamentally link superior quality with elevated utility and satisfaction. Empirically, research by (Saputra & Khalid, 2023), established that customer satisfaction within the food sector is significantly dictated by both perceived pricing and product quality. Corroborating this, (Fitriyyah et al., 2023), demonstrated that product quality remains a cornerstone variable governing consumer satisfaction. These collective insights underscore the necessity for enterprises to preserve consistent quality standards to reinforce customer contentment.





Concurrently, pricing constitutes another critical determinant of customer satisfaction, representing the financial sacrifice surrendered by buyers to acquire a product's utility. Typically, consumers scrutinize whether the realized benefits correspond equitably with the financial costs incurred. (Zeithaml, 1988), noted that individuals assess perceived value by juxtaposing the acquired benefits against the required sacrifices. Hence, the execution of appropriate pricing frameworks can elevate satisfaction levels by ensuring consumers perceive the product as highly advantageous. This is supported by (Sweeney & Soutar, 2001), who explained that consumer satisfaction is governed by economic and functional evaluations embedded within perceived value.

Moreover, the equity of pricing plays a vital role in consumer decision-making. Consumers exhibit higher levels of satisfaction when they judge the transaction price to be fair and congruent with the received value (Bolton et al., 2003). This dynamic is supported (Zamzami, 2022), whose empirical work verified that customer satisfaction is substantially affected by price perceptions.

Extensive scholastic literature has previously investigated the tripartite relationship between pricing, product quality, and satisfaction metrics. For instance, (Cronin et al., 2000), determined that behavioral intentions and consumer satisfaction are heavily dictated by perceived value. In a similar vein, (Bei & Chiao, 2001), validated that customer satisfaction is significantly driven by perceived quality alongside the fairness of perceived pricing.

Nevertheless, despite the abundance of literature addressing these variables, empirical investigations focusing specifically on Brownies Prima clientele within the East Jakarta region remain remarkably scarce. Given that variations in consumer preferences, product typologies, and regional market environments may yield divergent outcomes, additional empirical inquiry is highly warranted to scrutinize the exact influence of price and product quality on customer satisfaction within this distinct business ecosystem.

THEORETICAL FRAMEWORK

This study uses Product Quality (X1) and Price (X2) as independent variables that affect Customer Satisfaction (Y) as dependent variables.

1. Product Quality (X1)

Product quality refers to a product's ability to perform its functions and satisfy customer needs and expectations. According to Quality (Kotler & Keller, 2016), product quality is the ability of a product to deliver performance that meets or exceeds customer expectations. In the food industry, product quality is reflected through various attributes such as taste, appearance,



durability, consistency, and reliability. High product quality provides greater value to consumers and contributes to higher levels of customer satisfaction.

Indicators of Product Quality (Kotler & Keller, 2016):

1. Taste
 2. Product Appearance
 3. Product Durability
 4. Product Consistency
 5. Product Reliability
2. Price (X2)

Price is the amount of money charged for a product or service and represents the value exchanged by consumers for the benefits received. According to (Kotler & Armstrong, 2021), price is one of the most important elements of the marketing mix because it directly influences consumer perceptions and purchasing decisions. Consumers tend to evaluate whether the benefits received from a product are proportional to the price paid. When consumers perceive the price as fair and reasonable, customer satisfaction is more likely to increase.

Indicators of Price (Kotler & Armstrong, 2021):

1. Price affordability
 2. Price fairness
 3. Price competitiveness
 4. Price suitability with product quality
 5. Price suitability with benefits received
3. Customer Satisfaction (Y)

Customer satisfaction is the feeling of pleasure or disappointment resulting from comparing a product's perceived performance with prior expectations. According to (Kotler & Keller, 2016), customer satisfaction occurs when product performance meets or exceeds customer expectations. Customer satisfaction is an important outcome because satisfied customers are more likely to make repeat purchases, recommend the product to others, and maintain long-term relationships with the company.

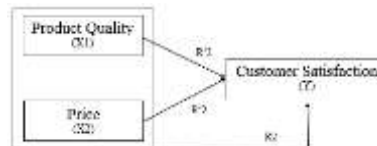
Indicators of Customer Satisfaction (Kotler & Keller, 2016):

1. Satisfaction with product performance
2. Fulfillment of expectations
3. Repurchase intention
4. Willingness to recommend
5. Overall satisfaction

CONCEPTUAL FRAMEWORK

The theoretical framework of this study proposes that product quality and price influence customer satisfaction among Brownies Prima consumers in Jakarta.

Chart 1. Conceptual Framework



Source : Research by researchers

Remarks

- R1 = Relationship between Product Quality (X1) and Customer Satisfaction (Y)
- R2 = Relationship between Price (X2) and Customer Satisfaction (Y)
- R3 = Simultaneous relationship between Product Quality (X1) and Price (X2) on Customer Satisfaction (Y)

Hypothesized Relationships

- H1: Product Quality has a positive and significant effect on Customer Satisfaction.
- H2: Price has a positive and significant effect on Customer Satisfaction.
- H3: Product Quality and Price simultaneously have a positive and significant effect on Customer Satisfaction.

Supporting Theories

- Expectation-Confirmation Theory (ECT) by (Oliver, 1980): customer satisfaction is formed when perceived performance matches or exceeds expectations.
- Customer Satisfaction Theory by (Kotler & Keller, 2016): satisfaction results from comparing expectations and actual performance.
- Perceived Value Theory: consumers evaluate whether the quality and benefits received are proportional to the price paid, which subsequently affects satisfaction.

METHOD

Research Design

This study employed a quantitative approach with an explanatory research design to examine the effects of product quality and price on customer satisfaction among Brownies Prima consumers in Jakarta. Product quality (X1) and price (X2) were treated as independent variables, while customer satisfaction (Y) was treated as the dependent variable. Data were collected through a questionnaire and analyzed using multiple linear regression to test the proposed hypotheses (Sekaran & Bougie, 2019).

Population and Sample

The population comprised consumers who had purchased Brownies Prima products at Hypermall Kelapa Gading, Jakarta. Since the population size was unknown, the sample size was determined using **Cochran's formula** for an infinite population (Cochran, 1977).

The formula is expressed as follows:

$$n_0 = \frac{z^2 \cdot p \cdot (1 - p)}{e^2}$$

Account:

$$n_0 = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2} = \frac{3.8416 \times 0.25}{0.01} = \frac{0.9604}{0.01} = 96.04$$

Where:

- **Z** = 1.96 (95% confidence level)
- **p** = 0.5 (maximum variability)
- **q** = 0.5 (1 – p)
- **e** = 0.10 (10% margin of error)

Based on the calculation, the minimum sample size required was **96 respondents**. To improve the reliability of the study, a total of **100 respondents** were selected using **purposive sampling**. The respondents were required to have purchased Brownies Prima products at least once, be at least 17 years old, and reside in Jakarta.

TECHNICAL DATA COLLECTION

Primary Data

According to (Sekaran & Bougie, 2019), primary data refers to data obtained directly from the original source. In this study, primary data were collected through a questionnaire completed by **100 respondents** who had purchased Brownies Prima products at Hypermall Kelapa Gading, Jakarta. The questionnaires were distributed both online using Google Forms and offline through direct distribution to consumers at the research location.

Secondary Data

According to (Sekaran & Bougie, 2019), secondary data refers to data that have been previously collected by other parties and are available in various forms, such as books, scientific journals, government publications, reports, and online sources. In this study, secondary data were obtained from books, scientific journals, previous research articles, and other relevant references related to product quality, price, and customer satisfaction to support the theoretical framework and data analysis.

Research Variables and Measurement

This study examines three variables, namely Product Quality (X1), Price (X2), and Customer Satisfaction (Y). Product Quality and Price are treated as independent variables, while Customer Satisfaction is treated as the dependent variable. All variables were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Table 1. Definition of Variables

Variable	Definition	Indicators
Product Quality (X1)	The ability of a product to perform its functions and satisfy customer needs and expectations (Kotler & Keller, 2016)	1. Taste 2. Product Appearance 3. Product Durability 4. Product Consistency 5. Product Reliability
Price (X2)	The amount of money charged for a product and the value exchanged by consumers for the benefits received (Kotler & Armstrong, 2021)	1. Price Affordability 2. Price Fairness 3. Price Competitiveness 4. Price Suitability with Product Quality 5. Price Suitability with Benefits Received
Customer Satisfaction (Y)	The feeling of pleasure or disappointment resulting from comparing product performance with prior expectations (Kotler & Keller, 2016)	1. Satisfaction with Product Performance 2. Fulfillment of Expectations 3. Repurchase Intention 4. Willingness to Recommend 5. Overall Satisfaction

Source : Research by researchers

Data Analysis Technique

Data were analyzed using IBM SPSS Statistics. The analysis consisted of descriptive statistics, instrument testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing. Instrument testing included validity and reliability tests to ensure the quality of the research instrument. Classical assumption tests included normality, multicollinearity, and heteroscedasticity tests. Furthermore, multiple linear regression analysis was employed to examine the effects of product quality and price on customer satisfaction.

The regression model used in this study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

- **Y** = Customer Satisfaction
- **α** = Constant
- **β_1** = Regression coefficient of Product Quality
- **β_2** = Regression coefficient of Price
- **X_1** = Product Quality
- **X_2** = Price
- **ε** = Error term

Hypothesis testing was conducted using the t-test to determine the partial effect of each independent variable on customer satisfaction and the F-test to determine the simultaneous effect of the independent variables. The coefficient of determination (R^2) was also used to measure the proportion of variance in customer satisfaction explained by product quality and price.

RESULTS

Validity Test

The validity test was conducted using Pearson Product Moment correlation with a total of 100 respondents. The r-table value at $n = 100$ is 0.1966.

Table 2. Validity Test Result: Product Quality (X1)

Variable	Items	Calculation (r-count)	r-table	Decision Rule	Information
Product Quality (X1)	X1.1	0.537	0.1966	r-count > r-table	Valid
	X1.2	0.536	0.1966	r-count > r-table	Valid
	X1.3	0.499	0.1966	r-count > r-table	Valid
	X1.4	0.456	0.1966	r-count > r-table	Valid
	X1.5	0.524	0.1966	r-count > r-table	Valid

Source: SPSS Data Output (processseld by Researcher)

Table 3. Validity Test Result: Price (X2)

Variable	Items	Calculation (r-count)	r-table	Decision Rule	Information
Price (X2)	X2.1	0.388	0.1966	r-count > r-table	Valid

	X2.2	0.409	0.1966	r-count > r-table	Valid
	X2.3	0.280	0.1966	r-count > r-table	Valid
	X2.4	0.366	0.1966	r-count > r-table	Valid
	X2.5	0.433	0.1966	r-count > r-table	Valid

Source: SPSS Data Output (processlseld by Researcher)

Table 4. Validity Test Result: Customer Satisfaction (Y)

Variable	Items	Calculation (r-count)	r-table	Decision Rule	Information
Customer Satisfaction (Y)	Y.1	0.516	0.1966	r-count > r-table	Valid
	Y.2	0.585	0.1966	r-count > r-table	Valid
	Y.3	0.648	0.1966	r-count > r-table	Valid
	Y.4	0.539	0.1966	r-count > r-table	Valid
	Y.5	0.580	0.1966	r-count > r-table	Valid

Source: SPSS Data Output (processlseld by Researcher)

From the SPSS output above, it can be seen that all questionnaire items for Product Quality (X1), Price (X2), and Customer Satisfaction (Y) have r-count values greater than r-table (0.1966) and all are positive. Therefore, all statement items are declared **valid** and can be used for further analysis in this study.

Reliability Test

The reliability test was conducted to measure the internal consistency of the research instruments using Cronbach's Alpha. The reliability analysis was performed on 15 questionnaire items consisting of Product Quality (X1), Price (X2), and Customer Satisfaction (Y).

The result of the reliability test is presented below:

Table 5. Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
.913	15

Source: SPSS Data Output (processlseld by Researcher)

Based on the reliability test results, the Cronbach's Alpha value is 0.913, which is higher than the minimum threshold of 0.70. This indicates that the questionnaire instrument has a very high level of reliability and strong internal consistency among the 15 items. Therefore, all items used in this study are considered reliable and suitable for further statistical analysis.

Normality Test

The normality assumption of the regression model was assessed using a Normal P-P Plot of standardized residuals. As shown in the figure, the observed cumulative probabilities are closely aligned with the expected cumulative probabilities along the diagonal line. The data points generally follow the diagonal pattern with only slight deviations at several points.

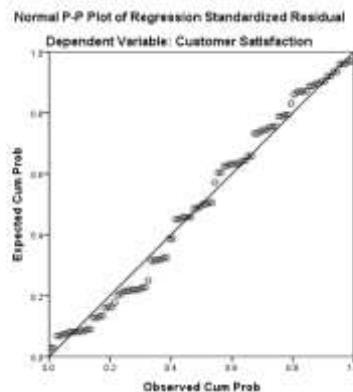


Figure 1. Normal P-Plot

Source: SPSS Data Output (processed by Researcher)

Based on the Normal P-P Plot presented above, the data points are distributed around the diagonal line and follow the direction of the reference line. This pattern indicates that the regression residuals are normally distributed. Therefore, the regression model satisfies the normality assumption and can be used for further analysis.

Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a high correlation among the independent variables in the regression model. The presence of multicollinearity can affect the accuracy of regression coefficient estimates and may lead to biased interpretations of the relationship between independent and dependent variables. This test was assessed using the Tolerance and Variance Inflation Factor (VIF) values.

Table 6. Multicollinearity Test Result

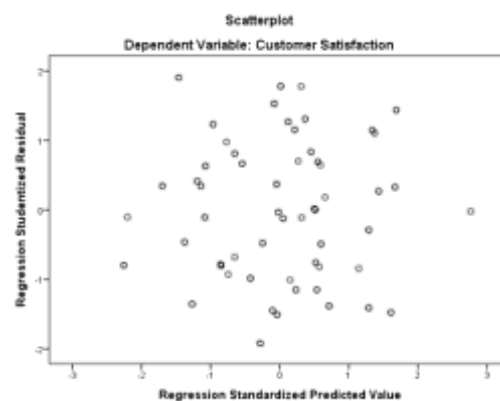
Coefficient			
Models		Collinearity Statistics	
		Tolerance	VIVID
1	Product Quality	.988	1.012
	Price	.988	1.012
a. Dependent Variable: Customer Satisfaction			

Source: SPSS Data Output (processlseld by Researcher)

Based on the results presented in the table, the Product Quality and Price variables have a Tolerance value of 0.988 and a VIF value of 1.012. Since the Tolerance values are greater than 0.10 and the VIF values are lower than 10, it indicates that there is no multicollinearity problem among the independent variables. Therefore, the regression model satisfies the multicollinearity assumption and is considered appropriate for further analysis.

Heteroscedasticity Test

The heteroscedasticity test was conducted to examine whether the variance of the residuals remains constant across all levels of the independent variables in the regression model. A regression model is considered to meet the homoscedasticity assumption when the residuals are randomly distributed and do not form a specific pattern.

**Figure 2. Scatterplot of Regression Standardized Residual**

Source: SPSS Data Output (processlseld by Researcher)

Based on the scatterplot presented in Figure X, the data points are randomly spread above and below the zero line on the Y-axis and do not show any clear pattern, such as a funnel-

shaped or systematic distribution. This indicates that the variance of the residuals is constant, meaning that the regression model does not experience heteroscedasticity problems. Therefore, the model satisfies the heteroscedasticity assumption and is suitable for further regression analysis.

Coefficient of Determination Test (R^2 Test)

The coefficient of determination test was conducted to determine the extent to which the independent variables can explain the variation in the dependent variable. In this study, the test examines how much Product Quality and Price contribute to explaining changes in Customer Satisfaction.

Table 7. Model Summary of Regression Analysis

Model Summary				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800a	.641	.633	2.708
a. Predictors: (Constant), Price, Product Quality				

Source: SPSS Data Output (processed by Researcher)

Based on the Model Summary table, the regression model obtained an R value of 0.800, indicating a strong relationship between Product Quality, Price, and Customer Satisfaction. The R Square value of 0.641 indicates that the independent variables simultaneously explain 64.1% of the variation in Customer Satisfaction, while the remaining 35.9% is explained by other factors outside the model.

Furthermore, the Adjusted R Square value of 0.633 shows that after adjustment for the number of independent variables included in the regression model, Product Quality and Price still contribute 63.3% in explaining Customer Satisfaction. These results indicate that the regression model has a good level of explanatory power and is suitable for further analysis.

ANOVA Test (F-Test)

The ANOVA test was conducted to determine whether the independent variables simultaneously have a significant effect on the dependent variable. This test evaluates the overall significance of the regression model by examining the F-value and significance (Sig.) value.

Table 8. ANOVA Test (F-Test)

NEW ERA						
Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1267.894	2	633.947	86.421	.000b
	Residual	711.546	97	7.336		
	Total	1979.440	99			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Price, Product Quality						

Source: SPSS Data Output (processlseld by Researcher)

Based on the ANOVA table, the regression model obtained an F-value of 86.421 with a significance value of 0.000 ($p < 0.05$). This indicates that Product Quality and Price simultaneously have a significant effect on Customer Satisfaction. Therefore, the regression model is statistically significant and can be used to explain the relationship between the independent variables and the dependent variable. These results indicate that the variables included in the model collectively contribute to predicting Customer Satisfaction.

Partial Test (T-Test)

The partial test (t-test) was conducted to determine the individual effect of each independent variable on the dependent variable. This test examines whether Product Quality and Price have a significant influence on Customer Satisfaction when analyzed separately. The decision criteria are based on the significance value, where a significance value below 0.05 indicates a statistically significant effect.

Table 9. Partial Test (T-Test)

Coefficient						
Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.906	1.123		.807	.422
	Product Quality	.513	.049	.643	10.501	.000
	Price	.453	.050	.553	9.026	.000
a. Dependent Variable: Customer Satisfaction						

Source: SPSS Data Output (processlseld by Researcher)

Based on the Coefficients table, the regression equation can be formulated as follows:

$$\text{Customer Satisfaction} = 0.906 + 0.513 \text{ Product Quality} + 0.453 \text{ Price}$$

The results show that:

1. Product Quality has a positive and significant effect on Customer Satisfaction, with a regression coefficient (B) of 0.513, t-value of 10.501, and significance value of 0.000 ($p < 0.05$). This indicates that an increase in Product Quality will contribute to an increase in Customer Satisfaction. Therefore, the first hypothesis (H1) is accepted.
2. Price has a positive and significant effect on Customer Satisfaction, with a regression coefficient (B) of 0.453, t-value of 9.026, and significance value of 0.000 ($p < 0.05$). This indicates that Price significantly contributes to Customer Satisfaction. Therefore, the second hypothesis (H2) is accepted.

Based on these findings, both independent variables, namely Product Quality and Price, have a significant partial effect on Customer Satisfaction. Among the two variables, Product Quality has a stronger influence, as indicated by its higher standardized coefficient (Beta = 0.643) compared to Price (Beta = 0.553).

Hypothesis Testing Results

The hypothesis testing was conducted to determine the effect of Product Quality and Price on Customer Satisfaction. The results of the t-test indicate that both independent variables have a significant partial effect on the dependent variable.

The first hypothesis (H1), which states that Product Quality has a positive and significant effect on Customer Satisfaction, is accepted. This is supported by the significance value of 0.000 (< 0.05) and the positive regression coefficient of 0.513.

The second hypothesis (H2), which states that Price has a positive and significant effect on Customer Satisfaction, is also accepted. This is indicated by the significance value of 0.000 (< 0.05) and the positive regression coefficient of 0.453.

Furthermore, the F-test results show that Product Quality and Price simultaneously have a significant effect on Customer Satisfaction, with an F-value of 86.421 and a significance value of 0.000 (< 0.05). Therefore, all proposed hypotheses are supported.

Table 10. Hypothesis Testing Result

Hypothesis	Statement	Results
H1	Product Quality has a positive and significant effect on Customer Satisfaction	Accepted
H2	Price has a positive and significant effect on Customer Satisfaction	Accepted

H3	Product Quality and Price simultaneously have a positive and significant effect on Customer Satisfaction	Accepted
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Source: SPSS Data Output (Processed by the Researcher)

DISCUSSION

The Effect of Product Quality on Customer Satisfaction

The findings of this study indicate that product quality has a positive and significant effect on customer satisfaction. The t-test results show that product quality obtained a significance value of 0.000 (<0.05) with a regression coefficient of 0.513. This result confirms that better product quality contributes to higher customer satisfaction among Brownies Prima consumers.

In the context of food products, quality aspects such as taste, appearance, consistency, and reliability become important factors influencing customer evaluation. Consumers tend to feel satisfied when the product received meets their expectations regarding quality and performance. This finding supports the Customer Satisfaction Theory proposed by (Kotler & Keller, 2016), which explains that satisfaction occurs when perceived product performance meets or exceeds customer expectations.

The result is consistent with previous research by (Saputra & Khalid, 2023) which found that product quality significantly influences customer satisfaction. Similar findings were also reported by (Fitriyyah et al., 2023), confirming that improving product quality can increase customer satisfaction.

The Effect of Price on Customer Satisfaction

The results demonstrate that price has a positive and significant effect on customer satisfaction. This is indicated by the significance value of 0.000 (<0.05) and a regression coefficient of 0.453. These findings indicate that customers consider price suitability as an important factor when evaluating their satisfaction with Brownies Prima products.

This finding is consistent with (Achmadi et al., 2025), who found that pricing strategies have a significant role in shaping customer satisfaction. Their study emphasizes that customers assess prices not only based on monetary costs but also based on the value, benefits, and fairness perceived from the offering. Therefore, appropriate pricing strategies can improve customer satisfaction by creating a positive perception of value.

A reasonable and appropriate price creates a perception that the benefits received are equivalent to the costs paid. When consumers perceive that the price matches product quality and benefits, their satisfaction level tends to increase. This finding supports the Perceived Value Theory, which explains that consumers evaluate products based on the relationship between

benefits received and sacrifices made.

This result is consistent with (Zamzami, 2022), who found that price perception significantly affects customer satisfaction. Therefore, maintaining competitive and fair pricing strategies is essential for improving customer satisfaction.

The Effect of Product Quality and Price Simultaneously on Customer Satisfaction

The F-test results indicate that product quality and price simultaneously have a significant effect on customer satisfaction, with an F-value of 86.421 and significance value of 0.000 (<0.05). Additionally, the R Square value of 0.641 indicates that product quality and price explain 64.1% of customer satisfaction variation.

These findings demonstrate that customer satisfaction is influenced by both product-related factors and pricing considerations. Customers do not only evaluate the quality of the product but also assess whether the price paid is appropriate with the benefits received. Therefore, Brownies Prima should maintain product quality while implementing suitable pricing strategies to increase customer satisfaction.

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