

The Influence of Product Variation and Price on Consumer Satisfaction with Aice Ice Cream in Surabaya, East Java

Mekhsa Caesar Gideon¹

¹ Fakultas Ilmu Administrasi, Universitas Dr. Soetomo Surabaya

Dian Ferriswara²

² Fakultas Ilmu Administrasi, Universitas Dr. Soetomo Surabaya

Mochammad Arfani³

³ Fakultas Ilmu Administrasi, Universitas Dr. Soetomo Surabaya

Corresponding author: dianferriswara@unitomo.ac.id

Abstract

This study aims to analyze the influence of product variation and price on consumer satisfaction with Aice ice cream in Surabaya, East Java. Product variation and price are crucial factors in maintaining competitiveness in the highly competitive ice cream market. The research employed a quantitative approach with descriptive correlational analysis, using a questionnaire as the data collection instrument. The sample consisted of 96 Aice ice cream consumers selected through a simple random sampling technique. The analysis results indicate that product variation and price have a significant influence both simultaneously and partially on consumer satisfaction. The findings reveal that product variation and price positively and significantly affect consumer satisfaction simultaneously. Partially, product variation and price also have a positive and significant influence on consumer satisfaction. Based on these findings, it is recommended that Aice continue enhancing product variety to meet diverse consumer preferences and maintain competitive pricing to sustain consumer loyalty in the Surabaya market.

Keywords: Product Variation, Price, Consumer Satisfaction.

Introduction

The food and beverage industry in Indonesia continues to experience rapid growth, driven by the increasing variety of products offered by producers. According to data from the (Direkterot Statistik Industri, 2024), the food and beverage sector has become one of the largest contributors

16

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to Indonesia's economic growth in 2024. Urban lifestyles in Indonesia largely align with existing market dynamics, where individuals working in corporate environments tend to allocate less time for meal preparation or exhibit a declining interest in engaging in such efforts (Sari & Dewi, 2022). Additionally, the food and beverage industry has achieved remarkable performance in export value, reaching USD 41.70 billion in 2023 (Waluyo, 2024).

The culinary business is currently booming in Indonesia, with the emergence of various unique foods, culinary tourism, and food trends becoming part of people's lifestyles, all of which highlight the rapid growth of this sector. Different dishes are spread from Sabang to Merauke, and each region has its own unique specialties (Nawawi, 2024). The food and beverage industry is highly competitive, especially in the ice cream category, where producers are required to offer innovative products and competitive prices to meet consumer needs and preferences. Two key factors that often determine consumer satisfaction are product variation and price. Consumers tend to be more satisfied when they have many choices that match their tastes and when the prices offered are considered reasonable for the product's quality. This makes product variation and price critical factors influencing consumer purchasing decisions.

One of the most popular ice cream products is Aice Ice Cream. Aice Indonesia, part of PT. Alpen Food Industry, was founded in 2014 in Singapore and has a team with 20 years of experience in the ice cream industry (Sunardi & Rahmadani, 2023). Aice has become a popular choice among consumers due to its affordable prices and a wide variety of products. The company operates three factories located in Cikarang, West Java; Ngoro, Mojokerto, East Java; and Medan. This popularity is particularly evident in Surabaya, East Java, where consumers have numerous choices in the ice cream market. Aice ice cream distributors are in Tanjung Sari and Rungkut Sier.

Aice is the largest ice cream producer in Indonesia. Aice Group announced that the company has earned the title of "Indonesia's No.1 Ice Cream Brand" based on research by a leading global research firm, Euromonitor (Aice Holding Group, 2023). Aice Group was also named Top Halal Brand 2023, catering not only to the Indonesian market but also to export markets (JPNN, 2023). Aice products offer a wide variety of flavors that continue to evolve to meet market demand. Continuous product innovation, coupled with competitive pricing, are two main strategies employed by the company to enhance the appeal of their products to consumers. In the long term, these strategies are expected to increase customer satisfaction.

According to (K. Kotler, 2016:405-410) one pricing strategy used is to adjust prices based on customer segments, geographic locations, purchase timing, or other factors. Price variation



aims to maximize revenue by serving different market segments. Product variation plays a crucial role in enhancing consumer satisfaction. Research by (Efnita, 2017), shows that the more product variations offered, the higher the likelihood of consumer satisfaction, as they feel they have many choices that align with their preferences. Additionally, the same research emphasizes that price is an essential element in the marketing mix that can influence consumer perception of a product's value. Kotler & Armstrong(2018), highlight that price is not just a tool to generate revenue, but also an important factor influencing consumer perception of a product's value and purchasing decisions. The study also underscores how the right pricing strategy can improve a product's competitiveness in the market. Research by (Jannah, 2022) at CV. Sumber Garuda Mas revealed that product variation and price together influence about 79% of consumer satisfaction. This indicates the importance of these two variables in determining consumer satisfaction levels and purchasing decisions. In the context of Aice ice cream in East Java, product variation and price are crucial elements that help the company remain competitive in an increasingly crowded market with many other brands.

This study aims to further examine the influence of product variation and price on consumer satisfaction with Aice ice cream in Surabaya, East Java. By gaining a deeper understanding of how these two factors contribute to consumer satisfaction, the company can develop more effective strategies to maintain its competitiveness in the market. The results of this study are expected to provide valuable insights for Aice's management in formulating more targeted marketing policies.

Overall, in the rapidly evolving ice cream industry, a deep understanding of the importance of product variation and price is crucial. By focusing on these two elements, companies like Aice can continue to enhance consumer satisfaction, retain customer loyalty, and strengthen their position in Indonesia's competitive ice cream market. Based on the issues and background outlined above, the author proposes the study titled "The Influence of Product Variation and Price on Consumer Satisfaction with Aice Ice Cream in Surabaya, East Java".

THEORETICAL FRAMEWORK

Consumer Satisfaction

According to Kotler & Armstrong (2018:143-144) consumer satisfaction is defined as the feeling of pleasure or disappointment that a consumer experiences after comparing their expectations with the actual performance of a product. According to Tjiptono (2019:21-22)



defines customer satisfaction as the feeling of pleasure or disappointment that arises after comparing the performance (results) of a product with the consumer's expectations. Satisfaction is achieved when the product's performance meets or exceeds the consumer's expectations.

According to Millah & Suryana (2020) customer satisfaction is the feeling of pleasure or contentment derived from the service obtained from a company's or organization's product performance. Based on these definitions, it can be concluded that consumer satisfaction is the feeling of pleasure or disappointment that arises after a consumer compares the performance of a product or service with their expectations. If the performance meets or exceeds expectations, the consumer will feel satisfied; otherwise, if the performance does not meet expectations, the consumer will feel disappointed. The indicators of consumer satisfaction according to Kotler & Armstrong (2018:144-145) are: Product performance compared to expectations, Customer experience, Customer loyalty

Product Variation

According to Sisca et al., (2022) product variation refers to the goods and services offered by an organization. Product variation is closely related to purchasing decisions. Consumers need to feel attracted to a brand that is appealing, unique, attractive, and diverse (Fidriyanti et al., 2023). Product variation consists of the different types of products a company offers, which generally arise as a result of innovation in existing products Jannah (2022). Product variants serve as differentiators within a brand or product line, distinguished by attributes such as size, price, appearance, or other characteristics Parida, Arsa, & Subhan (2023). Product variation significantly influences consumer purchase interest. The goal of product variation is to prevent consumers from becoming bored with the products offered (Maksum et al., 2024).

From the above definitions, it can be concluded that product variation refers to the different types of goods and services offered by a company, functioning as a package of advantages presented to customers at specific prices. This product variation often emerges because of innovation to existing products and can be distinguished based on attributes such as size, price, appearance, or other characteristics. Therefore, product variation plays an essential role in differentiating a brand or product line in the market. (Peter dan Donnelly, 2019) in "A Preface to Marketing Management" discuss the importance of product variation in marketing management. They argue that product variation allows companies to attract consumers from various market segments and meet diverse needs, both in terms of quality and price. The



indicators of product variation according to (Peter dan Donnelly, 2019) are : Product Features, Product Design, Quality Improvement.

Price

According to Sisca et al., (2022) price is the only element of the marketing mix that generates income or revenue for a company, while the other three elements (product, distribution, and promotion) result in costs (expenses). Additionally, price is a flexible element of the marketing mix, meaning it can be adjusted quickly. Price is an element in the marketing mix that not only determines profitability but also serves as a signal to communicate the value of a product. Price is a monetary value or other measures exchanged to acquire ownership or usage rights of a good or service Yusuf, Slamet, & Dianawati (2024). Price is defined as the exchange value set for a good or service, influenced by various external and internal factors Tjiptono (2019:227).

From the above definitions, it can be concluded that price is an important element in the marketing mix that not only functions as a determinant of a company's revenue but also serves as a communication tool to convey the product's value to consumers. The price offered influences product quality expectations and decisions purchase (Augustinah et al., 2024). Price is the exchange value or monetary measure used to acquire the rights to a good or service, and it has a flexible nature, which allows it to be adjusted according to market conditions. Moreover, price is the only marketing element that generates revenue, while the other elements such as product, distribution, and promotion are more related to costs. The indicators of price according to Tjiptono (2019:227) are: Price Affordability, Discount/Price Reductions

Conceptual Framework

The conceptual framework in this study uses independent variables such as price and product variation, with the dependent variable being customer satisfaction.

1. The Influence of Product Variation on Customer Satisfaction

Product variation plays a crucial role in influencing customer satisfaction. The more product options available, the higher the likelihood that consumers will be satisfied, as they have choices that better match their preferences. Research by (Efnita, 2017) found that product variation has a significant positive effect on customer satisfaction, especially in industries with many competitors like food and beverages. In the context of Aice ice cream, product

variation is one of the main attractions for consumers, as the company continues to offer various flavors and types of ice cream to meet the diverse needs of its customers (Jannah, 2022).

2. The Influence of Price on Customer Satisfaction

Setting the right price is crucial in creating customer satisfaction. Consumers tend to compare the price of a product with the quality offered. If the price is deemed reasonable for the quality, consumers will feel satisfied. On the other hand, if the price is too high or does not match the quality, customer satisfaction will decrease. (Efnita, 2017) stated that competitive pricing, in line with product quality, can enhance customer satisfaction. Aice ice cream is known for its affordable price, which is one of the main factors contributing to its popularity among consumers. This competitive pricing has helped Aice maintain a significant market share in the ice cream market in East Java (Jannah, 2022).

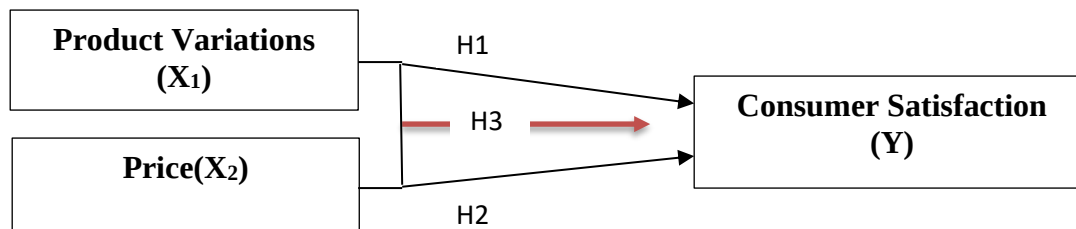


Figure 1. Conceptual Framework of research

Source: Processed by Researchers

Explanation:

H1, H2: The effect of the independent variables Product Variation (X1) and Price (X2) on Customer Satisfaction (Y) partially.

H3: The effect of the independent variables Product Variation (X1) and Price (X2) on Customer Satisfaction (Y) simultaneously.

Hypotheses

The relationships between the variables in this study are hypothesized as follows:

H1: It is hypothesized that product variation significantly affects customer satisfaction for Aice ice cream in Surabaya, East Java.

H2: It is hypothesized that price significantly affects customer satisfaction for Aice ice cream in Surabaya, East Java.

H3: It is hypothesized that product variation and price simultaneously significantly affect customer satisfaction for Aice ice cream in Surabaya, East Java

Research Type

This study uses a quantitative research type, with a correlational descriptive approach. Quantitative research is chosen because it aims to measure the influence between independent variables (product variation and price) and the dependent variable (customer satisfaction) using numerical data and statistical analysis (Sugiyono, 2018). The descriptive correlational approach aims to identify the relationship and influence between these variables, as well as to measure the extent of their impact on customer satisfaction for Aice ice cream in East Java.

Research Location and Time

This research was conducted in Surabaya, East Java, where Aice ice cream is widely marketed and has high popularity. The location was chosen based on the large population of Aice consumers and the even distribution of the product in the area. The research was carried out over 3 months, from May to July 2024. The study began with the preparation phase, including the development of the questionnaire and a trial test, followed by data collection from respondents and concluding with data analysis.

$$n = \frac{z^2 pq}{e^2}$$

Where:

N : Sample Size

Z : Confidence level 5% = 1,96

E : Sampling error (10%)

P : Probability of success (0.5, the most conservative estimate)

Q : Probability of failure (1 - p = 0.5)



$$n = \frac{z^2 pq}{e^2} = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = \frac{0,9604}{0,01} = 96,04$$

So, the sample size required is approximately **96** respondents.

This means that, with a 95% confidence level and a 10% margin of error, you would need at least 96 respondents for your study.

Data Collection Techniques

1. Questionnaire

The main instrument used in this research is a questionnaire. The questionnaire consists of several closed-ended statements with a 5-point Likert scale, where respondents are asked to rate their level of agreement with each statement (1 = strongly disagree, 5 = strongly agree). The questionnaire is divided into three main sections:

- Section 1: Contains demographic information of the respondents (age, gender, occupation, and frequency of Aice ice cream purchases).
- Section 2: Includes statements regarding product variation and price.
- Section 3: Contains statements related to consumer satisfaction.

2. Literature Review

In addition to the questionnaire, this research also utilizes a literature review to obtain relevant theoretical foundations from books, journals, and previous studies that support the analysis of this research.

Data Analysis Techniques

The data analysis techniques used in this study include:

- Instrument Testing: Validity and reliability tests.
- Multiple Linear Regression Analysis: To examine the relationship between the independent variables (product variation and price) and the dependent variable (consumer satisfaction).
- Classical Assumption Tests: These include normality, multicollinearity, and heteroscedasticity tests.
- Hypothesis Testing: This includes F-test, t-test, and the determination coefficient test.



Operational Definitions of Variables

The operational definitions provide detailed explanations of each variable being studied and the indicators used for measurement. These definitions help ensure that the concepts are measurable and aligned with the objectives of the research.

This structured approach helps ensure that data is collected accurately and analyzed using appropriate methods to test the proposed hypotheses.

Table 1. Operational Definition of Variables

Variable	Operational Definition	Indicator	Scale
Product variety (X1)	The various types and flavors of ice cream offered by Aice can meet consumer needs and preferences	1. Product Features 2. Product Design 3. Quality Improvement	Likert 1 – 5
Price (X2)	The level of suitability of Aice ice cream with the quality and variety of products offered	1. Affordability 2. Discounts/rebates 3. Payment method	Likert 1 – 5
Consumer Satisfaction (Y)	The level of satisfaction felt by consumers after using Aice ice cream products.	1. Product performance compared to expectations 2. Customer experience 3. Customer loyalty	Likert 1 – 5

Source: Processed by Researchers.

RESULT AND DISCUSSION

Validity Test

The validity test in this study was used to measure whether a questionnaire is valid or not based on its total score at a 5% significance level, with a sample size of 96 respondents. The validity test compares the correlation coefficient of each item with the product moment table. If the calculated r-value (r_{hitung}) is greater than the table r-value (r_{tabel}), the item is considered valid. For the validity test, with $n = 96$, the degrees of freedom (df) would be $96 - 2 = 94$, and the critical value (r_{tabel}) at $\alpha = 5\%$ is **0.2006**. Therefore, if the correlation coefficient of each question is greater than 0.2006, the item is deemed valid.



Table 2 Results of the Validity Test

Variable	Question Item	R- count	R- table	Information
Product variety (X1)	X1.1	0,685	0,2006	Valid
	X1.2	0.757	0,2006	Valid
	X1.3	0,746	0,2006	Valid
	X1.4	0,779	0,2006	Valid
	X1.5	0,705	0,2006	Valid
	X1.6	0,724	0,2006	Valid
	X1.7	0,724	0,2006	Valid
	X1.8	0,819	0,2006	Valid
	X1.9	0,741	0,2006	Valid
	X1.10	0,827	0,2006	Valid
	X1.11	0,829	0,2006	Valid
	X1.12	0,778	0,2006	Valid
Price (X2)	X2.1	0,612	0,2006	Valid
	X2.2	0,652	0,2006	Valid
	X2.3	0,767	0,2006	Valid
	X2.4	0,647	0,2006	Valid
	X2.5	0,767	0,2006	Valid
	X2.6	0,805	0,2006	Valid
	X2.7	0,716	0,2006	Valid
	X2.8	0,743	0,2006	Valid
	X2.9	0,807	0,2006	Valid
	X2.10	0,773	0,2006	Valid
	X2.11	0,734	0,2006	Valid
	X2.12	0,778	0,2006	Valid
Consumer Satisfaction (Y)	Y.1	0,800	0,2006	Valid
	Y.2	0,857	0,2006	Valid
	Y.3	0,870	0,2006	Valid
	Y.4	0,846	0,2006	Valid
	Y.5	0,760	0,2006	Valid



	Y.6	0,841	0,2006	Valid
	Y.7	0,838	0,2006	Valid
	Y.8	0,610	0,2006	Valid
	Y.9	0,848	0,2006	Valid
	Y.10	0,871	0,2006	Valid
	Y.11	0,878	0,2006	Valid
	Y.12	0,872	0,2006	Valid

Source: SPSS Data Processing Output Results Processed by Researchers

Based on the results of the validity test on the question items in the table above, information was obtained that all question items for each variable have a calculated value > rtabel. Based on this, it can be decided that each question item is valid and can proceed to the reliability test.

Reliability Test

The Croinbach's Alpha value in an indicator to be declared reliable is a minimum of 0.60. The following are the results of the reliability test for each variable:

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Information
Product variety (X1)	0,933	Reliabel
Price (X2)	0,921	Reliabel
Consumer Satisfaction (Y)	0,957	Reliabel

Source: SPSS Data Processing Output Results Processed by Researchers

The results of the reliability test in the table above show that all variables have a Croinbach's Alpha value of > 0.60. Based on this, it can be concluded that all of these variables have reliable results.

Classical Assumption Test

Normality Test

Following are the results of the Noirmality test using statistical analysis in the table below:



Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0208333
	Std. Deviation	3.14922052
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.062
Test Statistic		.082
Asymp. Sig. (2-tailed)		.112 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Data Processing Output Results Processed by Researchers

Based on the results of the normality test with Kolmogorov-Smirnov in the table above, it is known that the p probability value, namely 0.112, is greater than the significance level, namely 0.05. This means that the normality assumption is met.

Multicollinearity Test

The following are the results of the multicollinearity test:

Table 5. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Product Variations	.311	3.217
	Price	.311	3.217
a. Dependent Variable: Consumer Satisfaction			

Source: SPSS Data Processing Output Results Processed by Researchers

Based on the table above, the following results are obtained:



1. The VIF value for the Product Variation variable is $3.217 < 10$ with the Tolerance value being $0.311 > 0.10$, so the Product Variation independent variable is declared not to have a multi-collinearity phenomenon.
2. The VIF value for the Price variable is $3.217 < 10$ with the Tolerance value being $0.311 > 0.10$, so the independent variable Price is declared not to have multicollinearity symptoms.

Heteroscedasticity Test

The following are the results of Heteroscedasticity Test which can be seen from the following picture:

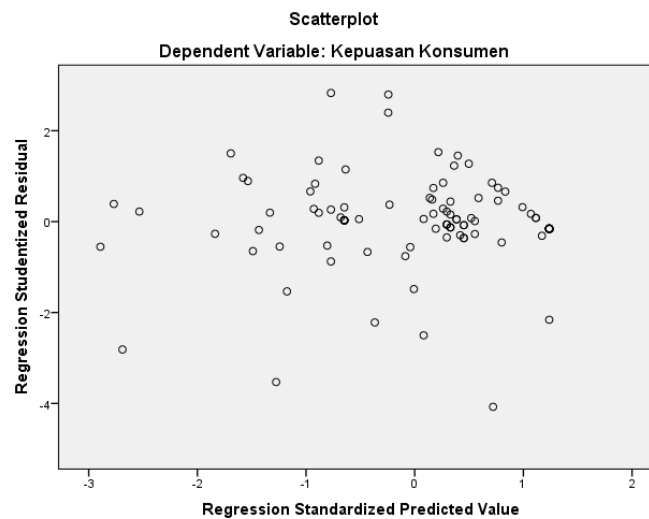


Figure 2. Heteroskedasticity Test

Source: SPSS Data Processing Output Results Processed by Researchers

Based on the scatterplot graph above, the points spread above and below the number 0 on the Y axis, and the data spread randomly. It can be concluded that there is no problem of heteroscedasticity in the distribution model, so the distribution model is suitable to be used to predict visitor satisfaction through individual variables of price and service quality.

Multiple Linear Regression Test

The following are the results of multiple linear regression analysis which can be seen in the table below:

Table 6. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.665	3.241		-.822	.413
	Product Variations	.827	.094	.737	8.823	.000
	Price	.226	.109	.174	2.081	.040

a. Dependent Variable: Consumer Satisfaction

Source: SPSS Data Processing Output Results Processed by Researchers

Based on the results of the multiple linear regression analysis in the table above, the regression model is as follows:

$$Y = -2.665 + 0.827X_1 + 0.226X_2 + e$$

1. Constant Value (-2.665), this is the initial value of Y when X1 and X2 are zero. This value shows the intercept, which is the point where the regression line crosses the Y axis
2. The Regression Coefficient Value of the Product Variation Variable (X1) has a positive value of 0.827, which means that if the Product Variation variable (X1) increases, the Consumer Satisfaction variable (Y) will also increase, and vice versa.
3. The Regression Coefficient Value for the Price Variable (X2) has a positive value of 0.226, which means that if the Price variable (X2) increases, the Consumer Satisfaction variable (Y) will also increase, and vice versa.

Significance Test:

- **Product Variety (p=0.000):** This variable has a significance value much smaller than 0.05, indicating a statistically significant effect on Customer Satisfaction.
- **Price (p=0.040):** This variable is also statistically significant as the p-value is less than 0.05.
-

F Test

The following are the results of the F Test which can be seen in the table below:



Table 7. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4537.330	2	2268.665	181.194	.000 ^b
	Residual	1239.543	99	12.521		
	Total	5776.873	101			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Prices, Product Variations						

Source: SPSS Data Processing Output Results Processed by Researchers

The F test results show that the F value is 181,194. Meanwhile, the Ftable value is $n-k-1 = 96-2-1 + 93$, which is 3.094. So, the F value of 181,194 is greater than Ftable of 3.094 and the Sig level. $0.000 < 0.05$ then the alternative hypothesis (H_a) is accepted, and the null hypothesis (H_0) is rejected, and it can be concluded that the variables Product Variation (X_1) and Price (X_2) simultaneously have a significant positive influence on customer satisfaction for Aice ice cream in Surabaya East Java (Y). These results support research from (Maruli et al., 2022) which states that product variety and price have a positive and significant influence on consumer satisfaction.

t test

Tabel 8. t Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.665	3.241		-.822	.413
	Product Variations	.827	.094	.737	8.823	.000
	Price	.226	.109	.174	2.081	.040
a. Dependent Variable: Consumer Satisfaction						

Source: Results of SPSS Data Processed by Researchers



Based on the t test table above, the calculated t value for Product Variation (X1) is 8,823 and Price (X2) is 2,081. Meanwhile, the t table value item has a df of 96 using a significance level of 1.660.

So, the calculated t value of the Product Variation variable (X1) is $8.823 > t$ table value 1.660 and the Sig level. $0.000 < 0.05$, then H_0 is rejected, and H_a is accepted, which means that the Product Variation variable (X1) partially has a positive and significant effect on Consumer Satisfaction (Y). These results support research from (Efnita, 2017) which states that product variety has a positive and significant effect on consumer satisfaction.

So, the calculated t value of the Price variable (X2) is $2.081 > t$ table value 1.660 and the Sig level. $0.000 < 0.05$, then H_0 is rejected, and H_a is accepted, which means that the Price variable (X2) partially has a positive and significant effect on Consumer Satisfaction (Y). These results support research from (Rismayanti, 2021) which states that price (X2) has a positive and significant effect on consumer satisfaction.

Coefficient of Determination Test (R^2)

Table 9. Coefficient of Determination Test Results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886 ^a	.785	.781	3.538
a. Predictors: (Constant), Prices, Product Variations				

Source: Results of SPSS Data Processed by Researchers

Based on the results of the simultaneous coefficient of determination test above, the adjusted R Square is 0.781 or equal to 78.1%. So, the percentage of the Product Variation (X1) and Price (X2) variables simultaneously on Consumer Satisfaction (Y) is 78.1%. It can be interpreted that the dependent variable Consumer Satisfaction is influenced by the Product Variation and Price variables amounting to 78.1% and the remaining 21.9% is influenced by other variables which were not carried out in this research.



DISCUSSION

Influence of Product Variation and Price on Consumer Satisfaction

The research indicates that both product variation and price have a significant influence on consumer satisfaction with Aice ice cream in Surabaya, both separately (partially) and together (simultaneously). Product variation has a more dominant impact compared to price. This finding aligns with (Efnita, 2017), who found that consumers are generally more satisfied when they have more product choices that align with their preferences. Aice's wide range of flavors and sizes contributes significantly to customer satisfaction.

The Role of Price in Consumer Satisfaction

Price is also a significant factor that influences consumer satisfaction positively, though its impact is not as strong as product variation. This result supports the findings of (Rismayanti, 2021), who emphasized that appropriate pricing enhances consumer perception of a product. Aice's competitive pricing strategy, which is considered reasonable relative to the quality and variety offered, has helped maintain its market share in Surabaya.

Combined Effect of Product Variation and Price

Simultaneously, the combination of product variation and price shows a significant positive influence on consumer satisfaction. This finding is in line with (Maruli et al., 2022), who stated that these two factors are key to creating consumer satisfaction in the competitive food and beverage industry.

From a practical standpoint, the research suggests that Aice should continue innovating to offer new products to maintain its competitiveness and meet the diverse preferences of consumers. Competitive pricing should remain a priority, especially in the highly competitive ice cream market in Surabaya. Additionally, Aice can further strengthen its position through promotional strategies to build stronger brand loyalty.

CONCLUSION

Simultaneous Influence of Product Variation and Price on Consumer Satisfaction

From the hypothesis testing using the F-test, the calculated F-value is 181.194, which is greater than the table F-value of 3.094, with a probability (sig.) value of 0.000, which is less than 0.05. Therefore, H0 is rejected and H1 is accepted, indicating that product variation (X1) and price (X2) simultaneously have a significant and positive influence on consumer satisfaction (Y). The



coefficient of determination (Adjusted R Square) shows a value of 0.781 or 78.1%, meaning product variation and price together explain 78.1% of the variance in consumer satisfaction, while the remaining 21.9% is influenced by other variables not examined in this study. This result is consistent with the demographic profile of respondents, where the majority are aged 18–25 years (92.8%), dominated by female respondents (63.9%), and primarily consist of students (64.9%) with monthly incomes of Rp 300,000–500,000 (35.1%). These factors indicate that Aice Ice Cream appeals significantly to young, female, and budget-conscious consumers.

The Influence of Product Variation on Consumer Satisfaction

The t-test results show that the t-calculated value for product variation (X1) is 8.823, which is greater than the table t-value of 1.660, with a significance value of 0.000, which is less than 0.05. Therefore, H0 is rejected and H1 is accepted, meaning that product variation (X1) has a significant partial effect on consumer satisfaction (Y). This result aligns with the preferences of younger consumers, particularly those in the 18–25 years age group, who are drawn to Aice's wide range of flavors and innovative product designs. Students, who form the largest occupational group among respondents (64.9%), also value product variety highly in their consumption choices.

The Influence of Price on Consumer Satisfaction

The t-test results show that the t-calculated value for price (X2) is 2.081, which is greater than the table t-value of 1.660, with a significance value of 0.040, which is less than 0.05. Therefore, H0 is rejected and H1 is accepted, meaning that price (X2) has a significant partial effect on consumer satisfaction (Y).

This is supported by the demographic findings, where a significant portion of respondents (35.1%) have monthly incomes between Rp 300,000–500,000, emphasizing the importance of affordable and competitive pricing in enhancing satisfaction among lower-income consumers. Furthermore, the dominance of female respondents (63.9%) suggests that competitive pricing resonates well with this demographic, helping them perceive value in their purchases.

Suggestions

1. Enhancing Product Variation

Aice should continuously innovate and expand its product offerings by introducing new flavors, packaging designs, and sizes that cater to diverse consumer preferences. Considering



the dominance of younger consumers aged 18–25 years, Aice could explore trendy or limited-edition products to attract this demographic and maintain their engagement.

2. Maintaining Competitive Pricing

Given the significance of price in influencing consumer satisfaction, Aice should maintain its competitive pricing strategy. Special discounts, promotional campaigns, or bundling options could be introduced to further appeal to its primary consumer base, particularly those with monthly incomes of Rp 300,000–500,000. Additionally, offering attractive loyalty programs can help retain customers and encourage repeat purchases.

3. Focusing on Female Consumers

With 63.9% of respondents being female, Aice should tailor its marketing strategies to resonate with this demographic. Campaigns highlighting health-conscious, fun, or family-oriented themes could be effective in capturing and retaining their interest.

4. Strengthening Student Engagement

As 64.9% of respondents are students, Aice can collaborate with schools, universities, or student events to boost brand visibility. Offering affordable products at campus kiosks or providing sponsorships for student activities can strengthen Aice's connection with this segment.

5. Leveraging Digital Marketing

To reach its young and tech-savvy audience, Aice should amplify its presence on social media platforms like Instagram, TikTok, and YouTube. Engaging content, influencer partnerships, and interactive campaigns such as polls or challenges can help maintain brand awareness and foster loyalty.

6. Exploring Other Market Segments

While Aice has captured a significant portion of young consumers, exploring other segments such as working professionals or families can further expand its market reach. Developing premium or healthier product lines might appeal to consumers with higher incomes or those seeking quality over affordability.

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