

The Influence of Product Quality, Service Quality and Price on Consumer Satisfaction at Hasanah Bakery Rantauprapat

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Abstract

The study aims to determine and analyze the effect of product quality, service quality, and price on consumer satisfaction at Hasanah Bakery Rantauprapat. The population in this study were consumers of Hasanah Bakery Rantauprapat, sample determination using the Lemeshow formula with Accidental Sampling technique totaling 96 respondents. The data collection technique used a questionnaire as a research instrument. This type of research is a descriptive questionnaire where the data was processed using SPSS 23. Data analysis using Instrument Test (Validity and Reliability), Classical Assumption Test in the form of Normality, Multicollinearity, Heteroscedasticity, Multiple Linear Regression, Hypothesis testing using the t-test and F-test and the Determination Coefficient Test. The results of the study showed that product quality had a positive and significant effect on consumer satisfaction with a t-value of $4.209 > t\text{-table } 1.986$ with a significance level of 0.000. Service quality has a positive and insignificant effect on consumer satisfaction with a t-value of $1.222 < t\text{-table } 1.986$ and a significance level of 0.223. Price has a positive and significant effect on consumer satisfaction with a t-value of $3.813 > t\text{-table } 1.986$ with a significance level of 0.000. Research results based on the simultaneous F-test of product quality, service quality, and price have a positive and significant effect on consumer satisfaction.

Keywords: Product, Service, Price, Satisfaction, Quantitative.

INTRODUCTION

In today's era of globalization, the bakery industry is experiencing rapid growth. This growth is marked by the increasing number of bakery businesses offering a wide variety of products with varying quality and innovation. This situation has led to increasingly fierce competition among businesses, requiring each company to create products and provide services that meet consumer needs and expectations.

Consumers have the freedom to choose products on the market according to their needs and desires, so producers must have a competitive advantage that can attract consumers to make purchases. Companies must be able to offer products that meet consumer expectations and needs, ultimately resulting in satisfaction. Satisfaction is the level of feeling a person feels after comparing perceived performance or results with their expectations. Thus, satisfaction or dissatisfaction is the result of the interaction between expectations and experiences after using a service or product.

Consumer satisfaction is influenced by various factors, including product quality, service quality, and price. Good product quality will provide added value to consumers, while satisfactory service quality will create a positive shopping experience. Furthermore, a price that matches the quality and benefits of the product is also an important consideration in creating consumer satisfaction. This phenomenon can be seen in bakeries in Labuhanbatu Regency, particularly Hasanah Bakery Rantauprapat, which offers a variety of bread and cake products to meet consumer needs. Products include a variety of birthday cakes such as tart, black forest, red velvet, and rainbow cake; various holiday cookies; and daily bread snacks such as roti sobek, pandan roll cake, and banana cake.

To gain an initial understanding of the situation at Hasanah Bakery Rantauprapat, researchers conducted a preliminary survey in June 2026 of 15 customers who had previously made purchases. The survey results indicated that several consumer concerns remained. Regarding product quality, some consumers reported that the bread's texture and softness were

quite good, but some complained about a lack of softness and a change in taste after being stored for several days. Regarding service quality, some consumers assessed the staff as friendly, but others felt that information regarding product variations was not fully conveyed. For example, employees did not provide sufficient information about the types of bread sold. Meanwhile, from the price aspect, some consumers consider the product price to be appropriate, but some consumers think that the price of some types of bread is relatively expensive. Even a slight price difference is a sensitive matter for consumers. This condition indicates that there are still differences in consumer perceptions of product quality, service quality, and price that have the potential to affect the level of consumer satisfaction. Therefore, this study was conducted to analyze the influence of product quality, service quality, and price on consumer satisfaction at Hasanah Bakery Rantauprapat.

RESEARCH METHODS

Research Type and Data Collection

This research was conducted at Hasanah Bakery Rantauprapat. Quantitative methods were chosen because the research data is processed and analyzed in numerical or statistical form to test the established hypotheses. The data used were primary data obtained from an online questionnaire distributed to respondents using Google Forms. The data collected through Google Forms was then processed using SPSS 23.

Data collection technique

The data collection technique used in this study was a questionnaire, which involves providing respondents with a set of written questions or statements to answer (Sugiyono, 2022). The questionnaire was distributed online via Google Forms to Hasanah Bakery Rantauprapat customers. Google Forms was chosen because it is more efficient, saves time, and facilitates automatic data tabulation. The collected data was then processed using SPSS 23 for Windows.

Data Analysis Methods

Data analysis is the activity carried out after collecting data from all respondents. Data analysis activities include grouping data based on variables and respondent types, tabulating data, presenting data for each studied variable, and testing hypotheses (Sugiyono, 2022). The data analysis method used in this study was multiple linear regression analysis with the help of SPSS 23 for Windows. Prior to the regression analysis, instrument testing and classical assumption testing were conducted.

Instrument Test

a. Validity Test

Validity testing is used to measure the reliability or validity of a research instrument. An instrument is considered valid if it can measure what it is supposed to measure. Validity testing is conducted using the Pearson Product Moment correlation method using SPSS, which involves correlating the score for each statement item with the total score for the variable. Testing criteria: If the calculated $r > \text{table } r$ ($df = n-2$, $\alpha = 0.05$), the item is declared valid.

If the calculated $r \leq \text{table } r$, the item is declared invalid and should be removed from the instrument.

b. Reliability Test

Reliability testing is used to measure the consistency and stability of an instrument in measuring the same variable when used repeatedly. Reliability testing is conducted using the Cronbach's Alpha method using SPSS. Testing criteria:

If the Cronbach's Alpha value is ≥ 0.60 , the instrument is considered reliable (Darma, 2021).

If the Cronbach's Alpha value is < 0.60 , the instrument is considered unreliable.

Classical Assumption Test**a. Normality Test**

The normality test aims to determine whether the regression model has normally distributed residuals. The test is performed using the Kolmogorov-Smirnov test in SPSS. Test criteria:

If the Asymp. Sig. (2-tailed) value is > 0.05 , the data is normally distributed.

If the Asymp. Sig. (2-tailed) value is ≤ 0.05 , the data is not normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to detect the presence or absence of a significant correlation between independent variables in a regression model. The test is performed by examining the Variance Inflation Factor (VIF) and Tolerance values. The test criteria are:

If the VIF is < 10 and the Tolerance is > 0.1 , then there is no multicollinearity problem.

If the VIF is ≥ 10 or the Tolerance is ≤ 0.1 , then there is a multicollinearity problem.

c. Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is inequality in the variance of residuals from one observation to another in the regression model. The test is performed using the Glejser test, which is performed by regressing the absolute value of the residuals against the independent variable. The test criteria are: If the significance value of the independent variable is > 0.05 , then there is no heteroscedasticity (good model). If the significance value is ≤ 0.05 , then there is heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the extent of the influence of independent variables (product quality, service quality, and price) on the dependent variable (consumer satisfaction) both simultaneously and partially. The multiple linear regression equation in this study is:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y = Customer Satisfaction

α = Constant

b_1, b_2, b_3 = Regression coefficient of each variable

X_1 = Product Quality

X_2 = Quality of Service

X_3 = Price

e = Error (confounding variables)

Hypothesis Testing**a. t-test (Partial)**

The t-test is used to determine the partial effect of each independent variable on the dependent variable (Ghozali, 2021). Testing criteria: If the calculated t-value $> t$ -table and the Sig. value < 0.05 , then the independent variable has a significant effect on the dependent variable (H_0 is rejected, H_a is accepted). If the calculated t-value $\leq t$ -table and the Sig. value ≥ 0.05 , then the independent variable does not have a significant effect on the dependent variable (H_0 is accepted, H_a is rejected)..

b. F Test (Simultaneous)

The F-test (simultaneous) is used to determine the effect of all independent variables simultaneously (together) on the dependent variable (Ghozali, 2021). Test criteria:

If the calculated F-test $> F$ -test and the Sig. value < 0.05 , then all independent variables simultaneously have a significant effect on the dependent variable (H_0 is rejected, H_a is accepted). If the calculated F-test $\leq F$ -test and the Sig. value ≥ 0.05 , then all independent variables do not have a significant effect simultaneously (H_0 is accepted, H_a is rejected).

c. Coefficient of Determination (R^2)

The coefficient of determination (Adjusted R^2) is used to measure the extent to which an independent variable explains variation in the dependent variable. Adjusted R^2 values range from 0 to 1. The closer to 1, the greater the independent variable's ability to explain the dependent variable. A good Adjusted R^2 value is considered good if it is >0.5 (Ghozali, 2021).

RESULTS AND DISCUSSION

Research Instrument Test Results

a. Validity test

Validity testing was conducted to determine the feasibility of each statement item in measuring the research variables. An item is declared valid if the calculated r value is greater than the table r . With a total of 96 respondents at a significance level of 5%, the table r value was obtained at 0.198. The results of the validity test for the variables Product Quality (X1), Service Quality (X2), Price (X3), and Consumer Satisfaction (Y) are presented in Table 1 below.

Table 1. Validity Test Results

Variables	Item indicator	r count	r table	information
Product quality (X1)	Item 1	0.726	0.198	Valid
Product quality (X1)	Item 2	0.709	0.198	Valid
Product quality (X1)	Item 3	0.764	0.198	Valid
Product quality (X1)	Item 4	0.820	0.198	Valid
Quality of service (X2)	Item 1	0.758	0.198	Valid
Quality of service (X2)	Item 2	0.755	0.198	Valid
Quality of service (X2)	Item 3	0.691	0.198	Valid
Price (X3)	Item 1	0.759	0.198	Valid
Price (X3)	Item 2	0.699	0.198	Valid
Price (X3)	Item 3	0.754	0.198	Valid
Customer satisfaction (Y)	Item 1	0.789	0.198	Valid
Customer satisfaction (Y)	Item 2	0.795	0.198	Valid
Customer satisfaction (Y)	Item 3	0.745	0.198	Valid
Customer satisfaction (Y)	Item 4	0.805	0.198	Valid

Based on Table 1, all statement items in the four research variables have a calculated r value greater than the table r (0.198). Thus, it can be concluded that all instruments (14 statement items) used in this study are declared valid and suitable for use as measuring tools for collecting research data.

b. Reliability Test

Reliability testing is used to determine the consistency of respondents' responses to the research instrument. A variable is considered reliable if its Cronbach's Alpha value is greater than 0.6 (Ghozali, 2021).

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Standardized Alpha Coefficient	Status
Product quality	0.824	0.6	Reliable
Service quality	0.737	0.6	Reliable
Price	0.758	0.6	Reliable
Consumer satisfaction	0.866	0.6	Reliable

Based on Table 2, it shows that the Cronbach's Alpha value for all variables is above 0.6. This indicates that the research instrument has a very good level of reliability, so that respondents' answers can be relied on consistently if measurements are carried out repeatedly.

Classical Assumption Test Results

a. Normality test

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.2289751
	Std. Deviation	1.07257459
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.081
Test Statistic		.085
Asymp. Sig. (2-tailed)		.085 ^c

Based on Table 3, the normality test in this study using the Kolmogorov-Smirnov method was 0.085 with a significance value of 0.085 with a significance level > 0.05 . The results of this test indicate that the normality test in this study can be concluded as normally distributed or meets normality.

b. Multicollinearity Test

Table 4. Multicollinearity test

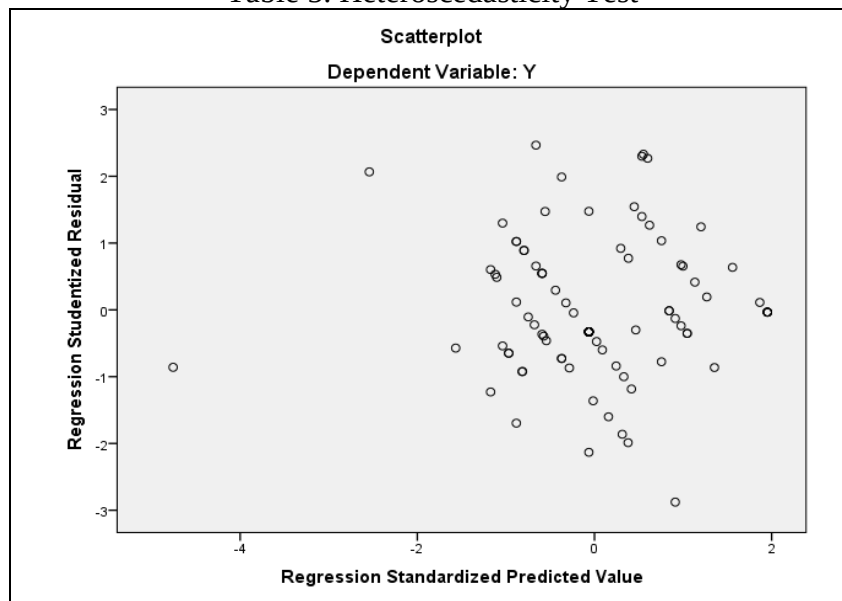
Model	Tolerance	VIF
(Constant)		
Product quality	0.295	3.391
Quality of service	0.279	3.585
Price	0.300	3.338

Based on table 4, it can be seen that all variables have a tolerance value > 0.1 and a VIF value < 10 , so it can be concluded that all independent variables do not experience multicollinearity.

c. Heteroscedasticity test

The heteroscedasticity test is performed to determine whether there is inequality in residual variance between observations in a regression model. A good regression model should not contain symptoms of heteroscedasticity.

Table 5. Heteroscedasticity Test



Based on the table above, the data points are randomly distributed above and below the number 0 on the Y-axis and do not form a clear pattern (such as a wavy or narrowing-widening pattern). Therefore, it can be concluded that the regression model in this study does not experience heteroscedasticity, or in other words, the residual variance is homogeneous across observations.

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the direction and magnitude of the influence of Product Quality (X1), Service Quality (X2), and Price (X3) on Consumer Satisfaction (Y). Based on Table 6, the following multiple linear regression equation is obtained:

Table 6 Multiple linear regression analysis

Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.672	0.949		1.762	0.649
Product quality	0.403	0.096	0.417	4.209	0.000
Quality of service	0.158	0.129	0.125	1.222	0.223
Price	0.529	0.139	0.375	3.813	0.000

dependent variable: customer satisfaction

$$Y = 1.672 + 0.403X_1 + 0.158X_2 + 0.529X_3 + e$$

Based on the model above, the results of the Multiple Linear Regression equation can be described as follows: The constant value is 1.672, meaning that if product quality (X1), service quality (X2), and price (X3) are equal to zero, then Consumer Satisfaction (Y) is 1.672. The regression coefficient of the product quality variable (X1) is 0.403, the coefficient is positive, meaning that if product quality (X1) increases, consumer satisfaction (Y) will increase by 0.403. The regression coefficient of the service quality variable (X2) is 0.158, the coefficient is positive, meaning that if service quality (X2) increases, consumer satisfaction (Y) will increase by 0.158. The regression coefficient of the price variable (X3) is 0.529, the coefficient is positive, meaning that if price (X3) increases, consumer satisfaction (Y) will increase by 0.529.

Hypothesis Testing Results

a. t-test (Partial Test)

The t-test was used to determine the partial effect of each independent variable on the dependent variable. With a sample size of 96 and 3 independent variables (df = 92) at a 5% significance level, the t-table value was 1.986. A variable is considered significant if the calculated t-value is greater than the t-table value and the Sig. value is <0.05 (Ghozali, 2021).

Table 7. Partial test (t)
coefficients

Model	Unstandardized Coefficients B	Std. Error	Unstandardized standardized Beta	t	sig
(constant)	1.672	.949		1.762	649
Product quality	403	.096	.417	4.209	000
Quality of service	158	.129	.125	1.222	223
price	529	.139	.375	3.813	000

Dependent variable: customer satisfaction

Based on table 7 above, it can be explained as follows: For the product quality variable (X1), the calculated t (4.209) > t table ((1.986) with a significance level of $0.000 < 0.05$. This result shows that the product quality variable has a positive and significant effect on consumer satisfaction. Thus, the hypothesis can be accepted. For the service quality variable (X2), the calculated t (1.222) < t table (1.986) with a significance level of $0.223 > 0.05$. This result shows that the service quality variable has a positive but not significant effect on consumer satisfaction. Thus, the hypothesis is rejected. For the price variable (X3), the calculated t (3.813) > t table (1.986) with a significance level of $0.000 < 0.05$. The results show that the service quality variable has a positive and significant effect on consumer satisfaction. Thus, the hypothesis can be accepted.

b. Simultaneous Test (F Test)

Simultaneous Test (F Test) is conducted to see whether all independent variables entered have a simultaneous or joint influence on the dependent variable. Then the ft table will be calculated at the level $\alpha = 5\%$ the ft table value used is the value with degrees of freedom (df) namely $df_1 (k-1) = 4 - 1 = 3$, and $df_2 (n-k) = 96 - 4 = 92$, then the t table is $(3:92) = 2.704$.

Table 8. Simultaneous test (F)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	315.636	3	105.212	84.668	0.000
Residual	114.323	92	1.243		
Total	429.958	95			

a dependent variable: customer satisfaction

b.predictors (constant) product quality, service quality and price

Based on Table 8, the calculated F value is 84.668 and the Sig. value is 0.000. Therefore, the calculated F (84.668) > F table (2.704) and Sig. (0.000) < 0.05. These results indicate that simultaneously or together the variables of product quality, service quality, and price have a positive and significant effect on consumer satisfaction at the Hasanah Bakery Rantauprapat Store at a confidence level of 95% and alpha 5%. Thus, the hypothesis can be accepted.

c. Coefficient of Determination (R²)

The Determinant Coefficient (R²) test aims to determine the extent to which the independent variable influences the dependent variable. In the SPSS output, the determinant coefficient is located in the Model Summary table in the R Square section. A good R Square value is considered good if it is above 0.5 because the R Square value ranges from 0 to 1. The determinant coefficient value in this study can be seen in the following table:

Table 9. Results of the coefficient of determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.857	0.734	0.725	1.11474

a.predictors: (constant), product quality, service quality and price

b. dependent variable: customer satisfaction

Based on the table above, it can be seen that the value of the R Square determinant coefficient is 0.734, meaning that the ability of the product quality, price, and service quality variables to vary consumer satisfaction is 73.4%, while the rest is explained by other variables/factors not examined in this study. The Influence of Product Quality on Consumer Satisfaction.

Discussion

The Influence of Product Quality on Consumer Satisfaction

Based on the respondents' answers obtained and the research results, it is known that the quality of Hasanah Bakery Rantauprapat products is quite good, which means that consumers agree that the taste, texture, variety, and appearance offered by Hasanah Bakery Rantauprapat are able to provide satisfaction and meet consumer expectations. Based on the results of the t-test, the product quality variable has a positive and significant effect on consumer satisfaction at Hasanah Bakery Rantauprapat. This can be seen from the t-value (4.209) > t-table (1.986) and the significance level (0.000) < 0.05. This means that product quality influences consumer satisfaction. The results of this study are in line with research by (Kholizah Rambe et al., 2024) and (Fauza et al., 2025) which states that product quality has a positive and significant effect on consumer satisfaction.

The Influence of Service Quality on Consumer Satisfaction

Based on the research results, the service quality variable has a positive but insignificant effect on customer satisfaction at Hasanah Bakery Rantauprapat. This can be seen from the t-value (1.222) < t-table (1.986) and the significance level (0.223) > 0.05. This means that service quality does not provide much satisfaction to consumers. There are several factors that cause service quality to not provide much satisfaction to consumers, for example, employees who are less active in providing information about the types of products available and the indicators used cannot fully provide customer satisfaction. In addition, consumers who shop may prioritize the taste and price of the product rather than interactions with store employees. The results of this study are in line with research conducted by Izzati et al., 2022 which states that service quality does not have a significant effect on customer satisfaction.

The Influence of Price on Consumer Satisfaction

Based on the research results, the price variable has a positive and significant effect on consumer satisfaction at Hasanah Bakery Rantauprapat. This is evident from the calculated t value (3.813) > t table (1.986) and the significance level (0.000) < 0.05. This means that respondents agree with the price set by Hasanah Bakery Rantauprapat where the price paid is commensurate with the quality and benefits of the product received by consumers. The results of this study are in line with research conducted by Eko Giyartiningrum & E. S. (2023) which shows that price has a significant effect on consumer satisfaction.

The Influence of Product Quality, Service Quality, and Price on Consumer Satisfaction

From the results of the study it was found that product quality, service quality, and price simultaneously/together had a positive and significant effect on consumer satisfaction at Hasanah Bakery Rantauprapat. This can be seen from the results of the F test (simultaneous) in the SPSS 23 program which showed that the F count value (84.668) > F table (2.704) with a significance of 0.000 < 0.05 and a confidence level of 95% and Alpha 5% acceptable. This explains that product quality, service quality, and price have a strong relationship to consumer satisfaction with a contribution of 0.734 or 73.4% while the remaining or 26.6% is influenced by other factors not examined in this study.

CONCLUSION

1. Product quality partially has a positive and significant effect on customer satisfaction at Hasanah Bakery Rantauprapat.
2. Service quality partially has a positive but insignificant effect on customer satisfaction at Hasanah Bakery Rantauprapat.
3. Price partially has a positive and significant effect on customer satisfaction at Hasanah Bakery Rantauprapat.
4. Product quality, service quality, and price simultaneously have a positive and significant effect on customer satisfaction at Hasanah Bakery Rantauprapat

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