The Impact of Product Quality and Price on Customer Satisfaction: A Case Study Analyze Hotel & Residence In Bandung - West Java)

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Abstract

The purpose of this study was to determine the effect of product quality and price on customer satisfaction. This research was conducted at Hotel & Residence located in the city of Bandung. The number of samples in this study were 97 hotels and residences as respondents with data collection through distributing questionnaires.
Methods, This research uses descriptive and associative methods. The data analysis technique used in this study is multiple linear regression.
Results and value, based on the results of the analysis show that there is a significant positive effect on product quality variables on customer satisfaction at Hotel & Residence Bandung. There is a positive significant effect on the price variable on customer satisfaction at Hotel & Residence Bandung, for Product Quality and Price simultaneously have a significant effect on Customer Satisfaction with the coefficient of determination of 73.4%.

Keywords: Product Quality, Price, Customer Satisfaction

1.   Introduction

Intense competition in the business world occurs in various fields, including the culinary business, this can be seen from the proliferation of food stalls in Indonesia, especially in the city of Bandung, which has an impact on the level of need for lodging / temporary residence. From the data released by the Central Bureau of Statistics in 2020 there were 1,339 places to eat but after experiencing the co-19 pandemic there was a decrease in 2021, namely to 1,234 places to eat. Business people must be able to provide added value to products, services and services to be provided to hotels and residents. The need for food and drink is a basic human need that must be fulfilled so that the culinary business becomes a trend among the public. Increasingly strong competition in the culinary business sector, companies must carry out effective marketing strategies so that hotels and residents get what they need and want.

According to Kotler and Keller in Ririn and Fikri, (2020: 65), product quality is the overall characteristic of a product or service on the ability to satisfy implied needs. Hotels and residents expect the products purchased to be of good quality and in accordance with expectations in order to satisfy them. Hotels and residents will buy a product if they find it suitable, therefore the product must be tailored to the wants or needs for successful product marketing, in other words, product manufacturing is better tailored to the wishes of the market or the tastes of hotels and residents. Not only product quality must be considered to keep hotels and residents satisfied, but with the right pricing as a common way to attract hotels and residents and increase sales in the food and beverage industry.

According to Stanton Yani & Rohmat (2021), Price is the amount of value that hotels and residents exchange for the benefits of owning or using other products or services set by buyers or sellers for the same price for all buyers. Price is the monetary value that hotels and residents must pay to obtain or own a company's product, this is an important revenue generating component for the company. Therefore, the company must be able to set the price of its products appropriately so that hotels and residents are interested and willing to buy the products offered so that the company makes a profit.

The concept of success in marketing if you want to succeed in sales, of course, the company must pay attention to several aspects of service including satisfaction, product quality, and price. Quality product quality can influence hotels and residents, as well as prices, low prices can certainly influence hotels and residents in buying products.

According to Irfani Hadiyani (2018) Customer satisfaction is part of the customer's experience with a product or service offered. Based on the experience they get, customers have a tendency to build certain values. This value will have an impact on customers to make comparisons with competitors from the products or services they have experienced. If a shop provides good quality products or services, it is expected to be able to meet customer expectations and ultimately be able to provide maximum value and create satisfaction for customers.

Product quality and price are very important aspects for companies to pay attention to. Therefore, this research is supported by one of the previous studies conducted by Muhammad Yusuf (2019) which states that product quality partially has a positive effect on customer satisfaction of Warung Aneka Sambel Jombang, and price partially has a significant effect on customer satisfaction of Waroeng Aneka Sambel Jombang and product quality and price simultaneously affect customer satisfaction of Warung Aneka Sambel Jombang.

Based on the results of preliminary observations made through a preliminary survey with a questionnaire method, which was carried out, out of a total of 35 hotels/residents only 22 hotels/residents were willing to fill out a pre-survey questionnaire.

Based on the results of the pre-survey on prices at hotels and residences, it can be stated that the prices offered are less affordable for some people. Apart from being less affordable, the price quoted is also not in accordance with the products presented and the price offered is more expensive compared to competitor prices or competitors.

Based on the results of the pre-survey on Customer Satisfaction at the hotel and resident, it can be stated that the hotel and resident are satisfied because the existing products attract attention and the presentation of products at the hotel and resident in accordance with expectations, but the hotel and resident are less interested.

1.1 Objectives
The objectives of this research are as follows:
1. To know describe and analyse the quality, price of products and customer satisfaction in hotels and residences in Bandung - West Java.
2. To measure the effect of Product Quality and Price on Customer Satisfaction of hotels and residences in Bandung - West Java simultaneously.

2. Literature Review
2.1. Definition of Product
According to M Anang Firmansyah (2019: 172) Products are anything that can fulfil and satisfy human needs or desires, both tangible and intangible. According to John W. Mullins and Orville C. Walker in Fajar Tri Hermawan (2020) Products are anything that fulfils wants or needs through use, consumption, and acquisition.

Based on the understanding according to the experts above, it can be stated that a product is something tangible and intangible produced by a company or individual in the form of products, services, places, organisations or ideas that can be offered to the market to meet customer wants and needs.

2.1.1. Product Quality
Quality is the hope and dream for everyone, both hotels and residents and producers. According to Suyanto (2018: 214) Product quality is how well a product meets the specific needs of customers.

According to Mowen and Michael (Eva Agustina, 2019) Product Quality is the customer's overall evaluation of the goodness of the performance of goods and services.

According to Tjiptono and Chandra (2019), product quality is a combination of properties and characteristics that determine the extent to which the output can meet the prerequisites of customer needs or assess how far the properties and characteristics understand their needs.

From the above definitions, it can be stated that product quality is the value of a good or service provided by a company or individual by purchasing it according to the needs and desires of customers.

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2.1.1. Product Quality Perspective

According to Tjiptono and Chandra (2019: 117) that the product perspective is classified into five groups, namely as follows:

1. Transcendental Approach.

This perspective explains that quality can be judged by what is felt, but is difficult to explain, formulate or operationalise.

2. Product-based Approach

This perspective explains that quality is an objective attribute that when quantified and can be measured.

3. User-Based Approach This design is based on the idea that quality judgement depends on other people, so the product that has the highest quality is able to satisfy a person's preferences.

4. Manufacturing-baesd Approach

This perspective is supply-based and focuses on engineering and manufacturing practices, and defines quality as conformance to requirements.

5. Value-based Approach

Aspects of value and price are included in the design of quality. By considering the trade-off between performance and price, quality is defined as affordable excellence.

2.1.2. Dimensions of Product Quality

The dimensions of Product Quality according to Tjiptono and Chandra (2019) are as follows:

1. Performance, which is related to the taste of the product itself.
2. Reliability (Realibility), related to the possibility of a product performing its function successfully within a certain period of time under certain conditions.
3. Conformance to Specification, is how the design and operating characteristics meet the standards that have been previously set based on customer desires.
4. Durability is a measure of the lifetime of a product. relates to the durability of a product.
5. Aesthetics is the attractiveness of the product to the five senses, such as physical shape, colour and so on.
6. Specialty / distinctive features of the product is an added value possessed by the product itself which characterises   a   product.

2.2. Price

According to Kotler and Armstrong in Eva Agustina (2019) Price is defined as the amount of money charged for a product or service, and the amount of value exchanged by hotels and residents to benefit from owning or using a product and service.

From the above definitions, it can be stated that price is the value of a good or service that is pegged by an individual or company in exchange for the needs and desires of customers.

2.2. Pricing

Companies usually adjust their base prices so that they can take into account various customer differences and changing situations. Pricing according to Kotler and Armstrong (M Anang Firmansyah, 2019: 222) there are six (6) strategies as follows:

1. Discount Pricing or Price Reduction

Many companies adjust their base prices to reward customers for certain responses.

2. Price Cut (allowance)

Another type of price reduction. Price discounts are divided into two, namely:

a. Trade-in discounts are price reductions given for exchanging old goods when buying new goods.
b. Promotional discounts are payments or price reductions in return for dealers participating in advertising and sales support programmes.

3. Segmented Pricing

Companies often adjust their base prices to account for differences in customer types, products, and locations.

4. Psychological Pricing

A pricing approach that considers the psychology of pricing and not solely economic pricing.

5. Promotional Pricing

Pricing a product temporarily below price and sometimes even below cost, to increase short-term sales.

6. Geographic Pricing.

Companies must decide how to set prices for customers located in different parts of the country or the world.

7. International Pricing

The price set by a company in a particular country depends on many factors, which include economic conditions, competitive situation, customer satisfaction, and other factors.

2.3. Definition of Customer Satisfaction

There is no point in producing a quality product or service if you are unable to create and retain customers. Retaining customers means expecting customers to make repeat purchases of products or services when the same needs arise in the future.

According to Najwan, et al (2021) Customer Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perceptions or impressions of performance below expectations, the customer is not satisfied.

According to Tjiptono (2019) Customer satisfaction is the buyer's assessment of the seller's offer which is felt to exceed his expectations in buying.

According to Richard L. Oliver in Tjiptono and Diana (2018: 16) customer satisfaction is a feeling of pleasure or displeasure of customers from a service or result received with the expected one.

From the above definitions, it can be stated that customer satisfaction is a result that can be felt satisfied or not by customers after getting expectations or desires from various products or services offered by individuals or companies.

2.3.1. Customer Satisfaction Measuring Method

Ways to measure customer satisfaction, whether the customer is satisfied with the product being marketed or not. According to Tjiptono (2019) there are four methods for measuring customer satisfaction, namely as follows:

1. Complaints and Suggestion System

Every customer-oriented company needs to provide ample opportunities for its customers, to convey their suggestions, opinions and complaints.

2. Ghost Shopping

The company hires several people to act as hotels and residents of company and competitor products. Then they report their findings regarding the quality of the company's products and competitors based on the experience of purchasing these products. In addition, Ghost Shopper also observes how the company and its competitors serve customer requests, answer questions and serve any customer complaints.

3. Lost Customer Analysis

The company tries to contact hotels and residents who have stopped buying or who have changed suppliers, in order to understand why this happened so that it can take corrective and improvement policies.

4. Customer Satisfaction Survey

Through surveys, the company will obtain information about responses and feedback directly from customers and also provide a positive sign that the company pays attention to its customers. This survey can be conducted by telephone and interview.

2.3.1.1. Dimensions of Customer Satisfaction

According to Tjiptono (2019) the dimensions of customer satisfaction consist of, as follows:

1. Expectation Conformity

The level of conformity between the product performance expected by the customer and what the customer feels.

2. Interest in visiting again

Customer willingness to visit again to make repeat purchases of related products

3. Willingness to recommend

Customers' willingness to recommend the products offered because of the benefits they get after consuming a product

4. Complaint and suggestion handling system

The mechanism for passively understanding customer expectations through the collection of suggestions, criticisms, opinions, and complaints.

3. Methods

The research design used is survey research. This method is used to obtain data from a certain place by collecting data, by circulating questionnaires, tests, interviews, and so on. Where this type of research is included in quantitative methods (Sugiyono, 2019: 6-7). In this study, the methods used are descriptive and associative research methods.

4. Data Collection

The population in this study is a sample of customers who stayed at 97 Bandung Hotel & Residence locations during May 2023. The following is data on the number of customers during May 2023:

Table 1. Customer Data

Date	Total Customers	Date	Total Customers	Date	Total Customers
1	42	12	44	23	191
2	104	13	48	24	106
3	134	14	28	25	136
4	101	15	102	26	103
5	60	16	86	27	108
6	50	17	112	28	112
7	198	18	136	29	136
8	80	19	94	30	120
9	62	20	104	31	96
10	48	21	82	Total	3051
11	122	22	106		
Total Customers					504
Total Customers in May					**3555**

Source: Processed hotel and residence customer data.

5. Results and Discussion

Respondents in this study were 97 Bandung hotels and residences. The following is the data from the questionnaire results according to the indicators of product, price and customer satisfaction.

5.1. Numerical Result.

The results of descriptive analysis on the Product Quality variable are carried out using the weight value obtained from the results of respondents' answers based on the questionnaire given, the weight value can be analyzed as follows:

Table 2. Analysis of Respondents' Responses to Product Quality variables

Statement	Frequency and Weight of Respondents' Answers										Weighted Actual Score
	SS (5)		S (4)		R (3)		TS(2)		STS (1)		
	F	B	F	B	F	B	F	B	F	B	
X1.1	39	195	45	180	8	24	1	2	4	4	405
X1.2	41	205	46	184	6	18	2	4	2	2	413
X1.3	41	205	45	180	4	12	5	10	2	2	409
X1.4	33	165	48	192	10	30	3	6	3	3	396

X1.5	56	280	35	140	2	6	1	2	3	3	431
X1.6	43	215	42	168	8	24	1	2	3	3	412
X1.7	48	240	38	152	6	18	1	2	4	4	416
X1.8	21	105	36	144	28	84	7	14	5	5	352
X1.9	34	170	37	148	23	69	1	2	2	2	391
X1.10	45	225	42	168	7	21	1	2	2	2	418
X1.11	31	155	38	152	21	63	5	10	2	2	382
X1.12	49	245	40	160	4	12	2	4	2	2	423
Total Value of All Respondent Answer Weights											**4848**
Average Actual Weight of Product Quality Variables											**404**
Description: SS = Strongly Agree, S = Agree, R = Undecided, TS = Disagree, STS = Strongly Disagree, F = Frequency, B = Weight											

Source: Processed hotel and residence customer data.

Based on the table, it can be seen that there are twelve statements measured on the Product Quality variable. The average weighted actual score on the Product Quality variable is obtained at 404 where the average value falls into the "Good" category which is in the interval 329.8-406.4.
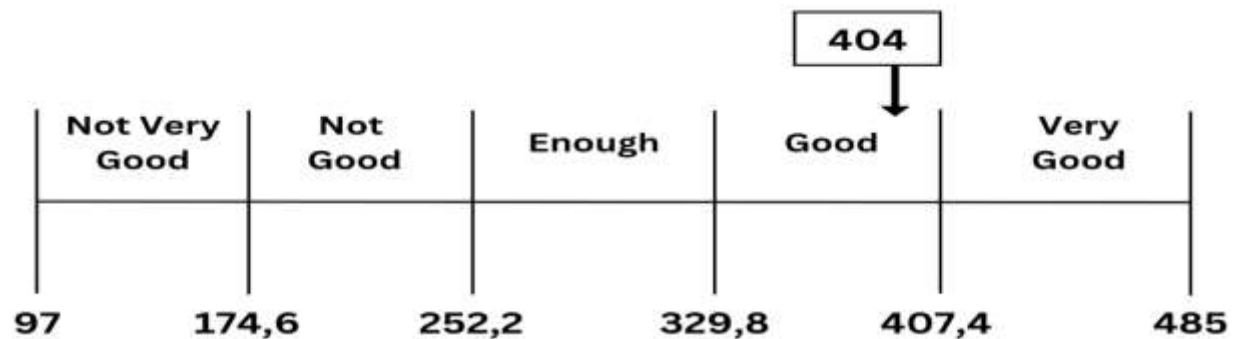

Figure 1. Product Quality Variable Continuum Line

The results of descriptive analysis on the Price variable are carried out using the weight value obtained from the results of respondents' answers based on the questionnaire given, while the weight value can be analysed as follows:

Table 3. Analysis of Respondents' Responses to the Price variable

Statement	Frequency and Weight of Respondents' Answers										Weighted Actual Score
	SS (5)		S (4)		R (3)		TS(2)		STS (1)		
	F	B	F	B	F	B	F	B	F	B	
X2.1	40	200	46	184	6	18	2	4	3	3	409
X2.2	38	190	47	188	7	21	2	4	3	3	406
X2.3	29	145	42	168	17	51	6	12	3	3	379
X2.4	16	80	16	64	36	108	21	42	8	8	302
X2.5	39	195	44	176	8	24	3	6	3	3	404
X2.6	45	225	37	148	8	24	2	4	5	5	406

X2.7	37	185	42	168	12	36	1	2	5	5	396
Total Value of All Respondent Answer Weights											**2702**
Average Actual Weight of Product Quality Variables											**386**
Description: SS = Strongly Agree, S = Agree, R = Undecided, TS = Disagree, STS = Strongly Disagree, F = Frequency, B = Weight											

Source: Processed hotel and residence customer data.

Based on table 4.22, it can be seen that there are seven statements measured on the Price variable. The average weight of the actual score on the Price variable is obtained at 386 where the average value falls into the "Good" category which is in the interval 329.8 - 406.4.

Figure 2. Price Variable Continuum Line

The results of descriptive analysis on the Customer Satisfaction variable are carried out using the weight value obtained from the results of respondents' answers based on the questionnaire given, while the weight value can be analysed as follows:

Table 4. Analysis of Respondents' Responses to the Customer Satisfaction variable

Statement	Frequency and Weight of Respondents' Answers										Weighted Actual Score
	SS (5)		S (4)		R (3)		TS(2)		STS (1)		
	F	B	F	B	F	B	F	B	F	B	
Y.1	42	210	47	188	4	12	2	4	2	2	416
Y.2	46	230	41	164	5	15	2	4	3	3	416
Y.3	41	205	43	172	7	21	4	8	2	2	408
Y.4	37	185	50	200	5	15	3	6	2	2	408
Y.5	49	245	39	156	5	15	3	6	1	1	423
Total Value of All Respondent Answer Weights											**2071**
Average Actual Weight of Product Quality Variables											**414,2**
Description: SS = Strongly Agree, S = Agree, R = Undecided, TS = Disagree, STS = Strongly Disagree, F = Frequency, B = Weight											

Source: Processed hotel and residence customer data.

Based on table 4, it can be seen that there are five statements measured on the Customer Satisfaction variable. The average weighted actual score on the Customer Satisfaction variable is obtained at 414.2 where the average value falls into the "Very Good" category which is in the interval 407.4 - 485.

Figure 3. Continuum Line of Customer Satisfaction Variable

Table 5. Regression Coefficient Value

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.952	1.160		2.544	.013
	Product Quality	.202	.048	.482	4.249	.000
	Price	.298	.085	.400	3.523	.001
a. Dependent Variable: Customer Satisfaction						

Source: Processed questionnaire data output

The Effect of Price on Customer Satisfaction at Hotel & Residence Bandung
Based on the results of the calculation output using multiple linear regression in table 4, the effect of Product Quality on Customer Satisfaction is 0.202 and the regression coefficient value shows a positive direction (unidirectional) with a significance level of $0.000 < \alpha$ 0.05, then H0 is rejected, meaning that Product Quality has an effect on Customer Satisfaction. With that concluded that this study supports research conducted by Eva Agustina (2019) & Muhammad Yusuf (2019) partially stating that Product Quality has a positive and significant effect on Customer Satisfaction.

The Effect of Price on Customer Satisfaction at Hotel & Residence Bandung
Based on the results of the calculation output using multiple linear regression in table 4.28, the magnitude of the effect of Price on Customer Satisfaction is 0.298 and the regression coefficient value shows a positive direction (unidirectional) with a significance level of $0.001 < \alpha$ 0.05, then H0 is rejected, meaning that Product Quality has an effect on Customer Satisfaction. With that concluded that this study supports research conducted by Denis Pranata, Wawan Sukmana, Depy Muhamad pauzy (2019) & Devi Anggriani (2020) partially stating that product quality and price have a partial effect on customer satisfaction Cita poultry shop tasikmalaya and Marwah Cake Medan.

The Effect of Product Quality and Price on Customer Satisfaction at Hotel & Residence Bandung
After the previous sub-chapter explained the effect of product quality and price variables on customer satisfaction at Hotel & Residence Bandung. Furthermore, to determine the effect together can be used with the Coefficient of Determination (R2). The coefficient of determination test is between 0 and 1. A small R2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. The following are the results of testing the coefficient of determination.

Table 6. Correlation and Determination Coefficient (R Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857[a]	.734	.728	1.946
a. Predictors: (Constant), Price, Product Quality				

Source: Processed questionnaire data output

Based on the output results in table 6. then decision making based on the coefficient of determination obtained the effect of Product Quality and Price on Customer Satisfaction. together from the R Square value is 0.734 or 73.4%, with the specification of the equation model in this study as follows: Y = 2,952 + 0.202 X1 + 0.298 X2 + e Simultaneous testing aims to prove whether the independent variables of Product Quality and Price simultaneously affect the dependent variable Customer Satisfaction. The following are the output results for the F test:

Table 7. F Test Results

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	980.172	2	490.086	129.437	.000ᵇ
	Residual	355.910	94	3.786		
	Total	1336.082	96			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Price, Product Quality						

Source: Processed questionnaire data output

Based on table 7. it is known that the sig value. for the simultaneous influence of X1 and X2 on Y is 0.000 <0.05 and the calculated F value is 129.437> F table 3.090, it can be concluded that H0 is rejected, meaning that Product Quality and Price simultaneously have a Significant Positive effect or play a role in increasing Customer Satisfaction.

5.2. Proposed Improvements
For future researchers, who are interested in the same subject matter as this research, it is hoped that research is not limited only to product quality and price on customer satisfaction, but can use deeper customer communication relationships, so that communication with customers does not stop, besides looking for factors that can affect customer satisfaction and with other methods and approaches.

5.4 Validation
The criteria commonly used by researchers is to set the critical value at 0.3. This means that if the correlation coefficient is> 0.3 then the item is declared valid.
The instrument measured for variable X1 (Product Quality) has 6 dimensions with a total of 9 indicators and was developed into 12 statement items. The validity test for variable X1 (Product quality) is as follows:

Table 8. Validity Test of Variable X1 (Product Quality)

Indicator	r Count	r Table	Validity
X1.1	0.845	0.3	Valid
X1.2	0.879	0.3	Valid
X1.3	0.724	0.3	Valid
X1.4	0.857	0.3	Valid
X1.5	0.850	0.3	Valid
X1.6	0.888	0.3	Valid
X1.7	0.854	0.3	Valid
X1.8	0.755	0.3	Valid
X1.9	0.854	0.3	Valid
X1.10	0.758	0.3	Valid
X1.11	0.775	0.3	Valid
X1.12	0.816	0.3	Valid

Source: Processed questionnaire data output

From table 8, it can be seen that each statement item in the instrument has a value of r count> r table with a significant level of 0.05. Thus, the statement items in variable X1 (Product Quality) are declared "valid" and this study can continue the calculation and analysis.

The instrument measured for variable X2 (Price) has 3 dimensions and 6 indicators which were developed into 7 statement items. The validity test for variable X2 (Price) is as follows:

Table 9. Validity Test of Variable X2 (Price)

Indicator	r Count	r Table	Validity
X2.1	0.821	0.3	Valid
X2.2	0.744	0.3	Valid
X2.3	0.830	0,3	Valid
X2.4	0.826	0.3	Valid
X2.5	0.339	0.3	Valid
X2.6	0.817	0.3	Valid
X2.7	0.766	0.3	Valid

Source: Processed questionnaire data output

From table 9, it can be seen that each statement item in the instrument has a value of r count> r table with a significant level of 0.05. Thus, the statement items in variable X2 (Price) are declared "valid" and this study can continue the calculation and analysis.

The instrument measured for variable Y (Customer Satisfaction) has 3 dimensions and 3 indicators which were developed into 5 statement items. The validity test for variable Y (Customer Satisfaction) is as follows:

Table 10. Validity Test of Variable Y (Customer Satisfaction)

Indicator	r Count	r Table	Validity
Y.1	0.825	0.3	Valid
Y.2	0.887	0.3	Valid
Y.3	0.897	0.3	Valid
Y.4	0.882	0.3	Valid
Y.5	0.881	0.3	Valid

Source: Processed questionnaire data output

From table 4.6 it can be seen that each statement item in the instrument has a value of r count> r table with a significant level of 0.05. Thus, the statement items on variable Y (Customer Satisfaction) are declared "valid" and this research can continue the calculation and analysis.

4.1.1 Reliability Test

According to Sekaran (2003) in the book Bambang S. Soedibjo (2017: 86) that the provisions or statements of reliability numbers less than 0.6 indicate a poor instrument, if around 0.7 the instrument is categorised as feasible and if more than 0.8 is declared good. The following are the results of the reliability test:

Table 11. Reliability Testing Results

Variable	Coefficient Alpha	Description
Product Quality (X_1)	0.956	Reliable
Price (X_2)	0.844	Reliable
Customer Satisfaction (Y)	0.923	Reliable

Source: Processed questionnaire data output

From the results of the instrument reliability test above, it shows that the variables of Product Quality, Price and Customer Satisfaction are declared Reliable because the Alpha value is> 0.6.

6. Conclusion

There is a significant positive effect on product quality variables on customer satisfaction at Hotel & Residence Bandung. Based on the partial test results (t-count), a positive regression coefficient of 0.202 and t count

of 4.249 with a significance of 0.000 is obtained. This shows that with the application of good product quality, it will encourage higher customer satisfaction at the Bandung hotel & residence.

There is a positive significant effect on the price variable on customer satisfaction at Hotel & Residence Bandung. Based on the partial test results (t-count), a positive regression coefficient of 0.298 and t count of 3.523 with a significance of 0.001 is obtained. This shows that the better the price, the higher the customer satisfaction at Hotel & Residence Bandung.

Based on the simultaneous test results, it shows that the F-count value is 129,437> F-table of 3,090 with a significance value of 0.000 (0.000 <0.05). Thus, product quality and price simultaneously have a significant effect on customer satisfaction at Hotel & Residence Bandung. This shows that the better the product quality and price, the better the customer satisfaction at Hotel & Residence Bandung.

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