

The Influence of Price, Product Completeness, and Service Quality on Consumer Satisfaction at Student Cooperative Yogyakarta State University



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ABSTRACT: This research aims to determine the effect of price, product completeness and service quality on consumer satisfaction at Student Cooperative Yogyakarta State University. This research is quantitative research with a survey method. The population in this study were students who had shopped at Student Cooperative, Yogyakarta State University. The sampling technique in this research was purposive sampling with a total sample of 91 people. The data collection technique uses an online questionnaire which has been tested for validity using Confirmatory Factor Analysis and reliability using Cronbach Alpha. The data analysis technique used is multiple regression. The research results are as follows (1) There is a positive and significant influence of price on consumer satisfaction with a coefficient value of 7.171 ($p < 0.001$). (2) There is a positive and significant influence of product completeness on consumer satisfaction with a coefficient value of 6.551 ($p < 0.001$). (3) There is a positive and significant influence of service quality on consumer satisfaction with a beta coefficient value of 4.095 ($p < 0.001$). (4) Price, product completeness and service quality all have a significant positive effect on consumer satisfaction, the resulting simultaneous test is 244.897 ($p < 0.001$). From these results, it can be concluded that price, product completeness and service quality have a big influence on consumer satisfaction.

KEYWORDS: Price, Product Completeness, Service Quality, Consumer Satisfaction

I. INTRODUCTION

Rapid business development is marked by the emergence of various modern markets (modern retail) such as supermarkets and malls. As a result, consumers in meeting their needs have experienced a shift from traditional markets to modern markets which of course have added value in clean and fully air-conditioned places (Yuliana et al., 2021). According to Utami (2020), retail in particular has the greatest competitive advantage in the same opportunities as its retail strategy, so that retail will be successful in market penetration opportunities. One of the business entities that prosper members in Yogyakarta is the UNY Student Cooperative or often called Student Cooperative UNY, which is a student activity unit that operates in the cooperative sector. The availability of the Kopma UNY minimarket can fulfill the needs of students and the community around campus. The aim of these business units is to meet the needs of their members, starting from the daily needs of students and the surrounding community which are available at the Mini Market (Ayuningtyas, 2018).

Consumer satisfaction is not a new concept and many studies have tried to find its antecedents and consequences, because consumer satisfaction is considered an important measure of a company's success and a key indicator of a company's financial performance and shareholder value (Zaid & TaherQutaishat, Fadi, 2013). One factor that can increase consumer satisfaction is by setting the right price. The strategy in setting prices is a very important step, because price policy really determines the increase and decrease in consumer purchasing power (Settey & Gnap, 2020).

Anan Hafidzi (2013) stated that product completeness includes the variety of goods sold in supermarkets and the availability of these goods in supermarkets. Consumers tend to choose places that offer varied and complete products regarding the depth, breadth and quality of the variety of goods offered by sellers because product completeness is one of the determining factors for consumer satisfaction (Prasasti & Maisara, 2022).

Kotler (2002) explains that there is a close relationship between service quality, customer satisfaction and company profitability. The higher the level of service quality leads to higher customer satisfaction and also supports higher prices and lower

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costs. Problems at Student Cooperative Yogyakarta State University are still occurring, namely research according to Rahmah Kusuma (2015) states that prices at Student Cooperative Yogyakarta State University are still not in line with the quality of the products it sells. In May 2022, it was found that there was still a minimal variety of products sold at Kopma, Yogyakarta State University. The provision of its own stock from Kopma was usually scheduled with suppliers dropping large quantities of goods, however, because Kopma was suppressing purchasing power to adjust to post-pandemic conditions yesterday (Ayuningtyas, 2018).

Based on the results of interviews conducted by researchers with several visitors who shopped at the Yogyakarta State University Student Cooperative minimarket on 15 September 2023, information was obtained that they still often complained about slow service at the cashier at the Yogyakarta State University Student Cooperative (Source: interview results, 15 September 2023). Template of *Economia Journal* Based on the description presented above, the author is interested in studying in more depth the research with the title "The Influence of Price, Product Completeness and Service Quality on Consumer Satisfaction at Student Cooperative Yogyakarta State University (Survey of Yogyakarta State University Students Who Have you ever shopped at Student Cooperative UNY)".

II. METODOLOGY

This type of research is descriptive research using a quantitative approach and then analyzed using multiple linear regression. Researchers in this study used the sampling technique used in this research using a simple purposive sampling technique. The location of this research was carried out at Yogyakarta State University. The sample used in this research was 91 respondents. The respondents were Master's students from Yogyakarta State University who had shopped at Student Cooperative, Yogyakarta State University.

III. RESULTS AND RESEARCH

Variabel	B	T Count	Sig.	Information	R ²	F
(Constan)	5.877	3.747	0,01	Important	0,894	244,897
Price	0.688	7.171	0,01	Important		
Product Completeness	0.494	6.551	0,01	Important		
Service Quality	0.305	4.095	0,01	Important		

a) The Effect of Price on Consumer Satisfaction

Based on the regression equation formed from the results of the regression analysis, the regression coefficient for the Price variable was obtained, the calculated t value for the Price variable was 7.171 with a significance level of $0.000 < 0.1$. There is a significant positive effect and the first hypothesis in this study is accepted. This means that price influences consumer satisfaction.

b) The Effect of Product Completeness on Consumer Satisfaction

Based on the regression equation formed from the results of the regression analysis, the regression coefficient for the Price variable, the calculated t value for the Product Completeness variable, is 6.551 with a significance level of $0.000 < 0.1$. There is a significant positive effect and the second hypothesis in this study is accepted. This means that product completeness influences consumer satisfaction.

c) The Influence of Service Quality on Consumer Satisfaction

Based on the regression equation formed from the results of the regression analysis, the regression coefficient for the Price variable, the t value for the Influence of Service Quality variable, is 4.095 with a significance level of $0.000 < 0.1$. There is a significant positive effect and the third hypothesis in this research is accepted. This means that service quality influences consumer satisfaction.

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

The influence of price, product completeness and service quality on consumer satisfaction based on the results of multiple regression analysis of the ANOVA test produces an F count of 244.897 with a significance value obtained of $0.000 < 0.1$. This means that price, product completeness and service quality simultaneously influence consumer satisfaction.

IV. DISCUSSION

The F significance test basically shows whether all the independent variables intended in the model have a joint influence on the dependent variable. The F test is used to test whether the two independent variables and one moderating variable simultaneously influence the dependent variable. In this research, the method used is to compare the F-count and Ftable values.

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If $F\text{-count} > F\text{-table}$, then the independent variable simultaneously influences the dependent variable (hypothesis is accepted). Based on the table above, $F\text{-count}$ has a value of 244.897, which is greater than $F\text{-table}$, namely 2.478 and a significance value of 0.001 ($p < 0.05$). Thus, it can be said that price, completeness and service quality simultaneously influence consumer satisfaction. From the R^2 test results, the adjusted R^2 value was obtained at 0.894 or 89.4%, this shows that this value shows that 89.4% of consumer satisfaction is influenced by price, product completeness and service quality. Meanwhile, the remaining 11% is influenced by other variables not examined in this research.

V. CONCLUSION

The results of the analysis state that 1) Price has a positive and significant effect on consumer satisfaction at student cooperative Yogyakarta State University. This means that there are still consumers who complain about the prices set. 2) Product completeness has a positive and significant effect on consumer satisfaction at student cooperative Yogyakarta State University. This means that the completeness of products at student cooperative is still minimal compared to other supermarkets. 3) Service quality has a positive and significant effect on consumer satisfaction at Yogyakarta State University student cooperative, meaning that service is still not good at student cooperative. If these three factors continue to be improved, consumer satisfaction will be fulfilled and more and more consumers will be interested in choosing to shop at student cooperative, Yogyakarta State University.

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