DETERMINANT FACTORS OF CUSTOMER SATISFACTION: EVIDENCE ON WINAYA MUKTI UNIVERSITY FUTSAL SPORT

Risna Amelia

Secretary and Management Academy of Kencana Bandung

risnaamelia@asmkencana.ac.id

Ninin Nurhidayati

Secretary and Management Academy of Kencana Bandung

nininnurhidayati@asmkencana.ac.id

Fifit Hadiaty

Secretary and Management Academy of Kencana Bandung

fifithadiaty@asmkencana.ac.id

Abstract

This study aimed to determine product quality, price and its influence on customer satisfaction at Unwim Futsal Sport. In this study, there are three variables: product quality as the independent variable (X1), price as the independent variable (X2), and customer satisfaction as the dependent variable (Y). The method used is a descriptive analysis method to identify the problem of product quality, price, and customer satisfaction at Unwim Futsal Sport. Meanwhile, the verificative analysis method determines the influence of product quality and price on customer satisfaction at Unwim Futsal Sport. The data collection technique uses primary data, including interviews, observations, and questionnaires distributed to 100 respondents of Unwim Futsal Sport customers. The secondary data is obtained through a literature study. To measure the effect of product quality and price on customer satisfaction, the researcher uses simple linear regression analysis and the coefficient of determination with the MSI and SPSS 20 programs For Windows. Based on the research results, product quality has a significant effect on customer satisfaction, and price has a substantial impact on customer satisfaction. Based on the results of simultaneous tests, Product Quality and Customer Satisfaction have a considerable effect.

Keywords: *Customer Satisfaction, Product quality, Price,*

1. Introduction

In this globalization era, many advances and changes have occurred in the modern business world (Suprenenko et al., 2024). The changes that occur are marked by the growing mindset of society, technological advances, and lifestyles that cannot be separated from the

influence of globalization (Kennedy, 2017). These advances and changes indirectly require us to keep up with them daily because customers are becoming more critical of purchasing the necessary products. Companies must attract customers by offering qualified products, good service, and economical prices (Khadika & Maharjan, 2017). The company will be successful if it prioritizes satisfaction for its customers. This satisfaction will come by itself if the products/services sold by the company match or exceed what the customers want (Rene et al., 2023).

Companies must attract customers by offering qualified products, good service, and economical prices (Koklic et al., 2017). The company will be successful if it prioritizes satisfaction for its customers. This satisfaction will come by itself if the products/services sold by the company match or exceed what the customers want. Research conducted by Harianja et al. (2021) states that satisfied consumers will have a positive impact on the sustainability of a business, with the quality of products that meet consumer desires being one of the indicators of meeting consumer desires, satisfaction, and a good company's positive image or reputation will affect the views of the general public and especially on consumers. When consumer desires regarding product quality are fulfilled by a company, consumers will feel satisfied; providing the quality of products that consumers want also provides a positive picture for a business for its sustainability; on the other hand, if consumer desires regarding product quality are not fulfilled, consumers will tend to be less satisfied or experience less satisfactory experiences so that it will have an impact on the sustainability of a business.

Suhairi (2020) states that price is "the money charged on a particular product. According to Frederich (2023), price is the money a product or service charges. Price is the value consumers must pay to own or benefit from a product of goods or services. Research conducted by Putri (2020) stated that purchase decisions are significantly influenced by product quality and price. Similar to the study conducted by Hanambe et al. (2022), the research results show that product quality and price affect both simultaneously and partially on purchase decisions. To satisfy customers, companies must first study the customers' wants and needs in the present and the future. Therefore, customer satisfaction is the priority when selling products because companies must be able to compete with other competitors. Along with such competition, companies must have strong marketing strategies supported by attractive product quality. Unwin Futsal Sport, a business unit of the Winaya Mukti Foundation engaged in futsal field rental service that uses synthetic grass fields, is one of the business fields that feels the tight competition. Threats emerged as the impact of the competition, such as the emergence of other futsal field rentals around Unwin Futsal Sport, which offer various attractive services and prices. This requires the owner or manager of Unwin Futsal Sport to create a strategy to compete with other competitors and even excel them.

Unwin Futsal Sport also has to consider the factors that affect customer satisfaction to make improvements and innovations expected to increase customer satisfaction after renting the field. If the customers are satisfied, the probability of repurchasing the product and services will be high. In contrast, a different case occurs with dissatisfied customers, who prefer to look for information on similar products or service providers they need. They like to buy and use a new product or service that can fulfill their satisfaction and then leave the old one. Then, of course, these customers will tell their satisfaction to the people around them about using different new products and services. The process will continue until the customer's purchasing decision is satisfied. The research conducted by Sarah Soetanto (2021) shows that product quality and delivery reliability significantly affect customer satisfaction, while sales promotion does not substantially affect online shop customer satisfaction on Instagram. Based on previous research from national and international journals, it can be concluded that product and service quality plays an important role or affects customer satisfaction.

2. Literature Review

2.1 Marketing

Marketing concepts and theories are currently undergoing very rapid development along with the advancement of human civilization, marked by ongoing globalization and accompanied by technological developments, free markets, and maturing regulations in the economic field (Zafarullah & Huque, 2017). This is because marketing is a practical, theoretical concept that demands the harmony of theories that must keep changing to be by real-world practices, which are also growing rapidly. According to Kotler (2020), marketing is the art and science of choosing a target market and getting, retaining, and growing customers. Meanwhile, according to Sudarsono (2020), marketing management is the process of planning and implementing (which includes organizing, directing, and coordinating) marketing operations within the company to achieve organizational goals efficiently and effectively.

2.2 Product

Many people think a product is a tangible offer, but a product has more dimensions than that (Ding & Keh, 2017). According to Avrilia (2020), "product quality is the physical state, function, and nature of the product concerned that can satisfactorily meet the tastes and needs of consumers by the value of the money that has been spent." This definition considers the balance between the sacrifices that consumers have made and the level of satisfaction with using the products they have purchased. In other words, the sacrifice is based on consumer satisfaction. From this understanding, customers buy not only a collection of physical attributes but, basically, they also pay for something that satisfies their needs and wants. So, a good product also sells the benefits of the product itself. A customer

buys a product with its functions as well as its meanings. Products are symbols of personal attributes, goals, and social patterns. Customers buy products that strengthen their image and become keen judges of a product.

Customer satisfaction significantly determines a company's success (Berssaneti & Carvalho, 2015). One of the benchmarks is quality. But the big question is, what kind of quality do the customers want, what it involves, and what are the parameters? Isn't a product with high reliability and performance enough to satisfy customers? Many well-known consulting agencies have published their research results with an unmistakable signal that customer satisfaction with a high satisfaction index has increased sales growth in a certain period. Conversely, products with a low satisfaction index level tend to put sales growth at a minus. The downward trend in sales volume is the beginning of destruction and has been experienced by many companies. This finding is surprising and has been a big challenge, especially for top management. Designing and developing products focusing on customer desire and satisfaction cannot be negotiated anymore.

2.3 Price

Price is the amount of money billed for a product or service. Price is the only element in the marketing mix that generates revenue (Ahmed & Rahman, 2015). According to Lichtenstein et al. (2022), it is the value of money that consumers must pay to the seller for the goods or services they buy. Meanwhile, according to Stanton, translated by Sangadji (2022), "Price can be interpreted as the number of units of money (monetary units) and/or other aspects (non-monetary) that contain certain utilities/uses needed to obtain a product." In contrast to Kotler and Amstrong (2023), Defining price is the amount of money billed for a product or service or the amount of value that customers redeem to benefit from owning or using a product or service. If a product requires customers to spend more than the benefits they received, it will automatically have a negative value. Customers may perceive it as a poor value and reduce their product consumption. If the benefits received are more significant, the customers will reckon that the product has a positive value.

2.4 Customer Satisfaction

Customer satisfaction is not a concept that is rarely studied, either by marketing experts, academics, practitioners, marketers, consumerists, and customer behavior researchers, or even by many other parties who pay attention to consumer satisfaction, because this study is something interesting and profitable for whoever understands, studies, and makes efforts to maximize it (Groening, 2018). Customer satisfaction is even a reference for many large and small companies when determining their marketing strategies to achieve goals for both short- and long-term interests (Malshe & Agarwal, 2015). Customer satisfaction will make customers loyal to the products of a particular company. High satisfaction or pleasure can create an emotional bond between customers and brands. Referring to that, it cannot be denied that the cost of attracting new customers is higher than

retaining existing customers. According to Warsito and Anggi (2022), consumer satisfaction is the extent to which a product and service is received by what is expected by consumers. Meanwhile, according to Kotler and Armstrong in Suadi (2022), consumer satisfaction is the level of consumer feelings by comparing their expectations with reality or actual results. Similarly, according to Nurhayati (2020), customer satisfaction is a customer's feeling as a response to the product or service that has been consumed. This means that satisfaction reflects a person's assessment of the product's perceived performance and expectations. If the performance is far from expectations, customers are disappointed.

3. Research Methods

The research was conducted to obtain an overview of leadership, organizational climate, employee motivation, and performance and to measure the influence of leadership, work climate, and motivation on employee performance through hypothesis testing. In line with this goal, two types of research were used: descriptive and verification research. The nature of verification research is to test the truth of a hypothesis implemented through data collection in the field. Since the nature of this research is descriptive and verifiable, which was carried out by collecting data in the field, the research methods used are descriptive and explanatory. The unit of analysis in this study is the individuals because only employees are used as respondents. Meanwhile, the period in this study is cross-sectional, which is information from a portion of the population (sample respondents) collected directly from the location empirically to find out the opinion of a portion of the population on the subject being studied. The data test uses a classical assumption, hypothesis, and determination coefficient test.

4. Results and Discussion

4.1 Result

4.1.1 Characteristics of Respondents

Table 1 Respondent Characteristics by Gender

No.	Gender	Frekuensi (F)	Percentage %
1.	Male	69	94,5
2.	Female	4	5,5
	Sum	**73**	**100**

Based on Table 1, it can be seen that 69 respondents are male, with a percentage of 94.5%, while 4 respondents are female, with a rate of 5.5%. It can be concluded that most of the respondents are men.

Table 2 Respondent Characteristics by Age

No.	Age (years)	Frekuensi (F)	Persentase %
1.	< 15	8	10,9
2.	16 – 19	29	39,7
3.	20 – 29	31	42,5
4.	30 – 40	3	4,1
5.	41 – 50	2	2,8
6.	>50	0	0

Based on Table 2, the number of respondents under 15 years old was 8, with a percentage of 10.9%. Respondents aged 16-19 were 29, with a percentage of 39.7%. Respondents aged 20-29 were 31, with a percentage of 42.5%. There were 3 respondents aged 30-40, with a percentage of 42.5%. Respondents over the age of 50 were 0 percent.

Table 3 Respondent Characteristics Based on Job Type

No.	Job Type	Frekuensi (F)	Persentase %
1.	Civil Servants	6	8,2
2.	Private Employees	11	15,0
3.	Housewives	2	2,7
4.	Students	51	70
5.	Other	3	4,1
	sum	**73**	**100**

Based on Table 3, respondents who work as civil servants were as many as 6, with a percentage of 8.2%. Respondents who worked as private employees were 11, with a rate of 15%. Respondents who work as Housewives were 2, with a rate of 2.7%. Respondents who work as students were 51, with a rate of 70%. Other respondents, as many as 4.1%,

4.1.2 Multiple Linear Regression Test

Table 4 Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.937	.367		2.553	.013
Product Quality	.402	.134	.377	3.011	.004
Price	.309	.133	.292	2.331	.023

From the results of the above test using the auxiliary tool, namely SPSS, the following equation model is obtained:

Customer Satisfaction = 0.937 + 0.402 Product Quality + 0.309 Price

Based on the multiple linear regression test results, if the Product Quality value is zero and other variables are considered constant, then Customer Satisfaction is valued at 0.937. Meanwhile, if the Product Quality value changes by 1 unit, it will affect the Customer Satisfaction value to 0.402. The Price value is zero, and other variables are considered constant, so Customer Satisfaction is 0.937. Meanwhile, if the price value changes by 1 unit, it will affect the Customer Satisfaction value to 0.309.

4.1.3 Correlation Test and Determination Test

Table 5 Correlation Test and Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.610[a]	.373	.355	.49678
a. Predictors: (Constant), *Product Quality, Price*				
b. Dependent Variable: *Customer Satisfaction*				

Based on the SPSS calculation above, it can be seen that the magnitude of the relationship between Product Quality and Price to Customer Satisfaction is 0.610, in the range of 0.60 – 0.799, which is included in the decisive criteria. Meanwhile, the determination coefficient is 0.373, meaning there is a 37.3% relationship between Product Quality and Price on Customer Satisfaction. In comparison, 62.7% is influenced by other variables not studied in this study.

4.1.4 Partial Test

Table 6 Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.937	.367		2.553	.013
Product Quality	.402	.134	.377	3.011	.004
Price	.309	.133	.292	2.331	.023

The impact of product quality on customer satisfaction can be seen from the test results, where the above criteria are affected by the value of sig. 0.004 < 0.05. Thus, the researcher found that the final result of Product Quality had a significant influence on Customer Satisfaction. The impact of price on Customer Satisfaction can be seen from the t-test results where the above criteria are affected by the value of sig. 0.025 < 0.05. Thus, the researcher obtained the final result that the price significantly influences Customer Satisfaction.

Simultaneous Tests

Tabel 7 Simultaneous Tests

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10,257	2	5,129	20,781	,000[b]
	Residual	17,276	70	,247		
	Total	27,533	72			

The table above results in testing the hypothesis simultaneously, obtained F calculated as 20.781 with Sig. 0.000. This is not included in the influence, as 20,781 < 3,087 and 0,000 < 0.05. Thus, at the same time, the variables of Product quality and Price significantly influence Customer Satisfaction.

4.2 Discussion

4.2.1 The Effect of Product Quality on Customer Satisfaction

Based on the study's results, it was shown that product quality affected customer satisfaction with the average local value more significant than the t table, so Ha was accepted, and Ho was rejected. This strengthens the research presented by Harianja et al. (2021), stating that consumers who feel satisfaction with the product's quality will positively impact the sustainability of a business, with product quality that is by consumer wishes. This is one of the indicators of meeting consumer desires and satisfaction, and a good company's positive image or reputation will affect the general public's views, especially on consumers. Similarly, according to Franco Peracchi (2021), quality products affect consumer satisfaction with buying a product. High-quality products tend to meet or even exceed consumer expectations regarding functionality, durability, and reliability. When a product has consistent performance, features that suit your needs, and an attractive design, customers feel satisfied and have more trust in the brand (Liu et al., 2017). On the contrary, low-quality products can lead to dissatisfaction, complaints, and even loss of customer

loyalty. Therefore, companies that focus on improving product quality will more easily retain customers and create long-term, mutually beneficial relationships.

4.2.2 The Effect of Price on Customer Satisfaction

The study results show that the price affects consumer satisfaction with a calculation value more significant than the t table, so Ha is accepted, and Ho is rejected. This strengthens the research presented by Putri (2020), which states that purchasing decisions are significantly influenced by product quality and price. Similar to the study conducted by Hanambe et al. (2022), the research results show that product quality and price affect both simultaneously and partially on purchase decisions. It also strengthened Juniele Delorea's (2020) research, which stated that consumers will feel satisfied if the price and product quality are balanced. Consumers not only consider the quality of the product but also whether the price they pay corresponds to the value received. Prices considered reasonable and competitive can increase customer satisfaction, as they feel they are getting value for money (Razak et al, 2016). Conversely, if the price is too high without any noticeable quality improvement, customers will likely be dissatisfied and turn to competitors. However, too cheap prices can also cause negative perceptions about product quality. Therefore, companies need to establish a balanced pricing strategy to create and maintain.

5. Conclusions

Based on the results of partial research, Product quality affects Customer Satisfaction. Partially, Price affects Customer Satisfaction. Simultaneously, product quality and price affect Customer Satisfaction. This study has limitations, including the fact that this research is conducted only in certain areas, so the results may not be generalized to other regions with different customer characteristics. The number of respondents in this study is limited, so there may be bias in representing the entire customer population. Expanding the research location to various regions or industrial sectors is recommended to get more general and comprehensive results. Future research may include other variables, such as service quality, brand loyalty, and customer experience, to provide a more holistic analysis of customer satisfaction.

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