Research Article

The Impact of Product Quality, Price, and Service Quality on Consumer Satisfaction of Infinix Users in South Tangerang City

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Abstract. This study aims to determine the influence of product quality, price, and service quality on customer satisfaction at several Official Infinix Stores in South Tangerang City. The research sample amounted to 98 respondents, with data processing using the SPSS 20 statistical analysis program. The results of the study show that product quality, price, and service quality have a significant influence partially on customer satisfaction of Infinix users in South Tangerang. Good product quality enhances customer perception of value and trust, competitive prices strengthen purchasing decisions, while responsive and friendly service quality strengthens customer loyalty. These findings confirm that customer satisfaction is not only determined by product factors alone, but also by a combination of appropriate prices and quality service. Thus, the strategy of increasing customer satisfaction at the Infinix Official Store needs to be carried out holistically through improving product quality, setting proportional prices, and improving service quality. This research makes a practical contribution to retail management in formulating marketing policies that are oriented towards customer satisfaction, while strengthening Infinix's competitiveness in the increasingly competitive smartphone market.

Keywords: Customer Satisfaction; Price; Product Quality; Service Quality; Users

1. Introduction

Entering the era of globalization, technological developments are becoming increasingly rapid and sophisticated. Therefore, many entrepreneurs are innovating every product they market, particularly in the retail industry, which focuses on gadgets. Many new gadgets from other brands are now being marketed, offering a variety of features that are quite capable in their class. Furthermore, they are increasingly appealing to users because they offer very affordable prices and comprehensive specifications. Competition is also increasingly fierce as each brand releases its latest product, often leading users to compare brand A and brand B based on their respective specifications.

This study focuses on Infinix smartphone users in South Tangerang City, as part of Transsion Holdings' aggressive gadget market development in developing countries. The gadget retail industry is characterized by intense competition, rapid product innovation, and increasingly competitive pricing and service strategies. Previous studies have shown that marketing factors play a crucial role in shaping consumer satisfaction and purchasing behavior. Kopalle et al. (2009) highlighted the importance of pricing strategy in facing retail competition, Konishi (2005) explained the impact of store concentration on price competition, Balasubramanian (1998) discussed competition in online and offline distribution channels, and Villena & Araneda (2015) examined the dynamics of large-scale retail competition. Marketing

studies by Kotler, Keller, Tjiptono, and Lupiyoadi also emphasized that product quality, price, and service quality are key determinants of customer satisfaction.

Previous research methods generally used a quantitative approach through surveys with regression analysis to examine the influence of marketing variables on satisfaction or purchasing decisions. The strength of this approach lies in its ability to empirically measure and test hypotheses. However, most research is general in nature, focusing on retail or smartphones in general and not specifically on the Infinix brand at the local level.

The problem raised is the unclear simultaneous influence of product quality, price, and service quality on Infinix user satisfaction amidst inter-brand competition in terms of features and price. Therefore, this study proposes a quantitative approach based on surveys and regression analysis. The research contribution is expected to provide specific empirical evidence, enrich the gadget retail literature, and become the basis for strategic recommendations for increasing the competitiveness of products and services. Therefore, the aim of this study is to determine the influence of: Product Quality, Price and Service Quality on Consumer Satisfaction.

2. Literature Review
Product Quality

According to Kotler and Keller (2016), product quality is a product's ability to perform its functions. This ability includes durability, reliability, and accuracy, achieved by the product as a whole. Arinawati (2021) states that "product quality is the totality of features and characteristics of a product or service that have the ability to satisfy stated or implicit needs." Moko (2021) states that "product quality is an inherent characteristic that distinguishes the degree or level of excellence of a product.". According to David Garvin in Dinawan (2010), product quality indicators can be determined using eight indicators:

a. Performance: Refers to the main operational characteristics of the product.
b. Features: Are additional attributes that complement the product's basic functions.
c. Reliability: Refers to the product's ability to function without interruption or failure for a specified period under specified conditions.
d. Conformance: The degree to which a product conforms to predetermined standards or specifications.
e. Durability: Refers to the lifespan of a product before requiring replacement. A durable product.
f. Serviceability: The quality of service provided in product maintenance or repair, including speed, ease, and friendliness.
g. Aesthetics: The product's appearance, including design, color, shape, and style. Aesthetics are often subjective because they depend on user preferences.
h. Perceived Quality: The customer's perception of product quality based on brand image, company reputation, or previous experience, even in the absence of direct physical evidence.

Price

According to Kotler and Armstrong (2010), price is the amount of money charged for a product or service, or the sum of the values exchanged by consumers for the benefits of owning or using that product or service. According to Djasmin Saladin (2001), price is the amount of money used as a medium of exchange to obtain a product or service. According to Basu Swastha & Irawan (2005), price is the amount of money (plus additional products, if possible) required to obtain a combination of products and services.

According to Buchari Alma (2002), price is the value of a good or service expressed in monetary terms. According to Henry Simamora (2002), price is the amount of money charged or paid for a product or service.

According to Kotler and Armstrong (translated by Sabran) (2012), the price variable includes several key elements of price activity, including the price list, discounts, rebates, and payment terms. According to Kotler and Armstrong (translated by Sabran) (2012), there are four price indicators:

a. Price affordability. Consumers can afford the prices set by the company. Products typically come in several varieties within a single brand, and prices vary from the cheapest to the most expensive. With these prices, many consumers purchase products.

b. Prices are based on affordability or price competitiveness. Consumers often compare the prices of one product with another. In this case, the price of a product is a key consideration when purchasing.

c. Price matches product quality. Price is often used as an indicator of quality for consumers; people often choose the higher price between two products because they perceive a difference in quality. If the price is higher, people tend to assume the quality is also better.

d. Price matches benefits. Consumers decide to purchase a product if the perceived benefits are greater than or equal to the amount spent. If consumers perceive the product's benefits to be less than the amount spent, they will perceive the product as expensive and will think twice about making a repeat purchase.

Service Quality

Simamora (2017) defines service quality as an organization's ability to meet or exceed customer expectations by providing services that meet predetermined standards. Tjiptono (2018) defines service quality as the expected level of excellence and the control over that level of excellence to meet customer desires. This means that service quality can be measured based on the extent to which the service provided meets or even exceeds customer expectations.

Zeithaml, in Umar (2015), defines five indicators of service quality in providing good service to customers:

a. Reliability, which is the ability to deliver services that meet promises.

b. Responsiveness, which is the response or readiness of employees to assist customers and provide fast and responsive service. This includes: employee alertness in serving customers, employee speed in handling transactions, and handling customer/patient complaints.

c. Assurance encompasses employees' ability to accurately understand products, the quality of hospitality, attentiveness, and courtesy in providing service, skills in providing information, the ability to ensure security in using the services offered, and the ability to instill customer trust in the company. This assurance or guarantee dimension is a combination of the following dimensions:

d. Empathy, which refers to the individual attention the company provides to customers, such as the ease with which customers can contact the company, the ability of employees to communicate with customers, and the company's efforts to understand their wants and needs. This Empathy dimension is a combination of the following dimensions:

Consumer Satisfaction

According to Tjiptono (2018), consumer satisfaction is defined as a person's feelings after comparing the perceived performance or outcome of a product or service with their expectations. If the perceived performance meets or exceeds expectations, the consumer will be satisfied. Conversely, if the performance falls short of expectations, the consumer will be dissatisfied. Tjiptono (2004) defines consumer satisfaction as a post-consumption evaluation, where a chosen alternative at least delivers the same results as or exceeds consumer expectations. Tjiptono (2018) defines consumer satisfaction as a consumer's feelings of pleasure or disappointment that arise after comparing the perceived performance of a product or service with their expectations. Tjiptono also explains that consumer satisfaction can be measured

through several dimensions and indicators, as follows: Dimensions and Indicators of Consumer Satisfaction:

a. Expectation Confirmation: The product or service meets expectations. Customer expectations are met or even exceeded.
b. Product Quality: The product functions well according to requirements. The product has good durability and reliability.
c. Service Quality: Friendly, fast, and responsive service. Competent employees provide service. Easy access to assistance or information.
d. Perceived Value: Prices reflect value for money. Products or services provide satisfactory added value.
e. Trust: Consumers feel secure in using the product or service. Transparency in transactions and services.
f. Emotional Experience: Emotional satisfaction felt when interacting with the product or service. Comfort and happiness when using the product or service.
g. Loyalty: Consumers' willingness to reuse the product or service. Recommendations to others.

Conceptual Framework

This study aims to obtain evidence regarding product quality, price, and service quality on consumer satisfaction among Infinix smartphone users in South Tangerang. The following conceptual framework is presented in Figure 1 below.
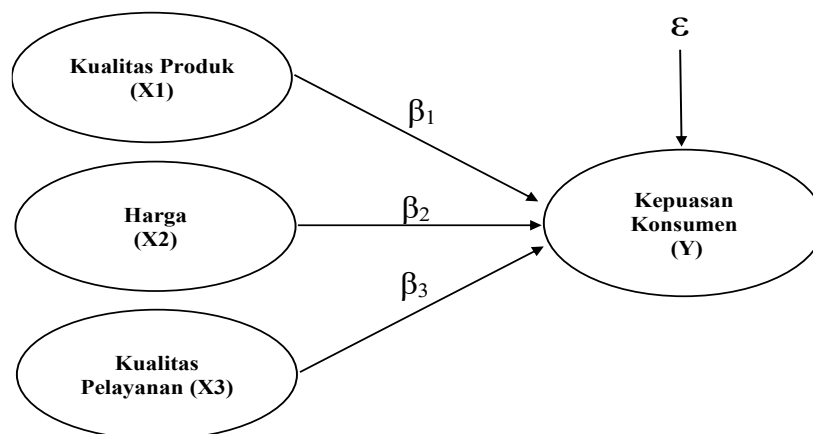

Figure 1. Conceptual Framework of Research.

The hypothesis formulation in this study includes the following:
H_1: Product Quality has a significant effect on Consumer Satisfaction
H_2: Price has a significant effect on Consumer Satisfaction
H_3: Service Quality has a significant effect on Consumer Satisfaction

3. Materials and Method
Research Type

This study uses a quantitative approach. A quantitative approach is empirical research that deals with numerical data and is objective. The observed facts or phenomena have an objective reality that can be measured. Quantitative research is more based on data that can be calculated to produce robust quantitative estimates (Umar, 2014). In this study, the author used a quantitative approach with a survey method to obtain primary data. In the survey method, information is collected from respondents using a questionnaire. Generally, survey research is limited to research in which data is collected from a sample of the population to represent the population. Descriptive research can be either qualitative or quantitative. The findings from descriptive research are broader and more detailed. Broader because the problem being studied includes not only the problem itself but also other variables related to the problem itself. More detailed because these variables are broken down into their factors. To obtain better results, the study was conducted using a sample. In this study, there are

independent variables (influencing) and dependent variables (influenced). This study aims to determine the effect of product quality, price, and service quality on customer satisfaction at the official Infinix store. Where product quality is variable X1, price is variable X2, and service quality is variable X3, while consumer satisfaction is variable Y.

Population

A population is a group of individuals of the same species that live in a specific geographic area at the same time and can reproduce among themselves. A population is an object or subject that possesses certain characteristics, according to information established by the researcher, as a unit of research analysis (Narimawati, 2008). According to Sugiyono (2019), a population is a generalized area consisting of objects/subjects that possess a certain quantity and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study was consumers (users) of Infinix smartphone products in South Tangerang, both stores and individuals who have made purchases. The exact number of population members is unknown.

Research Sample

According to Sugiyono (2019), a sample is a portion of the population and its characteristics. If the population is large, and researchers cannot study everything in the population, for example due to limited funds, manpower, or time, then researchers can use a sample drawn from the population.

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04 = 97 \; orang$$

So the sample used in this study is a minimum of 97 respondents.

Sampling Technique

This study used a non-probability sampling technique because the population size was unknown, and purposive sampling was used to determine the sample. Non-probability sampling is a sampling technique that does not provide an equal chance for each element or member of the population to be selected. Purposive sampling, on the other hand, is a sampling technique that uses specific considerations based on desired criteria to determine the sample size for the study. Purposive sampling is used because many limitations often prevent researchers from taking samples randomly. Therefore, using purposive sampling is expected to ensure that the sample criteria obtained truly align with the research being conducted. (Sugiyono, 2019)

4. Results and Discussion

Validity Test

Table 1. Validity Test Results.

Variable	Question Items	r_{count}	r_{table}	Description
	X1_1	0,567	0,165	Valid
	X1_2	0,339	0,165	Valid
Kualitas	X1_3	0,582	0,165	Valid
Produk (X$_1$)	X1_4	0,504	0,165	Valid
	X1_5	0,325	0,165	Valid
	X2_1	0,674	0,165	Valid
	X2_2	0,750	0,165	Valid
Harga	X2_3	0,682	0,165	Valid
(X2)	X2_4	0,866	0,165	Valid
	X2_5	0,827	0,165	Valid
	X3_1	0,744	0,165	Valid
Kualitas	X3_2	0,515	0,165	Valid
Pelayanan	X3_3	0,418	0,165	Valid
(X3)	X3_4	0,859	0,165	Valid
	X3_5	0,739	0,165	Valid
	Y1	0,703	0,165	Valid
Kepuasan	Y2	0,275	0,165	Valid
Konsumen	Y3	0,795	0,165	Valid
(Y)	Y4	0,594	0,165	Valid
	Y5	0,735	0,165	Valid

As seen in the table above, all the questionnaire statements submitted obtained calculated r values greater than r table, so in the validity test above, all were declared valid because the significance value was > 0.165

Reliability Test

Table 2. Reliability Test Results.

Variable	Cronbach's Alpha	Reliability	Description
Kualitas Produk (X$_1$)	0,841	0,60	Reliable
Harga (X2	0,904	0,60	Reliable
Kualitas Pelayanan (X3)	0,841	0,60	Reliable
Kepuasan Konsumen (Y)	0,819	0,60	Reliable

Thereliability test results show that each question item received a score greater than 0.60. Therefore, all question indicators were deemed reliable and suitable for use as research instruments.
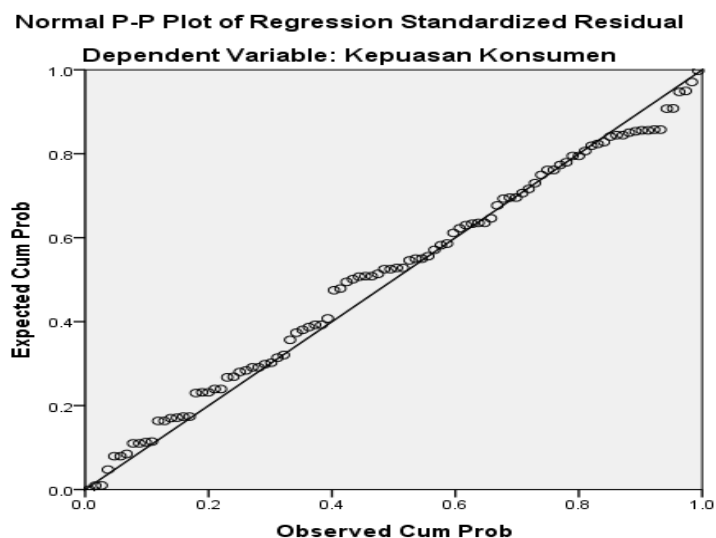
Normality Test

Figure 1. Bar Chart with Normal Distribution.

The image shows the results of the SPSS Normal P-P plot, which shows that the distribution of data points is spread around the diagonal line and the distribution of data points is in the same direction as the diagonal line. Therefore, the data on the Consumer Satisfaction variable can be said to be normal.

Multicollinearity Test

	Coefficientsª		
Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas_Produk	.145	6.887
	Harga	.212	4.708
	Kualitas_Pelayanan	.468	2.135

a. Dependent Variable: kepuasan_konsumen

Figure 2. Multicollinearity Test.

Fromthe results above, it can be seen that the variance inflation factor (VIF) value for each variable, namely the Product Quality variable is 6.887, the Price variable is 4.708, and the Service Quality variable is 2.135 and all three have a Tolerance of more than 0.100 and a VIF of less than 10, because of this, it can be concluded that for the Product Quality, Price and Service Quality variables there is no multicollinearity problem.
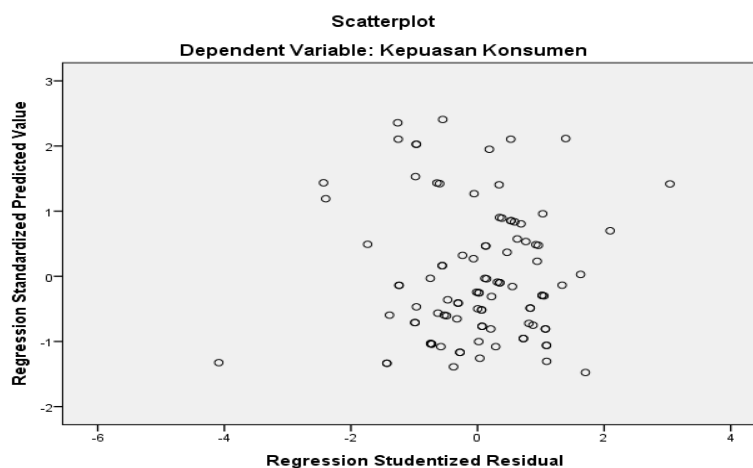
Heteroscedasticity Test

Figure 3. Scatter Plot Graph.

Figure 2 above shows the distribution of data points as follows:

a.   The data points are spread above and below or around the number 0.

b.   The data points do not cluster only above or below the number 0.

c.   The distribution of the data points is not patterned.

Therefore, it can be concluded that the independent variable is free from the classic assumption of heteroscedasticity and is suitable for use in research

Correlation Test

Correlations

		Kualitas produk	Harga	Kualitas Pelayanan	Kepuasan Konsumen
Kualitas Produk	Pearson Correlation	1	.854**	.634**	.769**
	Sig. (2-tailed)		.000	.000	.000
	N	98	98	98	98
Harga	Pearson Correlation	.854**	1	.353**	.912**
	Sig. (2-tailed)	.000		.000	.000
	N	98	98	98	98
Kualitas Pelayanan	Pearson Correlation	.634**	.353**	1	.294**
	Sig. (2-tailed)	.000	.000		.003
	N	98	98	98	98
Kepuasan Konsumen	Pearson Correlation	.769**	.912**	.294**	1
	Sig. (2-tailed)	.000	.000	.003	
	N	98	98	98	98

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4. Correlation Test.

The table above explains that product quality and consumer satisfaction have a strong correlation of 0.769, while price and consumer satisfaction have a strong correlation of 0.912, and service quality and consumer satisfaction have a low correlation of 0.294.

Partial Test (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.292	.904		1.430	.156
	Kualitas	.430	.023	.667	18.745	.000
	Harga	.230	.081	.119	2.829	.006
	Kualitas	.390	.054	.308	7.239	.000

a. Dependent Variable: Kepuasan Konsumen

Figure 5. Partial Test (t-Test).

From Table 5 above, it can be concluded that:

a. The Product Quality variable (t-test = 18.745; Sig. = 0.000), meaning the Product Quality coefficient (X1) partially has a positive and significant effect on the Consumer Satisfaction variable.

b. The Price variable (t-test = 2.829; Sig. = 0.006), meaning the Price coefficient (X2) partially has a positive and significant effect on the Consumer Satisfaction variable.

c. The Service Quality variable (t-test = 7.239; Sig. = 0.000), meaning the Service Quality coefficient (X3) partially has a positive and significant effect on the Consumer Satisfaction variable.

Coefficient of Determination Test (R2)

Model	R	R Square	Adjusted R	Std. Error
1	.913[a]	.833	.828	1.548

a. Predictors: (Constant), Kualitas_Pelayanan, Harga,
b. Dependent Variable: Kepuasan_Konsumen

Figure 6. Analysis of Determination Coefficient.

This figure indicates that the combined influence of product quality, price, and service quality on consumer satisfaction is 82.8%, while the remaining 17.2% (100% - 82.8%) is influenced by other causal factors originating from outside this regression model, such as promotion, company image, and trust

5. Conclusions

The results of the first hypothesis testing, in this study indicate that Product Quality has a positive and significant influence on Consumer Satisfaction, this can be seen from the probability value of t count (18.745) < t table (1.689) and Sig Value (0.000) < (0.05). The results of the author's research indicate that the Product Quality variable has a significant influence on Consumer Satisfaction at the Infinix Store Official. This shows that consumers feel the quality of products at the Infinix Store official is quite good but not all consumers feel that way, most agree with the quality of products sold at the Infinix Store and some others feel less satisfied with the quality of products at the Infinix Store

The results of the second hypothesis test, in this study indicate that Price has a positive and significant influence on Consumer Satisfaction, this can be seen from the probability value, namely t count (2.829) > t table (0.1689) and Sig Value (0.006) < (0.05). The results of the author's research show that the Price variable has a positive and significant influence on

Consumer Satisfaction at the Infinix Store Official. This shows that consumers see the selling price of Infinix smartphones as quite affordable and appropriate with the specifications of each unit and type.

The results of the third hypothesis testing in this study indicate that Service Quality has a positive and significant effect on Consumer Satisfaction, this can be seen from the probability value of t count (0.7239) < t table (0.1689) and Sig value (0.000) < (0.05). The results of the author's research indicate that the Service Quality variable has a positive and significant effect on Consumer Satisfaction at the official Infinix store. This shows that consumers see the service provided as very good.

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