

The Effect of Product Quality, Price, and Promotion on Satisfaction Customers

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Abstract

The purpose of this research is to determine and analyze the variables of product quality, price and promotion on customer satisfaction at the Hau Timor Company. This type of research is associative research, which aims to determine the relationship between two or more variables. The nature of the relationship between the influence of product quality (X1), price (X2) and promotion (X3) on the customer satisfaction variable (Y) is a causal/cause-effect relationship, where product quality, price and promotion factors influence customer satisfaction. With the research approach, each variable was taken as the Hau Timor research site in Dili, Timor Leste. Research results: Product quality at Hau Timor as a whole is in the high category, prices at Hau Timor as a whole are in the high category, promotions at Hau Timor as a whole are in the high category, and overall customer satisfaction is in the high category. Product quality partially has a positive and significant effect on customer satisfaction at Hau Timor. Price partially has a positive and significant effect on customer satisfaction at Hau Timor. Promotion partially has a positive and significant effect on customer satisfaction at Hau Timor. Product quality, price and promotion have a significant effect on customer satisfaction at Hau Timor.

Keywords: product quality, price, promotion, customer satisfaction

I. INTRODUCTION

The Hau Timor business is a type of business activity or form of business that sells or offers a variety of clothing, t-shirts, bags, hats and accessories with high quality materials and stitching quality, both in terms of materials, sewing techniques, and fashion decoration. The fashion models produced by Hau Timor are freely marketed at the specialized Timor Plaza store and the clothing is mass produced, besides providing complementary clothing Hau Timor promotes a new business in the form of Manufahi District Local Coffee.

In addition to Hau Timor, there are quite a number of shops/boutiques/outlets that sell similar products in the same market segment, including Tais Printin and Tais Timor Stores that sell similar products will certainly continue to grow, in line with the increasing level of income and changes in the lifestyle of the millennial generation who always follow the development and changes in fashion globally. This trend is certainly a blessing for customers, because customers have more opportunities and choices to get the various types of products they want. But on the contrary, it is a challenge for business actors (including Hau Timor) because of the increasingly sharp competition to get customers.

Hau Timor fashion was inaugurated by the President of Timor Leste Mr. Ramos Horta on July 01, 2022 and promoted by local artists in various media. Hau Timor is located at Timor Plaza, Lecidere and Dili International Airport. Hau Timor produces fashion clothing for the current generation of children, for three months the products are always changing or new.

The number of Hau Timor customers is above 50,000 by 2022. The 50,000 customers include both local and international customers. From this data there are customers who purchase directly to Hau Timor clothing and customers who order online. Hau Timor has been cooperating or ordering products to several countries in Indonesia, Australia, England, Korea and Portugal.

Every Dubai Expo Culture Ministerio Turismo or Ministry of Tourism buys a lot to promote in various countries that are at Expo Dubai. Most Timorese workers abroad such as the UK, Korea and Australia always promote Hau Timor products in their workplaces and once order clothing for adults and children.

There are several factors that are important factors driving customer satisfaction, including product quality, price, and promotion. These factors really drive customer satisfaction. To create satisfaction for customers after customers consume products, goods or services provided by business people, especially businesses.

The products marketed by Hau Timor are quite varied, especially clothing, bags, and most recently, Hau Timor has also opened a café. The table presents all types of products marketed by Hau Timor.

Table 1. Types of Hau Timor Clothing

No.	Types of Clothing	Price
1	T- Shirt	\$18.00
2	Polo Shirt	\$20.00

3	Jacket, Hoodie and Sweater	\$35.00
4	Long Sleeve T-Shirt	\$20.00
5	Tote Bag	\$ 6.50
6	Premium Sling Bag	\$12.00
7	Kids T-Shirt	\$13.00
8	Exclusive Tote Bag	\$15.00
9	Premium Scuba Hoodie	\$45.00
10	Mask 3 pcs	\$10.00
11	Premium Scuba Varsity	\$45.00
12	Shopping Bag	\$ 2.00
13	Round Rattan Bag	\$25.00
14	Cap	\$15.00
15	Bucket Hat	\$15.00
16	Black Premium Tote Bag	\$10.00
17	Natural Tote Bag	\$12.00
18	Wristband	\$ 2.00
19	Canvas Cross Body Bag	\$45.00
20	Excusive Tumbler	\$15.00
21	Coffe Groundor Whote Beang 300gr	\$ 7.00

Source; Busana Hau Timor

The table above shows a wide range of clothing products and other products marketed by Hau Timor at relatively low prices and in accordance with the tastes and desires of the market so that it is expected to provide opportunities for customers to make decisions. Hau Timor offers types of clothing clothing at prices in accordance with the quality of existing products. Products with good quality and can meet the needs and desires of customers, even able to exceed their expectations, can provide satisfaction for customers.

Problems that arise in Hau Timor Busana in its production the company still produces defective products. Based on company data the product defect rate still fluctuates and in 2022 the defect rate was 6.06% or 227 defective units out of 3750 production units. The step that must be taken is to conduct a quality analysis to determine the current product quality or performance baseline achieved by the company as an initial stage in improving product quality.

Price is one of the important factors in sales, many companies go bankrupt because they use prices that are not suitable in the market. The price set must be in accordance with the customer's economy, so that the customer can buy the item. Meanwhile, for customers, price is a consideration in making purchasing decisions. Because the price of a product affects customer perceptions of the product. This is one of the factors that is less considered by the company, so that customers will think again about using the product and will feel dissatisfied after buying or using the goods or services.

The problem with Hau Timor Clothing is the lack of an appropriate pricing strategy because there is a possibility that consumers have a mismatch before making a purchase because it may be too expensive or there may be a mismatch between the benefits obtained and the price paid. Because imported clothing that comes from abroad to be used or traded in the country is cheaper than Hau Timor Clothing products.

Hau Timor marketing products using social media can help marketers reach a wider target market, so as to increase product sales. How much social media is currently in vogue, namely Instagram, Twitter, Line, Facebook, Youtube, and others. If Hau Timor fashion does a good promotion, it will make the item closer to the customer. Customers will feel confident in their purchasing decisions. Without a good promotion, no matter how good the goods the producer offers, it will be difficult for customers to accept.

The main problem as Hau Timor clothing has many competitors in Timor Leste clothing, so it is required to always maintain consumer confidence by improving product quality, price and promotion so that customer satisfaction increases. Hau Timor clothing needs to carefully determine consumer needs as an effort to fulfill desires and increase satisfaction with the services and facilities provided.

The research conducted by Jessica et al (2014) The Effect of Product Quality, Price and Promotion on Telkomsel Prepaid Card Customer Satisfaction, from this study researchers have the same variables, only different customers. Another study conducted by Setiawan (2020) The Effect of Product Quality, Price and Promotion on Yamaha Matic Motor Customer Satisfaction in Kemuning District Palembang, from this study researchers have the same variables only different customers. Other research conducted by Afnina & Hastuti (2018), The Effect of Product Quality on

Customer Satisfaction at Aneka Jaya Furniture Stores in Langsa, from this study researchers added two independent variables, namely price and promotion and also different customers. Research by Lumintang et al (2018), The Effect of Price and Service Quality on Customer Satisfaction of Go-Jek Online Transportation Services for Feb Unsrat Manado Students, this study researchers added one variable, namely promotion and also different customers. Therefore, researchers are interested in the title The Effect of Product Quality, Price and Promotion on Customer Satisfaction (Study at Hau Timor Company).

A. Problem Statement

1. How is the product quality, price, promotion and customer satisfaction at Hau Timor?
2. Does product quality affect customer satisfaction at Hau Timor?
3. Does price affect customer satisfaction at Hau Timor?
4. Does promotion have an effect on customer satisfaction at Hau Timor?
5. Do product quality, price and promotion simultaneously influence customer satisfaction with Hau Timor?

B. Objective Research

1. To find out and analyze the effect of product quality on customer satisfaction, study at Hau Timor.
2. To find out and analyze the effect of product quality on customer satisfaction, study at Hau Timor.
3. To find out and analyze the effect of product quality on customer satisfaction, study at Hau Timor.
4. To find out and analyze the variables of product quality, price and promotion on customer satisfaction.

C. Benefits of Research

1) Theoretical

- a. It is hoped that the results of this research can develop knowledge, especially in the field of marketing and companies related to customer satisfaction.
- b. Can provide information and references in the field of marketing, especially in the field of industrial companies and organizations regarding customer satisfaction.

2) *Practical*

- a. It is hoped that the results of this research can be used as a reference for future researchers who intend to continue this research.
- b. And it is hoped that it can help other parties in presenting information in similar research.
- c. As well as providing information for companies in determining policies related to research topics, namely product quality, price and promotion on customer satisfaction and can be taken into consideration in the future.

II. LITERATURE REVIEW

A. Customer

According to Kotler (2010:118) who states that satisfaction is a feeling of pleasure or someone's disappointment that arises after comparing the performance (results) of the product. The influence of price, product and promotion that is thought of on the expected performance. For companies that focus on consumers, customer satisfaction is both a goal and a marketing tool. Meanwhile, customer satisfaction and dissatisfaction is the customer's response to the evaluation of the perceived disconfirmation between previous expectations and the actual performance of the product that is felt after using it. The level of satisfaction between consumers tends to be different from one another. This happens due to several factors such as age, occupation, income, education, gender, social position, economic level, culture, mental attitude and personality. So the level of satisfaction is a function of the difference between perceived performance and expectations.

Customer satisfaction is the result of customer perceptions received in a transaction or relationship, where the perception of service quality has an appropriate value for the prices and costs incurred by consumers (Jahanshahi et al. 2011). Customer satisfaction is explained in the "disconfirmation of expectations" model as a feeling of satisfaction that exists when the customer comparing responses to output achievements with their expectations of those output achievements (Fajrianti & Farrah, 2005; Suryani, 2013). Customers will be satisfied if the response equals or exceeds their expectations.

Customer satisfaction is a post-purchase evaluation or evaluation result after comparing what is felt and what is expected (Yamit, 2010: 105). Kotler & Keller (2012:76) argue that satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived product performance (or results) with their expectations. If performance does not meet expectations,

customers are dissatisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy.

According to Supranto (2013), smiling and saying good things is a manifestation or indicator of a construct called customer satisfaction. Customer satisfaction or dissatisfaction is the customer's response to the evaluation of the perceived discrepancy or disconfirmation between previous expectations (or other performance norms) and the actual product performance felt after use (Hendroyono, 2014; Tjiptono, 2013). Satisfaction is an emotional state, their post-purchase reactions can be anger, dissatisfaction, annoyance, joy or pleasure (Lovelock & Wright, 2005:102). Customer satisfaction reflects a person's assessment of their perceived product performance (results) in relation to expectations.

Nugroho (2015:162) explains that consumer satisfaction is an important element in improving marketing performance in a company. The satisfaction felt by customers can increase the customer's buying intensity. By creating an optimal level of customer satisfaction, it will encourage the creation of loyalty in the minds of satisfied customers. Satisfaction is measured by how well customer expectations are met. Meanwhile, customer loyalty is a measure of whether customers make repeat purchases.

According to Sangadji and Sopiah (2013: 180) explain that satisfaction or dissatisfaction is a person's feeling of happiness or disappointment which comes from a comparison between his impression of the real or actual product performance and the expected product performance. In general, satisfaction can be interpreted as the similarity between the product and service performance received and the product and service performance that consumers expect. Still according to Sangadji and Sopiah (2013: 182), consumer satisfaction can create a good basis for repeat purchases and create consumer loyalty; form word of mouth recommendations that can benefit the company. Based on this information, it can be understood that consumer satisfaction is consumer satisfaction measured by how well consumer or customer expectations are met.

B. Product Quality

According to Kotler and Armstrong (2015: 236), "Product quality is the characteristic of a product or service to meet stated or implied customer needs in accordance with its capabilities". According to Tjiptono (2013), product quality is quality that includes efforts to meet or exceed customer expectations; quality which includes products, services, people, processes and the environment; Quality is an ever-changing condition (for example, what is considered quality now may be considered less quality in the future).

Prawirosentono (2012) stated that product quality is very important to maintain so that an industry does not lose consumers, and the company's reputation is maintained well. Product quality is the overall combination of product and service characteristics from marketing, engineering, manufacturing and maintenance aspects that are in accordance with consumer expectations for these products and services (Tjiptono & Chandra, 2013). Part of product quality is about product quality.

According to Utami (2010) a product is the totality of the offer made to consumers in providing services, the location of the shop and the name of the merchandise. Quality products that retailers sell in their outlets, called merchandise, are one of the new elements of retail marketing (retail marketing mix). According to Wibowo (2014: 113), quality is defined as meeting or exceeding customer expectations. Based on Heizer and Render (in Wibowo 2014: 113), define quality as the ability of a product or service to meet customer needs.

According to Kotler and Armstrong in (Putro et al., 2014: 3) state product quality as "the ability of a product to perform its functions. Its includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes" which means product quality is closely related to the product's ability to carry out its function, including the overall product, reliability, accuracy, ease of operation and repair, and attributes other value.

C. Price

Zakaria and Astuti (2013:3) explain that price is the amount of money needed to get a combination of goods and services. Lenzun et al., (2014:123) explain that price is a statement of the value of a product which is the most flexible element of the marketing mix. According to Manus and Lumanauw (2015: 697), price has an important role in the decision-making process, namely the role of price allocation is to help buyers obtain products or services with the best benefits based on the strength of their purchasing power.

Price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or using the product or service (Kotler and Armstrong, 2010: 314). Kotler and Keller (2007) define price as the amount of money charged for a product or service. More broadly, price is the amount of value that consumers exchange for the benefits of owning or using a product or service. Payne (2007) says that price is the price paid and the methods or conditions related to its sale.

Tjiptono (2008) said that price is a price mix regarding strategies and tactics such as price levels, discount structures, payment terms, and the level of price discrimination between various customer groups. Pricing is the most crucial and difficult among the elements in the retail marketing mix

(merchandise, promotion, atmosphere in the outlet, price, and retail service). Price is the only element in the various elements of the retail marketing mix that will bring profits to the retailer.

According to Alma (2009:169), The definition of price is an attribute attached to an item that allows the item to solidly fulfill needs, desires and satisfy consumers (satisfaction) expressed in money. According to Samsul Ramli (2013: 51), the definition of price is stated as the relative value of the product and not a definite indicator to show the amount of resources needed to produce the product.

Price is all forms of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product. For companies, pricing is a way to differentiate their offerings from competitors (Hasan, 2013: 521).

According to Lupiyoadi (2011:61), pricing strategies are very significant in providing value to consumers and influencing product image and consumer decisions to buy. Prices are also related to income and also influence supply or marketing channels. However, the most important thing is that pricing decisions must be consistent with the overall marketing strategy. Price is the amount of value that consumers exchange for a number of benefits by owning or using a good or service.

D. Promotion

According to Suryadi (2011: 8) "Promotion is a series of activities to communicate, provide knowledge and convince people about a product, as well as binding minds and the market in a form of loyalty to the product." According to Kotler & Keller (2008: 174) states that the marketing communication mix (Marketing Mix) consists of eight main communication models, namely: Advertising, sales promotion, events and experiences, public relations and publicity, marketing direct interactive, word of mouth marketing, personal selling.

Promotion according to Suryadi (2011: 8) is a series of activities to communicate, provide knowledge and convince people about a product so that they recognize the greatness of the product, as well as binding their thoughts and feelings in a form of loyalty to the product. Promotion is communicating information between sellers and potential buyers or other people in the channel to influence attitudes and behavior. (Canon, Perreault and McCarthy, 2009:69). According to Tjiptono (2015) promotion is an element of the marketing mix that focuses on efforts to inform, persuade and remind consumers of the company's brand and products. According to Swastha and Irawan (2001: 353-355) the main goal of promotion is modifying consumer behavior, informing, influencing and persuading and reminding target consumers about the company and the products or services it sells.

Promotion is a type of communication that provides explanations and convinces potential consumers about goods and services with the aim of gaining attention, educating, reminding and convincing potential consumers (Alma, 2006: 179). According to Gitosudarmo (2014: 155), promotion is an activity intended to influence consumers so that consumers become familiar with the products offered and are interested in consuming the products offered. Meanwhile, according to Buchory and Saladin (2010), promotion is one of the elements in a company's marketing mix which is used to inform ,persuade and remind about the company's products.

E. Conceptual Framework

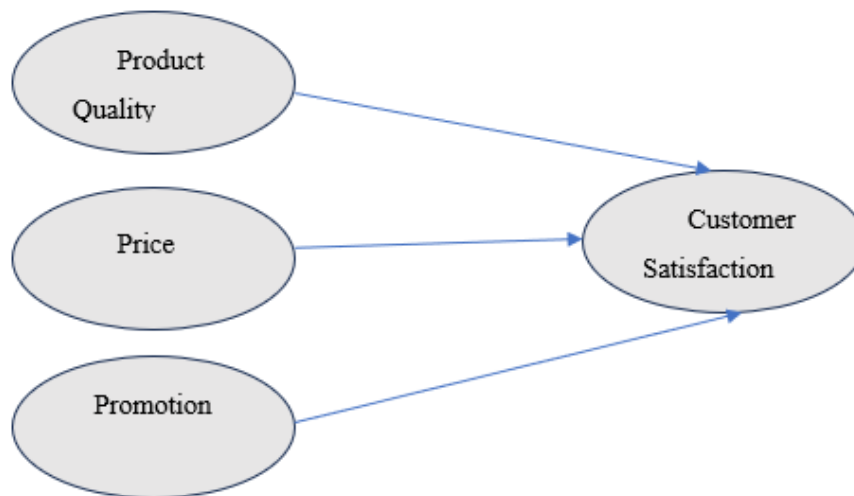


Figure 1. Conceptual Framework

F. Hypothesis

1.) *The Effect of Product Quality on Customer Satisfaction*

The results of research conducted by Jessica et al (2014) stated that product quality has a positive and significant effect on customer satisfaction. Other research conducted by Dwika Setiawan (2020) shows that product quality has a negative but not significant effect on customer satisfaction. Another research conducted by Afnina and Yulia Hastuti (2018) showed that product quality had a positive and significant effect on customer satisfaction. Based on this description, the following research hypothesis can be formulated:

H1:Product quality has a positive and significant effect on customer satisfaction.

2.) *The Effect of Price on Customer Satisfaction*

The results of research conducted by Jessica et al (2014) stated that price has a positive and significant effect on customer satisfaction. Other research conducted by Dwika Setiawan (2020)

shows that price has a positive and significant effect on customer satisfaction. The results of the same research were also conducted by Lumintang et al (2018), price has a positive and significant effect on customer satisfaction. Thus, the second hypothesis can be formulated as follows:

H2:Price has a positive and significant effect on customer satisfaction.

3) *The Effect of Promotions on Customer Satisfaction*

The results of research conducted by Jessica et al (2014) showed that promotion had a negative but not significant effect on customer satisfaction. Another research conducted by Dwika Setiawan (2020) showed that promotional research results had a positive and significant effect on customer satisfaction. Based on these findings, the third hypothesis can be formulated as follows:

H3:Promotion has a positive and significant effect on customer satisfaction.

4) *The Influence of Product Quality, Price and Promotion on Customer Satisfaction*

The results of research conducted by Jessica et al (2014) show that product quality, price and promotion have a positive and significant effect on customer satisfaction. The results of other research conducted by Setiawan (2020) show that product quality, price and promotion have a positive and significant effect on customer satisfaction. Thus, the fourth hypothesis can be formulated as follows:

H4:Product quality, price and promotion have a positive and significant effect on customer satisfaction.

III. RESEARCH METHODS

A. Research Approach

This type of research is associative research, which aims to determine the relationship between two or more variables. The nature of the relationship between the influence of product quality (X1), price (X2) and promotion (X3) on the customer satisfaction variable (Y) is a causal/cause-effect relationship, where product quality, price and promotion factors influence customer satisfaction. With the research approach, each variable was taken as the Hau Timor research site in Dili, Timor Leste.

B. Research Sites

This research was conducted at the Hau Timor company. Hau Timor has an office located at Jl. We Dalac, Bairro Pite, Dom Aleixo, Dili and also the Hau Timor Shop at Plaza, Nicolau Lobato International Airport Timor Leste, This research was conducted in July 2023.

C. Population

Population or universe, is the total number of analysis units whose characteristics will be estimated (Mantra and Kastro, in Singarimbun and Effendi, 1989). Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2011). Nazir (1983) briefly defines a population as a collection of individuals with predetermined qualities and characteristics, while a sample is a part of the population, where the sample consists of a number of members selected from the population (Sekaran, 2006). A sample is a part of a population. A sample survey is a procedure in which only a portion of the population is taken and used to determine the desired traits and characteristics of the population (Nazir, 1983).

Uma Sekaran (2011:121) population is the entire group of people, events or things of interest that researchers want to investigate. The population in this research is Busana Hau Timor customers located in Timor Plaza, Lecidere and Dili International Airport during 2022 totaling 14,500 customers.

D. Sample

According to Sugiyono (2008), the sample is part of the number and characteristics of the population. Determination of sample size is based on Slovin's opinion in Widayat (2002) with the following formula:

Where:

$$n = \frac{N}{1 + Ne^2}$$

n= Number of samples N= Total population e= Fault tolerance limit (10%)

1= Constant number

Based on this formula, the sample size calculation is as follows: $n = \frac{14,500}{1 + 180}$

$$1 + (14,500 \times 0.010)^2$$

$$n = \frac{14,500}{1 + 180}$$

$$1 + 180$$

$$n = \frac{14,500}{181}$$

$$181$$

$$n = 80.33 \text{ (rounded to 80)}$$

Thus, the number of samples used for this research was 80 customers. The sampling technique in this research was using the accidental sampling method, with the following criteria: (a) The customers to be selected have made a purchase at Hau Timor at least once; (b) Customers must be at least 20 years old.

E. Types of Research

This type of research includes explanatory research which aims to provide an explanation of the causal relationship between research variables through hypothesis testing as well as carrying out explanations. According to Singarimbun, explanatory or confirmatory research is research that explains the causal relationship between research and testing variables hypothesis (Singarimbun and Effendi, 1989). Explanatory research generally aims to explain the position of the variables studied as well as the relationship and influence between one variable and another. This research aims to analyze and prove 4 hypotheses regarding the influence and relationship between product quality, price, promotion and relationship marketing variables, on customer value, customer satisfaction, switching costs and customer retention, by taking customers at Busana Hau Timor in the city Dili Timor Leste as a research object.

F. Data source

The data sources needed in a study are primary data sources. Primary Data Sources are data sources that directly provide data to data collectors (Nazir 2003). The data source used in this research is primary data by collecting data through distributing questionnaires to the target research subjects, namely Busana Hau Timor customers or consumers. Apart from that, data was also obtained from relevant literature studies from research.

G. Data Collection Technique

When collecting data in the field, the data collection techniques used are as follows:

1. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Questionnaires are an efficient data collection technique if the researcher knows exactly the variables to be measured and knows what to expect from respondents (Sugiyono, 2010).

2. Interviews are a data collection technique that is based on knowledge and at least on personal knowledge or beliefs (Sugiyono, 2010).

3. Documentation is a method used to obtain data and information in the form of books, archives, documents, written numbers and images in the form of reports and information that can support research (Sugiyono, 2010).

Table 2. Variables, Indicators, Items, Measurement

No	Variable	Indicator	Items	Scale
1	Customer satisfaction	Matching expectations	Satisfaction is measured in a way direct Customer expectations with performance	Ordinal
		Interested in visiting	Customer satisfaction be measured by asking Customers want to buy or reuse services	
		Willingness to recommend	Customer satisfaction is measured by asking Customer will recommend the product or service to others such as, family, friends, and others.	

No	Variable	Indicator	Items	Scale
2	Product quality	Quality Performance(<i>Performance Quality</i>)	The level at which the main characteristics of the product operate. Quality is becoming an increasingly important dimension for differentiation	Ordinal
		Quality Suitability(<i>Conformance Quality</i>)	Where all units Which produced identically Meet specifications Which promised	
		Resilience (<i>Durability</i>)	A measure of the expected operating life of a product under normal or stressful conditions, Valuable attributes for certain products.	
3	Price	Affordability	The level of consumer ability to buy a product or services offered	Ordinal
		Price suitability with quality product	There is a positive relationship with the quality of a product other products	
		Price competitiveness	As a relative price position from one competitor to another.	
4	Promotion	Advertising	One form of promotion that uses print media For convey communication to consumers, usually through media such as banners, posters, and so on.	Ordinal
		Personal selling	Direct interaction, face-to-face communication between sellers and buyers to introduce their products	
		Sales promotion	Promotion to add and coordinate activities taking decision purchase, the goal is to attract customers	

H. Test Research

Before analyzing respondents' answers, in order to obtain valid, reliable and objective data, the research was carried out using valid and reliable instruments.

1) *Validity test*

Validity testing of the instruments used to measure research variables needs to be carried out before analyzing the main problem. Validity is the accuracy or accuracy of an instrument in measuring what it wants to measure. Validity tests are often used to measure the accuracy of an item in a questionnaire or scale, if the items in the questionnaire are correct in measuring what they want to measure (Priyanto, 2010).

2) *Reliability Test*

Reliability testing technique According to (Ghozali, 2011) reliability is a tool for measuring a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if the respondent's answers to statements are consistent. Reliability testing can be done with the SPSS computer program.

3) *Data Analysis Techniques*

Descriptive statistics are statistics used to analyze data by describing or illustrating the data that has been collected as it is without intending to make general conclusions or generalizations, Sugiyono (2012). To measure indicators or variables, the following formula is used:

$$I = \frac{\sum R}{N} \times 100\%$$

Where;

I: The indicator is the percentage size of the variable

$\sum R$: The total of each response scale

Standardn: The ideal weight is obtained from multiplying n (the number of samples) of the number of indicators by the number of answer scales (5 scales)

Table 3. Descriptive Analysis Criteria

No	Criteria	Categories
1	1.00 – 1.80	Is in a very negative area (very low)
2	1.81 – 2.60	Is in the negative or low (low) area
3	2.61 – 3.40	Located in the middle area (medium)
4	3.41 – 4.20	Is in the positive (high) area
5	4.21 – 5.00	Is in a very positive area (very high)

Source: Arikunto (1998) in Moenardy (2016: 211)

a) Multiple Linear Regression

Based on the objectives and hypotheses expressed in this research, the data analysis method that can be applied is multiple regression analysis.

Multiple linear regression analysis was used to answer the problems in this research. Multiple linear regression analysis is an analysis to see the extent of the influence of product quality, price and promotion variables on customer satisfaction at Busana Hau Timor. Multiple linear regression analysis uses the equation formula as quoted in Sugiyono (2015), namely:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y: Customer Satisfaction

α : Constant

β_1 : Product Quality Regression Coefficient β_2 : Price Regression Coefficient

β_3 : Promotion Regression Coefficient X_1 : Product quality

X_2 : Price

X_3 : Promotion

e: Interfering Errors (errors or residuals)

b) Hypothesis Testing

This hypothesis testing is to prove whether or not there is a significant influence between product quality, price and promotion on customer satisfaction at Busana Hau Timor. The testing of the proposed hypothesis is carried out in the following way:

t test

The t test is used to test the level of significance between the independent variable and the dependent variable partially, by making a comparison between *thitung* and *ttabel*, which means the independent variable has a partial effect on the dependent variable.

Criteria The decision is that the hypothesis is accepted if *tcount* is greater than *ttabel* ($t_{count} > t_{table}$) or the probability level of significance (p) is smaller than alpha ($p < \alpha$) and vice versa, the hypothesis is rejected if $t_{count} < t_{table}$ or $p < \alpha$.

Test f

To test hypothesis 4, the F test is used with the formula:

R^2 / k

$(1 - R^2) / (n - k - 1)$

Where;

R^2 = Coefficient of Determination

K = Number of predictors

N = Number of Samples

The decision criterion is that the hypothesis is accepted if it is greater than F_{count} or greater than F_{table} or the probability level of significance (p) is smaller than alpha ($p < \alpha$) and vice versa, the hypothesis is rejected if $F_{count} < F_{table}$ or ($p > \alpha$).

c) Coefficient of Determination

The coefficient of determination (R^2), namely knowing the extent to which the independent variable (X) influences the rise and fall of the dependent variable (Y) by looking at

the magnitude of the total coefficient of determination (R^2). If (R^2) obtained is close to 1 (one), it can be said that the model is getting stronger. If (R^2) is closer to 0 (zero), the weaker the influence of the independent variables on the dependent variable. All calculations and data analysis were carried out using a computer with the program "SPSS (Statistical Product for Service Solution) 25".

In this research, to process the research data using Inferential Analysis (quantitative) where the analysis uses the SPSS program. Data analysis was carried out with the help of the multiple linear regression method, but before carrying out the multiple linear regression analysis the classical assumption test was used which includes the normality test, multicollinearity test and heteroscedasticity test.

4) Normality test

The normality test aims to test whether the regression model for disturbing variables or residuals has a normal distribution. As is known, the t and F tests assume that the residual values follow a normal distribution. If this assumption is violated, the statistical test will be invalid for small sample sizes (Ghozali, 2006). A good regression model has a normal or close to normal distribution (Ghozali, 2001). In principle, normality can be detected by looking at the distribution of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals. Basis for decision making (Ghozali 2006):

If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the assumption of normality.

If the data spreads far from the diagonal and/or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

5) Multicollinearity Test

In the multicollinearity test it can be seen from (1) tolerance value and its opposite (2) variance inflation factor (VIF) (Ghozali, 2006). These two measures show which of each independent variable is explained by other independent variables. In a simple sense, each independent variable becomes a dependent (dependent) variable and is regressed against other independent variables. Tolerance measures the variability of a selected independent variable that is not explained by other independent variables. So a low tolerance value is the same as a high VIF value. The cutoff value that is commonly used to indicate the presence of multicollinearity is a Tolerance value ≤ 0.10 or the same as a VIF value ≥ 10 .

6) Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. When the variance from the residuals from

one observation to another is different, this is what is called heteroscedasticity (Ghozali, 2006). There are several ways to detect the presence or absence of heteroscedasticity:

If there is a certain pattern (for example wavy, widening then narrowing) then it indicates heteroscedasticity has occurred.

If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur.

IV. DISCUSSION RESULT

A. Description of Product Quality Variables

Product quality variables(X_1) has six statement items that are used as parameters to measure product quality variables. The statement items are that the products sold provide comfort, the products sold have quality that can be trusted, the products offered have innovative models and meet expectations, the products offered meet needs, the products sold have good physical durability, and the products those sold have good color fastness. The following description of product quality variables can be seen in the following table:

Table 4. Frequency Distribution of Respondent Response Results for Product Quality Variables

Statement Items		Respondent's Answer					Σ Score	Item Achievement	Category
		SS	S	N	T.S	STS			
		5	4	3	2	1			
X1.1	F	20	27	16	16	1	289	3.61	Tall
	%	25.0	33.8	20.0	20.0	1.3	100		
X1.2	F	18	24	21	16	1	282	3.52	Tall
	%	22.5	30.0	26.3	20.0	1.3	100		
X1.3	F	0	43	31	6	0	277	3.46	Tall
	%	0	53.8	38.8	7.5	0	100		
X1.4	F	31	41	5	3	0	340	4.25	Very high

	%	38.8	51.3	6.3	3.8	0	100		
X1.5	F	17	45	15	3	0	316	3.95	Tall
	%	21.3	56.3	18.8	3.8	0	100		
X1.6	F	22	15	17	19	7	266	3.32	Currently
	%	27.5	18.8	21.3	23.8	8.8	100		
Product Quality Variable Achievement								3.68	Tall

Based on this table then It can be seen that the average achievement of the product quality variable received a score of 3.68 which is in the high category, influenced by each statement item.

In the statement item, the products sold by Hau Timor provide comfort when used, they received a score of 3.61 in the high category, the products sold at Hau Timor have quality that can be trusted, they received a score of 3.52 in the high category, and the products offered at Hau Timor has an innovative model and meets expectations with a score of 3.46 which is also in the high category.

Then the product statement item offered by Hau Timor is attractive and meets needs and received a score of 4.25 in the very good category. The products sold at Hau Timor have good physical resistance and are not easily damaged when used, received a score of 3.95 in the high category. , and the products sold by Hau Timor provide good color resistance and received a score of 3.32 in the high category.

B. Price Variable Description

Price variable (X_2) has 7 statement items which are used as parameters to measure price variables. The statement items are that the price of the product offered is well affordable, the price of the product offered varies according to capabilities, the price offered is in accordance with the quality of the product, the price offered is in line with the perceived benefits, the price offered has good competitiveness, and The price offered by Hau Timor is more economical. The following are the results of respondents' responses regarding the price variable which can be seen in the following table:

Table 5. Frequency Distribution of Respondent Response Results on Price Variables

Statement Items		Respondent's Answer					Σ Score	Item Achievement	Category
		SS	S	N	T.S	STS			
		5	4	3	2	1			
X2.1	F	20	27	16	16	1	289	3.61	Tall
	%	25.0	33.8	20.0	20.0	1.3	100		
X2.2	F	18	24	21	16	1	282	3.52	Tall
	%	22.5	25.0	27.5	18.8	6.3	100		
X2.3	F	18	20	22	15	5	271	3.38	Currently
	%	22.5	25.0	27.5	18.8	6.3	100		
X2.4	F	16	36	18	10	0	298	3.72	Tall
	%	20.0	45.0	22.5	12.5	0	100		
X2.5	F	0	43	31	6	0	277	3.46	Tall
	%	0	53.8	38.8	7.5	0	100		
X2.6	F	5	34	26	15	0	269	3.36	Currently
	%	6.3	42.5	32.5	18.8	0	100		
X2.7	F	18	19	24	14	5	271	3.38	Currently
	%	22.5	23.8	30.0	17.5	6.3	100		
Price Variable Achievement								3.49	Tall

Based on this table, it can be seen that the average achievement of the price variable is 3.49 which is in the high category, influenced by each statement item used.

In the statement that the price of the product offered by Hau Timor is affordable and got a score of 3.61 in the high category, the price of the product offered by Hau Timor varies according to ability,

got a score of 3.52 in the high category, the price offered by Hau Timor is in accordance with the quality of the product got a score of 3.38 in the medium category, and the price offered by Hau Timor in line with the perceived benefits got a score of 3.72 in the high category.

In the statement, the price offered by Hau Timor has good competitiveness, getting a score of 3.46 in the high category, the price offered by Hau Timor is more economical, getting a score of 3.36 in the medium category, and the prices at Hau Timor are relatively stable, getting a score. of 3.38 in the medium category.

C. Promotion Variable Description

Promotion variable (X_3) has 6 statement items which are used as parameters in measuring promotions in this research. These statements are getting advertising through social media, getting advertising through banners and billboards, being interested in using the product because of information from direct sales, being interested in buying the product because of information from the company directly, feeling that the product offered is interesting and being motivated to buy, and use the product because there is a convincing product offer. The frequency distribution of respondents' responses to the promotion variable can be seen in this table showing that the average achievement of the promotion variable is 3.49 which is in the high category and is influenced by each statement item.

Table 6. Frequency Distribution of Respondents' Response Results to Promotion Variables

Statement Items		Respondent's Answer					Σ Score	Indicator Achievement	Category
		SS	S	N	T.S	STS			
		5	4	3	2	1			
X3.1	F	20	27	16	16	1	289	3.61	Tall
	%	25.0	33.8	20.0	20.0	1.3	100		
X3.2	F	18	20	18	19	5	267	3.33	Currently
	%	22.5	25.0	22.5	23.8	6.3	100		
X3.3	F	18	24	21	16	1	282	3.52	Tall
	%	22.5	30.0	26.3	20.0	1.3	100		

X3.4	F	0	43	31	6	0	277	3.46	Tall
	%	0	53.8	38.8	7.5	0	100		
X3.5	F	16	36	18	10	0	298	3.72	Tall
	%	20.0	45.0	22.5	12.5	0	100		
X3.6	F	23	15	16	19	7	268	3.35	Currently
	%	28.8	18.8	20.0	23.8	8.8	100		
Promotion Variable Achievement								3.49	Tall

In the statement of getting Hau Timor advertising through social media, it got a score of 3.61 in the high category, getting Hau Timor advertising through banners and boards advertising received a score of 3.33 in the medium category, interested in using products at HaunTimor because of information from direct sales received a score of 3.52 in the high category.

The statement of interest in buying products at Hau Timor because of information from the company directly received a score of 3.46 in the high category, felt that the products offered by Hau Timor were interesting and was motivated to buy, received a score of 3.72 in the high category, and used Hau Timor products because there is a convincing product offering, it received a score of 3.35 in the medium category.

D. Description of Customer Satisfaction Variables

The customer satisfaction variable has 6 statement items which are used as parameters in measuring this variable, namely the products and services provided are appropriate, have an interest in visiting again and recommend the product. The following results of respondents' responses to the customer satisfaction variable can be seen in the table:

Table 7. Frequency Distribution of Respondents' Responses to Customer Satisfaction

Statement Items		Respondent's Answer					Σ Score	Item Achievement	Category
		SS	S	N	T.S	STS			
		5	4	3	2	1			
Y.1	F	20	27	16	16	1	289	3.61	Tall
	%	25.0	33.8	20.0	20.0	1.3	100		
Y.2	F	18	24	21	16	1	282	3.52	Tall
	%	22.5	30.0	26.3	20.0	1.3	100		
Y.3	F	0	43	31	6	0	277	3.46	Tall
	%	0	53.8	38.8	7.5	0	100		
Y.4	F	5	34	26	15	0	269	3.36	Currently
	%	6.3	42.5	32.5	18.8	0	100		
Y.5	F	18	19	24	14	5	271	3.38	Currently
	%	22.5	23.8	30.0	17.5	6.3	100		
Y.6	F	16	36	18	10	0	298	3.72	Tall
	%	20.0	45.0	22.5	12.5	0	100		
Achievement of Customer Satisfaction Variables								3.50	Tall

Based on this table, it can be seen that the average achievement of the customer satisfaction variable gets a score of 3.50 with a high category which is influenced by each statement item.

In the statement that they felt that the product obtained from Hau Timor was as expected, they got a score of 3.61 in the high category, they felt that the service provided by Hau Timor employees was in line with what was expected, they got a score of 3.52 in the high category, and they were interested in visiting again. Hau Timor because the service provided was good received a score of 3.46 in the high category.

The statement of interest in visiting Hau Timor again because of the value and benefits obtained after using the product received a score of 3.36 in the medium category, recommending to friends or

relatives to buy the products offered by Hau Timor because of the good service received a score of 3.38 with the medium category, and recommend Hau Timor to friends or relatives to buy the products offered because of the good value or benefits after using the product with a score of 3.72 in the high category.

E. Multiple Linear Regression Analysis

Before carrying out multiple linear regression analysis and hypothesis testing, it is necessary to carry out a classical assumption test which aims to find out whether the regression model is being used is free from deviations from assumptions and meets the conditions for obtaining good linearity. For this reason, in testing the classical assumptions in this research, the data normality test, heteroscedasticity test and multicollinearity test were used.

1) Classic assumption test

a) Normality test

The normality test is to see whether the residual values are normally distributed or not. The normality test aims to see whether the independent variable and dependent variable in the modal regression have a normal distribution or not. In the P-Plot graphic, you can see the dots spreading around the diagonal line and generally the distribution follows the direction of the diagonal line. Even though it shows slight deviations, modal regression meets the assumption of being close to normal so it is worth using. The data normality test in this study can be seen in the picture.

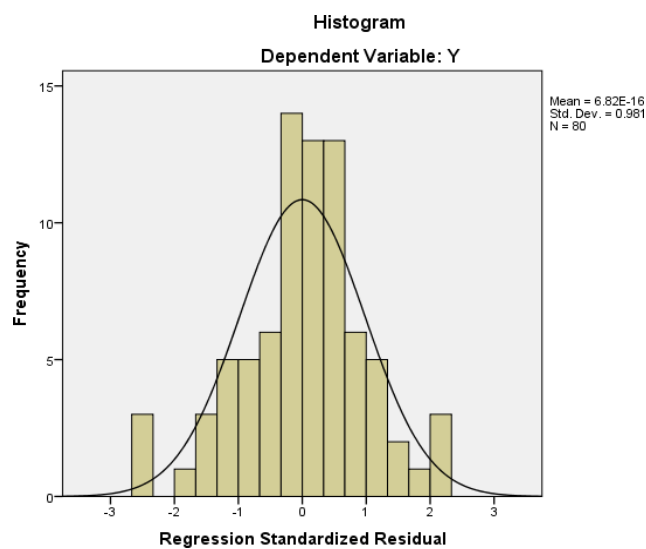


Figure 2. Data Normality Test

Based on the image on the histogram graph, it is shown that the data is on a normal curve or spreads following a normal distribution. Likewise, in the image on the P-plot graph, you can see the dots spreading around the diagonal line and generally the distribution follows the direction of the diagonal line. Even though it shows a slight deviation, the regression model fulfills the assumption of being close to normal so it is suitable to be used.

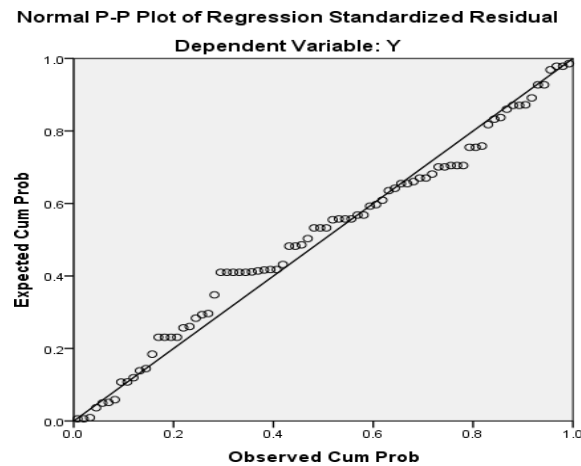
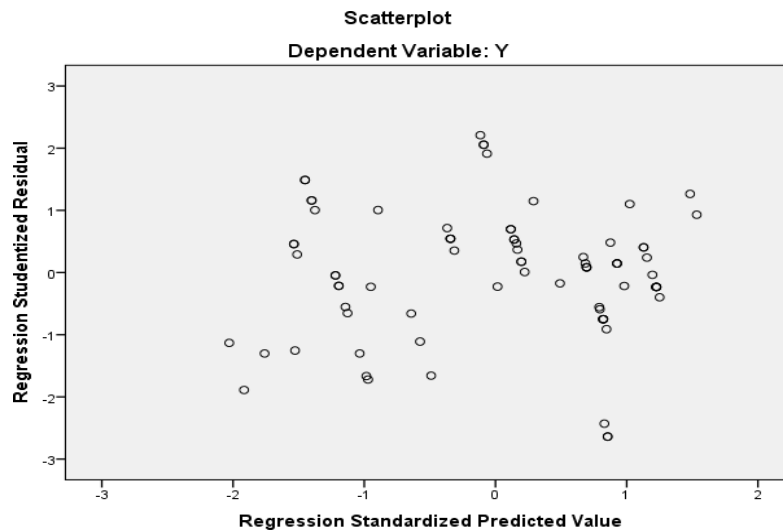


Figure 3. Normal P-Plot Regression Standardized Residual Dependent Variable Customer Satisfaction

b) Heteroscedasticity Test

The heteroscedasticity test is to see whether there is an inequality of variance from one residual to another observation. To test heteroscedasticity, the scatterplot method is used. The heteroscedasticity test using the scatterplot method can be seen in Figure 5.3. The results of data analysis show that the data is spread almost evenly both above and below the zero point, thus it can be ensured that heteroscedasticity does not occur, so that the data in this study can be processed further.

Figure 4. Heteroscedasticity Test Using the Scatterplots Method Dependent Variable: Customer Satisfaction



c) Multicollinearity Test

Multicollinearity test is part of the classic assumption test in multiple linear regression analysis. The purpose of using the multicollinearity test in research is to determine whether the regression modality found any correlation (strong relationship) between the independent variables. A good regression model should not have symptoms of multicollinearity. To detect whether there are symptoms of multicollinearity in modal regression, this research was carried out by looking at the tolerance and variance inflating factor (VIF) values.

Decision guidelines based on tolerance values and VIF values are: If the tolerance value is greater than 0.10, it means that there is no multicollinearity in the modal regression. If the VIF value is <10.00, it means that there is no multicollinearity in the modal regression.

Table 8. Multicollinearity Test

Capital	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Product quality	.123	8.124
Price	.141	4,508
Promotion	,145	2,388

Based on the table, it can be seen that there is no multicollinearity so that the data used can be tested further.

2) Multiple Linear Regression Model

To know influence between product quality (X_1), price (X_2), and promotion (X_3) on customer satisfaction (Y), multiple linear regression analysis is used. The results of multiple linear regression calculations can be seen in Table 5.9, while the regression equation is as follows:

$$Y = 1.619 + 0.105X_1 + 0.505X_2 + 0.227X_3 +$$

Based on the results of the multiple linear regression equation, the regression equation can be interpreted as follows:

Constant = 1.619, the variable product quality, price and promotion has a constant value that remains equal to zero (does not change), so the magnitude of the change in the employee retention variable is 1.619

X coefficient₁ = 0.105, the product quality variable has increased by one point (unit), while prices and promotions are fixed, it will cause an increase in customer satisfaction of 0.105

X coefficient₂ = 0.505, the price variable has increased by one point (unit), while product quality and constant promotions will cause an increase in customer satisfaction of 0.505

X coefficient₃ = 0.227, the promotion variable has increased by one point (unit), while product quality and fixed prices, it will cause an increase in customer satisfaction of 0.227

3) Coefficientsa Multiple Linear Regression Analysis

Table 9. Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,619	,462		3,508	,001
	X1	,105	,050	,103	2,105	,039
	X2	,505	,070	,616	7,233	,000
	X3	,227	,066	,280	3,435	,001

4) Hypothesis testing

t Test (Partial Test) – Hypotheses 1, 2, and 3

Hypothesis tests 1 and 2 were carried out to test each of the variables X with the t test. The t test is carried out to determine whether the independent variable partially influences the dependent variable significantly or not. The results in the table are as follows:

Table 10. t Test (Partial Test) – Hypothesis 1, 2 and 3 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
(Constant)	1,619	,462		3,508	,001
X1	,105	,050	,103	2,105	,039
1					
X2	,505	,070	,616	7,233	,000
X3	,227	,066	,280	3,435	,001

Based on this table, the hypothesis answer can be explained as follows:

a) Hypothesis 1 (Effect of Product Quality on Customer Satisfaction)

In testing hypothesis 1 regarding the influence of product quality on customer satisfaction, a t-count value of 2.105 was obtained and a significance value of 0.039. while the calculation result of the ttable value obtained was 1.991 (df= 80-3 = 77). Because the tcount value is greater than the ttable value (2.105 > 1.991) and the significance value of 0.039 is smaller than alpha 0.05 ($p < \alpha$) then this means that product quality has a significant effect on customer satisfaction at Hau Timor.

b) Hypothesis 2 (Effect of Price on Customer Satisfaction)

In testing hypothesis 2 regarding the effect of price on customer satisfaction, a t-count value of 7.233 was obtained and a significance value of 0.000. while the calculation result of the ttable value obtained was 1.991 (df= 80-3 = 77). Because the tcount value is greater than the ttable value (7.233 > 1.991) and the significance value of 0.000 is smaller than alpha 0.05 ($p < \alpha$) then this means that price has a significant effect on customer satisfaction at Hau Timor.

c) Hypothesis 3 (Effect of Promotion on Customer Satisfaction)

In testing hypothesis 3 regarding the effect of promotion on customer satisfaction, a t-count value of 3.435 was obtained and a significance value of 0.001. while the calculation result of the ttable value obtained was 1.991 ($df = 80 - 3 = 77$). Because the tcount value is greater than the ttable value ($3.435 > 1.991$) and the significance value of 0.001 is smaller than alpha 0.05 ($p < \alpha$) So this means that promotions have a significant effect on customer satisfaction at Hau Timor.

d) f Test (Simultaneous Test) – Hypothesis 4

The F test is known as the simultaneous test model test/Anova test, namely a test to see how the independent variables influence the dependent variable together or to test whether the regression model we created is good/significant or not good/non-significant. The following f test results are presented in the following table:

Table 11. f Test (Simultaneous Test) – Hypothesis 4

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	1352.412	3	450,804	110,300	,000b
1	Residual	31,138	76	,410		
	Total	1383,550	79			

Based on this table, it can be seen that the results of testing hypothesis 4 obtained a ftable value of 110.300 with a significance level of 0.000. Meanwhile, the ftable value obtained is $df = nk = 80 - 3 = 77 = 2.723$. Because the fcount value is greater than the ftable value ($110 > 2.723$) and the significance value of 0.000 is smaller than alpha 0.05 ($p < \alpha$) it can be explained that product quality (X1), price (X2), and promotion (X3) simultaneously influence significant to customer satisfaction (Y) on Hau Timor.

5) Coefficient of Determination

The coefficient of determination is used to measure how far the model explains the dependent variable. The amount of R² can be calculated using the formula $Kd = r^2 \times 100\%$. The following results of the coefficient of determination test can be seen in the following table:

Table 12. Model Determination Coefficient Test Results summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939a	.907	.917	.640

Based on this table, it can be seen that the adjusted R Square value obtained is 0.917, which means that 91.7% of the variation that occurs in the level of customer satisfaction at Hau Timor is caused by product quality (X1), price (X2), and promotion (X3), while the remaining 8.3% is influenced by other variables not taken into account in this study. In this test, based on the Adjusted R Square value, a value of 0.917 was obtained, showing that there is a very strong influence between product quality, price and promotion on customer satisfaction at Hau Timor.

IV. DISCUSSION

A. The Effect of Product Quality on Customer Satisfaction

Based on the results of research regarding product quality, it was found that the quality of Hau Timor products is in the high category which is known through the results of testing descriptions of customer satisfaction variables as measured by statement items such as the statement that the products sold by Hau Timor provide comfort when used. The products sold are in the high category. Hau Timor has quality that can be trusted in the good category, and the products offered at Hau Timor have innovative models and meet expectations.

Then customers also feel that the products offered by Hau Timor are interesting and suit their needs, the products sold at Hau Timor have good physical resistance and are not easily damaged when used, and the products sold by Hau Timor have good color resistance.

The research results also show that product quality has an influence on customer satisfaction at Hau Timor, where this can be proven by the results of hypothesis testing which obtained a tcount value greater than the ttable value ($2.105 > 1.991$) and a significance value of 0.039 smaller than 0.05 ($p < \alpha$) then this means that product quality has a significant effect on customer satisfaction at Hau Timor.

The results of this research are in line with the opinion expressed by Kotler (1997), who said that product quality is one of the factors that influences customer satisfaction. The research results are consistent with research conducted by Afnina and Yulia Hastuti (2018), the results of research on product quality have a positive and significant effect on customer satisfaction. The results of

this research are also in line with research conducted by Jessica et al (2014) which states that product quality has a positive and significant effect on customer satisfaction.

However, the inconsistent results of research conducted by Dwika Setiawan (2020) show that product quality has a negative but not significant effect on customer satisfaction.

B. The Effect of Price on Customer Satisfaction

The results of this research show that prices at Hau Timor are in the high category, which can be proven by the results of the descriptive analysis carried out. This can be seen through statement items that are measured such as the price of the products offered by Hau Timor is well affordable, the prices of the products offered by Hau Timor vary according to capabilities, the prices offered by Hau Timor are in accordance with the quality of the product, and the prices offered by Hau Timor are in line with perceived benefits. In the statement, the prices offered by Hau Timor have good competitiveness in the high category, the prices offered by Hau Timor are more economical, and the prices at Hau Timor are relatively stable.

The results of this research also show that price partially has a positive and significant effect on customer satisfaction which can be proven by the results of hypothesis 2 testing which obtained a tcount value greater than the ttable value ($7.233 > 1.991$) and a significance value of 0.000 smaller than 0.05 (α). $p < \alpha$) then this means that price has a significant effect on customer satisfaction at Hau Timor.

The results of this research are in line with the opinion expressed by Kotler (1997) who said that customer satisfaction can be influenced by factors such as price. Other research conducted by Dwika Setiawan (2020) shows that price has a positive and significant effect on customer satisfaction. Another research conducted by Lumintang et al (2018), the results of price research have a positive and significant effect on customer satisfaction.

C. The Effect of Promotions on Customer Satisfaction

The research results regarding promotional variables on Hau Timor as a whole are in the high category which is influenced by each statement item used such as getting Hau Timor advertising via social media, getting Hau Timor advertising

through banners and billboards, and are interested in using products at Hau Timor because of information from direct sales.

The statement of interest in buying products at Hau Timor because information from the company directly received a high score, the products offered by Hau Timor were attractive and

motivated to buy, received a score of 3.72 in the high category, and using Hau Timor products because of the convincing product offerings.

The results of this research show that promotion has a positive and significant effect on customer satisfaction as proven by testing hypothesis 3 where the tcount value is greater than the ttable value ($3.435 > 1.991$) and the significance value is 0.001 smaller than 0.05 ($p < \alpha$), so that This means that promotions have a significant effect on customer satisfaction at Hau Timor.

The research results are in line with research by Tejantara and Sukawati (2018), Kadim et al., (2016), Wahab et al., (2016), and Marlina et al. (2018) that promotions have a significant positive effect on customer satisfaction. The sooner customers find out about the product they are looking for, the happier the customer will be, so they will feel satisfaction at having obtained the information they need. Promotion is a form of marketing communication that is used to influence or persuade customers to be willing to buy and become more loyal to the company.

The research results are consistent with research conducted by Jessica et al (2014), the results of observations stated that promotion had a negative but not significant effect on customer satisfaction. Another research conducted by Dwika Setiawan (2020) showed that promotional research results had a positive and significant effect on customer satisfaction.

D. The Influence of Product Quality, Price, and Promotion on Customer Satisfaction

Based on the results of research regarding customer satisfaction at Hau Timor, the results obtained show that overall customer satisfaction is in the high category as seen from the statement items used, namely feeling that the products obtained from Hau Timor are in accordance with expectations, feeling that the service provided by Hau employees Timor was as expected, and I was interested in visiting Hau Timor again because the service provided was good.

Apart from that, customers are also interested in returning to Hau Timor because of the value and benefits obtained after using the product, recommending friends or relatives to buy the products offered by Hau Timor because of the good service, and recommending Hau Timor to friends or relatives to buy the product offered because of the good value or benefits after using the product.

The results of this research show that product quality, price and promotion simultaneously have a significant effect on customer satisfaction as evidenced by the results of testing hypothesis 4 which obtained a fcount value greater than the ftable value ($110 > 2.723$) and a significance value of 0.000 smaller than alpha 0.05 ($p < \alpha$) then it can be explained that product quality (X1), price (X2),

and promotion (X3) simultaneously have a significant effect on customer satisfaction (Y) at Hau Timor.

The results of the coefficient of determination test for the adjusted R Square value obtained were 0.917, which means that 91.7% of the variation that occurred in the level of customer satisfaction at Hau Timor was caused by product quality (X1), price (X2), and promotion (X3), while the remaining 8.3% is influenced by other variables not taken into account in this research. In this test, based on the Adjusted R Square value, a value of 0.917 was obtained, showing that there is a very strong influence between product quality, price and promotion on customer satisfaction at Hau Timor.

Customer satisfaction is the result felt from purchasing and using a product or service continuously which meets the expectations, desires and needs of our customers. Customers feel satisfied with the quality of the product according to the price promoted. Consistent research results conducted by Jessica et al (2014) show that product quality, price and promotion have a positive and significant effect on customer satisfaction. The results of other consistent research conducted by Setiawan (2020) show that product quality, price and promotion have a positive and significant effect on customer satisfaction.

V. CLOSING

A. Conclusion

Based on the results of research and testing carried out by researchers regarding the influence of product quality, price and promotion on customer satisfaction at Hau Timor, several conclusions can be drawn as follows:

Product quality at Hau Timor as a whole is in the high category, prices at Hau Timor as a whole are in the high category, promotions at Hau Timor as a whole are in the high category, and overall customer satisfaction is in the high category.

1. Product quality partially has a positive and significant effect on customer satisfaction at Hau Timor.
2. Price partially has a positive and significant effect on customer satisfaction at Hau Timor.
3. Promotion partially has a positive and significant effect on customer satisfaction at Hau Timor.
4. Product quality, price and promotion have a significant effect on customer satisfaction at Hau Timor.

B. Suggestion

According to the conclusions that have been described, there are several suggestions put forward as follows:

1. The quality of the products available at Hau Timor is already in the high category so this needs to be maintained by providing quality products that are comfortable, attractive, do not break easily and have good physical durability.
2. The existing prices at Hau Timor are already in the high category so it is necessary to maintain them by offering affordable prices according to the product and economically.
3. The existing promotions at Hau Timor are already in the high category so they must be maintained by providing advertising via social media, or directly and convincing consumers to be motivated.
4. Hau Timor's customer satisfaction is in the high category so it needs to be improved continuously. One approach that is considered effective is to improve the quality of human resources, especially in the production department with the aim of improving product quality and fashion designs which are always changing so that they always suit the wishes and tastes of customers.

For future researchers who want to take on the same problem, they need to also pay attention to other factors that influence customer satisfaction such as location, personnel, distribution and physical evidence.

C. Research Limitations

In this study there are research limitations, these limitations include:

1. This research only examines product quality, price and promotion on customer satisfaction. There are still other factors that can influence customer satisfaction, for example service quality and location.
2. This research only took samples from 80 Hau Timor customers.

Consistent research results conducted by Jessica et al (2014) show that product quality, price and promotion have a positive and significant effect on customer satisfaction. The results of other consistent research conducted by Setiawan (2020) show that product quality, price and promotion have a positive and significant effect on customer satisfaction.

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