

Analysis Of Product Quality, Price And Trust On Consumer Satisfaction At Gunawan Furniture, Langkat Regency

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Abstract:

This study aims to analyze the influence of product quality, price and trust on consumer satisfaction in Gunawan Furniture, Langkat Regency. The research is a creative research using data processing with SPSS version 22. In this study, a population of 180 respondents was used, then using the Slovin formula, a sample of 64 respondents was obtained. The data sources used are primary data and secondary data. The data collection technique uses questionnaires, observations, and interviews. The data analysis techniques are multiple linear regression, classical assumption test and hypothesis test. The results of the study show that product quality has a positive and significant effect on consumer satisfaction in Gunawan Furniture. Price has a positive and significant effect on consumer satisfaction at Gunawan Furniture. Trust has a positive and significant effect on consumer satisfaction in Gunawan Furniture. Product quality, price and trust have a positive and significant effect on consumer satisfaction at Gunawan Furniture. There was a strong correlation between product quality, service quality, and emotional bond with customer satisfaction of 46.8% and the remaining 53.2% could be explained by other variables that were not researched such as promotion, distribution, service and so on.

Keywords: *Product Quality, Price, Trust, Consumer Satisfaction*

INTRODUCTION

The furniture industry in Indonesia continues to grow in today's era, wooden furniture has become an important need to create a quality and comfortable interior. Therefore, the role of furniture is very important in increasing the beauty and aesthetic value of a house. The furniture industry is an industry that buys and processes raw materials into ready-to-use household goods such as chairs, tables, cabinets, frames, doors, kitchen sets and others. This can be realized by related parties such as creative craftsmen and the gift of abundant natural resources. The role of the furniture industry is very significant in improving the country's manufacturing and economic performance. This can be seen from the achievement of national furniture product exports, which reached from USD2.5 billion in 2021, an increase of 33% from the previous year which was only around USD1.9 billion (Ministry of Industry, 2022).

Paluh Manis Village is a village located in Gebang District, Langkat Regency, North Sumatra. Paluh Manis Village is one of the 10 hamlets and is located in a quite strategic area because it is on the Medan-Aceh highway and takes a distance of 2 hours -75 km from Medan. The income of the community in Paluh Manis village is on average obtained from agricultural products/oil palm plantations and also MSMEs. There are various MSMEs in Paluh Manis village, one of which is engaged in the furniture industry. The furniture industry that has been established since 2008 in Paluh Manis village until now is a furniture gunawan. In making furniture, there are generally several types of wood that are commonly used, namely teak wood, mahogany, and mindy. The materials used as raw materials for making furniture in Gunawan furniture such as jengkol wood, durian, pete, and cempedak.

The products produced by Gunawan Furniture are specially made, namely bespoke products that are adjusted to the model and design of consumer demand and some are seen directly in Gunawan Furniture Warehouse ready-to-use products. However, for the furniture industry, it is not easy to provide satisfaction to consumers and maintain optimally for a long period of time because it is often found that industrial businesses when making product purchase transactions are not necessarily able to maintain the same satisfaction as before.

Product quality is very important in the furniture industry, the better the product quality will increase consumer interest to buy again. The quality of the product can be seen and assessed in terms of the durability of the raw materials. In Gunawan, furniture sometimes gets complaints from consumers with good product quality because of the durability rather than the raw materials that do not last too long.

In addition to product quality, price is also a factor that must be considered in the business field because price is one of the determinants of consumers in buying a product. Currently, in Gunawan, the price of the product is very expensive compared to the price of competitor furniture in Paluh Manis village, which makes consumers dissatisfied because the price does not match the quality.

Trust is also very important to maintain because understanding the desires of consumers can improve a business to grow. In Gunawan, furniture sometimes receives criticism and complaints from consumers, namely it is not in accordance with the design and model demanded by consumers due to the limitations of carving tools that are still senior, so that the models and designs are still in accordance with the abilities made by their employees.

Literature Review

Consumer Satisfaction

Definition of Consumer Satisfaction



Business actors have a goal to satisfy consumers, consumer satisfaction is an important factor because for companies, consumer satisfaction is a reference for the success of business actors in providing their services to consumers.

According to Kotler & Keller (2012) in the journal Diana et al. (2024) product quality is the ability of a product to move its functions, it includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes

According to Tjiptono (2015), consumer satisfaction is a feeling of happiness or disappointment that arises after comparing the perception of the performance or results of a product with its expectations. According to Kotler & Keller (2016), consumer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the performance or perceived results of a product with expectations. If the expectations are correct, the customer is satisfied or happy. Which means that consumer satisfaction is a person's feelings that result from comparing product performance or results with expectations.

Product Quality

Product Quality Definition

Product quality is how describing the product can provide something that can satisfy consumers. In general, when buying products, consumers do not just buy products, but they also buy the benefits and advantages obtained from the products they buy.

According to Tjiptono & Diana (2015), product quality is setting a price to cover research and development costs, as well as creating a high-quality image. The image of product quality can be formed through a pricing strategy. Efforts to produce high-quality products usually require large costs. According to Lupiyoadi (2015), product quality is the extent to which the product meets its specifications. The value provided by customers is measured based on reliability, durability, and performance on the physical form and image of the product.

According to Kotler & Amstrong (2018) defines product quality as a characteristic of a product or service that depends on its ability to meet stated or implied customer needs.

Price

Price Definition

Price is an important part of a product. Price can be a value for the product offered to consumers. Prices that are in accordance with product quality, service quality and consumer expectations then the price becomes relevant and inexpensive.



According to Irawan (2019), price is the amount of the specified exchange rate attached to a product, calculated based on the costs incurred so that it gets a profit. According to Kotler & Armstrong (2015) defines price as the amount of money asked for a product or service. More broadly, it can be said that price is the sum of all the value provided by consumers to obtain profits from the ownership or use of a product or service.

According to Kotler & Armstrong (2012) in the journal Diana et al. (2024) Price is the amount of money billed for a product or service. According to Heryanto (2015) in the journal Diana (2018) Price is a different element from other elements in the marketing mix. If the other elements in marketing (i.e. products, places, and promotions) are expenditures, then Price is an element that has the property of generating or obtaining income.

Trust

Definition of Trust

Trust is an assessor of a person's relationship with another person who will make certain transactions according to expectations in a business environment. Trust can also increase sales because every satisfied consumer will continue to shop.

According to Kotler & Keller (2016) trust is a company's willingness to rely on business partners. Meanwhile, Morgan and Hunt in Ferdinand (2016) define trust as "a sense of trust in the partner with whom a person has a relationship". Trust arises from a long process. If trust has arisen between customers and companies, then efforts to foster cooperative relationships will be easier. The presence of commitment and trust is central to the success of relationship marketing. Relationship marketing is able to empower the power of consumer desire with the pressure of information technology to provide consumer satisfaction.

According to Rofiq (2016) states that trust is the trust of a certain party towards another in conducting a transaction relationship based on a belief that the trusted person has an obligation as well as expected.

Method

This type of research is an associative research. Associative research (causal relationship) is a study that wants to see whether a variable that acts as an independent variable has an effect on other variables that are bound variables. Based on the data processed, this study is included in quantitative research. Quantitative research is research by obtaining data in the form of numbers or quantitative data raised (Manullang & Pakpahan, 2014).

According to Sugiyono (2017), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by



researchers to study and then draw conclusions. In this study, the population is consumers who have bought at Gunawan furniture during November 2023 to January 2024, namely the population is estimated to be the average number of minimum purchases/day: 2 people x 90 days = then the total population will be 180 people.

According to Sugiyono (2017), the sample is part of the number owned by the population. Sampling must be calculated correctly, so that a sample that truly represents the true picture of the population can be obtained. The sampling collection technique in this study is *a probability sampling technique* with sample determination using the slovin formula. So that the sample used in this study consists of 64 respondents.

Result

Description of Respondent Data

Characteristics of respondents based on gender that customers who come to visit to buy furniture products at Gunawan Furniture are dominated by men as much as 59.38% while women are 40.63%. The characteristics of respondents based on age that the majority of customers who buy furniture products at Gunawan Furniture are between the ages of 41-55 years old as much as 39.06%, compared to other age groups. The characteristics of respondents based on the type of education where the majority of customers who come to buy products at Gunawan Furniture are diploma/S1 education as much as 32.81% compared to other education. The characteristics of respondents based on occupation are that the majority of customers who buy products at Gunawan Perabot are self-employed professions as many as 42.19% of self-employed professions and employees.

Outdoor Models

Validity Test Results

Validity Test Table

Variable	Item	Corrected Item-Total Corelation	R-table	Informatio n
Product Quality (X1)	X1.1	.877	.242	Valid
	X1.2	.562	.242	Valid
	X1.3	.713	.242	Valid
	X1.4	.692	.242	Valid
	X1.5	.512	.242	Valid
	X1.6	.844	.242	Valid
	X1.7	.535	.242	Valid
	X1.8	.755	.242	Valid



	X1.9	.804	.242	Valid
	X1.10	.523	.242	Valid
Price (X2)	X2.1	.699	.242	Valid
	X2.2	.715	.242	Valid
	X2.3	.764	.242	Valid
	X2.4	.709	.242	Valid
	X2.5	.610	.242	Valid
	X2.6	.747	.242	Valid
	X2.7	.789	.242	Valid
	X2.8	.810	.242	Valid
Trust (X3)	X3.1	.835	.242	Valid
	X3.2	.362	.242	Valid
	X3.3	.553	.242	Valid
	X3.4	.589	.242	Valid
	X3.5	.727	.242	Valid
	X3.6	.590	.242	Valid
	X3.7	.764	.242	Valid
	X3.8	.444	.242	Valid
Consumer Satisfaction (Y)	Y.1	.729	.242	Valid
	Y.2	.509	.242	Valid
	Y.3	.449	.242	Valid
	Y.4	.614	.242	Valid
	Y.5	.309	.242	Valid
	Y.6	.630	.242	Valid

Source: data processed by SPSS 2022 (2024)

The table statement above the value of the calculation coefficient > the table (0.242), so it is concluded that the questionnaire items in the consumer confidence variable can be declared valid so that they meet the validity assumption.

Reliability Test

The reliability test is the level of reliability of a research instrument. The reliability of a variable construct is said to be good if it has a Cronbach alpha value greater than 0.60.

Reliability Test Table

Variable	Cronbach's Alpha	Information
Product Quality (X1)	.912	<i>Reliable</i>
Price (x2)	.918	<i>Reliable</i>



Trust (X3)	.857	<i>Reliable</i>
Consumer Satisfaction (Y)	.782	<i>Reliable</i>

Source: data processed by SPSS 2022 (2024)

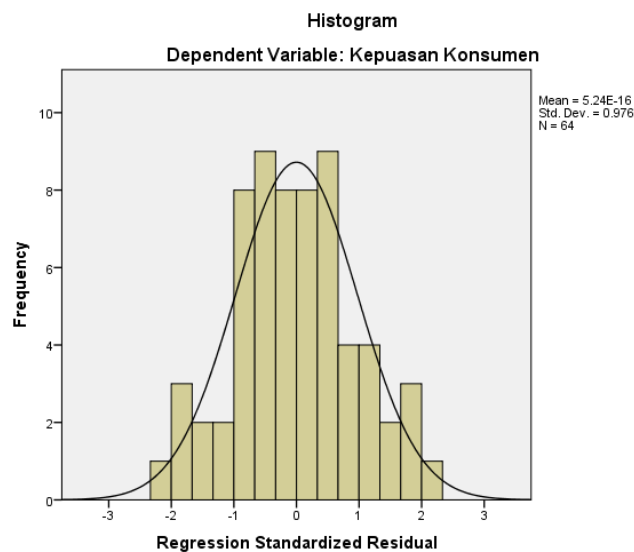
Based on the table above for service quality, emotional bonds and customer satisfaction have a *Cronbach's Alpha* value of > 0.6 , so it is concluded that the variables used are reliable. This means that the average respondents gave relatively stable and consistent average answers between each of the research variables.

Results of the Classic Assumption Test

Normality Test

The normality test was carried out to find out whether the residue was reasonably distributed or not by histogram, P-P Plot graph and Kolmogorov-Smirnov test. This normality test creates an output that looks like:

Histogram Test

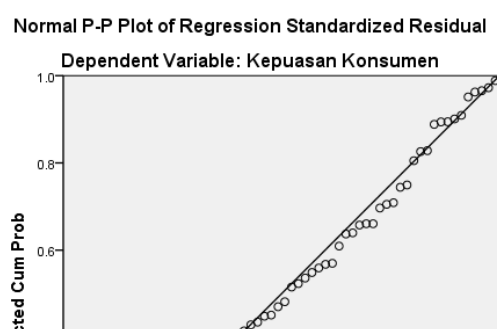


Source: data processed by SPSS 2022 (2024)

Histogram Normality Test Image

The shape of the histogram is in the form of a bell with a convex in the middle, so that the information used has a residual that has been reasonably distributed.

PP-Plot



Source: data processed by SPSS 2022 (2024)

PP-Plot Normality Test Image

The image above PP-Plot spreads around the diagonal line and explores the direction of the diagonal line or histogram graph showing a reasonable distribution pattern, until the regression model fulfills the assumption of normality.

Kolmogorov- Smirnov Test

Kolmogorov-Smirnov Test Table

		Unstandardized Predicted Value
N		64
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.78508276
Most Extreme Differences	Absolute	.056
	Positive	.054
	Negative	-.056
Test Statistic		.451
Asymp. Sig. (2-tailed)		.987

Source: data processed by SPSS 2022 (2024)

It can be seen that the results of *Kolmogorov Smirnov's* test have a significance value (*Asymp. Sig.2-tailed*) is 0.987 so that the significance value is $0.987 > 0.05$, so it is concluded that the *residual value* is distributed normally and meets the assumption of normality.

Multicollinearity Test

This test was tried by looking at the tolerance value and Variance Inflation Factor (VIF) from the analysis using SPSS. With the following table:



Multicollinearity Test Table

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product Quality	.877	1.141
Price	.943	1.061
Trust	.920	1.086

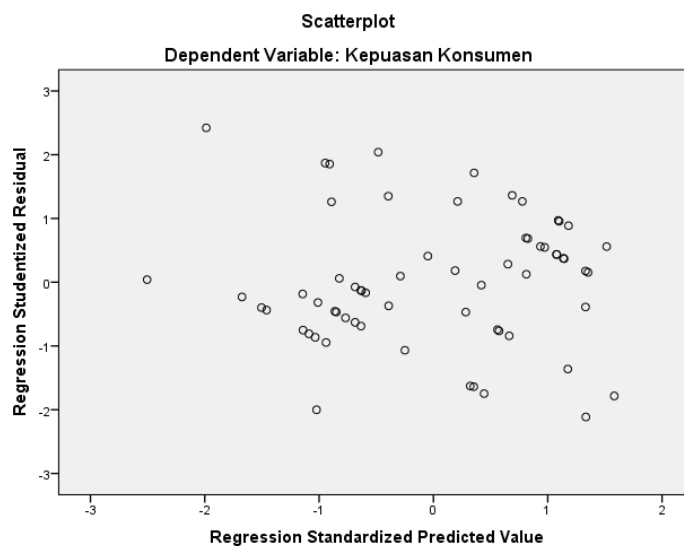
a. Dependent Variable: Consumer Satisfaction

Source: data processed by SPSS 2022 (2024)

The table above shows that for the variables of product quality, price and consumer confidence have a *tolerance value* of > 0.1 and a VIF value of < 10 , so it can be concluded that the regression model above does not have symptoms of multicollinearity.

Heterokedasticity Test

To recognize whether there is heteroscedactty in the regression model, it can be seen in the following garfik scatterplot:



Source: data processed by SPSS 2022 (2024)

Scatterplot Image of Heteroscedasticity Test

Looking at the figure, it is concluded that the data is normal because the sample grains are scattered randomly without a pattern.

Multiple Liniear Regression

Multiple regression analysis was used to determine how much product quality (X1), price (X2) and trust (X3) influence on consumer satisfaction (Y).

Multiple Liniear Regression Table

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7.296	3.485	
	Product Quality	.335	.178	.633
	Price	.287	.164	.021
	Trust	.265	.158	.185

a. Dependent Variable: Consumer Satisfaction

Source: data processed by SPSS 2022 (2024)

The table above shows the results of multiple linear regression tests with the results: $Y = 7.296 + 0.335 X_1 + 0.287X_2 + 0.158X_3$. The following is the description, namely:

1. A value (contanta) of 7.296 and a positive value means that consumer satisfaction will increase by 7.296 assuming that the variables of product quality, nutrition and consumer confidence have a fixed coefficient value (zero).
2. Product quality with a coefficient value of 0.335 and a positive value, meaning that if there is an increase in one unit, consumer satisfaction will increase by 0.335 (33.5%).
3. Product prices with a coefficient value of 0.287 and a positive value, meaning that if there is an increase in one unit, consumer satisfaction will increase by 0.287 (28.7%).
4. Trust with a coefficient value of 0.158 and a positive value, meaning that if there is an increase of one unit, consumer satisfaction will increase by 0.158 (15.8%).

Partial Significance Test (t-Test)

Partial Test Table (t-Test)

Coefficients^a

Model	t	Sig.
(Constant)	2.094	.000
Product Quality	6.449	.000
Price	3.275	.012
Trust	2.738	.020



a. Dependent Variable: Consumer Satisfaction
 Source: data processed by SPSS 2022 (2024)

In this study, the number of research samples $n = 64$ so that $t_{table} = 1.669$ was obtained at sig 0.05. From the table above, the results of partial testing can be described as follows:

1. Product quality partially had a positive and significant effect on consumer satisfaction in Gunawan Perabot (t_{count} value $> t_{table}$, $6.449 > 1.669$ on sig. $0.000 < 0.05$), so that the H1 research hypothesis was accepted.
2. Price partially had a positive and significant effect on consumer satisfaction in Gunawan Perabot ($t_{table} > \text{calculation value}$, $3.275 > 1.669$ on sig. $0.012 < 0.05$), so that the H2 research hypothesis was accepted.
3. Trust partially had a positive and significant effect on consumer satisfaction in Gunawan Perabot (t_{count} value $> t_{table}$, $2,738 > 1,669$ on sig. $0.020 < 0.05$), so that the H3 research hypothesis was accepted.

Simultaneous

Significance Test Simultaneous Significant Test (Test f)
Table (Test f)

Source: data processed by SPSS 2022 (2024)

ANOVA ^a			
Model		F	Sig.
1	Regression	19.495	.000 ^b
	Residual		
	Total		

Where the value df (1) = $k - 1 = 4 - 1 = 3$ and the value df (2)

- a. Dependent Variable: Consumer Satisfaction
 b. Predictors: (Constant), Trust, Price, Product Quality

= $n - k = 64 - 4 = 60$, then $F_{table} = 2.76$ is obtained at sig.0.05. While the value of $F_{cal} = 19.495$ at sig.0.000. From the table above, it can be concluded that product quality, price and trust simultaneously have a significant effect on consumer satisfaction ($F_{cal} > F_{table}$ value, $19.495 > 2.76$ on sig. $0.000 < 0.05$), so that the H4 research hypothesis is accepted.

Determination Coefficient Test Results

Determination Coefficient Test Table

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 ^a	.494	.468	1.829

- a. Predictors: (Constant), Trust, Price, Product Quality



b. Dependent Variable: Consumer Satisfaction

Source: data processed by SPSS 2022 (2024)

The table above shows the value of the determination coefficient of $R = 0.703$, meaning that there is a strong correlation between product quality, price and consumer confidence in consumer satisfaction. The *adjusted* value of $R^2 = 0.468$ means that consumer satisfaction can be explained by product quality, price and trust by 46.8% and the remaining 53.2% can be explained by other variables that are not studied such as promotion, distribution, service and so on.

Conclusion and Suggestion

Conclusion

The following conclusions from the research conducted can be conveyed as follows:

1. Product quality partially has a positive and significant effect on consumer satisfaction at Gunawan furniture.
2. Product prices partially have a positive and significant effect on consumer satisfaction at Gunawan furniture.
3. Consumer trust partially has a positive and significant effect on consumer satisfaction in Gunawan furniture.
4. Product quality, product price and consumer trust simultaneously have a positive and significant effect on consumer satisfaction at Gunawan furniture.

Suggestion

The suggestions that can be conveyed are:

1. The quality of the products sold by Gunawan Furniture should make models and designs that are even more varied than competitor furniture so that they can be reached by consumers and can meet consumer needs optimally.
2. It is recommended that Gunawan furniture provides a price that is in accordance with the benefits felt by consumers so that the price of products sold and offered to consumers is still considered affordable and affordable for consumers.
3. Business owners should try to maintain trust and provide satisfaction for their consumers who have purchased their products so that consumers in the future will feel comfortable and happy to come back to buy the company's products.
4. In the future, business owners should maintain optimal consumer satisfaction by showing concern through the products sold, always prioritizing reliable quality and offering competitive product prices that can be reached by consumers so that many consumers can recommend to other relatives if consumers are satisfied.



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