

The Effect of Product Quality and Price on Consumer Satisfaction Buy Cloth Songket Malay on Tenun Wan Fitri Pekanbaru

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Abstract: This study aims to determine the effect of product quality and price on consumer satisfaction in purchasing Malay songket cloth on woven wan fitri Pekanbaru. This type of research uses a quantitative method approach. The population in this study were all the people of Pekanbaru City who had purchased wan fitri weaving. Sample in this research total 100 respondents used the sampling technique (accidental sampling). The collection is done by distributing questionnaires. Data analysis techniques used validity test, reliability test, normality test, multicollinearity test, multiple linear regression analysis test, coefficient of determination test, t test, f test. The results of this study indicate that product quality has a positive and significant effect on customer satisfaction, price has a positive and significant effect on customer satisfaction. The results of the f test show that product quality and price simultaneously influence consumer satisfaction. The results of the coefficient of determination show the value R Square obtained by 0.625, which means that the product quality and price variables can affect consumer satisfaction. Influenced by other variables not examined by this study. (example: promotion, product innovation, service quality).

1. Introduction

In the current era of globalization, characterized by the revolution in communication and information technology, extraordinary changes have occurred. The ease of access to communication and information has given rise to intense competition, resulting in consumers having more choices and becoming increasingly difficult to satisfy. This is due to a shift from merely fulfilling needs to meeting expectations aimed at achieving satisfaction.

These changes have driven the emergence of new ideas, new products, new markets, and new competition, leading to intense rivalry among competitors. The needs and desires of today's consumers are increasingly diverse and elevated, making it more challenging for producers to satisfy their demands. Consumer satisfaction serves as a directional guide and motivational driver to foster creative and innovative steps that shape a promising future.

According to William E. Deming (1900-1993), quality is defined as a predictable degree of uniformity and reliability at low cost and aligned with market needs. When deciding to purchase a product, consumers consider various factors, including product quality and price. Basi Swastha (2003:241) states that price is the amount of money consumers or buyers must pay to obtain a product offered by sellers, aligning with the product's value and consumer affordability. Furthermore, Setyo (2017) highlights that consumer satisfaction is one of the critical elements in improving a company's marketing performance.

Riau is a province in Indonesia located in the central part of Sumatra Island, bordered by four provinces. It comprises mainland and archipelagic areas. The Malay people are the indigenous inhabitants of this region. Additionally, Riau has become home to a significant

number of immigrants, creating a blend of cultures. Despite this diversity, Malay culture remains well-preserved, serving as the cultural foundation of the region.

One notable cultural heritage in Riau is the traditional Malay songket weaving, which has been practiced since the era of the Siak Kingdom. Songket weaving involves interlacing threads with gold, silver, rayon, and cotton threads to create intricate patterns. Originating from Siak, this art form gained prominence when the Siak Sultanate relocated its administrative center to Pekanbaru. Since then, Malay songket has become a distinctive traditional fabric of Riau. The songket features a variety of motifs, colors, and meanings, reflecting the values and worldview of its people. Historically, these fabrics were exclusive to the aristocracy, such as sultans and their families.

In Pekanbaru, several businesses produce Siak-style textiles, including one led by Mrs. Nurhamida under the brand "Tenun Wan Fitri," located on Kayu Manis Street, Tirta Siak, Payung Sekaki, Pekanbaru, Riau. Tenun Wan Fitri produces a wide range of woven products, including bridal attire, songket fabrics, woven caps (peci), traditional headgear (tanjak), souvenirs, and more. The motifs used in Tenun Wan Fitri's production align with those found in other parts of Riau. Traditional Malay songket fabrics are characterized by their diverse weaving patterns, often inspired by natural elements such as bamboo shoots (pucuk rebung), mangosteen calyx (tampuk manggis), and other plant-based motifs.

According to Aaker, product quality is the customer's perception of the overall quality or superiority of a product or service concerning its intended purpose, relative to alternatives (Ehsani and Ehsani, 2014). Feigenbaum, as cited in Marwanto (2015), defines product quality as a combination of product characteristics encompassing marketing, engineering (planning), manufacturing (production), and maintenance that enable the product to meet customer expectations. From these definitions, it can be concluded that product quality refers to the customer's perception of the overall superiority or distinctiveness of a product. According to Fandy Tjiptono (2002:25), six indicators of product quality are identified as follows: performance, features, reliability, aesthetics, durability, perceived quality.

According to Fandy Tjiptono, price is the only element in the marketing mix that generates revenue for a company. Basi Swastha (2003:241) defines price as the amount of money that consumers or buyers must pay to obtain the product offered by sellers. Swastha (2010:147) further explains that price is a sum of money (along with some goods, if applicable) required to obtain a combination of goods and services. From these definitions, it can be concluded that price is the value that consumers must exchange to gain the benefits of owning or using a product. According to Mursid (2014:83-84), the indicators of price are as follows: competitive price, price alignment with market price, price alignment with product quality, installments.

According to Tjiptono (2014:353), the term satisfaction derives from the Latin words *satis* (meaning adequate or good enough) and *fasio* (meaning to do or make). Simply put, satisfaction can be defined as the fulfillment of something or making something adequate. In general, customer satisfaction programs are guided by specific indicators. According to Tjiptono (2011), the indicators of customer satisfaction are: expectation alignment, willingness to revisit, readiness to recommend.

This study is motivated by the following phenomena:

1. Based on observations, *Tenun Wan Fitri* utilizes traditional non-machine looms (ATBM), which produce products with higher durability compared to those created using printing weaving machines.
2. Observations revealed that the limited motifs or patterns produced by *Tenun Wan Fitri* present challenges due to competition in the sale of similar products.
3. Observations show that one of the sales systems for Malay songket involves custom orders, allowing consumers to select their preferred motifs and colors.

4. Based on observations, the pricing at *Tenun Wan Fitri* is relatively high, making its products more accessible to middle-to-upper-class customers.
5. Observations also indicate that customers of *Tenun Wan Fitri* frequently return, as the Malay songket fabric is known for its high-quality craftsmanship.

From the observations conducted, it is evident that *Tenun Wan Fitri* has shown significant growth in contributing to the economic development of Pekanbaru, Riau. Based on these circumstances, the author is interested in conducting a study titled "**The Effect of Product Quality and Price on Consumer Satisfaction Buy Cloth Songket Malay on *Tenun Wan Fitri* Pekanbaru.**"

Based on the background described above, the research problems can be formulated as follows:

1. How does product quality significantly influence consumer satisfaction in purchasing Malay songket fabrics at *Tenun Wan Fitri* Pekanbaru?
2. How does price significantly influence consumer satisfaction in purchasing Malay songket fabrics at *Tenun Wan Fitri* Pekanbaru?
3. How do product quality and price together significantly influence consumer satisfaction in purchasing Malay songket fabrics at *Tenun Wan Fitri* Pekanbaru?

In line with the research problem formulation, the objectives of this study are:

1. To identify and analyze the influence of product quality on consumer satisfaction in purchasing Malay songket fabrics at *Tenun Wan Fitri* Pekanbaru.
2. To identify and analyze the influence of price on consumer satisfaction in purchasing Malay songket fabrics at *Tenun Wan Fitri* Pekanbaru.
3. To identify and analyze the combined influence of product quality and price on consumer satisfaction in purchasing Malay songket fabrics at *Tenun Wan Fitri* Pekanbaru.

2. Research Methods

2.1 Research Type

This study employs multiple linear regression analysis. Multiple linear regression is an extension of the simple linear regression model, where there is more than one independent variable and one dependent variable. The research method used is quantitative, as the researcher gathers data by describing and analyzing observations made at the research site. Through this research, a sample will be drawn from the research population.

2.2 Research Location

The research was conducted at *Tenun Wan Fitri*, located at Jl. Kayu Manis No. 40, Pekanbaru, Riau. The choice of *Tenun Wan Fitri* as the research site was driven by the researcher's interest in studying the *Tenun Wan Fitri* products, which utilize thread in the production of Malay songket fabrics, offering a variety of motifs, patterns, and colors.

2.3 Population and Sample

According to Sugiyono (2013:80), the population is a generalization area consisting of objects/subjects with specific qualities and characteristics determined by the researcher for study and from which conclusions are drawn. A sample, as defined by Sugiyono (2013:81), is a subset of the population that possesses certain characteristics. The population in this study consists of employees and customers of *Tenun Wan Fitri* in Pekanbaru. The sample size is 100 customers, who represent the research population.

2.4 Sampling Technique

The study uses incidental sampling, a technique where the sample is determined by chance. According to Sugiyono (2013:85), incidental sampling involves selecting anyone who happens to meet the researcher and is deemed suitable as a data source. The samples in this research consist of customers or buyers of *Tenun Wan Fitri* products in Pekanbaru.

2.5 Data Collection Techniques

To gather the necessary data and information for this study, the following techniques are used:

- a) Observation. Direct observation of the research site to understand the ongoing processes and phenomena related to Tenun Wan Fitri products.
- b) Interview. Conducting structured and semi-structured interviews with stakeholders, including employees and customers of Tenun Wan Fitri.
- c) Questionnaire. Distributing questionnaires to the selected respondents (customers) to obtain quantitative data related to product quality, price, and customer satisfaction.
- d) Documentation. Collecting supporting documents, such as sales records, company profiles, and historical information about Tenun Wan Fitri, as complementary data.

2.6 Data Analysis Technique and Hypothesis Testing

The data is analyzed using a quantitative method, grounded in positivist philosophy, which views phenomena as observable, measurable, relatively stable, and classifiable. This method assumes causal relationships between variables (Sugiyono, 2017:23).

3. Result and Discussion

The results of the research on the product quality variable, based on the data obtained through observation and the research questionnaire, can be seen as follows:

Table 1. Summary of Respondents' Answers Regarding Product Quality at Tenun Wan Fitri Pekanbaru

No	Indicator	Score	Category
1.	Performance	1,339	<i>Strongly agree</i>
2.	Feature	1,326	<i>Strongly agree</i>
3.	Reliability	1,310	<i>Strongly agree</i>
4.	Aesthetics	1,320	<i>Strongly agree</i>
5.	Durability	1,308	<i>Strongly agree</i>
6.	perceived quality	1,312	<i>Strongly agree</i>
Amount		7.915	Very Agree

Source: Data Processed Study, 2023

Based on the overall results, it can be concluded that all six indicators of the product quality variable fall into the "very agree" category, with a total score of 7,915. Therefore, the most dominant indicator is performance, with a score of 1,339. Thus, it can be concluded that the product quality offered by Tenun Wan Fitri Pekanbaru is very good. This conclusion is supported by observations made by the researcher, who found that Tenun Wan Fitri employs skilled weavers. As a result, the quality of the Malay songket fabric has improved, with high-quality yarns used. Additionally, the tightly woven threads highlight the beauty of the fabric with culturally significant motifs. The motifs with cultural value are particularly popular among the people of Pekanbaru. Each fabric consists of various motifs and colors that blend harmoniously. Tenun Wan Fitri's customers can place custom orders to receive fabrics that suit their preferences, and ready-to-wear songket fabrics are also available, all featuring Tenun Wan Fitri's signature motifs.

The findings of this study support the research by M. Ferdyan Moulidy (2020), which states that the product quality of Malay songket has provided satisfaction, prompting customers to be interested in making purchases. Maintaining product quality is crucial to sustaining this level of customer satisfaction.

From the overall results, it can be concluded that all four indicators of the price variable fall into the strongly agree category, with a total score of 6,949. Therefore, it can be concluded that the prices offered by Tenun Wan Fitri Pekanbaru are quite reasonable, and the price is in accordance with the quality of the products provided, thus matching the perceived benefits.

This result can be substantiated by the observations made by the researcher, which show that the price of the Malay songket fabric is considered expensive for the best quality. However, the standard-quality fabric is affordable, depending on the consumer's ability. Tenun Wan Fitri always pays attention to consumer satisfaction by offering installment options, making it easier for consumers to purchase the songket fabric that meets their desires.

The results of the research on the price variable, based on the data obtained through observation and the research questionnaire, can be seen as follows:

Table 2. Summary of Respondents' Answers Regarding Price at Tenun Wan Fitri Pekanbaru

No	Indicator	Score	Category
1.	Competitive Price	1,810	Strongly agree
2.	Price Alignment with Market Price	1,678	Agree
3.	Price Alignment with Product Quality	1,744	Strongly agree
4.	Installments	1,717	Strongly agree
Amount		6,949	Very Agree

Source: Data Processed Study, 2023

This research supports the study by Septia S. Dioh (2020), which explains that consumers will consider the price of a product first. After the price, the product's quality also becomes a crucial factor to consider. The combination of product quality and price indirectly provides consumer satisfaction.

The results of the research on the consumer satisfaction variable, based on data obtained through observations and questionnaires, can be seen as follows:

Table 3: Recap of Respondent Answer Distribution on Consumer Satisfaction at Tenun Wan Fitri Pekanbaru

No	Indicator	Score	Category
1.	Expectation Alignment	1,327	Strongly agree
2.	Willingness to Revisit	1,328	Strongly agree
3.	Readiness to Recommend	1,284	Strongly agree
Amount		3,939	Very Agree

Source: Data Processed Study, 2023

From the overall results, it can be concluded that the consumer satisfaction variable falls into the "Strongly Agree" category with a total score of 3,939. This means that Tenun Wan Fitri provides product quality that meets the expectations, and the price paid, making consumers satisfied and willing to recommend Tenun Wan Fitri to others. This is supported by the researcher's observation of the three indicators of the consumer satisfaction variable: consumers feel satisfied and are interested in revisiting because the orders match their preferences, the price offered is relatively high, but the product quality is excellent.

3.1 The validity and reliability test results for the questionnaire

The validity test is conducted statistically using a hypothesis, where the calculated correlation coefficient (*rhitung*) is compared to the critical value (*rtabel*). If *rhitung* is greater than *rtabel*, the statement item is considered valid, with a significance value greater than 0.196. Regarding reliability, Cronbach's Alpha is used, and a value greater than 0.6 (>0.6) or close to 1 indicates that the questionnaire is reliable and can be considered consistent in measuring the constructs.

3.2 Multiple Linear Regression Analysis

The multiple linear regression test is used to analyze the effect of independent variables, namely product quality (*X1*) and price (*X2*). This test examines whether each variable has a positive or negative relationship. Additionally, it determines whether the values of the variables experience an increase or decrease. Below is the multiple regression table generated using SPSS

Version 22.

The equation above can be explained as follows:

- a) The constant value of 13.393 means that when the independent variables, Product Quality (X_1) and Price (X_2), are both 0, the dependent variable, Customer Satisfaction (Y), will increase by 13.393.
- b) The regression coefficient for the product quality variable (X_1) is positive at 0.247, meaning that if the product quality increases by 1 unit, assuming the price remains constant, customer satisfaction will increase.
- c) The regression coefficient for the price variable (X_2) is positive at 0.108, meaning that if the price increases by 1 unit, assuming the product quality remains constant, customer satisfaction will increase.
- d) The independent variable with the largest and significant regression coefficient is the one that has the most dominant effect on customer satisfaction. Based on the multiple linear regression analysis above, the largest coefficient is for product quality (X_1) at 0.247. This indicates that product quality is the most dominant variable affecting customer satisfaction.

Table 4: Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,393	4,806		2,787	,006
X1	,247	,059	,181	4,996	,007
X2	,108	,071	,343	3,461	,001

Source: Processed Data from SPSS, 2023

3.3 Coefficient of Determination (R^2) Test

The coefficient of determination test is used to measure how well the independent variables explain the variation in the dependent variable. This test helps to determine the degree of contribution between the three variables. To obtain the result of the R^2 test, refer to the following table:

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	,625	,610	3,42271

a. Predictors: (Constant), X_2 , X_1

From the table above, the coefficient of determination is obtained. The R Square value is 0.625, indicating that the combined (simultaneous) influence of the product quality and price variables on customer satisfaction is 62.5%.

3.4 T-Test

The t-test essentially shows the influence of two variables in explaining the variation of the independent variables. The t-test is used to determine whether the dependent variable (Y) significantly influences the independent variables (X_1) and (X_2) with $\alpha = 0.01$. If the calculated t-value (t_{table}) is greater than or equal to the table value (t_{table}), then there is a significant relationship between the dependent and independent variables. If the calculated t-value is less than or equal to the table value, then there is no significant relationship between the dependent and independent variables.

Based on the results obtained, the t-value for product quality (X_1) is $4.996 > 1.988$ and the significance value is $0.000 < 0.05$. Therefore, it can be concluded that H_{a1} is accepted, which means there is a positive and significant influence between the product quality variable and customer satisfaction. Meanwhile, the t-value for price (X_2) is $3.461 > 1.988$ and the significance

value is $0.000 < 0.05$, which means H_{a2} is accepted, indicating a positive and significant influence between the price variable and customer satisfaction.

Table 6. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	13,393	4,806		2,787	,006
X1	,247	,059	,181	4,996	,007
X2	,108	,071	,343	3,461	,001

a. Dependent Variable: Y

3.5 Test F

Uji F is used to test the significance of the multiple regression coefficients and to determine how strong the relationship is between the independent variables collectively. To assess the combined effect of product quality and price on customer satisfaction, we can refer to the table below.

Table 7. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	285,093	2	142,547	12,168	.000 ^b
Residual	1136,347	97	11,715		
Total	1421,440	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the results obtained, the value of F_{itung} (12.168) is greater than F_{table} (3.09) and the p-value (0.000) is less than (0.05). This means that the independent variables, product quality (X1) and price (X2), have a significant influence on the dependent variable, which is customer satisfaction (Y).

4. Conclusion and Suggestion

4.1 Conclusion

Based on the research findings, the following conclusions and recommendations can be drawn: 1) The test results show that the product quality variable has a positive and significant impact on customer satisfaction at Tenun Wan Fitri Pekanbaru. This means that as product quality improves, customer satisfaction will also increase. 2) The test results indicate that the price variable has a positive and significant impact on customer satisfaction at Tenun Wan Fitri Pekanbaru. In other words, when the price offered is affordable and aligns with the expectations and desires of customers, it can enhance customer satisfaction. 3) Based on the F-test results, it is known that the significant value shows that both product quality and price have a simultaneous or combined effect on customer satisfaction. This implies that when the price is aligned with the product quality and provides benefits to the customers, they will feel satisfied.

4.2 Suggestion

Based on the conclusions drawn from this research, the following recommendations are made: 1) The traditional Riau Malay songket fabric should continue to be preserved by offering weaving training programs for the local community. These programs will help educate people about the significance and the meaningful motifs of songket, which serve as daily life guidelines. 2) The government can play a crucial role in preserving the Riau Malay songket by organizing bazaars or exhibitions focused on this cultural fabric. Such exhibitions can raise awareness and provide insight into the motifs embedded in Malay songket fabric. 3) Songket weavers are encouraged to follow the traditional guidelines in the production of songket fabric to ensure

that the values embedded in the fabric are maintained. Weavers should also promote the meanings and philosophies reflected in the motifs of the Malay songket. 4) The people of Riau should take pride in using Malay songket in their daily lives as it represents a cultural heritage that needs to be preserved. It is one of the key traditions that should remain an integral part of Riau's culture.

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