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Analysis of the Effect Product Quality, Promotion and Price on Customer Satisfaction of Nnk 99 Herbal Drink East Java**Nunuk Indarti^{1*}, Iyoh Mastiyah², Nurus Sobakh¹**¹Universitas PGRI Wiranegara

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This study aims to determine the effect analysis of product quality, promotion, and prices on consumer satisfaction NNK 99 sour turmeric herbal drink Pasuruan district. The research method used is a quantitative research method with a descriptive research type. Consumer satisfaction (Y) is the dependent variable, while the influence of product quality (X1), Promotion (X2), and price (X3) are independent variables. The population in this study were buyers/consumers who purchased NNK 99 sour turmeric drink, Pasuruan Regency, for a period of 3 months from March 2022 to May 2022, a total of 2,774 consumers. Based on the Slovin formula, the sample in this study was 97 people. The data analysis technique used is multiple linear regression analysis. From the results of the t test in Unstandardized Coefficients, it shows the value of the product quality variable (X1) of 0.487 or 48.7%, the Sales variable is 0.346 or 34.6% (X2) and the Price variable (X3) is 0.215 or 21.5%. It can be concluded that the dominant variable on consumer satisfaction (Y) is product quality (X1) of 48.7%.

Keywords: Herbal Drink, Product Quality, Promosi and Price, Customer Satisfaction,

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

INTRODUCTION

The NNK 99 sour turmeric herbal drink is actually a drink originating from the city of Pasuruan where the composition of this herbal drink consists of water, palm sugar, turmeric and tamarind. This drink is very beneficial for the body because of the content of turmeric which has many benefits for endurance and anti-oxidants, this drink is also suitable to be mixed with ice and is fresher. NNK 99 tamarind turmeric herbal drink always puts customers first in every product quality. Because the customer is a very important aspect, therefore efforts are needed to improve product quality, promotion and price to consumer satisfaction by using several supporting aspects such as price, promotion, product quality and customer satisfaction.

The people of Pasuruan City themselves are no strangers to the NNK 99 herbal turmeric tamarind drink because this product is a drink that is quite well known in Pasuruan City. NNK 99 sour turmeric products have succeeded in marketing their products to outside Pasuruan cities such as Probolinggo and Pasuruan. Turmeric tamarind in developing its business certainly has very good and well-maintained product quality, so that it is able to become a growing production in the beverage sector, as well as strategies and good product quality are one of the advantages of NNK 99 drinking products which are the main business principles.

METHOD**Research design**

The type of research used in this research is quantitative research, which is a process of finding knowledge that uses data in the form of numbers as a tool to find information about what we know. To illustrate whether there is an analysis of the influence of product quality, promotion and price on consumer satisfaction.

Research Instruments

Research instrument is a tool used to measure observed natural and social phenomena”. Specifically, all of these phenomena are called research variables, in this study consisting of two independent variables (The effect of product quality, promotion and price) and related variables (Culinary Entrepreneur Sales Turnover). The instrument used in this research is a questionnaire or questionnaire.

Data and Data Sources

This study consists of two independent variables (the influence of product quality, promotion and price) and related variables (sales turnover of culinary entrepreneurs). The instrument used in this research is a questionnaire or questionnaire.

Data analysis

In this quantitative research, researchers used the data analysis technique of the Miles and Huberman models in (Sugiyono, Statistics for Research, 2019), including: Data Reduction (Data Reduction) The main goal of quantitative research is on findings.

RESULT AND DISCUSSION

The characteristics of the respondents observed in this study were gender and age. This study used a questionnaire as an instrument consisting of 15 statement items, namely 5 statement items to measure variable X1, 3 statement items to measure variable X2, 4 statement items to measure variable X3, and 3 statement items to measure variable Y, using a Likert scale. with an instrument of 5 response categories ranging from strongly agree to strongly disagree.

Table 1. Respondents Based on Age

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

No	Age (Year)	Number of Respondents (People)	Percentage (%)
1	15 – 25	27	27,83
2	26 – 35	46	47,43
3	35 – 50 Above	24	24,74
Amount		97	100%

Source: Processed SPSS 22 output

Based on table 2, it is known that based on age, the fewest respondents are respondents between the ages of 15-25 years of 27 people (27.83%) and the most predominant are those aged 26-35 years and over as many as 46 people (47.43%)). And followed by ages between 35-50 years and over, namely as many as 24 people (24.74%). From this description it shows that the majority of respondents are at the age of all ages from easy to old like the product.

Table 2. Respondents Based on Gender

NO	Gender	Number of Respondents (People)	Percentage (%)
1	Man	23	23,71
2	Women	74	76,29
Amount		97	100%

Source: Output SPSS 22

In table 3, the distribution of respondents based on gender, it can be seen that the number of female respondents is very dominant than the number of male respondents. There were 23 male respondents (23.71%), while 74 female respondents (74.29%).

DISCUSSION

Product Quality Variable (X1)

For the categorization of advertising variables, it can be done by finding the highest value and lowest value, and determining the class range or interval. In this Advertising variable there are 3 statements with a Likert scale of 5 answer choices. The following are the results of the respondents' responses and their interval value criteria:

Table 3. Service Quality Variable Questionnaire Results (X1)

No	Pernyataan	Score					Amount	Category
		SS	S	CS	TS	STS	Score	
1	X1.1	47	38	10	2	0	421	Veri Good
		48%	39%	10%	2,1%	0%		
2	X1.2	31	51	13	2	0	402	Good
		32%	53%	13%	2,1%	0%		
3	X1.3	30	61	6	0	0	412	Very Good
		31%	63%	6,2%	0%	0%		
4	X1.4	52	39	4	2	0	432	Very Good
		54%	40%	4,1%	2,1%	0%		
5	X1.5	33	60	4	0	0	417	Very Good
		34%	62%	4,1%	0%	0%		
TOTAL		193	249	37	6	0	416,8	Very Good
		38,6 %	49,8 %	7,4%	1,2%	0%		

Source: Primary data

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

Based on table 3, the number of respondents' answers was 416.8. Calculation of the score in this study, the highest score is 5, which is strongly agree and the lowest score is 1, which is strongly disagree. Based on the value of the scale range, the range will be determined first. The calculation can be determined as follows:

Based on table 5 above, the respondents' answers to the Advertising variable of 416.8 are in the interval 410 – 485 which are in the very good category.

Promotion Variable (X2)

For the categorization of Sales Promotion variables, it can be done by finding the highest value and lowest value, and determining the class range or interval. In this Sales Promotion variable, there are 3 statement items with a Likert scale of 5 answer choices. The following are the results of the respondents' responses and their interval value criteria:

Table 4. Price Variable Questionnaire Results (X3)

No	Pernyataan	Score					Amount	Category
		SS	S	CS	KS	TS	Score	
1	X3.1	39	56	2	0	0	425	Very Good
		40,6%	58,3%	2,1%	0%	0%		
2	X3.2	36	46	15	0	0	409	Good
		37,5%	47,9%	15,6%	0%	0%		
3	X3.3	50	35	12	0	0	426	Very Good
		52,1%	36,5%	12,5%	0%	0%		
4	X3.4	34	56	7	0	0	415	Very Good
		35,4%	58,3%	7,30%	0%	0%		
TOTAL		159	193	36	0	0	419	Very Good
		39,75%	48,25%	9%	0%	0%		

Source: Primary data

Based on table 9, the number of respondents' answers was 419. The score calculation in this study, the highest score was 5, which was strongly agree and the lowest score was 1, which was strongly disagree. Based on the value of the scale range, the range will be determined first. The calculation can be determined as follows:

Based on table 5 above, the respondents' answers to the Advertising variable of 419 are in the interval 410 – 485 which are in the very good category.

Price Variable (X3)

For the categorization of Private Selling variables, this can be done by finding the highest value and lowest value, and determining the class range or interval. In this Personal Selling variable there are 4 statement items with a Likert scale of 5 answer choices. The following are the results of the respondents' responses and their interval value criteria:

Table 5. Price Variable Questionnaire Results (X3)

No	Pernyataan	Score					Amount	Category
		SS	S	CS	KS	TS	Score	
1	X3.1	39	56	2	0	0	425	Very good
		40,6%	58,3%	2,1%	0%	0%		
2	X3.2	36	46	15	0	0	409	Good
		37,5%	47,9%	15,6%	0%	0%		
3	X3.3	50	35	12	0	0	426	Very good
		52,1%	36,5%	12,5%	0%	0%		
4	X3.4	34	56	7	0	0	415	Very good

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

		35,4%	58,3%	7,30%	0%	0%		
TOTAL		159	193	36	0	0	419	Very good
		39,75%	48,25%	9%	0%	0%		

Source: Primary data

Based on table 9, the number of respondents' answers was 419. The score calculation in this study, the highest score was 5, which was strongly agree and the lowest score was 1, which was strongly disagree. Based on the value of the scale range, the range will be determined first. The calculation can be determined as follows:

Consumer Satisfaction Variable (Y)

For categorizing consumer satisfaction, it can be done by finding the highest value and lowest value, and determining the class range or interval. In this Consumer Satisfaction variable, there are 3 statement items with a Likert scale of 5 answer choices. The following are the results of the respondents' responses and their interval value criteria

Table 6. Consumer (Y) Satisfaction Questionnaire Results Variable

No	Statement	Score					Amount	Category
		SS	S	CS	KS	TS	Score	
1	Y	39	56	2	0	0	425	Very Good
		40,6%	58,3%	2,1%	0%	0%		
2	Y	36	46	15	0	0	409	Good
		37,5%	47,9%	15,6%	0%	0%		
3	Y	34	56	7	0	0	415	Very Good
		35,4%	58,3%	7,29%	0%	0%		
TOTAL		109	158	24	0	0	416	Very Good
		36,3%	52,7%	8%	0%	0%		

Source: Primary data

Based on table 9, the number of respondents' answers was 416. The score calculation in this study, the highest score was 5, which was strongly agree and the lowest score was 1, which was strongly disagree. Based on the value of the scale range, the range will be determined first. The calculation can be determined as follows

Based on table 5 above, the respondents' answers to the Consumer Satisfaction variable of 416 are in the interval 410 – 485 which are included in the very good category.

Validity Test

The usefulness of the validity test is to determine the extent to which the accuracy and accuracy of a measurement instrument in carrying out its measuring function is so that the data obtained can be relevant/in accordance with the purpose of holding the measurement. Questionnaire items are declared valid if they meet the value of $r_{count} > r_{table}$ (n-2). For more details, here are the results of testing the validity of each variable.

Table 7. Service Quality Validity Test Results (X1)

Items	Score r-count	Score r-table	Information
Item X1.1	0,792	0,1996	Valid
Item X1.2	0,646	0,1996	Valid
Item X1.3	0,625	0,1996	Valid
Item X1.4	0,806	0,1996	Valid
Item X1.5	0,612	0,1996	Valid

Source: Processed SPSS22 output, 2022

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

From table 4.8 above it can be seen that all statement items on the Service Quality variable in the questionnaire are declared valid because they fulfill the value of $r_{count} > r_{table}$ (0.1996).

Table 8. Promotional Variable Validity Test Results (X2)

Item	Nilai r -hitung	Score r -table	Information
Item X2..1	0,583	0,1996	Valid
Item X2.2	0,855	0,1996	Valid
Item X2.3	0,677	0,1996	Valid

Source: Processed SPSS22 output, 2022

From the table above it can be seen that all statement items on the Sales Promotion variable in the questionnaire are declared valid because they fulfill the value of $r_{count} > r_{table}$ (0.1996).

Table 9. Price Variable Validity Test Results (X3)

Item	Score r -hitung	Score r -table	Information
Item X3.1	0,523	0,1996	Valid
Item X3.2	0,829	0,1996	Valid
Item X3.3	0,720	0,1996	Valid
Item X3.4	0,672	0,1996	Valid

Source: Processed SPSS22 output, 2022

From the table above it can be seen that all statement items on the Price variable in the questionnaire are declared valid because they fulfill the value of $r_{count} > r_{table}$ (0.1996).

Table 10. Validity Test Results of Consumer Satisfaction Variable (Y)

Item	Score r -hitung	Score r -table	Information
Item X4.1	0,624	0,1996	Valid
Item X4.2	0,830	0,1996	Valid
Item X4.3	0,618	0,1996	Valid

Source: Processed SPSS22 output, 2022

From the table above it can be seen that all statement items on the Publicity variable in the questionnaire are declared valid because they meet the value of $r_{count} > r_{table}$ (0.1996).

Reliability Test

The purpose of reliability testing is to test whether the questionnaire distributed to respondents is really reliable as a measuring tool. This test is only carried out on statement items that have been tested for validity and have been declared as valid items. To determine the reliability level of the item can be seen through Alpha Cronbachs. The results of the Reliability Test can be seen in the table below:

Table 11. Product Quality Variable Reliability Test Results (X1)

Variable	Nilai Alpha Cronbach's	Alpha	Information
X1	0,735	0,60	Reliabel

Source: Processed SPSS22 output, 2022

From the table above it can be seen that the Service Quality variable has a value greater than 0.60, namely $0.735 > 0.60$, thus the Service Quality variable indicator proves to be reliable.

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

Table 12. Promotion Variable Reliability Test Results (X2)

Variable	Cronbach's Alpha Value	Alpha	Information
X2	0,826	0,60	Reliabel

Source: Processed SPSS22 output, 2022

From the table above it can be seen that the Promotion variable has a value greater than 0.60, namely $0.826 > 0.06$, thus the Promotion variable indicator proves to be reliable.

Table 13. Price Variable Reliability Test Results (X3)

Variable	Cronbach's Alpha Value	Alpha	Information
X3	0,805	0,60	Reliabel

Source: Processed SPSS22 output, 2022

From the table above it can be seen that the price variable has a value greater than 0.60, namely $0.804 > 0.06$, thus the price variable indicator proves to be reliable.

Table 14. Reliability Test Results for Consumer Satisfaction Variables

Variabel	Cronbach's Alpha value	Alpha	Keterangan
Y	0,822	0,60	Reliabel

Source: Processed SPSS22 output, 2022

From the table above it can be seen that the Consumer Satisfaction variable has a value greater than 0.60, namely $0.822 > 0.06$, thus the indicator for the Consumer Satisfaction variable proves to be reliable.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test the effect of X1, X2, and X3 on Y. Making multiple regression equations can be done by interpreting the numbers in the unstandardized coefficient Beta. Following are the results of multiple linear regression analysis of the effects of X1, X2, and X3 on Y:

Table 15. Results of Multiple Linear Regression Analysis Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,375	,502		,747	,457
X1	,377	,155	,487	2,003	,018
X2	,224	,105	,346	3,724	,031
X3	,456	,134	,215	3,631	,040

a. Dependent Variable: Y

Based on the results of the regression analysis in table 43 above, by looking at the values in the unstandardized coefficient Beta column, a multiple linear regression equation can be arranged as follows:

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

$$Y = b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 0,487 X_1 + 0,346 X_2 + 0,215 X_3 + e$$

Information:

- Y = Consumer Satisfaction
- a = Constant
- b = Regression Coefficient
- X1 = Quality product
- X2 = Promotion
- X3 = Price
- e = error factor (interference)

From the regression equation above, it can be interpreted as follows:

- 1) Product quality variable (X1) has a positive coefficient value of 0.487. A positive coefficient value indicates that product quality (X1) has a positive effect on consumer satisfaction. This illustrates that if there is an increase in the value of X1 by 1%, it will cause an increase in Y by 0.487 or 48.7% assuming the other independent variables are considered constant.
- 2) The Promotion Variable (X2) has a positive coefficient value of 0.346. A positive coefficient value indicates that Promotion (X2) has a positive or unidirectional effect on Consumer Satisfaction (Y). This illustrates that if there is an increase in Promotion (X2) value of 1%, it will cause an increase in Y of 0.346 or 34.6% assuming other independent variables are considered constant.
- 3) The price variable (X3) has a positive coefficient value of 0.215. A positive coefficient value indicates that price (X3) has a positive or direct effect on consumer satisfaction (Y). This illustrates that if there is an increase in the price (X3) value of 1%, it will cause an increase in Y of 0.215 or 21.5% assuming other independent variables are considered constant.

Test the coefficient of determination

Table 16. R Square Value Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,959 ^a	,920	,918	,415

a. Predictors: (Constant), X3, X2, X1

Source: SPSS Output 2022

The results of the regression calculation show that the coefficient of determination (Adjusted R square) obtained is 0.918 or 91.8%. It can be concluded that X1 (Product Quality), X2 (Promotion) and X3 (Price) contribute or influence the variable Y (Customer Satisfaction) of 91.8%. While the remaining 8.2% can be influenced or explained by other variables not included in this research model.

Hypothesis testing

To prove the truth of the research hypothesis, a simultaneous statistical significance test (F test) and a partial statistical significance test (t test) are used.

F Significance Test

The F test was conducted to determine the effect of the independent variables jointly on the dependent variable, namely variables X1, X2, and X3, on Y. The following is the

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

result of the calculation of the F_{test} (simultaneous test) which can be seen in the results of the table below:

Table 17. F test Results (Simultaneous Significance Test)
ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	183,366	3	61,122	354,258	,000 ^b
	Residual	15,873	92	,173		
	Total	199,240	95			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Processed SPSS 22 output, 2022

Based on the table above, it can be seen that this simultaneous test produces an F_{count} value of 354.258 with a significant level of 0.000. The F_{table} value for the regression model above is 2.70. thus F_{count} is greater than F_{table} ($354.258 > 2.52$). And a significance value of 0.000 is smaller than ($\alpha=0.05$). This shows that:

H1 is accepted, meaning that Product Quality (X1), Promotion (X2), and Price (X3), together have a significant effect on the dependent variable Consumer satisfaction (Y).

T Significance Test

T-test or partial test is carried out to show how much influence an independent variable individually has in explaining the dependent variable. The results of the t test are shown in the following table:

Table 18. T test results (Partial Significance Test)
Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,375	,502		,747	,457
	X1	,377	,155	,487	2,003	,018
	X2	,224	,105	,346	3,724	,031
	X3	,456	,134	,215	3,631	,040

a. Dependent Variable: Y

Source: Processed SPSS22 output, 2022

a) Hypothesis Test 2

Ho: $\beta_i < 0$ means that there is no positive and significant influence between service quality on sales

Ha: $\beta_i > 0$ means that there is a positive and significant influence between service quality on sales
Ha: $\beta_i > 0$ means that there is a positive and significant influence between service quality on sales

From table 43 it can be seen that the results of testing the service quality hypothesis show a t_{count} value of 2.003 with a significance level of 0.018 which means that the hypothesis in this study accepts Ha and rejects Ho. These results are also reinforced by the value of $t_{count} = 2.005 > t_{table} = 1.66140$ and with a significance level of $0.018 < 0.05$ which can be concluded that in this study:

Ha is accepted, meaning that Product Quality (X1) has a significant influence on Consumer Satisfaction (Y).

b) Hypothesis Test 3

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

Ho: $\beta_i < 0$ means that there is no positive and significant effect between promotions on consumer satisfaction

Ha: $\beta_i > 0$ means that there is a positive and significant influence between promotions on consumer satisfaction

From the table it can be seen that the results of testing the Promotion hypothesis show a t_{count} value of 3.724 with a significance level of 0.031 which means that the hypothesis in this study accepts Ha and rejects Ho. These results are also reinforced by the value of $t_{count} = 3.724 > t_{table} = 1.66140$ and with a significance level of $0.031 < 0.05$ which can be concluded that in this study:

Ha is accepted, meaning that Promotion (X2) has a significant influence on Consumer Satisfaction (Y)

c) Hypothesis Test 4

Ho: $\beta_i < 0$ means that there is no positive and significant effect between price and consumer satisfaction.

Ha: $\beta_i > 0$ means that there is a positive and significant influence between price and consumer satisfaction.

From the table it can be seen that the results of testing the Price hypothesis show a t_{count} value of 3.631 with a significance level of 0.040 which means that the hypothesis in this study accepts Ha and rejects Ho. These results are also reinforced by the value of $t_{count} = 3.631 > t_{table} = 1.66140$ and with a significance level of $0.040 < 0.05$ which can be concluded that in this study:

Ha is accepted, meaning that price (X3) has a significant influence on consumer satisfaction (Y).

Discussion description

This study aims to examine and analyze the effect of X1, X2, and X3 on Y at Bolen House. From the results of the hypothesis testing above, it shows that all the hypotheses in this study are influential and significant. From the overall results of the analysis described above, it can be explained from each variable as follows:

Effect of independent variables simultaneously

Testing the first hypothesis regarding X1, X2, and X3, against Y with a significance test F produces a value of $F_{count} > F_{table}$ ($354.258 > 2.52$) with a significant level of $0.000 < 0.05$. This shows that the three independent variables namely Product Quality (X1), Service Quality (X2), Promotion (X3), Price have a significant and positive effect on Customer Satisfaction (Y). With a coefficient of determination (Adjusted R²) of 0.822 or 82.2%, which means Service Quality, Promotion and Price explain the variation in Consumer Satisfaction of 82.2% and the remaining 17.8% is influenced or explained by other variables not included in the model this research.

Effect of Product Quality on Consumer Satisfaction

The results of multiple linear regression analysis show that the Product Quality variable (X1) has a positive coefficient of 0.211. This positive coefficient value indicates that Product Quality (X1) has a positive effect on or in the same direction as Consumer Satisfaction (Y). This illustrates that if there is an increase in the value of X1 by 1%, it will cause an increase in Y by 0.211 or 21.1%. This is also evidenced by the value of $t_{count} > t_{table}$ ($2.592 > 2.039$), while the level of significance is indicated by a significant value of 0.014 (sig. < 0.05). thus the variable Service Quality (X1) has a positive and significant effect on Consumer Satisfaction (Y).

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

By knowing that Service Quality can affect the level of company sales volume, with indicators of mission (goal), message (message conveyed), media that is done is good.

The Effect of Promotion on Consumer Satisfaction

The results of multiple linear regression analysis show that the Promotion variable (X2) has a positive coefficient of 0.202. This positive coefficient value indicates that Promotion (X2) has a positive effect on or in the same direction as Consumer Satisfaction (Y). This illustrates that if there is an increase in the value of X2 by 1%, it will cause an increase in Y by 0.202 or 20.2%. This is also evidenced by the value of $t_{count} > t_{table}$ ($2.236 > 2.039$), while the level of significance is indicated by a significant value of 0.033 (sig. < 0.05). thus the promotion variable (X2) has a positive and significant effect on consumer satisfaction (Y).

Knowing that promotions can affect the sales volume of Rumah Bolen with the price packages provided can attract customer interest, the promotional items provided can also help in increasing consumer satisfaction.

Effect of Price on Consumer Satisfaction

The results of multiple linear regression analysis show that the price variable (X3) has a positive coefficient of 0.260. This positive coefficient value indicates that price (X3) has a positive effect on or in the same direction as consumer satisfaction (Y).

This illustrates that if there is an increase in the value of X3 by 1%, it will cause an increase in Y by 0.260 or 26%. This is also evidenced by the value of $t_{count} > t_{table}$ ($2.876 > 2.039$), while the level of significance is shown through a significant value of 0.007 (sig. < 0.05). thus the price variable (X3) has a positive and significant effect on consumer satisfaction (Y).

The price given to consumers as a whole is good, the better the presentation, demonstration, follow-up and maintenance indicators given in attracting consumer buying interest, the better the sales of the NNK 99 sour turmeric herbal drink.

IMPLICATIONS

Product Quality, Promotion And Price Is A Marketing Strategy To Increase Consumer Satisfaction In Every Product Purchase Offered. Service Quality Is A Main Thing For Companies In Starting A Business. Promotion is an activity carried out by the company with the main objective of increasing sales volume. Affordable Prices Will Influence Consumers To Choose Products That We Offer Compared To Products That Are On Other Markets. Meanwhile, if the company issues a product, it must be adjusted to the benefits received by consumers, the price offered is in accordance with the quality and promotion delivered.

CONCLUSION

There are 3 variables that influence consumer satisfaction, namely; Service Quality, Promotion, And Price. These three variables have a positive and significant effect on customer satisfaction in Rumah Bolen, Pasuruan. Simultaneously the variables of service quality (X1), promotion (X2), and price (X3) together have a significant effect on consumer satisfaction (Y), this shows that the value of $F_{count} > F_{table}$ ($354.258 > 2.52$) with a significant level of $0.000 < 0.05$. The variable of service quality that has a dominant influence on customer satisfaction in bolen houses in the city of Pasuruan with a coefficient value of 0.487 using the Multiple Regression Linear Test.

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

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