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The Influence of Product and Price on Customer Satisfaction at Warung Zee, Pontianak City

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Abstract

This study aims to analyze the influence of product and price on customer satisfaction at Warung Zee in Pontianak City. In this study, an associative approach was used with primary data collection techniques in the form of interviews and questionnaires, as well as secondary data covering product and sales information. The sample used was 100 respondents, with a purposive sampling technique. Data analysis was carried out using validity tests, reliability tests, multiple linear regression, and classical assumption tests such as normality, multicollinearity, and linearity. The results of multiple linear regression indicate that product and price have a significant positive effect on customer satisfaction, with a coefficient of determination (R^2) of 72.8%. The F test results indicate that product and price simultaneously have a significant effect on customer satisfaction ($p < 0.05$). The t test shows that both product and price also have a partial significant effect on customer satisfaction. Based on the results of the study, it can be concluded that product and price have an important role in increasing customer satisfaction at Warung Zee, which shows the importance of the right pricing strategy and product quality to retain customers and increase their satisfaction.

Keywords: Product, Price, Customer Satisfaction, Warung Zee, Multiple Linear Regression

Introduction

Fashion has become a fundamental need in modern society, extending beyond the basic function of clothing. Today, fashion serves not only as body protection but also as a symbol of identity, social status, and self-expression. As public awareness of appearance and lifestyle increases, the fashion industry continues to grow rapidly, with innovations and dynamic trends (Todeschini et al., 2017). The development of digital technology and social media has accelerated changes in people's fashion preferences, encouraging fashion businesses to continuously adapt to increasingly diverse market needs (Bertola, P., & Teunissen, 2018; Huynh, 2022).

This is evident in the emergence of various fashion business formats, from brick-and-mortar stores and online boutiques to fashion marketplaces, and even hybrid business models that integrate online and offline shopping experiences. Economic growth and increasing purchasing power have also contributed to the expansion of the fashion industry, creating opportunities for businesses to develop more innovative products and services to meet evolving fashion needs (Hofmann, 2022; Ünay & Zehir, 2012).

Pontianak, the capital of West Kalimantan Province, is a strategic trade and economic center characterized by a multicultural population consisting of Malay, Dayak, Chinese, and various other ethnic groups (Tanasaldy, 2009; Prasojo, 2016). The fashion industry in Pontianak has shown a positive trend in recent years, marked by the emergence of modern shopping centers, local boutiques, and distribution stores (distros) offering a wide selection of contemporary fashion. Pontianak residents are becoming increasingly fashion-conscious and following

national and international fashion trends, supported by the penetration of social media and e-commerce platforms that facilitate access to the latest fashion products.

Steady economic growth and increasing purchasing power have also driven the development of the fashion industry in Pontianak, creating promising business opportunities for local fashion entrepreneurs. Warung Zee offers a variety of fashion products, including headscarves, shirts, and pants. The quality of the products also varies depending on the product type and material (Karana et al., 2008; ElMaraghy et al., 2009). The headscarves sold at Warung Zee are made from polycotton voile, Paris cotton, and viscose rayon. These materials are highly absorbent, so they are not hot and are suitable for everyday wear. Shirts sold at Warung Zee are made from cotton, rayon/viscose, and silk.

These materials are cool, soft, and flexible when worn for a relatively long time. Therefore, many customers are attracted to them (Kamalha et al., 2013). Warung Zee offers a wide variety of product designs, following fashion trends, and always strives to meet customer needs. Customers can directly select the products they want from the display area. Every customer shopping at Warung Zee will receive a paper bag to carry their purchases. Warung Zee offers both offline and online purchases. Offline purchases are made by customers visiting the store.

Customers can directly ask the store staff about sizes, models, materials, trends, or style suggestions (Florea et al., 2025). Online shopping at Warung Zee can be done through several marketplaces, including Shopee and TikTok (Koswara, 2025). Before using marketplaces, Warung Zee owners served purchases through Instagram. Currently, purchases via Instagram have decreased with the presence of marketplaces. Warung Zee provides product catalogs on each Warung Zee marketplace to make it easier for customers to view products with photos, prices, material descriptions, sizes, and stock. Items are delivered to customers' addresses using couriers (JNE, J&T, Sicepat, AnterAja, and others).

Shipping costs are borne by the customer, depending on the payment method chosen. Customers can choose to pay for online purchases via bank transfer (virtual account), e-wallet (OVO, Dana, GoPay, ShopeePay), and cash on delivery (if available). Warung Zee provides price tags for all its products. Warung Zee offers discounts at certain times, such as around religious holidays like Christmas and Eid al-Fitr. Warung Zee offers special discounts and buy-one-get-one-free policies. These discount and price reduction policies apply to both offline and online purchases.

Warung Zee's product prices are affordable for a wide range of customers, reflecting the product's quality and benefits, and are competitive with similar stores. Based on interviews conducted by the author with the owner of Warung Zee, it was revealed that consumers are attracted to Warung Zee's products because of its affordable prices and satisfactory product quality. The pricing is considered appropriate for the quality of the products offered, along with a comfortable environment, which leads to customer satisfaction and willingness to recommend the store to others.

The author interviewed several Warung Zee customers regarding customer complaints. One complaint concerns product availability. Sometimes, the product they want is unavailable in the store because it is sold out. To purchase the product, customers must wait approximately one week for delivery from the manufacturer. This study aims to identify and analyze the influence of products and prices on Warung Zee customer satisfaction, by conducting a study entitled "The Influence of Products and Prices on Customer Satisfaction at Warung Zee in Pontianak City".

Methods

This research was conducted using an associative approach. According to Darna & Herlina (2018): "Associative/relationship research is research that aims to determine the relationship between two or more variables." The associative research in this study aims to provide an overview of Warung Zee's products, prices, and customer satisfaction in Pontianak City.

Data Collection Techniques

Primary Data

Primary data is data obtained directly by the researcher from the primary source or location where the research object is conducted, as explained by Darna & Herlina (2018). In this study, the primary data collection techniques used consisted of interviews and questionnaires. Interviews, according to Darna & Herlina (2018), are the process of obtaining information or data for research purposes through direct questions and answers between the interviewer and respondents. In this case, the researcher interviewed the owner of Warung Zee regarding the policies implemented regarding social media marketing, prices, and products. In addition, questionnaires were used as another primary data collection technique. Sugiyono (2017) explains that a questionnaire is a data collection technique that involves providing respondents with a set of written questions or statements to answer. In this study, the questionnaire was created using Google Forms and distributed to respondents who had made a purchase and followed the Warung Zee Instagram account.

Secondary Data

Secondary data is data published or used by organizations other than the processors, as explained by Darna & Herlina, E. (2018). In this study, the secondary data used includes information on products, prices, and sales volumes at Warung Zee. This secondary data was obtained from readily available sources, such as Warung Zee sales records.

Population and Sample

According to Sugiyono (2017): "A population is a generalized area consisting of objects/subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn." The population in this study was Warung Zee consumers who had made purchases and followed Warung Zee's Instagram social media account. According to Sugiyono (2017): "A sample is a subset of the population and its characteristics." To determine the number of samples in this study based on the unknown population size, the Purba formula in Sujarweni is used as follows:

$$n = \frac{Z^2}{4\,(moe)^2}$$

Description:

n = Number of samples

Z = Normal distribution level at a significance level of 5% = 1.96

moe = maximum margin of error, which is the maximum level of sampling error that is still tolerable or desired. Using a maximum margin of error of 10%, the minimum number of samples that can be taken is:

$$\frac{1{,}96^2}{4\,(0{,}10)^2}$$

$$= 96,04 \text{ atau } 96$$

The minimum sample size required for this study was 96 people. The researcher determined a sample size of 100 people. The sample was determined using purposive sampling. According to Sugiyono (2017): "Purposive sampling is a sampling technique based on specific considerations." The respondents were selected based on consumers who had made more than one purchase, were at least 18 years old, and followed Warung Zee's social media accounts.

Data Analysis Techniques

The instrument testing in this study consisted of validity and reliability testing. Validity testing was conducted to determine the extent to which the measuring instrument could measure what it was intended to measure. In this study, validity testing was conducted by correlating the scores for each statement in the product, price, and customer satisfaction variables with the total statement score, using the Pearson Product Moment correlation technique. A research instrument is considered valid if the product moment correlation coefficient is greater than the table's r. Meanwhile, reliability testing aims to measure the consistency of measurement results, where the same measuring instrument is used repeatedly for the same symptoms. In this study, reliability testing was conducted using the Cronbach's alpha technique, and the instrument is considered reliable if the alpha coefficient is greater than 0.6.

Next, a classical assumption test was conducted to ensure that the data met the assumptions required in the regression analysis. A normality test was conducted to determine whether the data population was normally distributed, using the Kolmogorov-Smirnov test. If the significance value is greater than 0.05, the data are normally distributed. The linearity test aims to determine whether there is a linear relationship between the independent variable (X) and the dependent variable (Y), using the Test for Linearity technique. If the significance value is less than or equal to 0.05, then a linear relationship exists between the two variables. The multicollinearity test is used to check whether there is a correlation between the independent variables, which could interfere with the regression model. If the Tolerance value is less than or equal to 0.10 or the Variance Inflation Factor (VIF) value is greater than 10, then multicollinearity is present.

In statistical analysis, multiple linear regression is used to determine the effect of more than one independent variable on a dependent variable. The multiple regression model used in this study is $Y = a + b1X1 + b2X2 + e$, where Y is customer satisfaction, X1 is product, and X2 is price. Correlation coefficient analysis is used to measure the strength of the relationship between two variables, with interpretation criteria based on coefficient intervals. The coefficient of determination (R2) is used to measure the contribution of the independent variables to the dependent variable. The F test is used to test the simultaneous influence of the independent variables on the dependent variable. If the significance value is less than 0.05, then the alternative hypothesis is accepted, which means the independent variables have a simultaneous influence on the dependent variable. Finally, a t-test is used to determine the effect of each independent variable individually on the dependent variable. If the calculated t value is greater than the t table, then the alternative hypothesis is accepted, indicating that the variable has a significant influence on customer satisfaction.

Results and Discussion

Instrument Testing

Validity Testing

After collecting questionnaires from respondents, a validity test was conducted on the data obtained. Validity indicates the extent to which a measuring instrument accurately and

precisely performs its intended function. The results of the Product Question Validity Test are shown in the following table:

Table 1. Product Instrument Validity Test Results

No	Question Items	Correlation Results	Conclusion
1	X1.1	0,800	Valid
2	X1.2	0,740	Valid
3	X1.3	0,631	Valid
4	X1.4	0,575	Valid
5	X1.5	0,895	Valid
6	X1.6	0,434	Valid
7	X1.7	0,754	Valid
8	X1.8	0,777	Valid
9	X1.9	0,698	Valid
10	X1.10	0,850	Valid
11	X1.11	0,632	Valid
12	X1.12	0,418	Valid
13	X1.13	0,789	Valid
14	X1.14	0,890	Valid
15	X1.15	0,431	Valid

Source: Processed Data, 2025

Table 1 above shows that the validity test results for Product (X1) show that all question items are valid because the calculated t-value is ≥ 0.10. The validity test results for the Product variable are shown in Table.

Table 2. Price Instrument Validity Test Results

No	Question Items	Correlation Results	Conclusion
1	X2.1	0,805	Valid
2	X2.2	0,783	Valid
3	X2.3	0,639	Valid
4	X2.4	0,608	Valid
5	X2.5	0,904	Valid
6	X2.6	0,897	Valid
7	X2.7	0,426	Valid
8	X2.8	0,699	Valid
9	X2.9	0,679	Valid
10	X2.10	0,846	Valid
11	X2.11	0,610	Valid
12	X2.12	0,444	Valid
13	X2.13	0,202	Valid
14	X2.14	0,699	Valid
15	X2.15	0,608	Valid
16	X2.16	0,639	Valid

17	X2.17	0,904	Valid
18	X2.18	0,781	Valid
19	X2.19	0,805	Valid
20	X2.20	0,784	Valid
21	X2.21	0,876	Valid

Source: Processed Data, 2025

Table 2 above shows that the validity test results for Price (X2) indicate that all question items are valid, as the calculated t-value is ≥ 0.10. The validity test results for the Product variable are shown in the table.

Table 3. Validity Test Results for the Customer Satisfaction Instrument

No	Question Items	Correlation Results	Conclusion
1	Y.1	0,781	Valid
2	Y.2	0,860	Valid
3	Y.3	0,679	Valid
4	Y.4	0,642	Valid
5	Y.5	0,892	Valid
6	Y.6	0,909	Valid
7	Y.7	0,392	Valid

Source: Processed Data, 2025

Table 3 above shows that the validity test results for Customer Satisfaction (Y) show that all questionnaire items are valid, as the calculated t-value is ≥ 0.10.

Reliability Test

The reliability test is used to determine the consistency of the measuring instrument and its reliability for further use. The reliability test results in this study used the Cronbach's Alpha technique. The results of the reliability test for the Product variable (X1) can be seen in Table 4.

Table 4. Results of the Product Instrument Reliability Test (Reliability Statistics)

Cronbach's Alpha	N of Items
0.883	15

Table 4 above shows that the Cronbach's Alpha is 0.883, meaning this value is above the reliability coefficient of 0.6. Therefore, it can be concluded that all items in the questionnaire used as a measurement tool for the Product variable (X1) are reliable, consistent, and reliable. The results of the reliability test for the variable data are consistent and reliable. The results of the reliability test for the Price variable data (X2) are shown in the following table:

Table 5. Price Instrument Reliability Test Results (Reliability Statistics)

Cronbach's Alpha	N of Items
.902	21

Table 5 above shows a Cronbach's Alpha of 0.902, meaning this value is above the reliability coefficient of 0.6. Therefore, it can be concluded that all items in the questionnaire used to measure the Price variable (X2) are reliable, consistent, and reliable. The results of the

reliability test for the variable data are consistent and reliable. The results of the reliability test for the Customer Satisfaction variable (Y) are shown in Table 6 below:

Table 6. Results of the Customer Satisfaction Instrument Reliability Test (Reliability Statistics)

Cronbach's Alpha	N of Items
0.799	7

Table 6 above shows that the Cronbach's Alpha is 0.799, meaning this value is above the reliability coefficient of 0.6. Therefore, it can be concluded that all items in the questionnaire used to measure the Customer Satisfaction variable (Y) are reliable, consistent, and dependable.

Instrument Test

Normality Test

A normality test was conducted to determine whether the data used were normally distributed. This data was tested using the Kolmogorov-Smirnov (K-S) test, using a significance level of >0.05, indicating that the hypothesis is accepted and the data are normally distributed. The following table shows the results of the normality test:

Table 7. Results of the One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	234.012.984
Most Extreme Differences	Absolute	.083
	Positive	.066
	Negative	-.083
Test Statistic		.883
Asymp. Sig. (2-tailed)		.200[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed Data from SPSS 26, 2025

Based on the data in Table 7, it can be concluded that the model used is normally distributed. The significance value is 0.200, which is greater than 0.05.

Multicollinearity Test

To identify symptoms of multicollinearity in a regression model, we can look at the Toleance and Variance Inflation Factor (VIF) values. The baseline can be concluded if the Toleance value is > 0.10 and the VIF value is < 10. The following is Table 8 regarding the results of the multicollinearity test.

Table 8. Normality Test Results

Model	Tolerance	VIF
(Constant)		
Product	0.692	1.446
Price	0.697	1.568

Source: Processed Data from SPSS 26, 2025

Table 8 shows no multicollinearity among the independent variables in the regression model. This is indicated by the tolerance value for each variable being >0.10 and the VIF being <10.

Linearity Test

The linearity test is used to determine whether the model specifications are correct. The results of the linearity test for the Financial Literacy variable are shown in the following table:

Table 9. Linearity Test Results for the Product Variable

ANOVA Table							
			Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Product * Customer Satisfaction_ X1	Between Groups	(Combined)	575.605	7	82.229	27.891	.000
		Linearity	506.943	1	506.943	171.950	.000
		Deviation from Linearity	68.662	6	11.444	3.882	.476
	Within Groups		271.253	92	2.984		
	Total		846.840	99			

Based on Table 9, the results of the linearity test show a significance value of 0.476 > 0.05. Therefore, it can be concluded that there is a linear relationship between product and customer satisfaction. The results of the linearity test for the Price variable are shown in the following table:

Table 10. Results of the Linearity Test for the Price Variable

ANOVA Table							
			Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Price * Customer Satisfaction_ X1	Between Groups	(Combined)	675.967	16	42.248	20.552	.000
		Linearity	628.370	1	628.370	305.26	.000
		Deviation from Linearity	47.597	15	3.173	1.541	.110
	Within Groups		170.873	83	2.059		
	Total		846.840	99			

Based on Table 10, the results of the linearity test show a significance value of 0.110 > 0.05. Therefore, it can be concluded that there is a linear relationship between price and customer satisfaction.

Statistical Analysis

Multiple Linear Regression Analysis

Multiple linear regression tests are used to calculate the quantitative impact of a change in an event (variable X) on another event (variable Y). The results of the multiple linear regression test are shown in the following table:

Table 11. Results of Multiple Linear Regression Analysis

Model	**Unstandardized Coefficients**	**Standardized Coefficients**	**t**	**Sig.**

	B	Std. Error	Beta		
(Constant)	3.464	2.353		1.472	.114
Product	.225	.033	.476	6.916	.000
Price	.211	.031	.467	6.787	.000

a. Dependent Variabel: Kepuasan pelanggan

Source: Processed Data from SPSS 19.2025

From Table 11 above, the multiple linear regression equation is as follows:

$$Y = 3.464 + 0{,}225\ (X1) + 0{,}211\ (X2)$$

From the multiple regression equation, it can be explained as follows: (1) The constant value (a) is 3.464 with a positive value, which means that customer satisfaction (Y) will be 3.464 if the product and price variables are 0; (2) The product value (X1) regression coefficient is 0.225 with a positive value, which means that the direction of the product's influence on customer satisfaction is significantly positive. With a one-unit increase in the product variable, it will cause an increase in customer satisfaction of 0.225 with the assumption that the other variables have constant values; (3) The price value (X2) regression coefficient is 0.211 with a positive value, which means that the direction of the product's influence on customer satisfaction is significantly positive. With a one-unit increase in the product variable, it will cause an increase in customer satisfaction of 0.211 with the assumption that the other variables have constant values.

Correlation Coefficient (R) Analysis

Correlation analysis is conducted to test the associative hypothesis, namely the relationship between variables in the population through data on the relationship between variables in the sample. The results of the correlation coefficient test are shown in the following table:

Table 11. Correlation Coefficient Test Results (Model Summaryb)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853[a]	.728	.722	1.541

a. Predictors: (Constant), Product, Price

b. Dependent Variable: Customer Satisfaction

Table 11 shows that the R value (correlation) obtained is 0.853. This value ranges between 0.80 and 1.000, indicating a very strong relationship between Product (X1) and Price (X2) and Customer Satisfaction (Y).

Coefficient of Determination Analysis (R2)

This test is used to determine the contribution of variable X to variable Y. The results of the coefficient of determination test calculation can be seen in Table 4.18, indicating a coefficient of determination or R-square of 0.728. This means that 72.8% (1 x 0.728 x 100%) of the influence on customer satisfaction is explained by the product and price variables, while the remaining 27.2% is explained by other variables not included in the study.

Simultaneous Effect Test (F Statistic Test)

The simultaneous effect test is used to determine whether the independent variables jointly influence the dependent variable. The results of the simultaneous test (F Test) can be seen in Table 12 below:

Table 12. Results of Simultaneous Effect Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	616.388	5	308.194	129.723	.000[b]
	Residual	230.452	97	2.376		
	Total	846.840	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Product, Price

Based on the F-test results in Table 12, the significance value for product and price simultaneously on customer satisfaction is 0.000 < 0.05. The results of the simultaneous test (F-test) conclude that product and price simultaneously have a significant influence on customer satisfaction.

Partial Effect Test (t-Statistic Test)

The t-test was conducted to examine the partial effect of all independent variables on the dependent variable. The results of the t-test are shown in the following table:

Table 13. Partial Effect Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.464	2.353		1.472	.114
Product	.225	.033	.476	6.916	.000
Price	.211	.031	.467	6.787	.000

a. Dependent Variable: Customer Satisfaction

Source: Processed Data from SPSS 26, 2025

Based on Table 13, the magnitude of the influence of each independent variable, namely product and price, on customer satisfaction is as follows: (1) The product variable (X1) shows a significance value of 0.000 < 0.05, therefore Ho is rejected and Ha is accepted. It is clear that the product individually influences customer satisfaction; (2) The price variable (X2) shows a significance value of 0.000 < 0.05, therefore Ho is rejected and Ha is accepted. It is clear that price individually influences customer satisfaction.

Conclusion

Respondents in this study were consumers of Warung Zee in Pontianak City, most of whom were female, aged 22 years, with a high school/vocational high school/equivalent education, an income of Rp. 2,000,000 – Rp. 3,000,000, made more than one purchase, and most of them followed Warung Zee's Instagram. The multiple linear regression equation shows that the regression equation is: Y = 3,464 + 0.225 X1 + 0.211 X2. The correlation coefficient (R) obtained is 0.853. This value indicates that the relationship between Product and Price is very strong. If the Product (X1) and Price (X2) variables increase, then the Customer Satisfaction (Y) variable will increase. The Determination Coefficient (R2) of 0.782 means that customer satisfaction is influenced by product and price by 72.8% and the remaining 27.2% is influenced by other variables not examined in this study. Based on the results of the simultaneous influence test (F test), it shows that product and price simultaneously have a significant influence on customer satisfaction. This can be seen from the Sig. value of 0.000 < 0.05. The

partial influence test (t-statistic test) shows that product and price have an influence on customer satisfaction.

Suggestion

Warung Zee owners should continue to improve product quality, especially in the fashion sector. Warung Zee owners are advised to continuously improve the quality of their fashion products through the selection of good materials, trendy designs, and neat production processes. Further research is recommended to add marketing variables such as promotional strategies, brand awareness, price, or service quality to gain a more comprehensive understanding of consumer behavior. Furthermore, increasing the number of respondents and regional coverage can also provide more representative results in analyzing marketing effectiveness, especially in the context of purchasing decisions for fashion products in Pontianak City.

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