



Effect of Product Diversity, Price and Location on Consumer Satisfaction

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Abstract

The primary objective of this study is to ascertain the inherent importance of various factors in influencing consumer satisfaction, with the ultimate goal of identifying the most influential factor among them. The data collection process encompassed a comprehensive array of methodologies, including meticulous observation, extensive literature review, thought-provoking questionnaires, meticulous documentation analysis, and insightful interviews. A comprehensive study was conducted, encompassing a sample size of 40 individuals who were selected through the implementation of accidental sampling methodology. The data underwent rigorous analysis employing quantitative methodologies, encompassing assessments of validity and reliability, alongside the application of multiple linear regression analysis. The findings of the study reveal that various factors, namely product diversity, price, and location, exert a noteworthy influence on consumer satisfaction when examined in isolation. The statistical analysis, specifically the t-test, revealed that the coefficients pertaining to all three factors exhibited a noteworthy level of significance ($p < 0.05$). Moreover, the statistical analysis conducted through the F-test has demonstrated that the combined influence of the three factors under investigation exerts a noteworthy impact on consumer satisfaction, as indicated by the obtained p-value of less than 0.05. The results of the determination test have revealed that the combined influence of the variables under consideration accounts for a substantial portion, specifically 74.2%, of the observed variability in consumer satisfaction.

Introduction

Seeing the current economic conditions, both internally and globally, these business activities are very diverse (Wang et al., 2020). Therefore, there are many entrepreneurs who apply a number of business opportunities to trade, and for business development. Therefore, excellent entrepreneurial skills are needed, in order to be able to create profitable business opportunities and business competition (Apriana et al., 2019).

However, organizations or companies are required to be more adaptable to the rapidly changing environmental conditions due to this global crisis situation (Miceli et al., 2021). Professionalism seems to be increasingly needed now. Intuition and experience alone are no longer enough to control the company, inclusion of knowledge is just as important (Reeves et al., 2020). Therefore, in the current conditions, we are able to face it, so that management's responsibility in maintaining the company can be even heavier (Ellitan, 2020). Competition in today's business world is very tight, therefore it is necessary to apply an effective marketing approach that can become a competitive advantage against other established stores.

According to Kotler & Keller (2012) "product diversity is the availability of all types of products starting from the large number of goods, conformity with the tastes and desires of

consumers and the availability of products offered to consumers to be owned, used or consumed, by a producer for the consumer itself. ”. The diversity of a product within a business can also affect people's purchases.

The definition of price according to Buchari Alam (2011) "states that price is the value of an item expressed in money". And according to Fandy (2014) "stated that price is the only element of the marketing mix that generates income, while other elements generate or are costs". Another aspect that influences customers to buy in a business is price. Having an affordable price is very good for the development of the company. Companies that choose low or fixed selling prices should continuously seek relevant information to ensure their prices remain competitive, avoiding the risk of setting their prices too high compared to their competitors. It is factors like these that must be paid attention to by a company, especially with products that are well known to the public in general at prices that do not get too high a profit (Blankespoor, 2020; Chen et al., 2020).

If consumers are interested in the variety of products and prices given to a company, consumers will feel satisfied and consumer satisfaction is the impact of the results of products purchased at affordable prices compared to other companies (Arpah et al., 2020). Consumers will continue to use the same product or service because of the satisfaction they have experienced. As a result, to ensure customer satisfaction, it is very important for companies to be aware of customer needs and provide, at the very least, what customers anticipate.

In West Sulawesi, Papalang District, Mamuju Regency, there are so many existing businesses, both middle-up and middle-low businesses, there is a lot of business competition, especially in the current era, many businesses have been built both in cities and in villages (Suryani, 2021). fast it requires companies to effectively adapt to these changes. The main challenge facing companies in the current scenario lies in the expertise of manufacturers to retain and attract customers for the survival and growth of companies this is very important.

In this case many consumers are more eyeing good products but the price can be affordable as well as service in a business venture can also be balanced, according to the times at this time many consumers prefer shopping at the nearest figures to shop for daily household needs other than their products also supports services that can satisfy a consumer (Kayumovich, 2019). This is what the Marannu store does, which has many products for both kitchen needs and other household appliances, while also prioritizing customer satisfaction.

The Marannu store was founded in 2013 which was founded directly by Muhtar S. and his wife, and offers several products for sale in the form of food products, crackers, noodles, drinks, and others. Its strategic location near the axis road certainly makes it easier for consumers to buy goods at that place, which is very easy to reach for Topore villagers.

After that the company or Figure Marannu Start market expansion, product improvement, and market penetration without delay (Zain, 2022). This program is also implemented by presenting new products that are still relevant and marketed to existing consumers because in Topore Village itself there are several figures who become competitors, including Rifka Stores, sahrak Stores. In this case the Marannu shop sees a business opportunity not only there but also has cooperation between other figures so that the product results are not only fixated on one target but also send goods to other figures so that it can also support its business efforts. increasing, especially in this pandemic era, many markets are closed, so figures are one of the right shopping places to visit

The figure of Marannu in Topore Village is one of the biggest figures in the field of food and other material products, the many kinds of food products are also one of the supports for the

growth of his own business world. By looking at business opportunities like that, the shop will have more consumers and customers, because one of the businesses that can be promising and, in the Qur'an, also says that good business is trading, so we should set up a business that can be profitable.

The sales system for Marannu figures still serves consumers who come and small traders who want to buy products still come to these figures, and traders in remote areas if they want to buy a lot of goods also still buy directly, so here the need for Marannu shops to facilitate their own vehicles to deliver directly to small traders who want to buy goods so that their consumers are also satisfied, especially after the author surveyed several customers who also started to move because some of the products or goods sold were higher than other stores.

Methods

This research was conducted at Toko Marannu, Topore village, which is a rapidly growing shop amidst strong competition. The research lasted for two months, from June to July 2022. The data used consisted of qualitative and quantitative data. Qualitative data were obtained from sources related to prices and products at the Marannu Store, while quantitative data were obtained from the responses of 40 consumer respondents who were collected through accidental sampling. Data collection techniques involve observation, literature study, questionnaires, documentation, and interviews.

The population in this study is the community or consumers at Toko Marannu, Topore village. The sample consists of 40 consumers who were selected based on accidental sampling. Data analysis techniques involve hypothesis testing to examine the effect of variables, validity and reliability of questionnaires, as well as multiple linear regression analysis to identify relationships between variables. Tests were carried out using the t test to test the individual regression coefficients and the F test to test the effect of the independent variables jointly on the dependent variable.

Results and Discussion

Table 1. Distribution of Respondents by Gender

Gender	Frequency	Percentage
Man	15	37,5%
Woman	25	62,5%
Total	40	100%

"From table 1 above it can be seen that 25 female respondents or 62.5% and 15 male respondents or 37.5%".

Based on the data above, it is known that the number of consumers who come to the Marannu Figure in Topore Village is dominated by women, the number of women is more than the number of men.

Distribution of Respondents by Age level

"The results of the study show that a sample of 40 people can be obtained based on the criteria and sample techniques previously described." The following table provides an overview of the age level and responses of the respondents.

Table 2. Distribution of Respondents Based on Age Level

Age	Frequency	Percentage
20-29	8	20%

30-39	17	42.5%
40-49	13	32.5%
50	2	5%
Total	40	100%

"In table 2 above it can be seen that the respondents at the Marannu Shop in Topore Village, from the age range of 20-29 years, were 8 people (20%), aged 30-39 years were 17 people (42.5%), aged 40-49 years were 13 people (32.5%), and 50 years 2 people (5%).

Distribution of Respondents Based on work

Based on the characteristics and census methods discussed above it can be determined that 40 people can be collected from the sample obtained. The following table provides an overview of the workforce level of each respondent:

Table 3. Distribution of respondents by occupation.

Employment rate	Frequency	Percentage
Farmer	11	27.5 %
Housewife	17	42.5 %
Teacher	4	10 %
Student	8	20 %
Total	40	100 %

"From the table above it can be seen that the majority of respondents have jobs as housewives with a total frequency of 17 people (42.5%) then farmers with a total of 11 people (27.5%) then students with a total of 8 people (20%) and teachers with a total of 4 people (10%)".

Research instrument test results

Validity Test

With the r count and r table values, a validity test is carried out. To determine the r count value, it is assisted by the SPSS version 22 application for Windows. While the r table value is generated from the statistical table using the N-2 provisions, where n is the number of samples and number 2 is the condition of the formula to get the r table value, namely 0.361 for a significant level of 5%, it is said to be valid if the calculated value is greater than the r table value of 0.320.

Test the validity of product diversity

Table 4. Product diversity validity test results

N0 tem	R count	R table	Description
X1.1	0,366	0,320	Valid
X1.2	0,560	0,320	Valid
X1.3	0,659	0,320	Valid
X1.4	0,760	0,320	Valid

"The table above shows that the r count for question X1.1 is $0.366 > 0.320$, question X1.2 is $0.560 > 0.320$, question X1.3 is $0.659 > 0.320$, question X1.4 is $0.760 > 0.320$ ". Thus the research can conclude that all assertions on product diversity indicators are valid.

Price Validity Test

Table 5. Price validity test results

N0 tem	R count	R table	Description
X2.1	0,803	0,320	Valid
X2.2	0,873	0,320	Valid
X2.3	0,811	0,320	Valid
X2.4	0,923	0,320	Valid

The table above shows that the r count for question X2.1 is $0.803 > 0.320$, question X2.2 is $0.873 > 0.320$, question X2.3 is $0.811 > 0.320$, question X2.4 is $0.923 > 0.320$. Thus the research can conclude that all assertions on the results of the garga validity test are valid.

Test the validity of the location

Table 6. Location validity test results

N0 tem	R count	R table	Description
X3.1	0,727	0,320	Valid
X3.2	0,802	0,320	Valid
X3.3	0,870	0,320	Valid
X3.4	0,542	0,320	Valid

The table above shows that the value of r count for question X3.1 is $0.727 > 0.320$, question X3.2 is $0.802 > 0.320$, question X3.3 is $0.870 > 0.320$, question X3.4 is $0.543 > 0.320$. Thus the research can conclude that all the affirmations on the results of the location validity test are valid.

Test the validity of consumer satisfaction

Table 7. Test results Validity of consumer satisfaction

N0 tem	R count	R table	Description
Y1	0,722	0,320	Valid
Y2	0,830	0,320	Valid
Y3	0,687	0,320	Valid
Y4	0,859	0,320	Valid

The table above shows that the r count for question Y1 is $0.722 > 0.320$, question Y2 is $0.830 > 0.320$, question Y3 is $0.687 > 0.320$, question Y4 is $0.859 > 0.320$. Thus the research can conclude that all the affirmations on the indicators of the results of the validity test of consumer satisfaction are valid.

Reliability Test

This test is made by comparing Cronbach's Alpha with the condition that the Cronbach's Alpha value is > 0.60 . "If the Cronbach's Alpha value obtained from the SPSS calculation is greater than 0.60, it can be concluded that the questionnaire is reliable, if the Cronbach's Alpha value is < 0.60 , the questionnaire is not reliable." The results of the reliability test in this study are as follows:

Table 8. Reliability test results

Reliability statistic	
Cronbach Alpha	N Of Item

.817	16
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For the table above it can be explained that the Cronbach's Alpha variable value is 0.817. Because the value of Cronbach's Alpha has a statistical value greater than 0.60 so it can be trusted.

Results of Multiple Linear Regression Analysis

Table 9. Multiple linear Regression Analysis

Model		Unstandardized Coefisienst		Standardized Coefisienst	T	Sig
		B	Std. eror	Beta		
1	(Constant)	-14.692	3.026		-4.856	.000
	X1	.870	.179	.428	4.858	.000
	X2	.522	.081	.546	6.408	.000
	X3	.589	.119	.439	4.972	.000
a. Dependen Variabel : Y						

Multiple linear regression analysis can be described as follows based on the table above:

$$Y = -14.692 + 0.870X_1 + 0.522X_2 + 0.589X_3$$

The constant value is -14,692, explaining that if the value of the independent variable is fixed or does not change, then the dependent variable does not change, or remains -14,692.

The product diversity coefficient value of 0.870 explains that, if the product diversity variable increases significantly, then consumer satisfaction also increases by 0.870 assuming other variables do not change."

The value of the price coefficient of 0.522 explains that if the price variable increases by one unit, then consumer satisfaction also increases by 0.522, in other words, other variables do not change or are in a fixed condition."

The location coefficient value of 0.589 explains that, if the location variable increases in one unit, then consumer satisfaction also increases by 0.589, in other words, the other variables do not change or are in a constant state.

T Test Results (Partial)

Partial test is used to test this hypothesis (t test). The following criteria are used: The hypothesis is accepted if $t_{count} > t_{table}$ or $sig < 0.05$ (has a significant effect). Conversely, the hypothesis is rejected if $t_{count} < t_{table}$ or $sig > 0.05$ (has no effect)

Table 10. Partial submission of the hypothesis

Model		Unstandardized Coefisienst		Standardized Coefisienst	T	Sig
		B	Std. Eror	Beta		
1	(Constant)	-14.692	3.026		-4.856	.000
	X1	.870	.179	.428	4.858	.000
	X2	.522	.081	.546	6.408	.000
	X3	.589	.119	.439	4.972	.000

a. Dependen Variabel : Y

HO: "It is suspected that product diversity has a significant effect on consumer satisfaction at the Marannu Shop, Topore Village, Papalang District, Mamuju Regency"

HO: "It is suspected that the price has a significant effect on customer satisfaction at the Marannu Shop, Topore Village, Papalang District, Mamuju Regency"

HO: "It is suspected that location has a significant effect on customer satisfaction at the Marannu Shop, Topore Village, Papalang District, Mamuju Regency"

"Based on the table above, it can be seen that the sig. For the effect of product diversity (X1) on consumer satisfaction (Y) is $0.000 < 0.05$ and the value of t count is $4,858 > t$ table 1.688 so it can be assumed that HO is accepted which means there is an influence of product diversity (X1) on consumer satisfaction (Y) . For the effect of price (X2) on consumer satisfaction (Y) is $0.000 < 0.05$ and the value of t count is $6,408 > t$ table 1.688 so it can be assumed that HO is accepted which means there is an effect of price (X2) on consumer satisfaction (Y). For the effect of location (X3) on consumer satisfaction (Y) is $0.000 < 0.05$ and the value of t count is $4,972 > t$ table 1.688 so it can be assumed that HO is accepted which means there is an influence of location (X3) on consumer satisfaction (Y) " .

Simultaneous Test Results (f test)

Table 11. ANOVA

Model		<i>Sum of squares</i>	Df	Mean Square	F	Sig.
1	Regression	223.691	3	74.564	34.554	.000 ^b
	Residual	77.684	36	2.158		
	Total	301.375	39			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X2, X1						

Simultaneous test is carried out by comparing the significance value of F with the value of a. from the table above it can be seen that the value of Fcount is $34,554 > F$ table 2.028 with a significant level of $0.000 < 0.05$ (5%). It means that the two independent variables, namely responsiveness to product diversity, price and location which are used as independent variables in this study have a significant effect simultaneously (simultaneously) on the dependent variable.

Determination test results

To determine the effect of the independent variable on the dependent variable, a determination test is used. The coefficient of determination in this study can be seen in the coefficient r. The closer to number 1, it means that the independent variable has a strong correlation and influence on the dependent variable

Determination test results

Table 12. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 ^a	.742	.721	1.46897
a. Predictors: (Constant), X3, X2, X1				

In the Summary table above it is explained that the variance in the influence of variable X (independent) on variable Y (dependent) is addressed by the coefficient of determination. The amount of R is 0.862, which means that the variance of variable.

Conclusion

Based on the results of the research and discussion related to the effect of product diversity, price and location on consumer satisfaction at the Marannu store, Topore Village, Papalang District, Mamuju Regency. With the results of multiple linear regression tests individually (partial) the t test results show that the product diversity variable is $0.000 < 0.05$ and if observed from the $t \text{ count} > t \text{ table} = 4.858 > 1.688$, the price variable is $0.000 < 0.05$ and if it is observed from the $t \text{ count} > t \text{ table} = 6.408 > 1.688$, the location variable is $0.000 < 0.05$ and if it is observed from the $t \text{ count} > t \text{ table} = 4.972 > 1.688$, then H_0 is rejected and H_a is accepted. The variable that has the most dominant influence on consumer satisfaction at the Marannu store, Topore Village, Papalang District, Mamuju Regency, is the price variable by looking at the value of $t \text{ count} > t \text{ table} = 6.408 > 1.688$. Because product prices at Marannu stores are more expensive than products at other stores, prices have a more dominant effect on consumer satisfaction.

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