

The Influence of Prices, Product Quality and Promotion on Customer Satisfaction through Purchase Decision Solaria Sumedang

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Abstract

The covid-19 pandemic caused a decrease in purchases at solaria in Sumedang, this pandemic made consumers to rethink before making a purchase besides that in this study there was a phenomenon that there was poor service, which made consumers feel dissatisfied with solaria services, which could have an impact on consumer purchasing decisions. This study was conducted to determine the results of the effect of price, product quality and promotion on customer satisfaction through the purchase decision of Solaria Sumedang. This study uses descriptive research, with the PLS SEM analysis technique and non-probability sampling sampling technique using the Bernoulli formula to determine the number of samples that will be used in this study as a sample, after calculating the sample with the Bernoulli formula, there are 96 respondents which are then rounded up to 100 respondents. Based on the results of the descriptive analysis that has been carried out, it can be seen that the assessment of respondents who are 100 people as consumers who have made purchases at least twice at Solaria Sumedang, on the variables studied, respondents' responses to the independent variables, namely regarding price perceptions, product quality and promotions carried out are in the good category, then the respondents' responses to the intervening variable purchasing decisions are in the good category and the dependent variable customer satisfaction is in the good category. The conclusion of this study is based on the results of hypothesis testing (path coefficient), by comparing the results of t-statistics with t-tables (1.984) and with a significance level of 5% (0.05). Price has an effect on purchasing decisions, product quality has an effect on purchasing decisions, promotions have an effect on purchasing decisions, purchase decisions have an effect on customer satisfaction, price has no effect on customer satisfaction, product quality has no effect on customer satisfaction, promotions have no effect on customer satisfaction.

Keywords

Price, Product Quality, Promotion, Purchase Decision