

THE EFFECT OF PRODUCT QUALITY, PRICE AND DIGITAL MARKETING ON CONSUMER SATISFACTION PT. SURACOJAYA ABADI MOTOR PALOPO

Rasmi Ridwan¹, Edi Maszudi², Adil Basir³

¹²³Management Study Program, Faculty of Economics and Business,
Universitas Muhammadiyah Palopo

¹rasmyridwan03@gmail.com, ²edimaszudi@umpalopo.ac.id,

³adil@umpalopo.ac.id

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Abstract

This study aims to determine the effect of product quality, price, and digital marketing on consumer satisfaction at Pt. Suracojaya Abadi Motor Palopo on Jalan. Kelapa, Kel. Dangerakko Village, Wara District. The sample taken was 215 respondents who had made transactions at Pt. Suracojaya Abadi Motor Palopo. The data collection technique used a questionnaire via the Google form. The method used in this study is quantitative with data analysis techniques using SPSS 25. The results of the study showed (1) Product Quality does not have a significant effect on consumer satisfaction, (2) Price has a significant effect on consumer satisfaction, (3) Digital Marketing has a significant effect on consumer satisfaction, (4) Product Quality, Price, and Digital Marketing simultaneously have a positive and significant effect on Consumer Satisfaction.

INTRODUCTION

In the digital era, effective marketing through online platforms is increasingly becoming the key to achieving and retaining customers. Customer satisfaction is one of the factors that determines the success of a



company. To achieve a high level of customer satisfaction, various factors need to be considered, including product quality, price, and digital marketing. These three aspects have a significant role in influencing consumer perceptions of the products or services offered.

Product quality is the overall combination of marketing, engineering, manufacturing, and maintenance characteristics of goods/services that enable the goods/services used to meet client expectations. Therefore, the quality of the product is the number of attributes or characteristics described in a product, both goods and services that function to meet the expectations of potential buyers. (Novel et al., 2022) High-quality products sold by a company can produce unique customer satisfaction. When consumers are satisfied with a product or service, they will compare it with other products. Usually, when consumers are satisfied, they will continue to buy and even recommend others to buy the products or services they are currently using. Therefore, companies must pay attention to the quality of their products because customer satisfaction is very important to maintain the company and win the competition. (Aprita et al., nd).

Price is the amount of value that must be paid by the buyer to obtain certain goods or services. In the context of economics and business, price is an important element because it affects consumer behavior, supply, demand, and company profits. Setting the right price is the key to attracting consumers and ensuring the continuity and profitability of the business. One of the factors that must be considered by business actors when **they want to market their products is price. Prices must be adjusted to changes that occur during tight competition.** (Nirma, 2008). According to (Sudirman et al., 2020) One way consumers can determine whether they are willing and able to purchase a product is by looking at its price. Consumers Because they will check the price of the product, they usually use price as an indicator of

satisfaction. offered first make a transaction. One way consumers can determine whether they are willing and able to purchase a product is by looking at its price.

Digital marketing plays an important role in the development of business technology to facilitate buying and selling transactions between sellers and buyers. Because it can provide the same main benefits as marketing methods and some additional benefits, digital marketing also has a great influence on customer satisfaction levels. Thus, potential customers can access information about products through social networks. Currently, marketing goods through digital marketing is very suitable because the internet has become an important part of people's lives along with the development of the times. (Malik et al., 2022). Digital marketing is marketing that sells a company's brand through digital media.(Maszudi, 2023). Digital marketing is a collection of marketing strategies that promote products or services using online platforms and digital technology.(Umi Helfida Ali, 2023). Currently, science is developing very rapidly in all fields, especially in the field of information technology (IT). This development is in line with the needs of organizations to facilitate all their operations to achieve their goals. The development of computer applications to perform all organizational tasks is an example.(fair, sofyan & amedia, 2024). The presence of information technology in everyday life has an important meaning considering that technology continues to develop, as a result the demand for technology from humans is also increasing.(Adil, Maskur & Dewi, 2024).

Consumer satisfaction is the level of satisfaction or joy felt by consumers after they use a product or service. According to(Rahman et al., 2020) Consumer satisfaction is one of the determinants of business success. Apart from that, consumer satisfaction can be a means for a company to



compete with its competitors. According to (Mutiara et al., 2020). The success of a culinary business is highly dependent on customer satisfaction. Culinary business actors must know that customers must be satisfied with the service if they are satisfied. and the food served, they are likely to return to buy the product. The increasing number of repeat customers is the result of the success of the business in building relationships with customers, which in turn results in increased sales. According to (Bansaleng et al., 2021).

Customer satisfaction at PT. Suracojaya Abadi Motor is one of the main priorities in business strategy. The company is committed to providing high quality products and satisfactory services, with the main goal of maintaining customer loyalty. PT. Suracojaya Abadi Motor offers various types of vehicles with high quality standards and friendly and professional service is the main focus. PT. Suracojaya Abadi Motor actively collects feedback from customers through surveys and social media. Response to this input is essential for continuous improvement in products and services.

In this context, this study on the impact of product quality, price and digital marketing on customer satisfaction becomes very relevant. A deep understanding of the relationship between these three factors can help companies formulate the right strategy to make customers happier, which can ultimately contribute to sustainable business growth.

Based on the above explanation, this research aims to analyze and identify the influence of product quality, price and digital marketing on consumer satisfaction at PT. Suracojaya Abadi Motor Palopo.

RESEARCH METHODS

The data of this study were collected using quantitative methods, which include primary and secondary data. Primary data were collected through

distributing questionnaires to respondents. The population of the study was consumers of Pt. Suracojaya Abadi Motor Palopo. The sample taken was 215 respondents. The formula used by researchers for unknown populations or the conchran formula to determine the number of samples obtained.

Spss 25 was used to analyze the data. Next, the data were analyzed using multiple linear regression. Each element of the questionnaire was tested to ensure that it was valid and stable. Hypothesis testing used the f test to evaluate concurrent effects and the t test to evaluate partial effects.

RESULTS AND DISCUSSION

RESEARCH RESULT

1. Validity Test

Validity is a statistical process that measures how well an instrument or measuring tool used in a study actually measures the intended concept or variable. The purpose of validity testing is to assess whether an instrument accurately and effectively measures the construct in question so that it can be trusted and used in data analysis.

Table 1. Validity Test Results

Variabes	Statement Items	R Count	R Table	Inform ation
Product Quality (X1)	X1.1	0.724	0.133	Valid
	X1.2	0.753		Valid
	X1.3	0.714		Valid
	X1.4	0.752		Valid
	X1.5	0.679		Valid
Price (X2)	X2.1	0.694		Valid



Digital Marketing (X3)	X2.2	0.699	0.133	Valid
	X2.3	0.691		Valid
	X2.4	0.807		Valid
	X2.5	0.686	Valid	
	X3.1	0.714	0.133	Valid
X3.2	0.686	Valid		
X3.3	0.739	Valid		
X3.4	0.483	Valid		
Customer satisfaction	X3.5	0.683		Valid
	Y1.1	0.790	0.133	Valid
	Y1.2	0.785		Valid
	Y1.3	0.778		Valid
	Y1.4	0.823		Valid
Y1.5	0.785	Valid		

Source: Data processed in SPSS 25 (2024)

It can be seen from the table that all items of each research variable based on the SPSS version 25 application test are declared valid. Because the corrected item correlation value > comes from the r table, the significance is 0.05.

2. Reliability Test

Reliability interpretation is done to evaluate the accuracy or precision of the instrument used to assess the results. The tool used for evaluation must be reliable. Reliability is tested with a measuring instrument, which usually uses a questionnaire. In other words, this test determines whether the

calculation instrument will produce consistent calculations even though the calculations are carried out repeatedly.

Table 2. Reliability Test Results

Variables	<i>Cronbach's Alpha</i>	Reliability limits	Information
Product quality (X1)	0.770	0.60	Reliable
Price (X2)	0.755	0.60	Reliable
Digital Marketing (X3)	0.679	0.60	Reliable
Consumer satisfaction (Y)	0.850	0.60	Reliable

Source: Data processed by SPSS 25 (2024)

The results of the reliability test show that the concepts measuring each questionnaire variable have a fairly high Cronbach's Alpha value, which is more than 0.60. As a result, these concepts can be considered as a decent measure.

Table 3. Multiple Linear Regression Test Results

		Standardized	
		Unstandardized	Coefficients
Model		B	Std. Error
1	(Constant)	.815	1,488
	Product quality	.138	.077
	Price	.372	.083
	Digital marketing	.447	.077

a. Dependent Variable: consumer satisfaction

Source: Data processed in SPSS 25 (2024)

Based on the results of the multiple linear regression test above, the following equation can be obtained:

the following style:

$$Y = 0.815 + 0.138 - 0.372 - 0.447 + e$$

Based on the multiple linear regression test table above, it shows that the independent variables price (X2), and digital marketing (X3) have a positive and significant relationship with increasing consumer satisfaction. While the independent variable product quality (X1) has a positive but insignificant influence on consumer satisfaction. The constant (0.815) shows that there are other factors outside the variables studied that affect consumer satisfaction.

1. Partial Test (t-Test)

Table 3. t-Test Results

Model	T	Sig.
1 (Constant)	.637	.525
Product quality	1,509	.133
Price	4,600	.000
Digital Marketing	5,891	.000
a. Dependent Variable: Consumer satisfaction		

Source: Data processed in SPSS 25 (2024)

Based on the t-test table, it shows that the calculated t value of the product quality variable is 1.509, which is greater than the t-table value ($1.509 \leq 1.653$) and the significance value is $0.133 \leq 0.05$. so based on the data, it can be concluded that the product quality factor does not have a significant impact on customer satisfaction. The t-test result for the Price variable is 4,600 which is greater than the t-table value ($4,600 \geq 1,653$) and the significance value is $0.00 \leq 0.05$ so based on the data it can be concluded that the Price variable has an effect on consumer satisfaction. The t-test result for the Digital Marketing variable is 5,891 which is greater than the t-table value ($5,891 \geq 1,653$) and the significance value is $0.00 \leq 0.05$ so based on the data it can be concluded that the digital Marketing variable has an effect on consumer satisfaction.

2. Simultaneous Test (F Test)

Table 4. F Test Results

Model		Df	F	Sig.
1	Regression	3	69,340	.000b
	Residual	211		
	Total	214		
a. Dependent Variable :Customer satisfaction				
b. Predictors: (Constant),digital marketing, product quality, price				

Source: Data processed in SPSS 25 (2024)

According to the F test table, the Fcount value is 69,340, and the Ftable value used in this study is 3.16, then the Fcount value of the model is



greater than the F_{table} value, or 69,340 is greater than 3.16. Furthermore, the p-value or sig. is 0.000, or less than 0.05, or 0.000 is less than 0.05, which indicates that the product quality variable specifically does not have a significant effect on customer satisfaction, but if combined together with the price and digital marketing variables, these three independent variables are stated to have a positive and significant effect on customer satisfaction at Pt.Suracojaya Abadi Motor Palopo.

RESEARCH DISCUSSION

1. The Influence of Product Quality on Consumer Satisfaction

From the results of the first hypothesis test, it can be concluded that the product quality element does not have a significant effect on consumer satisfaction. Partially shows the t-value of product quality is smaller than the t-table value. This shows that statistically, the effect of product quality on consumer satisfaction is not significant. Thus it can be concluded that the first hypothesis in this study is not accepted because it does not have a significant effect on product quality on consumer satisfaction at Pt. Suracojaya Abadi Motor Palopo.

The results of this study indicate that other factors, such as price or digital marketing, may be more dominant in influencing consumer satisfaction than product quality. Companies or related parties may need to evaluate whether the product quality aspect has met consumer expectations, or whether other factors such as service or promotion influence consumers more.

The results of this study are in line with the statement(Nurfalah et al., 2020) that there is no relationship between product quality and customer satisfaction.Meanwhile, research from(Rahman et al., 2020)Product quality

shows that Product Quality has a significant influence on Consumer Satisfaction.

2. The Influence of Price on Consumer Satisfaction

In the results of the hypothesis test calculation using SPSS 25, there is a t-value greater than the t table, which indicates that the price variable has a significant effect on consumer satisfaction. Thus, it can be said that the second hypothesis in this study is accepted and it can be concluded that price has a significant effect on consumer satisfaction at Pt. Suracojaya Abadi Motor Palopo. The results of this study indicate that appropriate or competitive prices play an important role in increasing consumer satisfaction.

The results of this study are in line with the statement (Setiio & Kurnia Wahjudono, 2020) found significant results on customer satisfaction. This shows that price makes a significant contribution to consumers. While the findings from (rafika, mustahir, rahmatullah, dinar, & said ., 2022) states that there is a positive but partially insignificant influence between price and consumer satisfaction.

3. The Influence of Digital Marketing on Consumer Satisfaction

This study shows that digital marketing has a significant effect. The results are seen from the t statistic value which is greater than the t table value with significance ($0.00 < 0.05$) which strengthens digital marketing has a significant effect on consumer satisfaction at Pt. Suracojaya Abadi Motor Palopo, thus the third hypothesis in this study is said to be accepted. This shows that effective digital marketing strategies, such as the use of social media, email marketing, or other online platforms, greatly influence the perception and level of consumer satisfaction with a product or service. This study is also in line with (Henny, Nonik, Rifandi., 2023) Digital Marketing variables have a significant influence on Consumer Satisfaction. Meanwhile,



the findings from (Fadjri, & Silitonga., nd) stated that digital marketing does not have a significant effect on customer satisfaction, it was concluded that the better the digital marketing, the lower the customer satisfaction.

4. Product quality, price and digital marketing are thought to have a significant influence on consumer satisfaction.

Based on the results of the F test, the calculated F value is greater than the F table value of. This indicates that the regression model used is statistically significant. In addition, the p-value of 0.000 is smaller than the specified significance level (0.05) or $0.000 < 0.05$. Thus, it can be concluded that product quality, price, and digital marketing simultaneously have a positive and significant influence on consumer satisfaction. This study is also in line with research (Irawati & Setiawan, 2023) which states that digital marketing, price, and product quality together have a significant influence on customer satisfaction.

CONCLUSION AND SUGGESTIONS

Based on the results of the study entitled the influence of quality, price, and digital marketing on consumer satisfaction at PT. Suracojaya Abadi Motor Palopo, it can be concluded in this study that:

1. Product quality does not have a significant effect on consumer satisfaction at PT. Suracojaya Abadi Motor Palopo.
2. Price has a significant effect on consumer satisfaction at PT. Suracojaya Abadi Motor Palopo.
3. Digital marketing has a significant influence on consumer satisfaction at PT. Suracojaya Abadi Motor Palopo.

4. Product quality, price and digital marketing simultaneously have a significant effect on consumer satisfaction at PT. Suracojaya Abadi Motor Palopo.

Due to time and financial resource limitations and others, further research is expected to expand the scope of research and the number of respondent samples to obtain better research results.

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