

Influence of Product Quality and Price on Customer Satisfaction at Timezone

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Abstract

Contemporary society's life is very dependent on entertainment. Some people choose to spend their free time in malls or shopping centers because of limited time and increasing busyness. One of these family entertainment centers is Timezone, which has outlets in several malls in Makassar city, such as Ratu Indah Mall, Panakkukang Mall, and Nipah Mall. And we focused our research on Timezone Mall Panakkukang. Timezone needs to improve itself to improve the quality of product so that customers are satisfied and can survive the competition. The research method used in this research is a quantitative method and distributes surveys to Timezone customers. The type of data used is primary data. This research used a non-purposive sample, with a sample size of 50 people. To test survey data for validity and effectiveness using SPSS (Statistical Package for the Social Sciences) using multiple linear regression. From the results of multiple linear regression it means that variables X1 (product quality) and X2 (product price) have no effect on variable Y (customer satisfaction timezone).

Keywords: Product Price, Product Quality, Customer satisfaction

INTRODUCTION

Gaming industry is one industry that has experienced rapid growth over the last few decades. This growth is influenced by a number of factors, including technological developments, changes in consumer behavior, and an expanding global market.

Changes in urban lifestyles have a significant impact on the family entertainment industry. The urban lifestyle is often very busy, with work, school, and various other activities. This can result in limited free time to spend with family in entertainment venues and cause the family entertainment industry in Indonesia to develop rapidly. (Nasarani, 2017).

Nowadays, people need entertainment venues that are not too big to relax. There are many entertainment venues in Makassar that do not require too much space. People can enjoy their entertainment while doing other activities, such as shopping and sightseeing, because many family entertainment centers (playgrounds) build branches around Makassar city shopping centers. One of the playgrounds is Timezone, which has opened several outlets

in several malls in Makassar city, such as Ratu Indah Mall, Panakkukang Mall and Nipah Mall.

Timezone is a famous playground in Indonesia. Because it is at the center of the world, every day, especially on weekends, there are many visitors who come to the arena at the center of the world. Teenage visitors often play at Timezone. Even the parents also come to play to follow and accompany their children in playing. In the city of Makassar, this playground is loved by children and teenagers. Timezone is an entertainment center or playroom that offers various games and activities that use coins or tokens as a tool for playing. Usually, places like this offer a good variety of arcade games and interesting and newest gaming machines.

Service business customer satisfaction is important to the company's desires. A place where customers can be satisfied and may return to buy or use similar items. Apart from that, satisfied consumers tend to give good recommendations about the goods they use. Customer satisfaction has become one of the main goals of business operations, according to (Tjiptono (2006:348). This has become an important concept in marketing theory and practice. According to (Lupioyadi 2009:194), satisfied customer behavior is also demonstrated. If customers are satisfied with their product, they are more likely to buy or use the same product again.

Quality is a key factor in attracting and retaining customers at various types of entertainment venues. Good game quality is an important factor in creating a pleasant experience for customers and can improve the business reputation of an entertainment venue. Entertainment venue managers must invest in regularly maintaining and updating games and ensure that the staff on duty are knowledgeable about the games and can provide assistance to customers if necessary.

Price has an important role for consumers when considering a purchase. (Kotler and Armstrong 2012) say that price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or using the product.

Feelings of dissatisfaction and complaints about quality and price can make customers not want to visit again, make potential customers think twice, and cause businesses to suffer losses due to lack of customers. Companies also have to pay huge fees to create games in order to compete with other companies.

Customer satisfaction comes from customers assessments of the quality of the goods or services they receive (perception), which is based on perception and word of mouth. After the assessment, there will be satisfaction and dissatisfaction. Customers will be disappointed if products or services have poor quality or are below expectations. On the other hand, if the quality meets or exceeds expectations, customers will definitely feel satisfied.

In the explanation above, it is possible that the quality and price of games at Timezone Mall Panakkukang Makassar contribute to customer satisfaction. In other words,

customers can feel very happy and satisfied if the quality and price are satisfactory, but if the quality and price of the product are poor, then their satisfaction will decrease or be low.

There are several previous research used as references in this research, namely Influence of Service Quality and Price on Customer Satisfaction. Abdul Gofur (2019). Influence of Product Quality and Service Quality on Customer Satisfaction at Tanamera Coffee Pacific Place, Laetitia, S.I., Alexandrina, E., & Ardianto, S.F. (2021). Analysis of Product Quality, Service Quality and Brand Image on Beauty Clinic Customer Satisfaction and Its Influence on Customer Loyalty, Aryamti, A.S., & Suyanto, A.M.A. (2019). Influence of Service Quality, Product Quality and Price on Customer Satisfaction, Diapinsa Gema Zakaria (2019). This research is different from previous research. The variables in this research are not the same as previous research, and also the research location to obtain data in this research is not the same as previous research.

RESEARCH METHOD

Quality, price and customer satisfaction are the main focus variables studied in this research. Primary data is the type of data we use. This research uses quantitative methods by conducting a survey to determine how much influence there is between variables.

The place where we conducted the survey was at Timezone Mall Panakkukang. The survey data we got came from Timezone customers at Panakkukang Mall. The number of samples in this research was 50 people. The population in this research included non-purposive sampling.

We tested the survey data for validity and reliability using SPSS (Statistical Package for the Social Sciences). And to see the effect of product quality and price on customer satisfaction, multiple linear regression needs to be used

RESULTS AND DISCUSSION

Table 1. Validity Test of Variable X1

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL
X1.1	Pearson Correlation	1	.434**	.164	.446**	.192	.598**
	Sig. (2-tailed)		.002	.254	.001	.182	.000
	N	50	50	50	50	50	50
X1.2	Pearson Correlation	.434**	1	.478**	.433**	.490**	.745**
	Sig. (2-tailed)	.002		.000	.002	.000	.000
	N	50	50	50	50	50	50
X1.3	Pearson Correlation	.164	.478**	1	.366**	.445**	.662**
	Sig. (2-tailed)	.254	.000		.009	.001	.000
	N	50	50	50	50	50	50
X1.4	Pearson Correlation	.446**	.433**	.366**	1	.733**	.838**
	Sig. (2-tailed)	.001	.002	.009		.000	.000
	N	50	50	50	50	50	50
X1.5	Pearson Correlation	.192	.490**	.445**	.733**	1	.807**
	Sig. (2-tailed)	.182	.000	.001	.000		.000
	N	50	50	50	50	50	50
TOTAL	Pearson Correlation	.598**	.745**	.662**	.838**	.807**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

If calculated $r >$ table r value, and the significance value of a data < 0.05 , data can be said to be valid. Based on the table 1, the significance value of all variables X1 in table 1 is $0.00 < 0.05$, and all calculated r values are $>$ So, It means the variable X1 is valid

Table 2. Validity Test of Variable X2

		Correlations				
		X2.1	X2.2	X2.3	X2.4	TOTAL
X2.1	Pearson Correlation	1	.247	.366**	.445**	.695**
	Sig. (2-tailed)		.084	.009	.001	.000
	N	50	50	50	50	50
X2.2	Pearson Correlation	.247	1	.348*	.201	.525**
	Sig. (2-tailed)	.084		.013	.161	.000
	N	50	50	50	50	50
X2.3	Pearson Correlation	.366**	.348*	1	.733**	.856**
	Sig. (2-tailed)	.009	.013		.000	.000
	N	50	50	50	50	50
X2.4	Pearson Correlation	.445**	.201	.733**	1	.852**
	Sig. (2-tailed)	.001	.161	.000		.000
	N	50	50	50	50	50
TOTAL	Pearson Correlation	.695**	.525**	.856**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

Based on validity test of variable X1 in table 1, significance value of all variables X2 in Table 2 is $0.00 < 0.05$, and the value of all rCount values > 0.279 , so the conclusion is that the data of the X2 variable is valid.

Table 3. Validity Test of Variable Y

		Correlations					
		Y1	Y2	Y3	Y4	Y5	TOTAL
Y1	Pearson Correlation	1	.512**	.564**	.340*	.576**	.801**
	Sig. (2-tailed)		.000	.000	.016	.000	.000
	N	50	50	50	50	50	50
Y2	Pearson Correlation	.512**	1	.441**	.374**	.434**	.708**
	Sig. (2-tailed)	.000		.001	.008	.002	.000
	N	50	50	50	50	50	50
Y3	Pearson Correlation	.564**	.441**	1	.414**	.664**	.804**
	Sig. (2-tailed)	.000	.001		.003	.000	.000
	N	50	50	50	50	50	50
Y4	Pearson Correlation	.340*	.374**	.414**	1	.547**	.671**
	Sig. (2-tailed)	.016	.008	.003		.000	.000
	N	50	50	50	50	50	50
Y5	Pearson Correlation	.576**	.434**	.664**	.547**	1	.850**
	Sig. (2-tailed)	.000	.002	.000	.000		.000
	N	50	50	50	50	50	50
TOTAL	Pearson Correlation	.801**	.708**	.804**	.671**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50

Based on validity test of variable Y in table 3, significance value of all variables X2 in Table 2 is $0.00 < 0.05$, and the value of all RCount values > 0.279 , so the conclusion is that the data of the X2 variable is valid.

Table 4. X1 Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.781	5

Table 5. X2 Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.732	4

Table 6. Y Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.826	5

Questionnaire reliability is a tool for measuring constructs or variables. Reliability testing determines how stable an instrument is for measuring symptoms or events. The Cronbach Alpha coefficient is used to evaluate the credibility of the research tools used in this research. A variable will be said to be reliable if the Cronbach's Alpha are > 0.70 (Ghozali, 2013).

From Tables 4, 5 and 6, The Cronbach's Alpha results obtained for variable X1 were 0.781, and X2 were 0.732, while for variable Y it was 0.826. So, It can be said that the data for variable X and variable Y used are reliable.

Multiple Linear Regression Analysis

Table 7. T test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.647	2.018		9.240	.000
	HARGA(X2)	.046	.337	.047	.135	.893
	KUALITAS(X1)	.050	.271	.064	.184	.854

a. Dependent Variable: KEPUASAN(Y)

Based on table 7. The Sig. for the influence of X1 to Y is $0.854 > 0.05$, and the calculated t value is $0.184 < 2.012$. It means variable X1 has no effect on Variable Y. For Variable X2. Significance value of X2 for Y is $0.893 < 0.05$. While for the calculated t value is $0.135 < 2.012$. It means, X2 has no effect on Variable Y. A variable is said have no effect if sig. > 0.05 . tcount $<$ t table. A variable is said have influence if sig. is < 0.05 and t count $>$ t table.

Table.8 F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.721	2	1.861	.284	.754 ^b
	Residual	308.299	47	6.560		
	Total	312.020	49			

a. Dependent Variable: KEPUASAN(Y)

b. Predictors: (Constant), KUALITAS(X1), HARGA(X2)

The sig. for the influence of X1 and X2 simultaneously to Y is $0.754 > 0.05$, while the calculated F value is $0.284 < 3.019$. It means there was no influence of variables X1 and X2 simultaneously on Variable Y. A variable is said have influence if $\text{Sig.} > 0.05$ and $f \text{ count} > f \text{ table}$. Conversely, A variable is said have no influence if $\text{Sig.} < 0.05$ and $f \text{ count} < f \text{ table}$.

Table 9. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.109 ^a	.012	-.030	2.561

a. Predictors: (Constant), KUALITAS(X1), HARGA(X2)

Calculation results from table 9, R square(the coeffition of determination) is .012, so it means the influence of the quality variable on the satisfaction variable is 1.2%, and 98.8% was by other factors.

Influence of Product Quality on Customer Satisfaction

From research results, product quality has no influence on customer satisfaction at Timezone Mall Panakkukang. This result is not in accordance with the theory of Kotler and Armstrong (2008:272). In addition, these results are not in accordance with several previous studies (Abdul Gofur, 2019; Laetitia, S. I. et al., 2021; Aryamti A. et al., 2019; Diapinsa Gema Zakaria, 2019) which confirm that product quality has a significant and positive influence to Customer satisfaction. Because product quality has no influence on customer satisfaction. It means customer satisfaction does not depend on product quality.

Influence of Product Price on Customer Satisfaction

From the research results, product prices have no influence on customer satisfaction at Timezone Mall Panakkukang. This result is not in accordance with the theory of Kotler and Armstrong (2012). In addition, these results are not in accordance with several previous studies (Abdul Gofur, 2019; Laetitia, S. I. et al., 2021; Aryamti A. et al., 2019; Diapinsa Gema Zakaria, 2019) which confirm that price has a significant and positive influence on satisfaction customer. It means satisfaction does not depend on product price, because price has no influence on customer satisfaction.

Influence of Product Quality and Price on Customer Satisfaction

From the research results, product quality and price have no influence on customer satisfaction at Timezone Mall Panakkukang. This result is not in accordance with the product quality theory of Kotler and Armstrong (2008:272), and is not in accordance with the product price theory of Kotler and Armstrong (2012). In addition, these results are not in accordance with several previous studies (Abdul Gofur, 2019; Laetitia, S. I. et al., 2021; Aryamti A. et al., 2019; Diapinsa Gema Zakaria, 2019) which confirm Product Quality and Price has a significant and positive influence to customer satisfaction. because product quality and price do not have a positive and significant influence to customer satisfaction. It means satisfaction does not depend on product quality and price.

CONCLUSION

Research findings regarding the influence of product quality and price on customer satisfaction, it was concluded that the quality and price of the game had no effect on Timezone customer satisfaction. This conclusion was obtained from the data obtained and processed using SPSS. The quality and price of products perceived by Timzone customers do not affect their satisfaction. This may be due to shifts in consumer tastes, competition starting to increase, competitors' offerings that may be superior, prices from competitors that are more appropriate, and other variables that can have an impact on customer satisfaction. To maintain and grow Timezone customer satisfaction, companies must also consider other factors, such as service, comfort and attractive programs.

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