THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT HOME SMART RANTAUPRAPAT

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Abstract

Consumer satisfaction is an important element that must be created by all types of businesses. Researchers also agree that consumer satisfaction is a prerequisite for gaining loyalty from consumers, consumer loyalty that can make consumers come to buy products sold by sellers. The purpose of this study was to examine the effect of independent variables consisting of price, product quality, and service quality on consumer satisfaction who have shopped at Home Smart Rantauprapat. This study uses a quantitative approach, collecting data using a purposive sampling method, which means that researchers apply specific criteria in determining which respondents can be sampled in this study. The number of samples used in this study was 100 people with the specified criteria being consumers who had shopped at Home Smart Rantauprapat and were 18 years and over, which aims to get valid answers. The results of this study indicate that price has a positive and significant effect on customer satisfaction at Home Smart Rantauprapat, product quality is proven to have a positive effect on customer satisfaction at Home Smart Rantauprapat and the last variable, namely service quality, is also found to have a positive and significant effect on customer satisfaction that has been shopping at Home Smart Rantauprapat.

Keywords: Price, Product Quality, Service Quality, Consumer Satisfaction

INTRODUCTION

Consumer satisfaction is defined as a determinant of how much a company's goods and services are able to meet customer expectations. Customer satisfaction can be measured in various ways, one way to measure customer satisfaction is customer expectations about benefits and cost associations depending on past experiences put forward (Rashid, 2017), and another way is through the customer relationship life cycle proposed by (Philip Kotler, 2011). Customer satisfaction is the foundation of the success of a business, with a satisfied customer base playing an important role in achieving a company's competitiveness. Philip Kotler, (2011), states that the elements that influence customer satisfaction include service quality, product prices, and product quality. Therefore, this study is entitled "The Influence of Price, Product Quality, and Service Quality on Consumer Satisfaction at Home Smart Rantauprapat". The aims of this study are as follows: 1) To know and analyze the effect of product quality on consumer satisfaction at Home Smart Stores. 2) Knowing and analyzing the influence of service quality on customer satisfaction at Home Smart Stores. 3) Knowing and analyzing the effect of product prices on customer satisfaction at Home Smart Stores.

For long term success, the organization works very hard. Organizational success is determined by many factors. Organizations that generate a lot of profit are not considered as strong organizations, because making profits is one of the tasks of the organization. So, it's not only the organizations now that have to focus on the shareholders but also the customers because now the customer is the king. The strategy is to retain old customers and attract new customers is considered a win (Rajeswari et al., 2017).

Customer satisfaction is also directly affected by the price factor. Price fairness affects customer satisfaction positively (Arianto, 2020). This means that if customers feel that the price of the goods they buy is perceived as providing justice, then consumers will feel satisfied, and vice versa, if consumers feel that the price of the goods purchased does not reflect justice, then consumers will feel dissatisfied and tend to be harmed. Customers who feel the price is in accordance with the quality which results end in satisfaction (Oliver, 1997). Price fairness also plays an important role in creating customer satisfaction. Pricing policies are high, unreasonable and cannot negatively affect customer satisfaction (Cheng et al., 2016). Customers want good quality products at affordable prices which they can buy easily and if any company provides this to customers it will build long term good

relationship with customers (Leong & Wang, 2006). The above literature illustrates the important role of price in building customer satisfaction and good customer relations (Oliver, (1997);Cheng et al., (2016);Leong & Wang, (2006). Based on this, the researcher used the price variable as the independent variable in this study.

(Cheng et al., 2016) suggested that there are two ways to calculate price perceptions. One is price fairness, which tells how customers perceive prices when relating them to competitors. The second is: value for money which involves the comparative position of service providers by price. Generally, services of high quality are considered to be more expensive than services of low quality (Chitty et al., 2007). According to many researchers, customer satisfaction and trust are influenced by price perceptions (Oliver, 1997; Peng & Wang, 2006; Chengetal., 2016). The main reason for customer switching is the price issue, for example, the pricing policy is high, unreasonable and unreliable (Peng & Wang, 2006).

According to the marketing literature another factor that influences customer satisfaction is product quality. Philip Kotler, (2012) defines Product Quality as the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Based on research (Anjani & Djamaluddin, 2018), better product quality tends to increase customer satisfaction. Product quality indicators in this study were adopted from (Alfred, 2013) namely performance, features, reliability, compliance, durability, service ability, aesthetics, and perceived quality. The results of previous research conducted by Yuen & Chan, (2010) argued that products that have good quality will maintain the level of customer satisfaction, which encourages customers to make further purchases, so that customer loyalty is gradually formed. Based on research Anjani & Djamaluddin, (2018), better product quality tends to increase customer satisfaction. If the product meets the customer's expectations, the customer will be happy and will find the product acceptable or even of high quality.

One of the main factors affecting customer satisfaction is service quality; Service quality is not only an important factor in customer satisfaction in the manufacturing industry but also in service companies. According to Alfred, (2013), high utilization rates and future repurchase objectives are found in satisfied customers. Customer satisfaction and trust are influenced by perceptions of service quality. High service quality will have a

positive impact on customer satisfaction (Khan & Khan, 2018). When customers do not get the quality of service they expect before buying their trust will falter which in turn makes customers dissatisfied and this ends in customers switching to other service providers. To build trustworthy long-term relationships with customers, companies must provide customers with what they need and want. In his research on retail in India, Hartini, (2012) shows that service quality affects customer satisfaction by 45.84%, while the remaining 54.16% is influenced by other factors. Krishna et al., (2010) clearly states that the main factor that determines customer satisfaction is the customer's positive perception of service quality. The results of the study which stated that there was an influence of service quality and price on customer satisfaction simultaneously were in accordance with the results of research conducted by Hartini, (2012) where service quality and price simultaneously affect customer satisfaction.

Based on previous literature that has been described by the authors at the top, researchers see that the variables in this study have a relationship to customer satisfaction. Based on this, researchers are interested in examining the effect of price, product quality and service quality on consumer satisfaction at Home Smart Rantauprapat.

REVIEW OF LITERATURE

Consumer Satisfaction

Customer satisfaction has become one of the important characteristics that managers should focus on. The company's competitive advantage is satisfying clients better than its competitors, exceeding client needs, and wanting to be better than its competitors (Ardini, 2022). Customer satisfaction results from a subjective evaluation that the chosen choice (product/service) matches or exceeds expectations (Kotler & Keller, 2016). Customer satisfaction is defined as measuring how the product/service meets or exceeds the client's expectations (Fate et al., 2017). Customer satisfaction is also a client's mood/attitude towards a product/service after use. Customer satisfaction is a significant outcome of marketing activities where it acts as a link between the various steps of the buyer's buying behavior(Fate et al., 2017). Philip Kotler, (2012) said that customer satisfaction is the client's perception of happiness or frustration resulting from a comparison between the performance of a product/service with the client's expectations (Kotler & Keller, 2016).

Customer satisfaction can be considered as the essence of success in today's highly competitive business environment (Fate et al., 2017). Oliver, (1997) also states that customer satisfaction is defined as the result of a subjective comparison of the client's expectations of the perceived product/service performance (Oliver, 1997). If performance meets or exceeds expectations, the client is satisfied. If the results are below expectations, then the client is dissatisfied. In addition, customer satisfaction is also an important measure of company success and significantly influences behavior, repurchase, and word of mouth communication (Balakrishnan et al., 2014). However, some experts Anderson et al., (2013) states that customer satisfaction should be considered as an assessment based on cumulative satisfaction. It is based on past and present client experiences of supermarket product/service outcomes) rather than as a result of post-purchase evaluative decisions in any given transaction.

Product Price

Philip Kotler, (2012), argues that price is the amount of money or value exchanged by consumers to benefit from ownership or being charged for a product or service. Prices are milk for customers and something else for sellers. For the customer, this is a cost of something. For sellers, price is the main source of income and profit. Another opinion about the price according to Kotler and Amstrong in Arianto, (2020) is "the amount of money exchanged for a product or service. Furthermore, price is a number of values exchanged by consumers for a number of benefits by owning or using an item or service. The indicators used are in accordance with Kotler & Keller, (2016) argues that price is the amount of money charged for a product or service; the amount of value customers exchange for the benefits of having or using a product or service. Price is the main factor behind product satisfaction & loyalty as the customer carefully perceives if he gets the most benefit from the product compared to his expenses. Price according Philip Kotler, (2011) is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for the number of benefits by owning or using a good or service. Price is what consumers pay attention to when making a purchase. Some consumers even identify price with value. According to Swastha, (2005), price is the amount of money (plus some goods if possible) needed to get a number of combinations of goods and their servants.

Product Quality

Philip Kotler, (2012) explained that product quality is one of the main determining tools for sellers. Quality is closely related to value and customer satisfaction. According to the quality of the product is a product characteristic related to its ability to meet customer needs stated or implied meaning.Philip Kotler, (2012)revealed that there are seven dimensions of product quality as follows (1) performance or product performance is the main characteristic or function of a product. These are the main benefits or benefits of the products we buy; (2) product reliability or reliability, namely the possibility that a product will repair itself from a failure in carrying out its functions; (3) product features or features are additional characteristics or features that complement the basic benefits of a product; (4) durability or durability shows the age of the product, namely the number of uses of a product before it is replaced or damaged. The longer the durability, the longer it will last. Products that last a long time will be considered to be of higher quality than products that wear out or are quickly replaced; (5) Dimensions of conformity or suitability Conformity is the suitability of product performance with the standards set by a product. This is the kind of promise a product has to fulfill. Products that have the quality of this dimension means that they comply with product standards; (6) serviceability or repairability That is, here product quality is determined based on repairability: easy, fast, and competent. Products that can be repaired are of higher quality than products that are not or are difficult to repair; and (7) aesthetics or the beauty of product appearance. Aesthetics or beauty concerns the appearance of a product that makes consumers like it. Products that have the quality of this dimension means that they comply with product standards; (6) serviceability or repairability That is, here product quality is determined based on repairability: easy, fast, and competent. Products that can be repaired are of higher quality than products that are not or are difficult to repair; and (7) aesthetics or the beauty of product appearance. Aesthetics or beauty concerns the appearance of a product that makes consumers like it. Products that have the quality of this dimension means that they comply with product standards.

Product is anything that can be offered that satisfies a need (Aldi et al., 2021). Product is the producer of knowledge about something that can be marketed with the aim of fulfilling a need. Products are anything that can be observed, liked, and purchased to satisfy needs (Alfred, 2013). Product quality is a set of product characteristics that play a role in

meeting predetermined demands (Philip Kotler, 2012). Product quality is an assessment made by consumers on product performance (Suhartono & Rahayu, 2021). Product quality is a collection of available product characteristics and features made based on its ability to meet and demand. The product quality indicator used as an indicator of clothing products in this study is a combination of indicators according to Kotler & Keller, (2016), among others: 1) Performance; 2) Reliability; 3) Durability; 4) Attraction.

Service Quality

Service quality is a measure of the level of service offered to consumers with the expectations placed by consumers (Pelegrin, 2021). According to Philip Kotler, (2011), service quality is based on customers' perceptions of how well the service matches their needs and expectations. Service quality is the result of comparisons made by customers between product or service expectations and perceived service performance. Service quality is expressed as a category depending on two variables including the consumer's expectation of the actual result and the consumer's perception of the final result. Service quality is an evaluation made by the services received compared to the services they need or expect. According to service quality indicators, they include: 1) Tangibility, which is related to physical facilities; 2) Responsiveness, namely providing fast service; 3) Empathy, namely the attention given by the company to customers; 4) Assurance, namely the ability of employees to instill customer trust; 5) Reliability, namely how much the company is able to provide services in accordance with customer expectations. In this study, the service quality indicators used are the SERVQUAL model as used by Suhartono & Rahayu, (2021) consisting of tangible, responsiveness, empathy, assurance, and reliability.

RESEARCH METHOD

This study uses a quantitative research approach. The type of approach used is quantitative description analysis with the type of research that is explanatory research. The data collection method in this study used purposive sampling, which means that researchers used certain criteria in determining the people who would become respondents.

Respondent criteria are people who have purchased goods at Home Smart Rantauprapat, the researcher applies these criteria, because the concept of consumer satisfaction can be obtained after carrying out consumption activities, therefore research

related to satisfaction must go through the consumption process first. In this study, the minimum age criteria were also applied. The minimum age criteria were set because the researcher wanted the respondents who gave answers to the questionnaire to be truly appropriate people, so that the answers obtained were the correct answers. The number of samples to be used in this study is 100 people. The analytical tool used in this study is linear regression analysis with validity and reliability tests, classical assumptions.

The data collection method uses a survey with a questionnaire instrument which is distributed through the Google Form which is distributed to respondents who meet the criteria. Tests for each of the proposed hypotheses are carried out in the following way: The significance test (significant effect) of the independent variable (X) on the dependent variable (Y) is either partially carried out using the t-test while joint testing is carried out with the t-test f at the 5% level ($\alpha = 0.05$).

The variables in this study consist of three independent variables, namely: Price (X1), Product Quality (X2) and Service Quality (X3). The dependent variable in this study is Consumer Satisfaction (Y). With the operational definition as follows:

Tabel 1
Indicators

No	Variable	Indicator	Statement items	Scale
1	Price	Price Level	Product prices at Home Smart have various levels according to quality.	Likert scale 1 to 5
		Price Affordability	The price of products at Home Smart is affordable.	Likert scale 1 to 5
		Discounts	Home Smart offers discounts on holidays.	Likert scale 1 to 5
		Price Comparison	Product prices at Home Smart can compete with similar stores.	Likert scale 1 to 5
		Price Compatibility	Product prices at Home Smart are in accordance with product quality.	Likert scale 1 to 5
2	Product Quality	Performance	The products on Home Smart work fine.	Likert scale 1 to 5
		Perceived Quality	The product quality at Home Smart is good.	Likert scale 1 to 5
		Aesthetics	Products sold at Home Smart have artistic value.	Likert scale 1 to 5
		Resilience	Goods sold at home smart have good resistance	Likert scale 1 to 5
3	Quality of	Response	The waiter responds well to every	Likert scale 1

	service		question.	to 5
		Guarantee	Home Smart provides a guarantee if the item does not work properly.	Likert scale 1 to 5
		Empathy	Home Smart serves every customer well.	Likert scale 1 to 5
		Reliability	Waiters at Home Smart have qualified skills in serving customers.	Likert scale 1 to 5
4	Consumer Satisfaction	Evaluation of Consumer Satisfaction	I feel satisfied making purchases at Home Smart.	Likert scale 1 to 5
		Desire to Buy Back	I'm about to make a Back purchase on Home Smart.	Likert scale 1 to 5
		Desire to Recommend	I will recommend Home Smart to those closest to me.	Likert scale 1 to 5
		Overall Satisfaction	Overall, I am very satisfied with my purchase at Home Smart.	Likert scale 1 to 5

RESULTS AND DISCUSSION

The validity test was carried out to see whether the question items in this study met the criteria to become a measuring tool in this study. (Sugiyono, 2013) states that the validity test is used to measure the legitimacy or validity of a questionnaire. The validity test in this study was 100 respondents who were conducted on 100 people in Labuhanbatu who had made purchases at Home Smart. provided that the total correlation > the value measurement criterion (0.5). The results of the validity test in this study can be seen in Table 2:

Table 2
Validity Test Results

Items	Significance	Information
HRG1	0.029	Valid
HRG2	0.000	Valid
HRG3	0.004	Valid
HRG4	0.015	Valid
HRG5	0.000	Valid
KP1	0.003	Valid
KP2	0.011	Valid
KP3	0.000	Valid
KL1	0.000	Valid
KL2	0.002	Valid

KL3	0.000	Valid
KL4	0.004	Valid
KK1	0.000	Valid
KK2	0.015	Valid
KK3	0.009	Valid
KK4	0.000	Valid

Note: HRG: Price, KP: Product Quality, KL: Service Quality, KK: Consumer Satisfaction.
Source: Research Results, 2022.

Ghozali, (2016) suggests that the reliability test is carried out to find out the results remain consistent measurements when measurements are made with the same measuring instrument. An indicator in the questionnaire is declared reliable if the Croanbach Alpha value > the value measurement criterion (0.6). The results of the reliability test of this study can be contained in Table 3:

Table 3
Reliability Test Results

Variable	Cronbach's Alpha	Information
Price	0.778	Reliability Fulfilled
Product quality	0.826	Reliability Fulfilled
Service Quality	0.847	Reliability Fulfilled
Consumer Satisfaction	0.758	Reliability Fulfilled

Information: Cronbach alpha > value measurement criterion (0.6).

The reliability test in this study was carried out by evaluating the Cronbach's alpha value. This research was conducted on 100 respondents. The purpose of testing the research instrument was to determine the level of validity and reliability of the questionnaire before data collection. Thus, from the table above, all questionnaire items are reliable.

Table 4
Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	6,894	2,834		11,834	.000		
	HRG	.304	072	.382	1,731	001	.837	1635
	KP	.275	.074	.073	.183	011	.541	1837
	KL	.431	084	053	.318	003	.413	1637
a. Dependent Variable: KK								

Coefficients[a]

Information: total correlation > value measurement criterion (0.5).

Based on Table 4. If the VIF value for each independent variable is less than 5.00, and the tolerance value is greater than 0.10. In accordance with the provisions that have been set, based on these results it can be stated that the variables in the study do not experience a correlation between variables (Sugiyono, 2013).
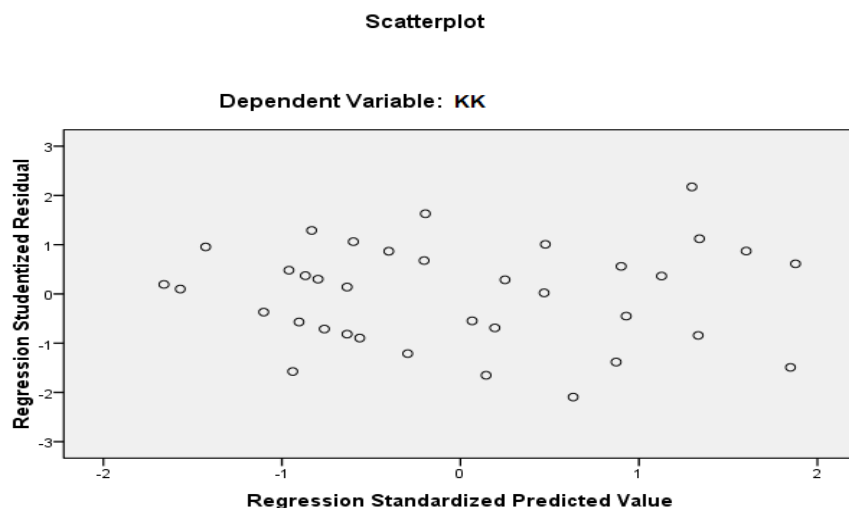
Figure 1
Heteroscedasticity Test Results
Source: Research Results, 2022.

The heteroscedasticity test is used to see whether there is an unequal variance from the residuals from one observation to another. The heteroscedasticity detection test can also be carried out using the graphical method, namely by looking at the graph plot between the predicted value of the dependent variable, namely ZPRED, and the residual SRESID. To determine heteroscedasticity, you can use the scatterplot graph, the points that are formed must spread randomly, spread both above and below the number 0 on the Y axis, if these conditions are met then there is no heteroscedasticity and the regression model is feasible to use.

Table 5
Multiple Linear Regression Test Results

Coefficients[a]							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	6,894	2,834		11,834	.000		
	HRG	.304	072	.382	1,731	001	.837	1635

KP	.275	.074	.073	.183	011	.541	1837
KL	.431	084	053	.318	003	.413	1637
a. Dependent Variable: KK							

Information: total correlation > value measurement criterion (0.5).

The dependent variable in this regression is employee satisfaction (Y) while the independent variables are Price (X1), Product Quality (X2), Service Quality (X3). The regression model based on the results of the analysis above is:

Y = 6.894 + 0.304X1 + 0.275X2 + -0.431X3 + e

Table 6
Simulative Significant Test Results (Test F)

ANOVA[a]					
Model	Sum of Squares	Df	MeanSquare	F	Sig.
1 Regression	42,319	3	14,722	4,829	.021b
residual	231,849	96	4,847		
Total	627382	99			
a. Dependent Variable: KK					
b. Predictors: (Constant), HRG, KP, KL.					

Source: Research Results, 2022.

From the SPSS test results above, the calculated F value is 4.289 > from F table 2.43 and a significance value of 0.000 <0.05. This shows that together the independent variables consisting of Price (X1), Product Quality (X2), Service Quality (X3) has a significant effect on consumer satisfaction variable (Y).

Table 7
Test Results t

Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	std. Error	Betas	t	Sig.	tolerance	VIF
1 (Constant)	6,894	2,834		11,834	.000		
HRG	.304	072	.382	1,731	001	.837	1635
KP	.275	.074	.073	.183	011	.541	1837
KL	.431	084	053	.318	003	.413	1637
a. Dependent Variable: KK							

Information: total correlation > value measurement criterion (0.5).

Based on the results of the T test in the table above, we can see that the significance value of all independent variables has a value greater than 0.05. So, it can be concluded that there is a partial influence of each independent variable on the dependent variable.

The coefficient of determination was carried out to analyze the effect of the independent variables, namely Perceived Convenience (X1), Perceived Usefulness (X2), Privacy (X3) which have a significant effect on Employee Performance Variables (Y). The results of the coefficient of determination test can be seen in Table 8:

Table 8
Test Results for the Coefficient of Determination (R2)

Summary modelb				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.569a	.540	.521	5,230
a. Predictors: (Constant), HRG, KP, KL.				
b. Dependent Variable: KK				

Source: Research Results, 2022.

Based on the table above, it can be seen that the R square value is 0.540, which means that the independent variables used in this study can affect the independent variable by 54%, the remaining 46% is influenced by other variables not used in this study.

Consumer Satisfaction with a value of b0 = 6.894. This constant value indicates that if there are no independent variables of price, product quality, service quality then the Consumer Satisfaction variable is 6.894. In the sense that consumer satisfaction is worth 6.894 before or without the variable price, product quality, service quality.

Effect of price on consumer satisfaction with a value of b1 = 0.304. The value of the parameter or regression coefficient b1 shows that for each price variable that increases by 1 unit, consumer satisfaction will increase by 0.304 times or in other words, for every increase in customer satisfaction, a price variable of 0.304 is required, assuming the other independent variables are constant. The results of previous studies which stated that there was an effect of price on customer satisfaction, were in accordance with the theory put forward Philip Kotler, (2012) states prices are often set to satisfy demand or reflect the premium consumers are willing to pay for a product or service. The results of other studies which state that there is an effect of price quality on customer satisfaction are in accordance

with the results of the research conducted by Maalik & Sirai, (2021) where price quality affects customer satisfaction. Fair prices are very important for consumers in the decision-making process before shopping, prices that do not match product quality will be a factor in consumer dissatisfaction (Cardia et al., 2019).

Effect of product quality on consumer satisfaction with a value of $b2 = 0.275$. The value of the parameter or regression coefficient b2 shows that for each product quality variable it increases by 1 unit, so consumer satisfaction will increase by 0.275 times or in other words for every increase in customer satisfaction a product quality variable of 0.275 is required assuming the other independent variables are constant. Product quality is a marketing concept that has been implemented by many companies so far, so product quality is a competitive advantage factor for companies. Customer satisfaction can be determined by product quality that customers want, as stated by Khan and Ahmed (2012), that product quality is the most important determinant of consumer satisfaction (Endy, 2021; Telaumbanua, 2016) (Wijaksono, 2016). In shopping, consumers certainly want products that are purchased with a certain level of sacrifice, of course they want quality that is equivalent to the sacrifices incurred, this is in accordance with research by Endy, (2021). Satisfaction will be obtained if the product quality is equal to or greater than the sacrifices incurred.

Effect of service quality on consumer satisfaction. The value of the parameter or regression coefficient b3 shows that for each service quality variable it increases by 1 unit, then customer satisfaction will increase by 0.431 times or in other words for every increase in customer satisfaction a service quality variable of 0.431 is required assuming the other independent variables are constant. The results of the study which state that there is an influence of service quality on customer satisfaction, are in accordance with the theory put forward Philip Kotler, (2011) namely there is a close relationship between service quality and customer satisfaction. The higher the level of service quality, the higher the customer satisfaction. Good service quality undoubtedly has an important role in increasing customer satisfaction, as evidenced by previous research conducted by Prilano et al., (2020). Even in the e-commerce context, service quality remains a determining factor for consumer satisfaction, because good service quality can generate consumer trust and increase loyalty.

Khan & Khan, (2018) clearly stated that the main factor determining customer satisfaction is the customer's perception of service quality.

CONCLUSION

Based on the explanation that has been described by the researcher in the discussion section, the conclusions obtained are: a) Price is proven to have a positive and significant effect on consumer satisfaction when shopping at Home Smart Rantauprapat; b) Product quality has proven to have a positive and significant effect on consumer satisfaction when shopping at Home Smart Rantauprapat; c) Service quality has a positive and significant effect on consumer satisfaction when shopping at Home Smart Rantauprapat; d) The variables of Price, Product Quality, and Service Quality are proven to simultaneously have a positive and significant effect on consumer satisfaction when shopping at Home Smart Rantauprapat.

This study wants to examine the factors that influence consumer satisfaction at the Home Smart Building Materials Store, Rantauprapat. The results of this study can be used as a reference for building material equipment business practitioners to be used as a guide that price variables, product quality and service quality are determinants of consumer satisfaction when shopping at Home Smart Rantauprapat Building Materials Stores. The research results certainly have some drawbacks; therefore, the researchers give suggestions to the next researchers to add other variables that can be used as predictors in research with similar contexts. It is proven in this study that the value of the coefficient of determination which is worth 54% means that there is another 46% chance for other variables to contribute to achieving optimal customer satisfaction.

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