



The Effect of Price, Product Quality and Service Quality of Design Services on Customer Satisfaction at The Berkah Gemilang Banner Shop Medan.

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Abstract

This study aims to analyse the effect of price, product quality, and service quality of design service on customer satisfaction at Berkah Gemilang Medan Banner Shop. This study uses a quantitative approach with a survey method through distributing questionnaires to 62 respondents who are consumers of the store. The sampling technique used simple random sampling. The research instrument has been tested for validity and reliability, with the result that all questionnaire items are declared valid and reliable (Cronbach's Alpha >0.70). The results of multiple linear regression analysis show that the variables of price, product quality, and service quality of design service partially and simultaneously have a significant effect on customer satisfaction. The coefficient of determination (R²) of 0.679 indicates that the model is able to explain variations in customer satisfaction well. This study contributes to the development of managerial strategies, especially in increasing customer satisfaction in the printing industry.

Keyword: Price, Quality Product, and Service Quality of Design Service.

Introduction

The printing industry, especially in the field of advertising such as banners, stickers, and branding, continues to grow along with the increasing need for promotion and branding by various groups, ranging from small businesses to large companies. Banners are one of the most popular promotional media due to their affordable price and fast production process.

Based on data from UKM Indonesia.id (2024), the Ministry of Industry noted that business opportunities in the printing sector are still high, with large market potential and the level of optimism of business actors reaching 73.5% in the next six months. However, the high opportunity is accompanied by an increasingly fierce level of competition. Consumer diversity in fulfilling daily needs can be influenced by various factors both from internal consumers and external consumers. Therefore, consumer satisfaction is an important factor that must be considered by every business actor in order to maintain its existence and competitiveness. Changes in global conditions such as the trade war between the United States and China also affect fluctuations in raw material prices and production costs, including in the printing sector. Global economic uncertainty can have an impact on local price adjustments that ultimately affect consumer perception and satisfaction.

Table 1. Sales Data of Albarokah Store

No	Merek	2022		2023		2024	
		Qty	Total	Qty	Total	Qty	Total
1	Spanduk	504	670 jt	489	663 jt	635	894 jt

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2	Stiker	107	149 jt	76	108 jt	153	225 jt
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Medan's Berkah Gemilang banners shop is a business engaged in printing and design services that has been established since 2018. The products offered include banners, stickers, branding, and other printing services. Despite having a variety of consumers from various circles, this shop still faces challenges in maintaining sales consistency and customer satisfaction. Based on sales data, there are fluctuations in the number of buyers from year to year, which are thought to be influenced by price, product quality, and service quality factors.

The results of a pre-survey conducted on consumers showed complaints related to price discrepancies, product materials that did not match the order, and limitations in online services. These problems indicate the importance of evaluating three main aspects, namely price, product quality, and service quality, which are thought to have an influence on the level of customer satisfaction.

Based on this background, this study aims to analyse: (1) the effect of price on customer satisfaction, (2) the effect of product quality on customer satisfaction, (3) the effect of service quality on customer satisfaction, and (4) the effect of price, product quality, and service quality simultaneously on customer satisfaction at Toko Spanduk Berkah Gemilang Medan.

This research is expected to make a theoretical contribution to the development of marketing management science, especially in understanding the factors that influence customer satisfaction, as well as practical benefits for business managers in improving the quality of their services.

Customer Satisfaction

Consumer satisfaction is a feeling of pleasure or disappointment that occurs after comparing expectations and purchase results. According to Kotler in (Arefianto et al., 2025) Consumer satisfaction is a feeling of happiness or disappointment that arises when they compare the perceived performance of a product with their previous expectations. According to Tjiptono in (Fakutta & Studies, n.d.), "indicators of customer satisfaction are as follows:

- Needs, referring to what consumers really need.

- b. wants, covering consumers' desires beyond their basic needs.
- c. Expectations, including what they consider the minimum standards that products and services should meet.
- d. Goals, the results that consumers want to achieve when using a product or service.
- e. willingness, refers to how ready consumers are to accept the product or service offered, including in terms of price, quality and perceived value.

Price

Price is the value or money that customers give in exchange for certain offers that serve to satisfy their needs and desires. According to Kotler and Armstrong in Master of Management Elementya, (2024) price is the amount of money charged for a product or service, and the amount of value exchanged by consumers to get the utility or benefits of owning or using a product or service. According to Kotler and Armstrong, there are 4 price indicators, namely:

- a. Price affordability, including the ability of consumers to buy products at the price offered.
- b. Price and product quality compatibility, assessing whether the price reflects the value and quality provided.
- c. Price competitiveness, how well the product is priced compared to competitors.
- d. Price competitiveness, how well the product is priced compared to competitors.
- e. Price and benefit compatibility, whether the price is comparable to the benefits received by consumers.

Product Quality

Product quality is a characteristic of a product or service that depends on the ability to meet consumer needs. According to Kotler and Armstrong in (Teressa et al., 2024) Define product quality as a characteristic of the product or service to meet consumer needs. According to Fandy Tjiptono in (Admin-Mj,+4+JOURNAL+VIA, n.d.) product quality has indicators, namely as follows:

- a. Performance is the operating characteristics and core product purchased. For example speed, ease and comfort in use.
- b. Features Product features that complement the basic functions of a product.
- c. Eliability (Realibility) That is, it is unlikely to experience damage or failure to use.
- d. Durability Relates to how long the product can continue to be used.
- e. Aesthetics (Esthetica) Namely the attractiveness of the product to the five senses. Such as looking at the beauty of the product design, the uniqueness of the product model.

Service Quality of Design Service

Service quality is the fulfilment of needs, requirements, timeliness and the ability of employees to meet consumer service needs. According to Eriyanti and Kusmadeni in (Setyaning Wanda & Susanto, 2024) service quality is the totality of the forms of characteristics of goods or services that demonstrate their ability to satisfy consumer needs, both obvious and hidden. According to Sadiartha and Suartina in (86.Buku_Service_Comp ressed, n.d.) there are 4 indicators that are found as follows:

- a. Responsiveness : A policy to help and provide fast and precise service to customers.
- b. Assurance : The knowledge, politeness and ability of the company's employees to foster customer trust in the company.
- c. Tangible : The ability of a company to show its existence to external parties. Reliable appearance and ability

- d. Empaty : Provide sincere and individualised or personal attention given to customers by seeking to understand consumers.
- e. Reability : The company's ability to provide services as promised accurately and reliably.

Method

According to Sugiyono (2019) that the sample is part of the number and characteristics of the population. Where from the population chosen to represent the characteristics of the entire population by using a sample, the researcher does not have to observe the entire sample. Due to the total population of 165 consumers, the determination of the number of samples in this study uses the slov formula. sample in this study using the Slovin formula with an error rate of 10% as follows:

$$\left[n = \frac{165}{1 + 165 \cdot (0.10)^2} \right] \left[n = \frac{165}{1 + 1.65} \right]$$

$$\left[n = \frac{165}{2.65} = 62.26 \right]$$

From the calculation results, a sample size of 62 samples can be obtained with an error rate of 10% which is a rounding of 62.26 samples. With this research, the sample taken was 62 consumers of the Medan Blessing Gemilang banner shop as respondents..

Results and Discussion

Validity Test

Table 2. Valtidy Test

Varibles	Question	Rcount	rcritical	Information
Price (X1)	X1.1	0,791	0,2500	Valid
	X1.2	0,839	0,2500	Valid
	X1.3	0,869	0,2500	Valid
	X1.4	0,799	0,2500	Valid
	X1.5	0,739	0,2500	Valid
	X1.6	0,822	0,2500	Valid
	X1.7	0,843	0,2500	Valid
	X1.8	0,814	0,2500	Valid
	X1.9	0,777	0,2500	Valid
	X1.10	0,720	0,2500	Valid
	X1.11	0,810	0,2500	Valid
	X1.12	0,769	0,2500	Valid
Product Quality (X2)	X2.1	0,816	0,2500	Valid
	X2.2	0,802	0,2500	Valid
	X2.3	0,801	0,2500	Valid
	X2.4	0,819	0,2500	Valid
	X2.5	0,802	0,2500	Valid
	X2.6	0,784	0,2500	Valid
	X2.7	0,768	0,2500	Valid
	X2.8	0,841	0,2500	Valid
	X2.9	0,697	0,2500	Valid
	X2.10	0,858	0,2500	Valid
	X2.11	0,790	0,2500	Valid
	X2.12	0,747	0,2500	Valid
	X2.13	0,829	0,2500	Valid
	X2.14	0,825	0,2500	Valid
	X2.15	0,714	0,2500	Valid
Service Quality of Design Service (X3)	X3.1	0,835	0,2500	Valid
	X3.2	0,861	0,2500	Valid
	X3.3	0,809	0,2500	Valid
	X3.4	0,825	0,2500	Valid
	X3.5	0,785	0,2500	Valid
	X3.6	0,825	0,2500	Valid
	X3.7	0,789	0,2500	Valid
	X3.8	0,749	0,2500	Valid
	X3.9	0,749	0,2500	Valid
	X3.10	0,778	0,2500	Valid
	X3.11	0,823	0,2500	Valid
	X3.12	0,734	0,2500	Valid
	X3.13	0,804	0,2500	Valid
	X3.14	0,815	0,2500	Valid
	X3.15	0,800	0,2500	Valid
Y1	0,688	0,2500	Valid	
Y2	0,735	0,2500	Valid	
Y3	0,775	0,2500	Valid	

Customer Satisfaction (Y)	Y4	0,713	0,2500	Valid
	Y5	0,749	0,2500	Valid
	Y6	0,741	0,2500	Valid
	Y7	0,745	0,2500	Valid
	Y8	0,760	0,2500	Valid
	Y9	0,678	0,2500	Valid
	Y10	0,767	0,2500	Valid
	Y11	0,575	0,2500	Valid
	Y12	0,749	0,2500	Valid
	Y13	0,685	0,2500	Valid
	Y14	0,761	0,2500	Valid
	Y15	0,801	0,2500	Valid

Based on the table above, the rcount value of the statement on the variable has a value greater than the rtable (0.2500), so with this the statement on the variable is declared valid.

Reability Test

Reliability testing is carried out after all statements are declared valid through the validity test and then analysed to measure the reliability of the research instrument. Where if an Alpha Cronbach is greater (>) 0.70.

Table 3. Reability Test Result

Variabel	N of Item	Cronbach's Alpha	Standar	Keterangan
(X1)	12	0,949	0,70	Reliabel
(X2)	15	0,958	0,70	Reliabel
(X3)	15	0,959	0,70	Reliabel
(Y)	15	0,937	0,70	Reliabel

Based on the table, it is known that the results of the reliability test carried out on each variable in this study have a Cronbach'h Alpha value (>) 0.70. So it can be concluded that the results of each variable can be declared reliable.

Normality Test

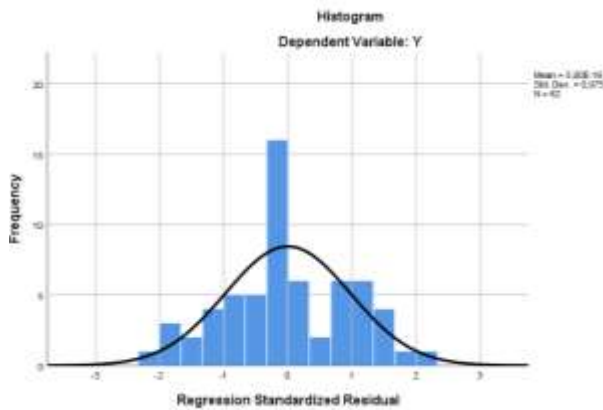


Fig 1. Normality Test Results

From the picture above, it can be seen that the curve has a bell-like pattern showing a normal line, so it is concluded that the data is normally distributed.

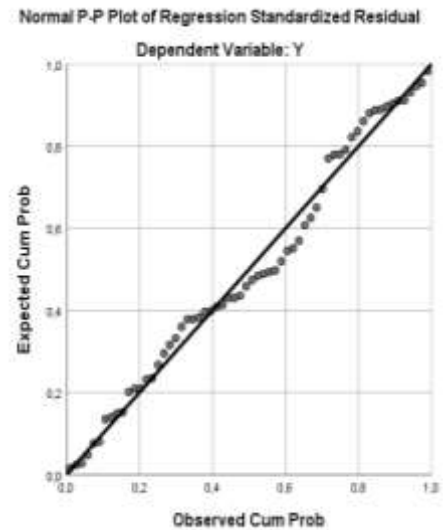


Fig 2. Probability Test Results

Based on Figure, it can be seen that the Normal P-P Plot graph shows the distribution of points close to the diagonal line. This pattern indicates that the data is normally distributed. Thus, the regression model can be stated to fulfil the normality assumption in accordance with the applicable testing criteria.

Table 4. kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		62
Normal Parameters^{a,b}	Mean	,0000000
	Std. Deviation	7,20907638
Most Extreme Difference	Absolute	,083
	Positive	,083
	Negative	-,066
Test Statistic		,083
Asymp.Sig. (2-tailed)^c		,200 ^{c,d}

Referring to the table, the Asymp. Sig. (2-tailed) value is recorded at 0.200. Because this value is greater than 0.05, it can be concluded that the data used in this study is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Result

Model	Coefficients ^a					Sig.	Collinearity Statistics
	Unstandardized Coefficients		Standardized Coefficients		t		
	B	Std. Error	Beta				
(Constant)	95,78	4,595			20,847	000	
X1	-,362	,081	-,335		-4,448	000	,976
X2	-,539	,067	-,609		-8,099	000	,978
X3	-,252	,065	-,293		-3,882	000	,973

a. Dependent Variable: Y

It can be seen that this study does not indicate multicollinearity. This is indicated by the tolerance value ≥ 0.1 and the VIF value ≤ 10 . Thus, it can be concluded that there is no multicollinear relationship between the independent variables in this regression model.

Heteroscedasticity Test

Used to determine whether the regression model has constant residual variance. If there is no particular pattern in the distribution of data, then the model is free from symptoms of heteroscedasticity.

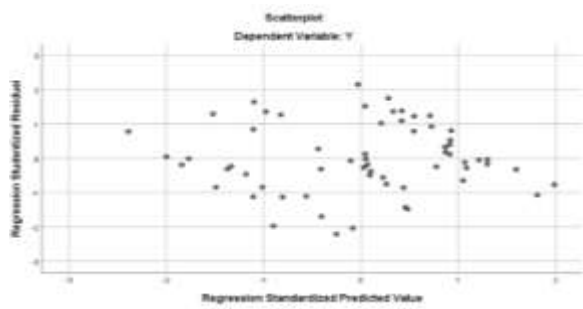


Fig 3. Heteroscedasticity Test Results

Based on the figure, it can be seen that the data points are randomly scattered above and below the zero line without forming a specific pattern. This random distribution pattern indicates that the regression model does not experience heteroscedasticity problems.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1	(Constant)	95,786	4,595	
	X1	-0,362	0,081	-0,335
	X2	-0,539	0,067	-0,609
	X3	-0,252	0,065	-0,293

a. Dependent Variable: Y

The constant value and regression coefficients are included in the equation:

$$Y = 95.786 - 0.362X_1 - 0.539X_2 - 0.252X_3 + e$$

- The constant value of 95.786 means that if the independent variables consisting of the variables Price, Product Quality and Service Quality do not change, it will affect work productivity with a value of 95.786.
- The price variable (X1) has a negative effect on customer satisfaction, where the regression coefficient shows a value of -0.362 which makes the price not managed properly, customer satisfaction will decrease by (-0.362). Conversely, if the price is managed properly, customer satisfaction will also increase.
- The Product Quality variable (X2) has a negative effect on Customer Satisfaction, where the regression coefficient shows a value of -0.539 which makes Product Quality not managed properly, customer satisfaction will decrease by -0.539. Conversely, if Product Quality is managed properly, Consumer Satisfaction will also increase.
- The Service Quality variable (X3) has a negative effect on Customer Satisfaction, where the regression coefficient shows a value of -0.252 which makes Service Quality not well managed, customer satisfaction will decrease by -0.252. Conversely, if Service Quality is well managed, Consumer Satisfaction will also increase.

Partial Test (t Test)

Table 7. Partial Test Result (t Test)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	95,786	4,595		20,847	,000
	X1	-,362	,081	-,335	-4,448	,000
	X2	-,539	,067	-,609	-8,099	,000
	X3	-,252	,065	-,293	-3,882	,000

The t table value is determined by referring to the t distribution table at a significance level of 0.05 (two-way test) and degrees of freedom (df) of n - k, namely 62 - 2 = 60. Based on these calculations, the t table value is 1.670. The t test results can be explained as follows:

- The results of the hypothesis test show that the level of significance in the Price variable is ,000 < 0.05 and the t value is calculated (-4.448 < 1.670). So it can be concluded that price partially has a negative effect on customer satisfaction at Berkah Gemilang Shop.
- The results of hypothesis testing show that the level of significance in the Product Quality variable is 0.000 < 0.05 and the t value is calculated (-8.099 < 1.670). So it can be concluded that Product Quality partially has a negative effect on customer satisfaction at Berkah Gemilang Shop.
- The results of hypothesis testing show that the level of significance in the Service Quality variable is ,000 < 0.05 and the t value is calculated (-3,882 < 1,670). So it can be concluded that Service Quality partially has a negative effect on customer satisfaction at Toko Berkah Gemilang.

Simultaneous Test (F Test)

Table 8. Simultaneous Test Results

Model	ANOVA ^a					
	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	6700,702	3	2233,567	40,864	,000 ^b
	Residual	3170,218	58	54,659		
	Total	9870,919	61			

Based on the table, the calculated F value is 40.846, while the F table is 2.764 with degrees of freedom for numerator (k) = 4 and denominator (n-k) = 58 at the 5% significance level. Because F count > F table (40.846 > 2.764) and a significance value of 0.000 < 0.05, then H₀ is rejected and H_a is accepted. Thus, the variables of Price, Product Quality, and Service Quality simultaneously have a positive and significant effect on Customer Satisfaction at Berkah Gemilang Shop.

Determination (R²) Test

Table 9. Determination (R²) Test Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,824 ^a	,679	,662	7,39317

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Based on the table obtained data, the coefficient of determination R Square is 0.679, which means that the variables Price, Product Quality and Service Quality contribute to Customer Satisfaction by 68% while the remaining 32% is influenced by other factors outside of this research model.

Conclusions and Recommendations

CONCLUSION

Partially, the three variables also show a significant effect with a negative direction, as follows:

- a. Price (X1) has a significance value of 0.000 and t count of $-4.448 < 1.670$, so it has a negative and significant effect on customer satisfaction. This means that the higher the dissatisfaction with the price (for example, it is considered too expensive or inappropriate), the consumer satisfaction tends to decrease.
- b. Product Quality (X2) shows a negative and significant effect with a significance value of 0.000 and t count of $-8.099 < 1.670$. This shows that consumers' perceptions of poor product quality can reduce their level of satisfaction.
- c. Service Quality (X3) also has a negative and significant effect with a significance value of 0.000 and t count of $-3.882 < 1.670$. This shows that unsatisfactory service has a negative impact on customer satisfaction.

SUGGESTION

- a. Related to Price Variables
The results showed that the price variable had a negative and significant effect on customer satisfaction. Therefore, the Toko Berkah Gemilang needs to evaluate the price set. Make sure the price is in accordance with the quality and value of the product offered. In addition, transparency in pricing and the existence of discounts or loyalty programmes can be a strategy to increase customer satisfaction.
- b. Related to Product Quality Variables
Product quality has a negative and significant effect on customer satisfaction. So, it is recommended that stores be more selective in choosing products to sell, maintain quality consistency, and carry out quality control regularly. Providing products that meet consumer expectations and needs will increase positive perceptions of the store and affect overall satisfaction.
- c. Related to Service Quality Variables
Service quality is also proven to have a negative and significant effect on customer satisfaction. For this reason, stores need to improve service quality, both in terms of speed, friendliness, and staff professionalism. Regular training for employees related to customer

service is highly recommended so that interactions with consumers become better and more pleasant.

- d. Related Consumer Satisfaction Variables
Consumer satisfaction is the end result of the interaction of various aspects such as price, product quality, and service. To keep customer satisfaction high, stores need to regularly evaluate these three aspects through customer surveys or direct feedback. Satisfaction that is maintained will have an impact on customer loyalty and long-term business growth.

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