The Impact of Service Quality, Product Quality, and Price on Customer Satisfaction at Alfamart Penfui Timur, in Kupang Regency, East Nusa Tenggara

Dampak Kualitas Pelayanan, Kualitas Produk, dan Harga terhadap Kepuasan Pelanggan pada Alfamart Penfui Timur, di Kabupaten Kupang, Nusa Tenggara Timur

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Abstract

The purpose of the research is to examine how customer satisfaction at Alfamart, East Penfui, Kupang Regency, East Nusa Tenggara, is impacted by service quality, product quality, and pricing. The sampling method used is purposive sampling method, namely a technique where the sample is determined on the basis of criteria or considerations. The studys findings demonstrated that product quality had no significant and partially impact on customer satisfaction at Alfamart, while service quality and price had a partially positive and large impact. At Alfamart, customer satisfaction was positively and significantly impacted by pricing, product quality, and service quality all at the same time. This study employed a quantitative approach. A questionnaire served as the instrument, and multiple regression was the method of data analysis. Customer satisfaction was significantly and favorably impacted by the regression coefficient test results for pricing, product quality, and service quality taken combined.

***Keywords**: Service Quality; Product Quality; Price; Customer Satisfaction*

Abstrak

Tujuan penelitian ini ialah guna mengetahui bagaimana kepuasan pelanggan di Alfamart, Penfui Timur, Kabupaten Kupang, Nusa Tenggara Timur, dipengaruhi oleh kualitas pelayanan, kualitas produk, dan harga. Prosedur pengambilan sampel yang digunakan metode purposive sampling yakni teknik dimana sampelnya ditentukan atas dasar kriteria maupun pertimbangan. Temuan studi menunjukkan bahwa kualitas produk tidak memiliki dampak terhadap kepuasan pelanggan di Alfamart, namun kualitas layanan dan harga memiliki dampak positif dan besar. Di Alfamart, kepuasan pelanggan dipengaruhi secara positif dan signifikan oleh harga, kualitas produk, dan kualitas layanan secara bersamaan. Penelitian ini menggunakan pendekatan kuantitatif. Kuesioner berfungsi sebagai instrumen, dan regresi berganda adalah metode analisis data. Kepuasan pelanggan dipengaruhi secara signifikan dan positif oleh hasil uji koefisien regresi untuk harga, kualitas produk, dan kualitas layanan yang digabungkan.

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INTRODUCTION

PT Sumber Alfaria Trijaya Tbk is the holding company for Alfamart minimarkets. Their vision is to be a leading retail distribution network that is community-owned, empowers small entrepreneurs, meets consumer needs, and can compete globally. Their mission is to: Satisfy customers with high-quality products and services, excel in all operations and uphold strong business ethics, contribute to national growth by fostering entrepreneurship and business partnerships, build a reliable, healthy, and growing global corporation that benefits all stakeholders, including customers, suppliers, employees, shareholders, and the community.

Many researchers did the research that related to the effect of service quality, product quality, and price on customer satisfaction. However, they haven't done the research in Alfamart in East Penfui, Kupang Regency. So, the researcher is interested to do the research in this place. Based on the researcher's findings at the location were that customers or consumers felt dissatisfied with the service they received. They felt that the service tended to be slow, less careful, less friendly, less smiling and so on. These dissatisfied customers expressed their complaints emotionally. This study is important to determine customer satisfaction with the service provided by Alfamart Penfui Timur to them. Additionally, the main objective of this study is to figure out customer satisfaction with the product quality and pricing proposed and positioned alongside Alfamart Penfui Timur to customers.

Customer satisfaction could be impacted by price, emotional aspects, strategic and reasonably priced locations, convenience, and service and product quality (Asti & Ayuningtyas, 2020) . These factors need to be considered in service so that customers feel comfortable and safe with the service provided. Customer loyalty might be impacted by good service (Sarlianus Poma, 2024) .

Company management should involve all employees to be actively involved and focus on customer desires, which means that every employee must understand the importance of serving customer desires through quality service (Ichsan & Nasution, 2022) . Service quality is based on a combination of numerous qualities of a service that define the extent to which the service may be given and delivered by the firm to satisfy the expectations or needs of its consumers, Panggaribuan in (Sarlianus Poma, 2024).

In today's highly competitive business climate, gaining customers back to do business with us is essential for long-term success. Customer service is more than simply a competitive advantage. Customer service is frequently the motivating factor behind an industry's existence in contemporary more competitive circumstances. Service is the new standard, and customers velocity a company's performance by evaluating it. Because the service itself is a "seller" because it might encourage customers to come back more often or buy more. According to an American Management Association study findings, the retention of loyal consumers who continue to buy because they value the service offered accounts for 65 percent of a company's income.

Furthermore to service quality, the quality of the company's products has an effect on customer satisfaction. Kotler (Budiarno, et all, 2022) considers a product as anything that may be purchased in the market with the intention of satisfying an inquiry or need (Budiarno et al., 2022) . Meanwhile, according to Kristianto (Budiarno, et all, 2022), a product is a complex feature, both tangible and intangible, including packaging, color, price, organizations prestige, and businesses (Budiarno et al., 2022) . In accordance to these definitions, a product is anything produced and produced by an enterprise with the objective of addressing the customer desires and wants. Tjiptono in (Budiarno, et all, 2022) describes product quality in seven dimensions: 1) performance; 2) features; 3) reliability; 4) adherence; 5) durability; 6) service ability; as well as 7) aesthetics.

Along with product and service quality, price is an essential element for measuring the satisfaction of customers. Price, according to Kotler in (Huttner), is the amount of money exchanged for a product or service (Hüttner, 1999) . Price effects the customer purchasing

decisions, thus it has an essential effect on the success of product marketing (Rahmandika et al., 2020) . Price significantly impacts customer satisfaction (Ariyanti et al., 2022) . Price is an essential aspect for enterprises to gain earnings and attract customers (Rusdi, 2019) .

Price is a significant factor in sales. Numerous companies fail because their prices are set too high and are not comparable to the income of the local community. The cost must be defined in accordance with the consumer's financial circumstances so that they can purchase the goods. Meanwhile, people assess pricing while making purchasing selections. According to Simamora in Asti and Ayuningtyas, the price of a product has an impact on consumer views of it (Asti & Ayuningtyas, 2020) . Price is a determining component of consumer satisfaction and sales. According to Lupiyoadi in (Widyaningsih Putri Ariyanti, Haris Hermawan, Ahmad Izzudin), price plays an essential part in the marketing mix, because the determination and setting of prices is directly connected to the company's income (Ariyanti et al., 2022) .

Customer fulfillment is the most important variable impacting a company's prosperity and longevity. Getting satisfied consumers can be a measure of a company's success. Companies that deliver high-quality services will meet consumer demands in a competitive and affordable manner. Service quality relates to the effort required to comply with the requirements and desires of customers, alongside the accuracy that they are carried out. According to Wijaya in (Budiarno et al.,2022), there are five elements of service quality: 1) tangibles, 2) reliability, 3) responsiveness, 4) assurance, and 5) empathy (Budiarno et al., 2022) .

In general, for purchasing decisions , people prioritize factors such as distance or location, price, promotion, variety, completeness of existing products, quality of service provided, expertise in communicating well and wisely with customers, and being able to provide ways to resolve problems or complaints from customers (Jayanti & Hayuningtias, 2023) .

In today's era of free market competition with the emergence of various companies growing everywhere, the key factor that must be considered by companies in order to survive and compete in this highly competitive era is building good relationships and relations between sellers and buyers (customers). The relationships that need to be built are short-term and long-term relationships. Companies must be able to create and build good relationships with consumers (customers). The challenge faced by sellers today is finding the best way to increase customer satisfaction. One aspect that determines customer satisfaction is service quality. Service quality *(customer service)* is very important in relation to customer satisfaction. According to Philip Kotler in (Budiarno, et al), customer satisfaction refers to the degree to which the estimated performance of a product meets the expectations and needs of buyers (Budiarno et al., 2022).

Based on the phenomenon, the objectives of the research are to find out whether there is a positive and significant influence of service quality, product quality, and prices on customer satisfaction at Alfamart Penfui Timur partially and concurrently or not.

REVIEW OF LITERATURE
Customer Satisfaction

Customer satisfaction is crucial for businesses because it directly relates to meeting customer needs and desires. It hinges on how well a product's performance aligns with, or exceeds, customer expectations. Here's how it breaks down: *Dissatisfaction:* If a product significantly underperforms compared to expectations, customers will be dissatisfied, *Satisfaction:* If the product meets expectations, customers will likely be satisfied, *Delight:* If the product exceeds expectations, customers will be delighted. Satisfied customers are more likely to make repeat purchases and share their positive experiences with others. According to Rambat Lupiyoadi (as cited in Budiarno, et al.), five key factors influence customer satisfaction: 1) Product quality, 2) Service quality, 3) Emotional (referring to the customer's feelings and perceptions), 4) Prices, 5) Cost (likely referring to the total cost of ownership or other related expenses) (Budiarno et al., 2022).

There are several indicators that form customer satisfaction which can be explained as follows:

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1. Conformity to expectations
   This means that there is no gap between the expectations and the reality experienced by the customer. This is also the level of conformity between the service results expected by the customer and what the customer feels.
2. Interested in returning to visit
   Satisfaction with products and services can make customers come back to buy the product. This is the customer's willingness to come back or reuse the service.
3. Willingness to recommend
   Customers can recommend the services they have experienced to others to visit the place. In addition, this is also the customer's willingness to recommend the services they have experienced to others (Berliana et al., 2020) .

Quality of Service

Service is a strategy equally successful as marketing and has the same effect as product quality in the ongoing sought to achieve a company's full revenue potential. A company's potential for earning income is determined on the impressions that all of its employees leave on their clients. These impressions are generated through the quality and efficacy of the items or services supplied by personnel, namely the quality, correctness, confidence, and speed of their service, as well as the warmth or relationship with clients. Companies who give good service, making their customers feel special, needed, and valued, will be able to retain the customers they serve.

In accordance with earlier research findings released by researchers Eka Giovana Asti and Eka Avianti Ayuningtyas, customer satisfaction has a beneficial and significant association with service quality (Asti & Ayuningtyas, 2020) . In preserving with results of the previous research conducted by Putri, Novitasari, Yuwono, or Asbari, service quality has an essential impact on customer satisfaction (Putri et al., 2021) . This is also in keeping with earlier research done by Taupik Ismail & Ramayana Yusuf on the influence of service quality on customer happiness (Ismail & Yusuf, 2021) . Moreover, this is in keeping with prior studies carried out by Andi Nurwani, Muhammad Tahir, and Ahmad Harakan, who suggest that there is an influence of service quality facets on customer satisfaction (Nurwani et al., 2023) . Rosa Lesmana's earlier study confirms that service quality has a substantial beneficial effect on customer satisfaction (Lesmana, 2019).

This is in keeping with previous investigations conducted by Chintia Monica and Doni Marlius, whose discovered that the quality of services supplied had a positive and significant impact on customer satisfaction (Monica & Marlius, 2023) . However, it contradicts the results of prior studies carried out by Budiarno et al, that service quality has a negative effect and does not have a significant impact on customer satisfaction (Budiarno et al., 2022) .
H1: Service quality having an enormously beneficial effect on customer satisfaction.

Product Quality

Based on the findings of previous research conducted by researchers Budiarno, et al that quality of product has a positive and significant impact on customer satisfaction (Budiarno et al., 2022) . This is in accordance with previous investigations conducted by Meli Andriyani and Riski Eko Ardianto, that revealed that product quality possessed an effect on customer satisfaction (Andriyani & Ardianto, 2020) . Also linear with the results of earlier studies by Putri, Novitasari, Yuwono, & Asbari that product quality has a major impact on customer satisfaction (Putri et al., 2021) . Rosa Lesmana's earlier research has demonstrated that product quality has a beneficial and important impact on consumer satisfaction (Lesmana, 2017) . This is also in accordance with the results of previous research conducted by Malik Ibrahim and Sitti Marijam Thawil, that revealed that product quality had an effect on the satisfaction of customers (Ibrahim, 2019) . However, this opposes what was found of a previous investigation conducted by Eka Giovana Asti and Eka Avianti Ayuningtyas, whom concluded that product quality wasn't having a significant and beneficial impact on customer satisfaction (Asti & Ayuningtyas, 2020) .
H2: Product quality having a positive and significant influence on how satisfied customers are.

Price

Based on the findings of earlier studies conducted by researchers Asti and Ayuningtyas, Price has a relevant and substantial effect on consumer satisfaction (Asti & Ayuningtyas, 2020) . This is linear with previous research conducted by Alvin Mariansyah & Amirudin Syarif, price has a beneficial and substantial effect on consumer satisfaction (Mariansyah et al., 2020) . This is in keeping with what was discovered of early research carried out by Ariyanti, et al, that price had a positive and significant impact on customer satisfaction (Ariyanti et al., 2022) . In line with the findings of previous research conducted by Yoan Fauzi Rahmandika, Listyowati, & Hari Purwanto that price affects consumer satisfaction (Rahmandika et al., 2020) . Another study conducted by Rico Ilham Sutrisno and Didit Darmawan has demonstrated that prices have a beneficial and noteworthy impact on consumer satisfaction (Sutrisno & Darmawan, 2022) . At the same time, the results of another study conducted by Riri Fitria Sari and Doni Marlius indicated that price has an excellent and significant effect on customer satisfaction (Sari & Marlius, 2023) . However, this varies with the results of earlier studies conducted by Nursakinah, Hichmaed Tachta Hinggo S, and Intan Diane Binangkit, which determined that the price variable had a negative and negligible impact on consumer satisfaction (Nursakinah et al., 2022) .

H3: Prices had a beneficial and substantial effect on how satisfied customers are.

Meanwhile, the 4th hypothesis is:

H4: Customer satisfaction is significantly affected by service quality, product quality, and price.

RESEARCH METHODOLOGY

The study analyzes the correlation between the independent variables of service quality (X_1), product quality (X_2), and price (X_3) and the dependent variable of customer satisfaction (Y). Figure 1 demonstrates the interaction between elements.
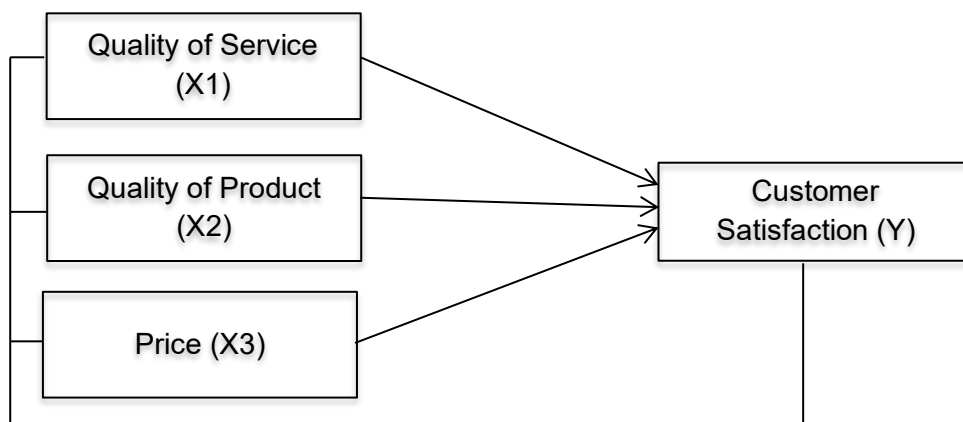
Figure 1. Conceptual Framework

This study gathered information using a quantitative approach to research and a survey method. From March to April 2024, questionnaires were distributed for consumers at Alfamart Penfui Timur Village in Kupang Regency, East Nusa Tenggara Province. Responses were rated on a five-point Likert scale. The study's topics were every consumer of Alfamart Penfui Timur. A *purposive sampling technique* also known as selective sampling is a non-probability sampling technique where researchers intenionally select participants based on specific characteristics relevant to the study. It has been used to discover 53 customers who had bought at least one Alfamart product. The collected information was analyzed using multiple linear regression with SPSS version 25 to assess the influence of independent variables on dependent variables. Many preliminary tests took place in order to ensure the robustness of the multiple regression analysis: validity and reliability tests, and also classical assumption tests including normality, heteroscedasticity, multicollinearity, and data linearity tests.

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RESULTS AND DISCUSSION
Results
Description of Respondent Characteristics
Respondent data in the discussion aims to present a picture of customers who shopping at Alfamart in Penfui Timur Village, Kupang Regency, East Nusa Tenggara Province. The data collected include age, gender, marital status, education, employment status, the amount of times consumers make purchases at Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province, where they discovered about Alfamart, and the reasons for making purchases.

Table 1. Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 years	5	9.4	9.4	9.4
	20 years – 30 years	41	77.4	77.4	86.8
	31 years – 40 years	5	9.4	9.4	96.2
	> 40 years	2	3.8	3.8	100.0
	Total	53	100.0	100.0	

Source: SPSS Processed Data, version 25, 2024

Based on table 1. for the age category, 5 people (9.4%) are < 20 years, 41 people (77.4%) are 20 - 30 years, 5 people (9.4%) are 31 - 40 years, and 2 people (3.8%) are > 40 years.

Table 2. Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Woman	32	60.4	60.4	60.4
	Man	21	39.6	39.6	100.0
	Total	53	100.0	100.0	

Source: SPSS Processed Data, version 25, 2024

Based on table 2, for the gender category, there were 32 women (60.4%), and 21 men (39.6%).

Table 3. Marital Status

Marital status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Marry	7	13.2	13.2	13.2
	Not married yet	46	86.8	86.8	100.0
	Total	53	100.0	100.0	

Source: SPSS Processed Data, version 25, 2024

Based on table 3, for the marital status category, 7 people (13.2%) were married, and 46 people (86.8%) were not married.

Table 4. Last Education
Last education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	11	20.8	20.8	20.8
	S1	28	52.8	52.8	73.6
	S2	6	11.3	11.3	84.9
	Other	8	15.1	15.1	100.0
	Total	53	100.0	100.0	

Source: SPSS Processed Data, version 25, 2024

Based on table 4. for the last education category, as many as 11 people (20.8%) were high school graduates, 28 people (52.8%) were S-1, 6 people (11.3%) were S-2, and 8 people (15.1%) were others.

Table 5. Employment Status
Job_Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	27	50.9	50.9	50.9
	Private employees	13	24.5	24.5	75.5
	ASN/PNS	4	7.5	7.5	83.0
	Self-employed	2	3.8	3.8	86.8
	Other	7	13.2	13.2	100.0
	Total	53	100.0	100.0	

Source: SPSS Processed Data, version 25, 2024

Based on table 5. for the employment status category, a total of 27 people (50.9%) are students, 13 people (24.5%) are private employees, 4 people (7.5%) are ASN/PNS, 2 people (3.8%) are self-employed, and 7 people (13.2%) are others.

Table 6. How many times to Alfamart
How_Many_Times_To_Alfamart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 time	7	13.2	13.2	13.2
	1-3 Times	17	32.1	32.1	45.3
	More than 3 Times	29	54.7	54.7	100.0
	Total	53	100.0	100.0	

Source: SPSS Processed Data, version 25, 2024

Based on table 6, descriptive analysis obtained the results that out of 53 respondents, there were 7 people (13.2%) who made purchases at Alfamart Penfui Timur Village, Kupang Regency, East Nusa Tenggara once, 17 people (32.1%) who made purchases at Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara one to three times and 29 people (54.7%) who made purchases at Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara more than three times.

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Table 7. Information about Alfamart
Information_About_Alfamart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social media	17	32.1	32.1	32.1
	Friend Recommendation	36	67.9	67.9	100.0
	Total	53	100.0	100.0	

Source: SPSS Processed Data, version 25, 2024

Based on table 7, the results of the descriptive analysis showed that out of 53 respondents, 17 people (32.1%) received information about Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara from social media and 36 people (67.9%) received information about Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara from recommendations from friends.

Table 8. Reasons for Buying at Alfamart
Reasons_To_Buy_at_Alfamart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Curious	19	35.8	35.8	35.8
	Lots of Promos	19	35.8	35.8	71.7
	Friend Recommendation	15	28.3	28.3	100.0
	Total	53	100.0	100.0	

Source: SPSS Processed Data, version 25, 2024

Based on table 8, descriptive analysis obtained the results that out of 53 respondents, there were 19 people (35.8%) visiting and making purchases at Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara because of curiosity, 19 people (35.8%) visiting and making purchases at Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara because of the many promos, and 15 people (28.3%) visiting and making purchases at Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara because of friend recommendations.

According to (Sugiyono, 2017:193), the first thing that has to be done is to run a test for each instrument item by examining the validity used to measure a number of data that was provided by the researcher is valid or not (Sri Katrina Bangnga Lestari et al., 2023) . This test takes place to check the accuracy of the research instrument. The aim is to see and validate that the instrument can measure every aspect the researcher is interested in measuring in the present study. If r count is higher or equal to r table, it must meet the validity circumstances (Sri Katrina Bangnga Lestari et al., 2023) . In accordance with those requirements and the results of the tests, all statement items in the variables of Service Quality, Product Quality, Price, and Customer Satisfaction in the present investigation have been shown to be valid. Statements for all variables indicate the results of R count ≥ R table with a significance value of < 0.05 (Kayely et al., 2023) . This represents that all the assertions items utilized by this study are declared valid.

Sugiyono (2017: 193) characterizes reliability testing as a tool used by researchers to figure out the consistency of the same object for several times still producing the same data (Sri Katrina Bangnga Lestari et al., 2023) . This means that this reliability test aims to ensure consistency. A Cronbach's Alpha evaluating of higher than 0.60 shows that the questionnaire is reliable. Table 9 illustrates the results created based on those circumstances and test results. The test results suggest the variables of Service Quality, Product Quality, Price, and Customer Satisfaction are reliable.

Table 9. Reliability Test

| Variables	Cronbach's Alpha	Standard α	Information
Service Quality (X1)	0.891	0.60	Reliable
Product Quality (X2)	0.900	0.60	Reliable
Price (X3)	0.800	0.60	Reliable
Customer Satisfaction (Y)	0.912	0.60	Reliable

Source: SPSS Processed Data, version 25, 2024

If a researcher employs regression analysis in order to evaluate its influence and then gets outcomes, their research must meet the criteria outlined in the instructions for the classical assumption test. This conventional assumption test might be deemed one of the tests needed that must be performed before going to further analysis, particularly with regression analysis. A researcher explores this customary assumption to generate a regression model which complies with the BLUE (Best Linear Unbiased Estimator) criteria (Sri Katrina Bangnga Lestari et al., 2023) . The author performed normality, multicollinearity, heteroscedasticity, and linearity analyses in this study.

The researcher examined requirements assumptions, involving data normality, heteroscedasticity, multicollinearity, and linearity. The researcher expresses it as follows:
The normality test shows either a regression model, independent variables, dependent variables, or both have a regular distribution or not (Kayely et al., 2023) . The test of normality in this study involves using a P-Plot. Ghozali (2011:161) classifies a regression model that is frequently distributed when the plotting points follow the diagonal line.

Figure 1. Results of the P-Plot Normality Test

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kepuasan Pelanggan
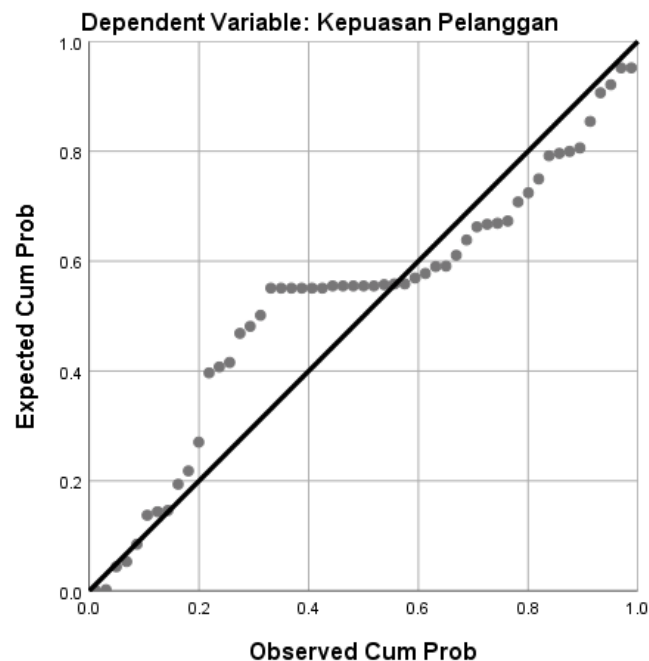
Source: SPSS Processed Data, version 25, 2024

Based on Figure 1 (which isn't provided here but is referenced in the original text), the data points are scattered around and generally follow the diagonal line. This indicates that the data used in the present study is a distribution that is typical. Following the normality test, multicollinearity testing took out, acquiring the following results:

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Table 10. Multicollinearity Test Results

Independent Variables	Dependent Variable	Tolerance	VIF Value	VIF Critical	Information
Service Quality (X1)	Customer Satisfaction (Y)	0.276	3,618	10.0	Non multicollinearity
Product Quality (X2)		0.310	3,226	10.0	Non multicollinearity
Price (X3)		0.543	1,843	10.0	Non multicollinearity

Source: SPSS Processed Data, version 25, 2024

During the normality test, a multicollinearity test took place. The results demonstrate that all independent variables have a tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) less than 10.0. These results indicate that there is no multicollinearity among the independent variables in this study, showing they are not strongly correlated with each other. Next, heteroscedasticity testing took place, acquiring the following the results:

Figure 2. Results of Heteroscedasticity Test
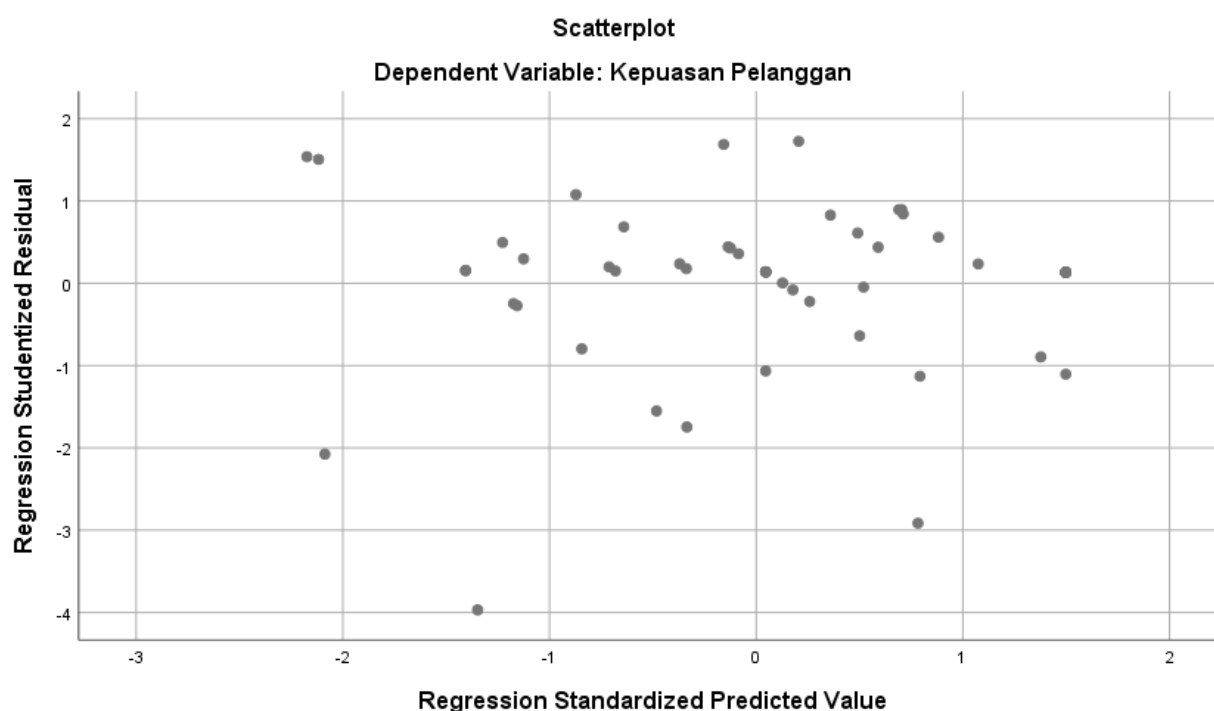
Source: SPSS Processed Data, version 25, 2024

Figure 2 above clearly demonstrates that the points have spaces out, do not form a particular design, and have values lower than zero, showing that there is no heteroscedasticity. Thus, it can be maintained that there is no heteroscedasticity problem in the data, permitting the regression to carry on. The next phase is carrying out a linearity test, and the following discoveries were obtained:

Table 11. Linearity Test Results

Connection	Deviation From Linearity
Service Quality (X1) Against Y	0.326
Product Quality (X2) Against Y	0.289
Price (X3) Against Y	0.110

Source: SPSS Processed Data, version 25, 2024

For the Linearity Test Results. The linearity test requires that the significance level of the independent variables be greater than 0.05. As observed in Table 11 (not comprised in the prompt), results are as follows: 1) Service Quality: The significant (Sig.) starting point from the linearity value is 0.326. 2) Product Quality: The significant deviation from linearity is 0.289. 3) Price: The significant departing from linearity is 0.110. All of these numbers are more than 0.05, suggesting that Service Quality, Product Quality, and Price have a direct relationship with Customer Satisfaction. This means the basis of linearity is met. For the Classical Assumption test. The standard assumption tests demonstrated that the data is normally distributed, free of heteroscedasticity, and free of multicollinearity. The independent variables (service quality, product quality, and price) are linear connected to the dependent variable (customer satisfaction). For the Hypothesis Testing, with the classical assumptions satisfied, hypothesis testing was then performed using SPSS software, yielding the following results:

Table 12. F Test Results
ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	397,947	3	132,649	47,018	.000 [b]
	Residual	138,241	49	2,821		
	Total	536,189	52			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Price, Product Quality, Service Quality

Source: SPSS Processed Data, version 25, 2024

The F-test the results indicate a figure of 47.018 and a significance value of 0.000 < 0.05, confirming a joint influence of Service Quality, Product Quality, and Price on Customer Satisfaction.

Next test is a partial test that is analyzed using the t-test, producing the following results:

Table 13. t-Test Results
Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.298	1,779		-.167	.868
	Quality of Service	.364	.092	.546	3,961	.000
	Product Quality	-.030	.117	-.033	-.253	.801
	Price	.503	.117	.424	4.310	.000

a. Dependent Variable: Customer Satisfaction

Source: SPSS Processed Data, version 25, 2024

According to the test results of the t-test, it can be interpreted more clearly as follows:
1. The Service Quality variable gets a significance value of 0.000 (<0.05) and a regression coefficient of 0.364, denying H_0 while approving H_A. This shows a significant and favorable

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connection between Service Quality and Customer Satisfaction. The higher the quality of service gave the higher the level of customer satisfaction.

2. If the product quality variable gets a significant value of 0.801 > 0.05 and a regression coefficient of -0.030, H_0 is approved and H_A is refused. This indicates a negative and irrelevant connection among product quality and customer satisfaction. Where the product quality variable shows no important effect on the customer fulfillment variable.

3. If the Price variable exhibits a significance value of 0.000 (<0.05) and a regression coefficient of 0.503, H_0 is rejected and H_A is accepted, suggesting that there is a significant relationship between Price and Customer Satisfaction. Customer fulfillment improves whenever the price is appropriate and their service is great.

Table 14. Results of the Determination Coefficient Test (R2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861 ª	.742	.726	1,680

a. Predictors: (Constant), Price, Product Quality, Service Quality

Source: SPSS Processed Data, version 25, 2024

With an adjusted R-squared of 0.726, the study reveals that 72.6% of the variation in customer satisfaction at Alfamart, Penfui Timur Village, Kupang Regency, East Nusa Tenggara Province, can be explained by the variables of Service Quality, Product Quality, and Price. The remaining 27.4% of customer satisfaction is influenced by unexamined variables.

Discussion
1. The Influence of Service Quality on Alfamart Customer Satisfaction.
The hypothesis (H1) indicating service quality enhances customer satisfaction at Alfamart Penfui Timur in Kupang Regency, East Nusa Tenggara Province was officially accepted. This can be seen by their initiatives to supply services to every customer who visits in accordance with its mission, that being to: (1) fulfill customers/consumers by focusing on superior quality products and services, (2) always be the best in everything they do, and (3) preserve high business behavior/ethics. All employees of Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province must be serious in responding and serving customer needs in any situation with any customer without discriminating against race. That is the guideline implemented at Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province in serving visiting customers which ultimately can make customers feel satisfied while making purchases at Alfamart so that customers do not hesitate to think twice about visiting Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province. Thus, it is true that service quality has a positive effect on consumer satisfaction, which has been verified by previous research by Eka Giovana Asti or Eka Avianti Ayuningtyas (Asti & Ayuningtyas, 2020) . It is important for modern companies in today's era to strive for customer satisfaction by avoiding customer frustration, and it is not surprising that companies must implement various business strategies to achieve their business goals. Tjiptono, 2007 in (Eka Giovana Asti & Eka Avianti Ayuningtyas, 2020) service quality is additionally defined as the level of expected excellence and a capacity to control that level of excellence with the goal to meet customer standards and requirements. Service quality encourages consumers to commit to a company's products and services, enabling it improve a product's market share. Service quality is extremely important for retaining consumers for a long period of time (Asti & Ayuningtyas, 2020) .

2. The Influence of Product Quality on Alfamart Customer Satisfaction.

The second hypothesis (H2), that suggested whether product quality had a positive and significant effect on consumer satisfaction at Alfamart Penfui Timur in Kupang Regency, East Nusa Tenggara Province, is not accepted. The test results suggest that product quality does not have a significant and adverse effect on consumer satisfaction. This result fails to indicate that the product quality of Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province is not crucial; nevertheless, the outcomes of this test demonstrate challenges exist in Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province do not come from product quality, because in reality, many respondents in this study stated that the product quality owned by Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province was. The results of this study also do not mean that they contradict previous research by Budiarno, Ida Bagus Nyoman Udayana & Ambar Lukitaningsih which stated that product quality has a positive and significant effect on customer satisfaction (Budiarno et al., 2022) , it's just that in this study the product quality of Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province is already good, and is not the cause of the lack of progress of the Alfamart company in Penfui Timur, Kupang Regency, East Nusa Tenggara Province, because there could be other factors that cause this Alfamart company to be less advanced, such as service quality, price, promotion, image, and others. This is in accordance with earlier research conducted by Eka Giovana Asti and Eka Avianti Ayuningtyas, that showed that product quality had a negative and small impact on consumer satisfaction (Asti & Ayuningtyas, 2020) .

3. The Influence of Price on Alfamart Customer Satisfaction.

The third hypothesis (H3), that price having a beneficial and substantial effect on customer satisfaction at Alfamart Penfui Timur in East Nusa Tenggara Province's Kupang Regency, is accepted. This is shown by Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province's delivery of services to every customer who visits, which is, of course, in keeping with its mission, which is: (1) providing customer satisfaction by focusing on superior quality products and services, (2) always being the best in all aspects implemented, and (3) always upholding high business behavior/ethics. One of the missions, namely related to the service applied by Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province to customers, of course cannot be separated from the determination of product prices that are affordable for customers. This means that the prices set by Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province are relatively good because Alfamart has considered the aspect of customer income before setting the selling price of its products. That is the business strategy implemented at Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province in determining affordable product prices which ultimately make customers feel satisfied while making purchases at Alfamart so that customers do not need to hesitate to think twice about visiting Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province. Thus, it is true that price has a positive and significant effect on customer happiness. It has been supported by previous study conducted by Widyaningsih Putri Ariyanti, Haris Hermawan, and Ahmad Izzudin (Ariyanti et al., 2022) . Price has a very important role for customers in making decisions to make purchases at Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province. By providing affordable prices without reducing the elements of benefits that will be received later by customers, customers will feel satisfied while visiting or shopping at Alfamart Penfui Timur, in East Nusa Tenggara Province's Kupang Regency.

4. The Impact of Price, Product Quality, and Service Quality Collectively on Alfamart Customer Satisfaction

The fourth hypothesis (H4): At Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province, all aspects of pricing, product quality, and service quality having a positive and significant influence on customer satisfaction. This is shown by the percentages demonstrating 72.6% for service quality, product quality, and price offered by Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province to visiting consumers. Because this might have an effect on their satisfaction, as shown by the quality of service provided by Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province, which is based on the company's

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vision and mission, namely "to become a leading retail distribution network owned by the local population and oriented towards empowering small entrepreneurs, fulfilling consumer needs and expectations, and being able to compete globally." Meanwhile, its mission is (1) to provide customer satisfaction by focusing on superior quality products and services, (2) to always be the best in everything it does and maintain high business conduct/ethics, (3) to be a part of building the nation by developing an entrepreneurial spirit and business partnerships, (4) To create a global organization that is trusted, healthy, and continues to grow whilst helping customers, suppliers, employees, shareholders, and society in general.

Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province also has a good marketing strategy, namely offering the latest promotions to customers. The strategy implemented by Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province towards customers is to carry out relationship maintenance. This is a strategy to maintain customers because with one of the strategies carried out, it will make customers feel appreciated and needed especially for their contribution when visiting Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province which will later make them feel satisfied and will not hesitate to visit again, and ultimately can increase customer satisfaction at Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province. Then, No more significant than the quality of service and price where Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province always offers its products at quite affordable prices compared to its competitors which are located not far from Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province but does not reduce the benefits of the product so that customers who visit Alfamart will be satisfied because Alfamart customers receive benefits that are appropriate or even go above what customers expect when visiting and making purchases at Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province, and as a result, customers will not hesitate to come back to Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province. The results of this inquiry are compatible with those of previous studies by Eka Giovana Asti and Eka Avianti Ayuningtyas, that said that service quality, product quality, and pricing have a beneficial and significant impact on customer satisfaction (Asti & Ayuningtyas, 2020) .

CONCLUSION

The following are the conclusions derived based on the three independent variables used, outlined in the analysis results and data discussion:

1. Service quality having a favorable and considerable impact on customer satisfaction at Alfamart Penfui Timur in Kupang Regency, East Nusa Tenggara Province. This indicates that the higher the quality of service sent or made available to customers, the higher the level of customer contentment.
2. At Alfamart Penfui Timur in Kupang Regency, East Nusa Tenggara Province, Product Quality does not have a positive and significant influence on Customer Satisfaction, in opposition to Service Quality. This indicates that the quality of the products offered to consumers has no impact on the degree of satisfaction.
3. In addition to Service Quality, Price has a significant positive impact on Customer Satisfaction at Alfamart Penfui Timur in Kupang Regency, East Nusa Tenggara Province. This indicates that the better the price offered to consumers, the more customers will visit Alfamart, potentially raising their level of contentment.
4. Customer Satisfaction at Alfamart Penfui Timur in Kupang Regency, East Nusa Tenggara Province, is determined by service quality, product quality, and price.

Based on the previous conclusion, the recommendations that follow are offered for Alfamart Penfui Timur in East Nusa Tenggara Province's Kupang Regency to improve customer satisfaction through service quality, product quality, and price:

1. Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province is expected to be more aware of factors with weak or less good percentages that respondents value in each indicator. Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province is expected to always monitor the quality of service, product quality and prices in order to

improve customer satisfaction.

2. Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province to maintain the training both online and offline that has been carried out by the Human Resources Team, especially training in terms of increasing customer (consumer) satisfaction.

3. Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province always conducts a final check on all products that will be offered and given to customers to ensure that the products offered are good to get the appropriate satisfaction value or even more than what is expected by customers of Alfamart Penfui Timur, Kupang Regency, East Nusa Tenggara Province.

4. To always make the latest innovations in terms of product arrangement and placement, such as appearance, good and aesthetic arrangement of goods, because with this innovation, customers will not get bored if they visit often, which will later increase customer satisfaction itself.

Future studies ought to take at extra variables such as promotion, brand image, or location in addition to service quality, product quality, and prices in order to identify a wider variety of requirements.

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