

The Influence of Product Quality and Promotion on Consumer Satisfaction

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Abstract

This study comprises two independent variables, Product Quality (X1) and Promotion (X2), and one dependent variable, Consumer Satisfaction (Y). This research is both descriptive and causal. The population comprises consumers utilizing wedding services in Bum-Nag Iliran Batang Suliti Nagari Pakan Rabaa, Koto Parik Gadang Diateh District, South Solok Regency – accidental sampling, which included a cohort of 30 individuals. Validity and reliability assessments were conducted to acquire valid and dependable instruments. The study's findings indicated that at Bum-Nag Iliran Batang Suliti Nagari Pakan Rabaa Utara, Koto Parik Gadang Diateh District, South Solok Regency: Product quality is rated as satisfactory, with an average score of 3.54 and a response achievement level of 71.0%. The promotion is rated positively, with an average score of 3.52 and a respondent achievement rate of 70.0%. Consumer satisfaction ranks as a commendable criterion, with an average score of 3.54 and a respondent achievement rate of 70.9%. Product Quality does not significantly influence Consumer Satisfaction, as indicated by a significance level of 0.894, which exceeds 0.05. The calculated t value of 0.134 is less than the critical t value of 1.7033 from the t table, leading to the acceptance of H01 and the rejection of Ha1. Promotion significantly influences Consumer Satisfaction, with a significance level of $0.000 < 0.05$. The calculated t value is 4.424, exceeding the t table value of 1.7033, leading to the rejection of H02 and acceptance of Ha2. The F test results indicate a calculated F value of 21.324, exceeding the F table value of 3.354, with a significance value of 0.000, below the alpha level of 0.05. Consequently, H03 is rejected, and Ha3 is accepted, signifying that Product Quality and Promotion significantly affect Consumer Satisfaction.

Keywords: Product Quality, Promotion, Consumer Satisfaction



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INTRODUCTION

In the modern day, the business world is characterized by intense competition. It is characterized by numerous companies attempting to seize market share and new markets using various methods, strategies, and innovations displayed in their products or services. To ensure the continued existence of their company and the accomplishment of their primary objectives, businesses need to be able to choose the most appropriate marketing plan. In conditions of increasingly tight competition with high economic growth rates, business activities in competition are increasingly felt to be very large. Here, humans have diverse needs in large quantities, while goods and services to meet these needs are limited. So, business owners must continue to improve quality according to consumer needs so that businesses can compete and develop to produce value (Abigail et al., 2024), to anticipate this, business owners must improve and use technological advances according to increasingly modern needs and developments. And the type of business opened from services such as the Pelaminan business. The wedding stage rental company is one of the needs used by consumers to hold an important event, one of which is a wedding.

The Bum-Nag Iliran Batang Suliti Wedding Ceremony Business is one of the Bum-Nag units engaged in the wedding organizer business, which provides services to help prospective brides and families who want to hold a wedding reception in Nagari Pakan Rabaa Utara in particular and other villages that require wedding ceremony services. Business activities start from planning and wedding preparations to the realization of the wedding event from start to finish. The Bum-Nag Iliran Batang Suliti Wedding Ceremony Unit, Nagari Pakan Rabaa Utara, has been operating since 2020 until now. The Bum-Nag Iliran Batang Suliti Wedding Ceremony Unit, Nagari Pakan Rabaa Utara, continues to be committed to consumers providing the best by following developments and innovating. This is done so that the business can survive and grow so that the main goal can be achieved.

A business can have a special place in the hearts of the people for several reasons, including how it establishes competitive prices, how it conducts effective promotions, how it forms an image and builds a good business reputation in the eyes of consumers, and how it provides excellent and satisfying service quality from the products that they offer to consumers that they provide (Teck Weng & Cyril de Run, 2013).

According to Kotler et al., (2019) any item that may be presented to a market for attention, acquisition, usage, or consumption and that has the potential to satisfy a need is considered a product. According to Hermanto & Nainggolan (2020) Product quality is an essential factor influencing consumer satisfaction; every consumer wants the product they buy to be according to their expectations; in other words, it is called quality. If the product's benefits, uses, and functions are up to consumer expectations, then it can be said that the product is of quality. Almost every company employs a product's quality to attract consumers when marketing its products. The company certainly has different quality products that are the same shape.

The purpose of promotion is to transform the attitudes and behaviors of customers from not knowing to knowing so that they become purchasers and still remember the product. Promotion is communication between sellers and buyers based on factual information (Dahmiri et al., 2018).

Promotion is one of the elements in the marketing mix that is highly important for businesses to apply when marketing service items. It serves as a communication medium between the firm and the consumers and is one of the variables included in the marketing mix. Companies that carry out promotions well will be able to invite consumers to become more curious and buy them (Lupiyoadi & Hamdani, 2008). Promotion can be done in various ways, such as companies doing sales promotions that are very profitable for the company so that many consumers want to know more about the products or services provided by the company. One of the promotion goals is to inform consumers about products, so this goal should be achieved by providing adequate and efficient promotions so that consumers can easily understand and immediately buy the products offered.

Kotler et al., (2019) customer satisfaction is as follows: "Satisfaction reflects a person's judgment of a product's perceived performance in relation to expectations. If performance falls short of expectations, the customer is disappointed. If it matches expectations, the customer is satisfied. If it exceeds them, the customer is delighted," indicating that satisfaction is a reflection of an individual's evaluation of a product's perceived performance about expectations. The consumer is said to be dissatisfied when the performance does not meet their expectations. The customer is satisfied if the performance is up to the client's standards. The customer is overjoyed if it goes above and beyond their expectations.. So, customer satisfaction can be said to be a critical factor in winning the competition (Pratondo et al., 2024). Conceptualizing customer satisfaction as a feeling arises as an output of an assessment of the experience of using a product or service (Tjiptono, 2012).

Table 1. Comparison of Price Variants and Number of Wedding Stage Consumers in Koto Parik Gadang Diatch District from 2020 - 2023

Wedding Business	Years	Price Variants	Number of Consumers
Wali Pelaminan	2020 s.d 2023	Rp. 4.000.000 s.d. Rp. 15.000.000.'	48
Teci Pelaminan	2020 s.d 2023	Rp. 5.000.000 s.d. Rp 45.000.000.'	75
Bum-Nag Iliran Batang Suliti	2020 s.d 2023	Rp. 1.000.000 s.d. Rp 10. 000.000.'	30

Source: Wali Pelaminan, Teci Pelaminan and Bum-Nag Iliran Batang Suliti (data from 2020 to 2023)

Based on the table above, from the three wedding dais that were used as samples, there were price differences starting from Wali Pelaminan, Teci Pelaminan to Bum-Nag Iliran Batang Suliti itself, where Bum-Nag Iliran Batang Suliti had the lowest price variant because the village established the Bum-Nag dais and its purpose was also to help the village community who needed wedding matters.

From interviews with the community and those who have used the Bum-Nag wedding stage, it is clear that the Bum-Nag wedding stage is still lacking in enthusiasts because the community is less aware of the existence of the Nagari wedding stage itself; this is due to the lack of promotion on social media or word of mouth such as WhatsApp, Facebook, Instagram, and other social

media, as well as the wedding stage product itself, starting from the decoration model, it is by other pelicans, but the size of the tent, decorative cloth, flowers, lamp decorations, chair,s, and other supporting equipment is still incomplete, in terms of the quality of the wedding dress, it is still minimal, not good and the model of the dress is old because the wedding stage belongs to the Nagari, so the circulation of money to buy the latest wedding stage items is difficult, only expecting from the results of the wedding stage installation and the lack of budget from thNagariri for the Bum-Nag wedding stage. It is suspected and based on interviews with the community that this is the problem that makes consumers less interested in using the Bum-NagNagarii wedding dais; if seen from the price offered to consumers, the Bum-Nag management has adjusted to the ability of consumers, but the public's interest is still lacking in using the Nagari wedding dais. But even so, the Bum-Nag Iliran Batang Suliti Nagari Pakan Rabaa Utara wedding dais initially only focused on serving the Pakan Rabaa Utara Nagari community because the wedding dais business belongs to Bum-Nag from Pakan Rabaa Utara Nagari. Still, it has started to serve outside Pakan Rabaa Utara Nagar, such as Surian, Pakan Rabaa, Muaralabuh, and others.

LITERATURE REVIEW

Product Quality

The term "quality" can be understood in various ways because different individuals interpret it differently. Some quality examples include compliance with requirements or expectations, fitness for use, freedom from damage or flaws, meeting customers' wants, and doing all that pleases. When discussing maintaining quality, we mean the frail condition of products, services, people, processes, and environments that meet or exceed expectations (Tjiptono, 2012). Quality is a mixture of features and characteristics determining how output can fulfill the customer's criteria. As a result, customers determine and evaluate the degree to which these properties and characteristics meet their requirements (Lupiyoadi & Hamdani, 2008).

According to Kotler et al., (2019) according to this definition, product quality is defined as the capacity of an item to deliver outcomes or performance comparable to or even improve upon what the consumer desires. Meanwhile, according to Kotler et al., (2019) defines Product quality as "The characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs". This opinion states that product quality is the characteristics of a product or service that support its ability to satisfy customer needs.

As a result of the definitions presented above, it is possible to conclude that product quality is a product's capacity to satisfy consumers' desires. The durability of the product, its dependability, its ease of use, and other significant features are among the consumer needs that are being sought after. Product quality has the following indicators (Garvin, 2012):

1. Performance is the operational characteristics and core products purchased – speed, ease, and convenience.
2. Features of a product that are designed to assist in performing the product's primary duties.

3. Compliance with the specifications refers to the degree to which the design and operating characteristics satisfy the requirements established beforehand. Consider, for instance, the norms for operating characteristics.
4. The durability of a product refers to the length of time it can be utilized. Both the technical and economic aspects of existence are included in this domain.
5. Reliability, refers to the extremely low probability of failure or damage.
6. Serviceability, includes timeliness, competence, comfort, how easy it is to repair, and how well complaints are handled. Services are offered not only before sales but also during the sales process and after-sales, including repair services and the availability of essential components. There is no restriction on the scope of services that are offered.
7. The attraction of a product to the five senses is referred to as its aesthetics. This includes the attractiveness of the product's design, the singularity of the product models, and the product combinations.
8. The consumer's assessment of a product's overall quality or superiority is referred to as the product's perceived quality. It is common for buyers to form their perceptions of the quality of a product based on factors such as pricing, advertising, the reputation of the company, and the nation in which it was manufactured. This is because buyers typically lack knowledge about the traits or characteristics of the product that they intend to acquire.

Promotion

The term "promotion" originates from the English word "promote," which might be translated as "developing" or "increasing" (Hanaysha, 2018). A component of the marketing mix is promotion, which is one of its components. Promotion is an action carried out by businesses to explain the benefits of their products and persuade customers to engage in actions that entail purchasing products or making use of services tailored to their requirements (Zoellner & Schaefers, 2015).

This is different from the definition of promotion according to Stanton et al., (2007) promotion is an activity that involves information, persuasion, and vice versa. It is carried out by individuals who convince others to become informers. A promotion aims to inform or offer items or services to the target audience by encouraging potential consumers to buy or consume them. This definition of promotion is based on the concept outlined above.

Then, the definition of promotion according to Kotler et al., (2019) in marketing, promotion refers to activities that communicate the product's benefits and convince potential buyers to purchase it. One definition of promotion is "an activity that communicates the benefits of a product and persuades target consumers to buy the product." At the same time, Vasan (2023) presented an additional viewpoint. A sales and marketing activity known as promotion is responsible for informing consumers about a company's products, services, and ideas and driving demand for such things. Promotion is a form of sales and marketing activity that motivates customers to buy the goods and services that the company has developed.

As a result of the definitions presented above, it is possible to conclude that promotion is an activity that involves communicating the advantages of a product or service to improve the level of interest and enthusiasm that consumers have in consuming or utilizing the product or service.

Promotion indicators include the following, as Kotler et al., (2019) stated:

1. Promotional Message evaluates the degree to which the promotional message is carried out and given to consumers or the market.
2. The media selected and utilized by businesses to carry out promotions is referred to as promotional media.
3. The amount of time a corporation has to carry out a promotion program is called the promotion time.
4. The term "promotion frequency" refers to the number of sales promotions a company conducts during a specific period of various sales promotion media options.

Customer satisfaction

A decision that is made based on the experiences that one has obtained is what constitutes satisfaction. To determine whether or not the fulfillment of one's expectations is the most significant factor in one's level of satisfaction, research is required (Gök et al., 2019). Meanwhile, according to Özkan et al., (2019) The term "consumer satisfaction" refers to the emotion of pleasure or disappointment that a person has due to comparing their impression of the performance or results of a product with their expectations. The degree to which a company's goods and services meet or surpass the expectations of its customers is a measure of customer satisfaction (Khoo, 2022).

According to Kotler et al., (2019) According to this definition, satisfaction can be defined as the pleasure or disappointment that a person experiences due to comparing the performance or outcome of a product to their expectations. Dissatisfaction is the result that occurs when the performance does not live up to the expectations that were set. The customer is satisfied if the product or service meets their expectations. Consumer satisfaction may be defined as the degree to which an individual is pleased or unsatisfied with the performance or outcome of a product in comparison to their expectations. This conclusion can be derived from the information shown here. The customer will undoubtedly feel dissatisfied if the performance does not meet their expectations. To the extent that it is based on expectations, the consumer will have a sense of contentment, which might be seen as an attempt to fulfill something or to make something suitable (Pradiani et al., 2023).

So, according to several of these definitions, it can be concluded that consumer satisfaction is something consumers feel before consuming a product or service and after consuming the product or service, whether it is appropriate and fulfills what the consumer wants.

Consumer satisfaction indicators are as follows (Irawan, 2008):

1. Overall service satisfaction: Consumers will feel satisfied if the work is completed well and the results are not disappointing.
2. Recommend to others that satisfied consumers will share this experience with other friends and relatives if the performance provided is excellent.
3. Returning to use the service: if the experience the consumer gets is satisfactory, of course, the consumer will return to use the products or services of the company.

METHOD

This study examined the independent factors of promotion (X2) and product quality (X1). The degree of satisfaction clients attain is the dependent variable under examination in this study. This study encompasses both descriptive and causal analyses. The population comprises customers of wedding services in Bum-Nag Iliran Batang Suliti Nagari Pakan Rabaa, situated in the Koto Parik Gadang Diateh District of South Solok Regency. The sampling technique employed was accidental sampling, with a sample size of thirty individuals. Validity and reliability assessments are conducted to obtain credible and dependable tools.

ANALYSIS AND DISCUSSION

Respondent Overview

From the research results, the sample has responded to the questionnaire distributed based on the indicators of each variable. A frequency analysis was carried out to obtain each variable's overall value. The following description and distribution of respondents' answers will be described as follows:

Table 2. Respondent Identity

Variable	Respondent	Total	Percentage
Gender	Male	12 people	40%
	Female	18 people	60%
	Total	30 people	100%
Age	< 30 years old	17 people	56,7%
	> years old	13 people	43,3%
	Total	30 people	100%

Source: Primary data processed, 2024

Validity Test Results

Three outputs were acquired as a consequence of the validity test. These outputs were the product quality variable (X1), the promotion variable (X2), and the consumer happiness variable (Y). From these outputs, the correlation value between each question can be known. The correlation value is compared with the r table value; the r tab values searched at a significance of 0.05 with a 3-sided test, and the number of data (n) = 30 minus the number of variables or $df = 30 - 3 = 27$ is obtained, then the r table is 0.367.

Table 3. Validity Test Results

Question Items	r count	r table	information
X1.1	0,705	0,367	Valid
X1.2	0,716	0,367	Valid
X1.3	0,493	0,367	Valid
X1.4	0,725	0,367	Valid
X1.5	0,798	0,367	Valid
X1.6	0,429	0,367	Valid
X1.7	0,843	0,367	Valid

X1.8	0,775	0,367	Valid
X1.9	0,659	0,367	Valid
X1.10	0,568	0,367	Valid
X1.11	0,611	0,367	Valid
X1.12	0,465	0,367	Valid
X1.13	0,752	0,367	Valid
X1.14	0,690	0,367	Valid
X1.15	0,569	0,367	Valid
X1.16	0,738	0,367	Valid
X2.1	0,688	0,367	Valid
X2.1	0,663	0,367	Valid
X2.3	0,509	0,367	Valid
X2.4	0,694	0,367	Valid
X2.5	0,715	0,367	Valid
X2.6	0,550	0,367	Valid
X2.7	0,720	0,367	Valid
X2.8	0,575	0,367	Valid
X2.9	0,455	0,367	Valid
X2.10	0,718	0,367	Valid
X2.11	0,728	0,367	Valid
X2.12	0,561	0,367	Valid
Y.1	0,708	0,367	Valid
Y.2	0,564	0,367	Valid
Y.3	0,575	0,367	Valid
Y.4	0,714	0,367	Valid
Y.5	0,759	0,367	Valid
Y.6	0,416	0,367	Valid
Y.7	0,774	0,367	Valid
Y.8	0,615	0,367	Valid
Y.9	0,559	0,367	Valid

Source: Primary data processed, 2024

Reliability Test Results

All questions were declared reliable from the output analysis, with a Cronbach's alpha value \geq 0.60.

Table 4. Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	Keterangan
Product Quality (X1)	0,913	Reliable
Promotion (X2)	0,863	Reliable
Customer Satisfaction (Y)	0,805	Reliable

Source: Primary data processed, 2024

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Results

Model	Coefficients ^a		
	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	6,873	4,088	
Coefficients Product Quality	,012	,093	,023
Coefficients Promotion	,577	,130	,766

a. Dependent Variable: Customer Satisfaction (Y)

Source: Primary data processed, 2023

Based on the SPSS output in the unstandardized coefficients table, the regression equation can be formulated as follows

$$\text{Customer Satisfaction} = 6,873 + 0,012 \text{ Product Quality} + 0,577 \text{ Promotion}$$

The multiple linear regression equation can be written as follows:

$$Y = 6,873 + 0,012 X1 + 0,577 X2$$

Information:

Y = Customer Satisfaction

X1 = Product Quality

X2 = Promotion

Hypothesis Testing

Table 6. Hypothesis Testing Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,873	4,088		1,681	,104
1 Product Quality	,012	,093	,023	,134	,894
Promotion	,577	,130	,766	4,424	,000

a. Dependent Variable: Customer Satisfaction (Y)

Source: Primary data processed, 2024

We can identify the effect of the independent variable product quality X1 on the dependent variable consumer happiness (Y) by comparing the estimated t with the t table. This allows us to determine the overall relationship between the two variables. The t-value that was computed and obtained is 0.134. However, the value extracted from the t-table is 1.7033 (the calculated t is not the same as the t-table). Furthermore, the level of significance value of 0.050 is significantly lower than the p-value of 0.894, which is considerably greater. The conclusion that can be drawn from this is that the quality of the product does not significantly influence the level of satisfaction delivered to clients. The conclusion is that the hypothesis H01 is accepted, while the hypothesis

Ha1 is rejected. The fact that this is the case suggests that the level of enjoyment that customers experience is not significantly influenced by the quality of the product pthey putheyed

By comparing the estimated t with the t table, the following explains the influence that the independent variable promotion X2 has on the dependent variable customer satisfaction (Y). The value of t that was calculated and acquired is 4.424, while the value of the t table is 1.7033 (calculated t is more than the t table). As an additional point of interest, the p-value of 0.000 is lower than the significance value of 0.0, which implies that promotion has a considerable impact on the level of satisfaction that customers experience. It is possible to conclude that Ho2 is never accepted, whereas Ha2 is always accepted. According to this, it appears that promotion significantly influences the degree of satisfaction customers feel they have received.

Coefficient of Determination (R²)

Table 7. Results of Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,783 ^a	,612	,584	2,700

a. Predictors: (Constant), Promotion (X2), Product Quality (X1)

b. Dependent Variable: Customer Satisfaction (Y)

Source: Primary data processed, 2024

There is a coefficient of determination of 0.612, equivalent to 61.2% of the R Square value. Despite this, The figure for the adjusted R square, which is 0.584, is the one that is advised to be used, because the regression equation uses two (2) or more independent variables. This is because the independent variables consist of two (2). When it comes to explaining this equation, the adjusted coefficient of determination is the most effective coefficient of determination. It is always the case that the adjusted R square figure is lower than the R square original figure. Consequently, this indicates that the variation of the two independent variables, namely product quality, and promotion, can account for 58.4 percent of the variance in the statistics about the level of pleasure experienced by consumers. While this is happening, the other factors are either caused by or explained by different aspects that have been investigated (such as the quality of the service, the emotions, the pricing, the friendliness, and the cost).

F Test

Table 8. F Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	310,984	2	155,492	21,324	,000 ^b
	Residual	196,883	27	7,292		
	Total	507,867	29			

a. Dependent Variable: Consumer Satisfaction (Y)

b. Predictors: (Constant), Promotion (X2), Product Quality (X1)

Source: Primary data processed, 2024

Based on the findings of the F test, there is a calculated F more significant than the F table, namely the calculated F of 21.324 > F table (3.354), and H_0 is rejected. H_a is accepted. The Sig. value is smaller (0.000) than the alpha value (0.05), so this regression model explains that product quality and promotion simultaneously significantly affect consumer satisfaction.

Discussion

The Influence of Product Quality on Consumer Satisfaction

Considering the regression coefficient value of product quality is 0.012, it means that if there is an increase in consumer satisfaction of 0.012 one unit, it will increase product quality by 0.012 units. Likewise, if there is a decrease in consumer satisfaction of 0.012 one unit, it will decrease product quality by 0.012 units.

The coefficient of correlation between product quality and customer happiness is 0.576, and the significance level is 0.001 for this association. One may say that there is a relationship that is pretty close to the amount of satisfaction that the customer experiences. This relationship can be represented as a correlation between the quality of the product and the level of satisfaction that the consumer experiences.

Furthermore, it is evident from the t-test that the product quality has a calculated t-value derived of 0.134, a t-table value of 1.7033 (calculated $t < t$ table), and a p-value of 0.894, which is more significant than the level of significance value of 0.05. This suggests that product quality is positively correlated with the t-value. This indicates that the product's quality does not significantly affect the satisfaction level experienced by customers. The conclusion is that hypothesis H_{01} is supported, whereas hypothesis H_{a1} is denied, which indicates that the quality of the product does not significantly affect the level of satisfaction experienced by customers.

The Influence of Promotion on Consumer Satisfaction

Considering the regression coefficient value of the promotion is 0.577, it means that if there is an increase in consumer satisfaction of 0.577 one unit, it will increase promotion by 0.577 units. Likewise, if there is a decrease in promotion of 0.577 units, it will decrease consumer satisfaction by 0.577 units.

The relationship between promotion and consumer satisfaction is around 78.2%, which is a strong relationship regarding closeness.

Moreover, according to the results of the t-test, it is evident that the promotion has a calculated t-value obtained of 4.424, a t-table value of 1.7033 (calculated $t > t$ -table), and a p-value of 0.000, which is lower than the level of significance of 0.05. This indicates that the promotion has a significant impact on the level of satisfaction experienced by consumers. This leads to the conclusion that H_{02} is not accepted, whereas H_{a2} is accepted, which indicates that promotion substantially impacts the level of satisfaction experienced by consumers.

The Influence of Product Quality and Promotion on Consumer Satisfaction at Bum-Nag Iliran Batang Suliti

The constant value of consumer satisfaction obtained from the multiple linear regression analysis results is 6.873, meaning that if everything in the independent variables is considered continuous, the value of consumer satisfaction is 6.873.

Furthermore, the coefficient of determination of product quality and promotion towards increasing consumer satisfaction is the Adjusted R Square Figure, which is 0.584 because the regression equation uses two (2) or more independent variables. Hence, the adjusted coefficient of determination is a good coefficient of determination to explain this equation. The Adjusted R Square figure is always smaller than the R Square figure. This means that the variation of the two independent variables can explain 58.4% of the variance in consumer satisfaction figures. At the same time, the rest is caused or explained by other factors that are not studied (such as service quality, emotion, price, and cost).

The Standard Error of Estimate (SEE) unit is 2.700, so the Standard Error of Estimate (SEE) will make the regression model more accurate in predicting independent variables. Based on the findings of the F test, there is a calculated F that is more significant than the F table, namely the calculated F of 21.324 > F table (3.354), then H_0 is accepted, and the Sig. V more minor smaller (0.000) than the alpha value (0.05), so based on this regression model, It explains that the product quality and the promotion significantly impact customers' happiness with Bum-Nag Iliran Batang Suliti, respectively.

CONCLUSION

In light of the findings of the research, the following are some of the conclusions that can be drawn:

1. Product quality at Bum-Nag Iliran Batang Suliti is pretty good, as evidenced by the average product quality of 3.54, with a respondent achievement rate of 71.0%. Promotion at Bum-Nag Iliran Batang Suliti is based on pretty good criteria, as evidenced by the average promotion of 3.52, with a respondent achievement rate of 70.0%. Consumer satisfaction at Bum-Nag Iliran Batang Suliti is pretty good, as evidenced by the average consumer satisfaction of around 3.54 and the respondent achievement rate of 70.9%.
2. The results of the analysis and t-test demonstrate that product quality does not significantly impact the satisfaction level experienced by customers at Bum-Nag Iliran Batang Suliti. The significance value is 0.894, more significant than 0.05, and the calculated t is 0.134, more critical than 1.7033. This indicates that product quality does not significantly impact customer satisfaction at Bum-Nag Iliran Batang Suliti. As a result, the null hypothesis must be accepted, while the null hypothesis (H_1) must be rejected.
3. The findings of the study and the findings of the t-test indicate that promotion substantially impacts the degree of satisfaction that customers at Bum-Nag Iliran Batang Suliti feel. Because the significance value is 0.000, it is lower than the cutoff value 0.05. In addition, the estimated t-value is 4.424, which is higher than 1.7033. At Bum-Nag Iliran Batang Suliti, this evidence suggests that promotion has a considerable impact on the level of satisfaction experienced by

customers. Because of this, the alternative hypothesis will be accepted, and the null hypothesis (H02) will be rejected.

4. According to the findings of the analysis and F test, it is evident that both Product Quality and Promotion have a substantial impact on Consumer Satisfaction at Bum-Nag Iliran Batang Suliti. The significance value is 0.000, which is less than the threshold of 0.05. Furthermore, the calculated F value is 21.324, more significant than 3.354. This indicates that both product quality and promotion simultaneously significantly impact consumer satisfaction at Bum-Nag Iliran Batang Suliti. Therefore, the null hypothesis (H03) is rejected, and the alternative hypothesis (H3) is accepted.

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