

Research Article

The Influence of Price and Product Quality on Customer Satisfaction at Giu Snack Store in Pontianak City

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ABSTRACT

This study aims to examine the influence of price and product quality on customer satisfaction at Giu Snack Store in Pontianak City. The research employed a quantitative associative approach, with primary data collected through questionnaires distributed to 100 respondents determined using the Rao Purba formula and the purposive sampling technique. Data were analyzed using multiple linear regression after all research instruments were confirmed to be valid, reliable, and met the classical assumption tests. The results reveal a strong relationship between price and product quality with customer satisfaction ($R = 0.710$), with a coefficient of determination of 50.4% ($R^2 = 0.504$), indicating that the model explains more than half of the variation in customer satisfaction. Simultaneously, both independent variables have a positive and significant effect on customer satisfaction, while partially, price and product quality each show a positive and significant influence. These findings emphasize that fair price perception and consistent product quality are key factors in enhancing customer satisfaction. Future studies are recommended to include additional variables such as service quality, promotion, and brand image, expand the sample size and coverage, and employ a longitudinal approach to achieve more comprehensive and in-depth results.

Keywords: Price; Product Quality; Customer Satisfaction

1. INTRODUCTION

The snack food industry in Indonesia is currently experiencing rapid growth. Changes in people's lifestyles, which increasingly favor practical and ready-to-eat products, have led to a significant rise in demand for snack foods. At the same time, growing public awareness of health issues has influenced consumption patterns, with natural and healthy snack products becoming more popular among various consumer groups. Many entrepreneurs have responded by innovating, creating snack products made from vegetables, dried fruits, and organic ingredients that are healthier and have higher market value. Government support for small and medium enterprises (SMEs) has also become stronger through training programs, capital assistance, and expanded marketing access. In addition, the implementation of halal certification has become an important factor in increasing consumer trust and strengthening product competitiveness both domestically and internationally.

In West Kalimantan Province, the potential of the snack food industry has also developed significantly. The region is rich in local resources such as cassava, fish, and agricultural products, which serve as the main raw materials for producing local snacks like crackers and emping. Through active participation in culinary exhibitions and festivals, local snack products have started to gain wider market recognition. The presence of business communities and collaboration among local entrepreneurs has also strengthened competitiveness. As product quality and diversity continue to improve, the opportunity for West Kalimantan snack products to enter export markets is becoming more promising, contributing to the local economy while promoting regional culinary richness at the national and international levels.

In Pontianak City, the growth of the snack industry is evident from the increasing number of small and medium enterprises selling various snack products. The demand for tasty, practical, and affordable snacks has become one of the main drivers of this growth. Consumers today are more discerning; they not only look for flavor but also consider price and product quality. This condition encourages business owners to adapt quickly to changes in consumer preferences and purchasing behavior.

One of the businesses that serves as the focus of this study is Giu Snack Store, a snack retailer established in 2019 and located at Jalan Pangeran Natakusuma, Gg. Rukun No. 26, Sungai Bangkong, Pontianak City, West Kalimantan. According to data from the Department of Cooperatives, Micro, Small, and Medium Enterprises of Pontianak City (2025), there are at least ten similar businesses competing in the same area, including Berkah Jaya Snack, Mami Snack, Mitra Snack Jaya,

Snack Kakput, Kitty Snack, Ummu Roid, Cemilan Julie, Yuni Cookies, Snack Nyommy, and MiniSnack. This indicates that competition in the Pontianak snack market is quite strong, requiring each business to develop an effective strategy to maintain its customer base.

Giu Snack Store sells a wide variety of both local and imported snack products. Based on company data (Giu Store Pontianak, 2024), there are approximately seventy types of products sold, ranging from savory to sweet, with prices varying between Rp18,000 and Rp138,000 depending on packaging size (250 grams, 500 grams, 1 kilogram, or per ball). The most popular products among customers are Kacang Medan and Sumpia, known for their distinctive flavor and consistent quality. Giu Store serves individual consumers, online buyers, wholesalers, and local customers. In each transaction, customers usually purchase between one and five products, and most stock is supplied by snack distributors from Jakarta.

Giu Store's sales performance has fluctuated in recent years. Based on sales data from 2021 to 2024, the company's revenue in 2021 was recorded at Rp1,100,000,000. In 2022, it increased to Rp1,175,570,000, showing a growth of 6.87 percent compared to the previous year. However, in 2023, revenue decreased to Rp1,135,150,000, a decline of 3.44 percent, before increasing again to Rp1,218,550,000 in 2024 with a growth of 7 percent. These figures indicate that consumer demand has not been entirely stable. Net profit also showed variation, with Rp257,461,000 in 2021, dropping to Rp163,403,000 in 2022, slightly rising to Rp173,004,000 in 2023, and then decreasing again to Rp131,783,000 in 2024 (Giu Store Pontianak, 2024). These fluctuations suggest the need for further evaluation of marketing strategies, particularly regarding price and product quality.

Based on an interview with the store owner, Giu Store regularly introduces new snack varieties every week to keep customers interested. In terms of pricing, the store applies a competitive pricing strategy, often offering lower prices compared to competitors, with various package options such as per gram, per kilogram, and per ball. Although most products are supplied by distributors, Giu Store maintains strict quality control by working with trusted distributors that hold official permits from BPOM and PIRT. Each product is carefully checked, including packaging condition, expiration date, and taste. Products are stored in clean, dry areas away from direct sunlight. The store also monitors customer feedback to ensure consistent product quality.

In marketing theory, price plays an essential role in achieving success. According to Darmis (2021), price serves as a fundamental measure within the economic system because it influences the allocation of production factors. Supu et al. (2021) explain that price is the only element in the marketing mix that generates revenue for a company, while other elements such as product, distribution, and promotion generate costs. Susanto (2021) defines price as a monetary unit or other measure used in exchange to obtain ownership or usage rights of goods or services. Insani and Madiawati (2020) describe price as the value customers must pay to purchase a product or service. Furthermore, Mardia et al. (2021) identify four main functions of pricing strategy: maintaining business continuity, pursuing profit, increasing sales growth, and maximizing market share.

Product quality is another key factor that influences customer satisfaction. Arinawaty and Suryadi (2021) define product quality as the totality of features and characteristics possessed by a product or service that can satisfy explicit or implicit needs. Moko et al. (2021) explain that product quality refers to the inherent characteristics that determine a product's level of excellence. According to Adonis and Silintowe (2021), product quality consists of a set of features or characteristics that enable goods or services to meet customer needs, including durability, reliability, accuracy, ease of maintenance, and other related attributes. Gunawan et al. (2022) state that product quality reflects a product's ability to meet customer expectations, including durability, usability, and other valuable features. Similarly, Meutia (2020) asserts that product quality represents how well a product aligns with its intended purpose. Gunawan et al. (2022) also emphasize nine main factors affecting product quality: Market, Money, Management, Men, Motivation, Material, Machine and Mechanization, Modern Information Method, and Mounting Product Requirement.

Customer satisfaction plays a vital role in sustaining business success. Kotler and Keller (2021) describe customer satisfaction as a sense of pleasure or disappointment resulting from comparing a product's performance with expectations. Samuel and Ramadhan (2022) state that customer satisfaction is a key driver of retention and loyalty, serving as an indicator of a company's future success. Siska & Purba (2022) explain that customer satisfaction reflects an individual's emotional response after comparing their expectations with the results received from using a product. Indrasari (2019) identifies five primary factors that influence customer satisfaction, including product quality, service quality, emotional factors, price, and cost.

Previous studies have consistently demonstrated that customer satisfaction is closely linked to the role of price and product quality as key determinants in the post-purchase evaluation process. Empirical evidence indicates that consumers' perceptions of price fairness relative to the benefits received, as well as the quality of the products offered, significantly contribute to customer satisfaction across various business sectors, including creative products (Rufliansah & Seno 2020), franchise-based beverages (Intan & wahyudi 2024), food-sector MSMEs such as fresh fruit enterprises (Fadila & Ayu, 2024), and restaurant businesses (Ningsi et al., 2025). These findings emphasize that the combination of price and product quality constitutes a strategic component in shaping customer satisfaction across different business contexts. Nevertheless, empirical studies that specifically examine the influence of price and product quality on customer satisfaction within snack

retail MSMEs remain relatively limited, particularly in the context of Pontianak City. Most existing studies tend to focus on business types with different product characteristics and market dynamics, and therefore do not fully represent the conditions faced by snack retail businesses, which are generally characterized by product diversity, wide price variations, and distinct consumer preference dynamics. This limitation highlights the existence of a research gap that has yet to be adequately addressed. Accordingly, this study is focused on filling this gap by analyzing the influence of price and product quality on customer satisfaction at Giu Snack Store in Pontianak City.

Based on the foregoing discussion, this study is designed to analyze the effect of price and product quality on customer satisfaction at Giu Snack Store in Pontianak City. Specifically, the objectives of this study are to: (1) examine the effect of price on customer satisfaction, (2) examine the effect of product quality on customer satisfaction, and (3) examine the simultaneous effect of price and product quality on customer satisfaction. The findings of this study are expected to provide empirical contributions to the development of customer satisfaction research within snack retail MSMEs, as well as to serve as a strategic reference for business practitioners in formulating pricing policies and managing product quality in a sustainable manner.

2. RESEARCH METHOD

This study employs a quantitative method with a causal associative approach, which is designed to analyze the relationships and effects between two or more variables. According to Sugiyono (2016), causal associative research is intended to determine the extent to which an independent variable influences a dependent variable within a particular phenomenon. Therefore, this study aims to analyze the effect of price and product quality on customer satisfaction at Giu Snack Store in Pontianak City. The data used in this study consist of primary and secondary data. Primary data were obtained directly from respondents through three data collection techniques, namely observation, interviews, and questionnaire distribution. Interviews were conducted with the owner of Giu Snack Store as the main informant to obtain in-depth information regarding business operations, pricing strategies, and customer characteristics. In addition, questionnaires were distributed to customers of Giu Snack Store to collect data related to the variables of price, product quality, and customer satisfaction. Secondary data were obtained from various written sources, such as business documents, sales reports, and other supporting data relevant to the research.

The population in this study comprises all consumers who have made purchases at Giu Snack Store. Since the total population is not known with certainty, the sample size was determined using the Rao Purba formula, which is applicable when the population is infinite or cannot be accurately estimated. With a confidence level of 95% and a margin of error of 10%, the total sample used in this study consisted of 100 respondents. The sampling technique applied was purposive sampling, which involves selecting samples based on specific criteria (Sugiyono, 2022). The criterion applied in this study required respondents to be customers who had made at least two purchase transactions at Giu Snack Store, ensuring that respondents had sufficient experience to evaluate price and product quality. This study consists of two independent variables and one dependent variable. The independent variables include price (X_1) and product quality (X_2), while the dependent variable is customer satisfaction (Y). The research instrument was constructed in the form of a questionnaire using a five-point Likert scale to measure respondents' attitudes, perceptions, and evaluations of the given statements, with score ranges from 1 (strongly disagree) to 5 (strongly agree) (Siregar, 2016).

Data analysis was conducted quantitatively using a statistical approach that included instrument testing, classical assumption testing, and multiple linear regression analysis. Instrument testing comprised validity and reliability tests, in which statement items were considered valid if the item correlation value exceeded the r-table value (Sugiyono, 2017) and reliable if the Cronbach's Alpha value exceeded 0.60 (Siregar, 2013). Classical assumption tests included the normality test with the criterion of a significance value greater than 0.05 (Siregar, 2015), the multicollinearity test with criteria of Tolerance > 0.10 and Variance Inflation Factor (VIF) < 10 (Ghozali, 2018), and the linearity test with the criterion that the significance value of Deviation from Linearity exceeds 0.05 (Siregar, 2017). Multiple linear regression analysis was employed to examine the effect of price and product quality on customer satisfaction. The strength of the relationship between variables was measured using the correlation coefficient (R), while the ability of the independent variables to explain the dependent variable was measured using the coefficient of determination (R^2). Hypothesis testing was conducted using the F-test with a significance criterion of Sig. < 0.05 to assess simultaneous effects and the t-test with a significance criterion of Sig. < 0.05 to assess partial effects (Ghozali, 2018). The indicators used to measure each variable in this study are presented in Table 1.

Table 1. Variable Indicators

Variable	Indicators	Source
Price	Price affordability	Tonce & Rangka (2022)
	Price suitability with product quality	
	Price competitiveness	
	Price suitability with benefits	
Product Quality	Performance	Kotler & Armstrong (2012)
	Durability	

	Reliability	
	Conformance to Specifications	
	Features	
	Aesthetics	
	Serviceability	
	purchase intention/repeat purchase	
Customer Satisfaction	Word-of-mouth	Kotler & Armstrong (2012)
	Loyalty	
Alignment between expectations and product performance		

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test is conducted to assess the extent to which the questionnaire instrument is able to accurately measure statements. The test is conducted by correlating the scores of each statement item, then comparing the calculated r value with the table r value. With a sample size of 100 and a significance level of 0.05, the table r value obtained is 0.196. The validity test results for each statement for each variable are shown in **Table 2**.

Table 2. Validity Test Results

Variable	Indicators	r calculated	r table	Description
Price (X1)	X1.1	0.719	0.196	Valid
	X1.2	0.699		
	X1.3	0.825		
	X1.4	0.748		
	X1.5	0.812		
	X1.6	0.755		
	X1.7	0.807		
	X1.8	0.844		
	X1.9	0.779		
	X1.10	0.687		
Product Quality (X2)	X2.1	0.757	0.196	Valid
	X2.2	0.807		
	X2.3	0.773		
	X2.4	0.712		
	X2.5	0.798		
	X2.6	0.717		
	X2.7	0.748		
	X2.8	0.803		
	X2.9	0.720		
	X2.10	0.859		
	X2.11	0.763		
	X2.12	0.826		
Customer Satisfaction (Y)	Y.1	0.671	0.196	Valid
	Y.2	0.817		
	Y.3	0.850		
	Y.4	0.866		
	Y.5	0.829		
	Y.6	0.807		
	Y.7	0.792		
	Y.8	0.801		
	Y.9	0.741		
	Y.10	0.721		
	Y.11	0.792		
	Y.12	0.595		

Source: SPSS Output, 2025

Based on the validity test results for each variable presented in **Table 2**, it can be seen that all statement items have a r-calculated value greater than the r-table value of 0.196. Thus, all statement items in each variable are declared valid and suitable for use as instruments in this study.

3.1.2 Reliability Test

The reliability test is used to assess the consistency of statements in the questionnaire as a research measurement tool. The test is conducted using Cronbach's Alpha method, where items are declared reliable if they have an Alpha value ≥ 0.60 . The reliability test results for each variable are shown in [Table 3](#).

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Price (X1)	0.919	Reliable
Product Quality (X2)	0.937	
Customer Satisfaction (Y)	0.938	

Source: SPSS Output, 2025

Based on the reliability test results presented in [Table 3](#), Cronbach's Alpha values > 0.60 are obtained, so it can be concluded that all items in each variable are reliable and suitable for use as instruments in this study.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test is conducted to determine whether the research data is normally distributed or not. This test uses the Kolmogorov-Smirnov method through SPSS analysis. The results of the normality test are shown in [Table 4](#).

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.059
Asymp.Sig.(2-tailed)	.200 ^c

Source: SPSS Output, 2025

Based on the normality test results presented in [Table 4](#), an Asymp. Sig. (2-tailed) value of 0.200 is obtained, which is greater than the normality significance value of 0.05. Thus, it can be concluded that the data in this study is normally distributed.

3.2.2 Linearity Test

The linearity test aims to determine the existence of a linear relationship between the independent and dependent variables. The test is conducted using the Test for Linearity method through SPSS analysis, with the results are shown in [Table 4](#).

Table 5. Result of Linearity

Variable	Deviation from Linearity	Description
Customer Satisfaction * Price	0.682	Linear
Customer Satisfaction * Product Quality	0.624	

Source: SPSS Output, 2025

Based on the results of the linearity test for each variable presented in [Table 5](#), a Deviation from Linearity significance value of > 0.05 is obtained, so it can be concluded that the relationship between the two variables is linear.

3.2.3 Multicollinearity Test

The multicollinearity test is conducted to detect strong relationships between independent variables that may influence the accuracy of coefficient estimation and the reliability of the regression model. The results of the analysis using SPSS are shown in [Table 6](#).

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Price	.502	1.991
Product Quality	.502	1.991

Dependent Variable: Customer Satisfaction

Source: SPSS Output, 2025

Based on the results of the multicollinearity test in [Table 6](#), the results can be explained as follows:

1. The Tolerance value for the Price variable (X1) is 0.502, which is greater than 0.10. It also has a VIF value of 1.991, which is less than 10.00.
2. The Tolerance value for the Product Quality variable (X2) is 0.502, which is greater than 0.10. It also has a VIF value of 1.991, which is less than 10.00.

Based on the above explanation and referring to the basis for decision making, because both variables show a Tolerance value above 0.10 and a VIF below 10.00, it can be concluded that there are no symptoms of multicollinearity between the two independent variables in the regression model in this study.

3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure and predict the influence of several independent variables on one dependent variable, either simultaneously or partially. The results of the regression coefficients using SPSS are shown in **Table 7**.

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.134	4.584	.000
Price	.342	4.201	.000
Product Quality	.329	3.419	.001

Dependent Variable: Customer Satisfaction
 Source: SPSS Output, 2025

Based on the results of the multiple linear regression analysis presented in **Table 7**, the regression equation obtained in this study is $Y = 1.134 + 0.342X_1 + 0.329X_2$. The constant value of 1.134 represents the baseline level of customer satisfaction when the effects of price and product quality are controlled. Since the variables in this study are measured using a Likert scale, the constant is not interpreted as a real condition in which price and product quality equal zero, but rather as a parameter of the regression model. The regression coefficient of the price variable (X_1) is 0.342, indicating that an increase in customers' perception of price fairness will lead to an increase in customer satisfaction, assuming other variables remain constant. Meanwhile, the regression coefficient of the product quality variable (X_2) is 0.329, which shows that improvements in perceived product quality also contribute positively to customer satisfaction. These results indicate that both price and product quality play an important role in shaping customer satisfaction at Giu Snack Store in Pontianak City.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient test aims to measure the strength and direction of the relationship between two or more variables. This analysis is conducted using the Product Moment method, with the results are shown in **Table 8**.

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710 ^a	.504	.494	.54355

Predictors: (Constant), Product Quality, Price
 Dependent Variable: Customer Satisfaction
 Source: SPSS Output, 2025

Based on the correlation coefficient test results presented in **Table 8**, a correlation value (R) of 0.710 is obtained. This value indicates that the relationship between the variables of Price and Product Quality and Customer Satisfaction is in the strong category, as the value is in the range of 0.60-0.799.

3.5 Analysis of the Coefficient of Determination R^2

Based on the results of the coefficient of determination (R^2) test presented in **Table 8**, an R-Square value of 0.504 is obtained. This indicates that the variables of Price and Product Quality can explain their influence on Customer Satisfaction by 50.4%, while the remaining 49.6% is influenced by other variables outside the scope of this study.

3.6 Simultaneous Test (F Test)

The simultaneous test (F test) is used to assess the combined influence of all independent variables on the dependent variable. Based on the results of the analysis using SPSS, the results of the simultaneous test are shown in **Table 9**.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	29.177	14.588	49.377	.000 ^b
Residual	28.658	.295		

Dependent Variable: Customer Satisfaction
Predictors: (Constant), Product Quality, Price

Source: SPSS Output, 2025

Based on the results of the simultaneous test (F test) in **Table 9**, a calculated F value of 49.377 is obtained, which is greater than the table F value of 3.09, and a significance value of 0.000, which is less than the significance value of 0.05. Therefore, it can be concluded that the variables of Price and Product Quality simultaneously have a positive and significant influence on Customer Satisfaction.

3.7 Partial Test (t Test)

The partial test (t-test) is used to identify the influence of each independent variable on the dependent variable individually. The partial test results based on SPSS analysis are shown in **Table 10**.

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.134	4.584	.000
Price	.342	4.201	.000
Product Quality	.329	3.419	.001

Dependent Variable: Customer Satisfaction

Source: SPSS Output, 2025

Based on the partial test results (t-test) in **Table 10**, the calculated t-test results will then be compared with the t-table. The t-table value is 1.660. The results of the t-test (partial) can be explained as follows:

1. The price variable (X_1) records a t-value of 4.201, which exceeds the t-table value of 1.660, with a significance level of 0.000 (< 0.05). This result indicates that price has a positive and significant effect on customer satisfaction. Therefore, the hypothesis stating that price influences customer satisfaction is **accepted**.
2. The product quality variable (X_2) shows a t-value of 3.419, which is also greater than the t-table value of 1.660, with a significance level of 0.001 (< 0.05). This result indicates that product quality has a positive and significant effect on customer satisfaction. Accordingly, the hypothesis stating that product quality influences customer satisfaction is **accepted**.

3.8 Discussion

The Effect of Price on Customer Satisfaction

Based on the results of the partial test (t-test), the price variable is proven to have a positive and significant effect on customer satisfaction at Giu Snack Store, as indicated by a t-value of 4.201 with a significance level of 0.000 (< 0.05). This finding suggests that customer satisfaction is strongly influenced by how price is perceived, not merely as a cost to be paid, but as an evaluation of the appropriateness between financial sacrifice and the benefits received, such as taste, product quality, product variety, and purchase quantity. In practice, Giu Snack Store implements a relatively competitive pricing policy accompanied by various packaging size options, such as per gram, per kilogram, and per ball. This flexibility allows customers to adjust their purchases according to their needs and purchasing power. Such conditions potentially create a perception of fair value (value for money) and contribute to increased customer satisfaction. The revenue fluctuations that have occurred in recent years can be understood as a reflection of changes in customers' evaluations of the pricing strategy applied, where alignment between price and perceived benefits tends to stimulate demand, whereas imbalances in price perception may reduce customer satisfaction and purchase frequency. The results of this study are consistent with the findings of Safiera et al. (2024) and Sara and Ramadhan (2025), which emphasize that prices perceived as fair and commensurate with the quality of products received have a significant effect on customer satisfaction in the culinary sector. This condition indicates that consumers in local snack markets such as Pontianak City exhibit a relatively high level of price sensitivity, particularly when comparing various alternative products available in the market.

The Effect of Product Quality on Customer Satisfaction

The partial test results also confirm that product quality has a positive and significant effect on customer satisfaction, as indicated by a t-value of 3.419 with a significance level of 0.001 (< 0.05). This finding implies that the level of customer satisfaction at Giu Snack Store is largely determined by the store's ability to maintain consistent product quality, particularly in terms of taste, cleanliness, and packaging appearance. Empirically, Giu Snack Store markets a wide range

of snack products, most of which are supplied by distributors from outside the region, making quality control a critical and challenging aspect. Products with stable taste, appropriate packaging, and hygienic conditions tend to strengthen customer trust and encourage repeat purchases. Conversely, inconsistencies in product quality, whether in terms of taste or packaging, have the potential to reduce customer satisfaction and may contribute to revenue instability during certain periods. These findings are in line with studies conducted by Eltantian et al. (2023) and Intan and Wahyudi (2024), which indicate that product quality has a positive and significant influence on customer satisfaction in the food and beverage industry. In the context of the snack market in Pontianak City, consumers do not assess products solely based on price, but also place substantial emphasis on taste, freshness, and trust in product quality. This suggests that the high level of product variety available in the market encourages snack consumers to become increasingly sensitive to differences in product quality among competing products.

4. CONCLUSION

Based on the analysis conducted, this study confirms that price and product quality have a positive and significant influence on customer satisfaction at Giu Snack Store in Pontianak City. The results of the validity and reliability tests indicate that all questionnaire items are both valid and reliable, with Cronbach's Alpha values exceeding 0.60. This demonstrates that the research instruments used are appropriate and capable of accurately measuring the variables of price, product quality, and customer satisfaction. Furthermore, the results of the classical assumption tests show that the data are normally distributed and exhibit a linear relationship between the independent and dependent variables. This means that any change in customers' perceptions of price or product quality will directly contribute to an increase in customer satisfaction. The results of the simultaneous test (F-test) reveal that price and product quality together have a positive and significant effect on customer satisfaction, while the partial test (t-test) shows that each variable also exerts a significant individual influence. These findings indicate that competitive pricing and consistent product quality are crucial factors in enhancing customer satisfaction. The coefficient of determination (R^2) results show that both independent variables explain 50.4 percent of the variation in customer satisfaction, while the remaining 49.6 percent is influenced by other factors not examined in this study, such as customer service, promotion, and brand image. Overall, this research emphasizes that maintaining a balance between fair pricing and consistent product quality is a key determinant of customer satisfaction, particularly for small and medium-sized enterprises (SMEs) operating in the culinary sector, such as Giu Store in Pontianak City. From a practical standpoint, this study provides important implications for Giu Store's management in developing strategies to enhance customer satisfaction. The primary focus should be on improving product quality through research and development (R&D) to identify current trends and consumer preferences, especially among younger customer segments that represent the main target market. Management is encouraged to innovate by introducing new flavors, using healthier raw materials, and maintaining strict standards of cleanliness and product consistency. In addition, digital marketing strategies should be strengthened by utilizing social media platforms such as Instagram, TikTok, and Facebook to expand promotional reach and improve engagement with customers. Collaborations with local influencers can also serve as an effective approach to building trust and emotional connection with consumers. Moreover, improving customer service quality should also be a management priority. Employees must be trained to deliver friendly, responsive, and communicative service to create positive customer experiences. Regular evaluations of store comfort, ease of purchase, and overall customer experience are also essential to maintaining a stable level of satisfaction. Through the implementation of strategies focused on competitive pricing, superior product quality, and excellent service, Giu Store is expected to sustain customer satisfaction and strengthen its position in an increasingly competitive local market. Additionally, the findings of this study can serve as a valuable reference for other MSMEs in the culinary industry to understand the critical role of price and product quality in fostering long-term customer satisfaction.

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