

The Role of Consumer Satisfaction in Mediating the Influence of Product and Price on the Interest in Buying Imported Goods of PT. Eternal Bright Electric in Semarang

Duta Iyyaka¹, Arini Novandalina², Rokhmad Budiyo³

^{1,2,3}Sekolah Tinggi Ilmu Ekonomi Semarang, Semarang, Indonesia

Corresponding email: duta.iyyaka@pln.co.id

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Abstract. The population in this study is all consumers of consumer satisfaction with PT. Eternal Bright Electric's countless imported goods. The sample used is a saturated sample of 100 respondents. The variables of this study use exogenous variables consisting of products and prices and two endogenous variables, namely consumer satisfaction as mediation and purchase intention as the dependent variable. The data collection method uses a questionnaire. The data analysis method includes descriptive statistics and quantitative analysis using SEM-PLS. The results of the analysis show that the product has a negative and insignificant effect on Product satisfaction, price has a negative and insignificant effect on Satisfaction, Product has a negative and insignificant effect on Purchase Intention, Satisfaction has a negative but insignificant effect on purchase intention and Price has a negative but insignificant effect on purchase intention. Suggestions that can be given to further researchers are to conduct research on other organizations with more samples, so that the results of the study can be generalized. In addition, it can replace the independent variable because there are still other variables that can affect based on the coefficient of determination.

Keywords: Product; Price; Consumer Satisfaction; Purchase Interest

INTRODUCTION

One of the drivers of a country's economy is trade. Trade activities are activities that have a major influence on people's lives, including economic and political aspects. When a country has good trade business activities, the country's economy will also experience an increase. Therefore, trade business is one of the factors measuring a country's economic progress.

Trading business has various types of transactions, for example buying and selling. In a business, buying and selling cannot be separated from trading activities. In today's business era, competition in the business world is getting tighter. This increasingly tight competition requires business actors to be able to maximize their company's performance in order to compete in the market. Companies must strive to learn and understand the needs, desires and demands of customers, in order to create satisfaction for their customers. Companies must place an orientation on customer satisfaction as the main goal by including their commitment to customer satisfaction in their mission statements, advertisements, and public relations releases.

According to the Central Statistics Agency (2021), the value of Indonesia's consumer goods imports reached 20,182.8 million US\$, this value increased by more than 30% when compared to imports in 2019 and 2020 which were only 16,454.6 and 14,656.0 million US\$ respectively. This increase is the impact of the economic acceleration carried out by the government, so that economic conditions are starting to return to normal and people's

incomes are also stable again after the Covid-19 pandemic which paralyzed the national economy.

Various factors can affect the demand for consumer goods imports in Indonesia. Gross Domestic Product (GDP) per capita is a quantity that describes the average income of the community, so if the GDP per capita of the Indonesian people increases, the demand for the goods and services they need will also increase, including goods that cannot be produced in Indonesia. Thus, the demand for consumer goods imports will also increase (Nababan et al., 2021).

Consumer satisfaction is a feeling of pleasure or disappointment that arises when comparing expectations of a product or service with the reality received by the consumer, while Park in (Irawan 2021), states that customer satisfaction is a customer's feeling in response to a product or service that has been consumed. Kotler and Keller (2016) say customer satisfaction as follows: "Satisfaction reflects a person's judgment of a product's perceived performance in relationship 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" which means satisfaction reflects a person's judgment of the perceived performance of the product in relation to expectations. If performance is far from expectations, the customer is disappointed. If performance meets expectations, the customer is satisfied. If it exceeds expectations, the customer is happy.

Competing in business, then the company should have the right strategy design in achieving the goal of retaining customers. With increasingly tight competition, where more and more producers are involved in fulfilling customer needs and desires, then the company must be able to place its business in the right location and place an orientation to price as the goal of getting customer satisfaction.

According to the Central Statistics Agency (2021), the value of Indonesia's consumer goods imports reached 20,182.8 million US\$, this value increased by more than 30% when compared to imports in 2019 and 2020 which were only 16,454.6 and 14,656.0 million US\$ respectively. This increase is the impact of the economic acceleration carried out by the government, so that economic conditions are starting to return to normal and people's incomes are also stable again after the Covid-19 pandemic which paralyzed the national economy. Various factors can influence the demand for consumer goods imports in Indonesia. Gross Domestic Product (GDP) per capita is a quantity that describes the average income of the community, so if the GDP per capita of the Indonesian people increases, the demand for the goods and services they need will also increase, including goods that cannot be produced in Indonesia. Thus, the demand for consumer goods imports will also increase (Nababan et al., 2021).

Consumer satisfaction itself is the level of customer feelings after comparing what is received and what is expected. Satisfaction is a feeling of pleasure or disappointment of a person resulting from comparing the performance of a product or service perceived with expectations. Therefore, this study attempts to present data from PT. Eternal Bright Electric with the considerations and studies above, so research is needed.

METHOD

The population in this study were all consumers of PT. Eternal Bright Electric which are countless. The sample used was an Accidental Sample totaling 100 people. This study used Exogenous Variables, namely Product (X1) and Price (X2), Endogenous Variables,

namely Consumer Satisfaction (Y1) as mediation and Purchase Interest (Y2) as the Dependent Variable.

RESULTS AND DISCUSSION

1. Convergent Validity

Tabel 1: Convergent Validity Value

	Product	Price	Purchase Interest	Satisfaction	Description
X1.1	0,903				Valid
X1.2	0,704				Valid
X1.3	0,734				Valid
X2.1		0,766			Valid
X2.2		0,768			Valid
X2.3		0,715			Valid
Y1			0,730		Valid
Y2			0,767		Valid
Y3			0,744		Valid
Z1				0,840	Valid
Z2				0,784	Valid
Z3				0,732	Valid
Z4				0,753	Valid

Convergent Validity is seen based on the factor loading value on each latent variable, with a correlation value greater than 0.7. The results of this value can be seen based on the results of the outer loading test on the PLS-SEM Algorithm measurement. The following are the results of the convergent validity test.

2. Discriminant Validity

Based on table 2, the construct variables are declared valid or not highly correlated if the AVE value is > 0.5. Based on Table 4.10, the AVE value of each construct variable as a whole is > 0.5. This means that all construct variables in this study are declared valid or not highly correlated between construct variables. Valid construct variables mean that the product, price, purchase interest and satisfaction variables can be used to measure symptoms as defined.

Tabel 2: Mark Avergae Variance Extracted (AVE)

Construct Variables	<i>Average Variance Extracted (AVE)</i>
Product	0,500
Price	0,500
Purchase Interest	0,532
Satisfaction	0,705

3. Composite Reliability

Tabel 3: Reliability Test

Construct Variables	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Product	0,808	0,727
Price	0,824	0,744
Purchase Interest	0,783	0,883
Satisfaction	0,818	0,746

The reliability test is met if the Cronbach's Alpha value > 0.6 and the Composite Reliability value > 0.7. Based on Table 3, the Cronbach's Alpha value of all construct variables > 0.6 and the Composite Reliability value of all construct variables > 0.7. Thus, the instrument in this study is accurate, consistent, and precise in measuring the construct or instrument in this study is declared reliable. All questions in the questionnaire related to each variable are reliable and are able to reveal the actual condition of employee performance in the field. The questionnaire is declared consistent in measuring the influence of products, prices, purchasing interest and satisfaction.

Figure 1: Measurement Results (Outer Model)

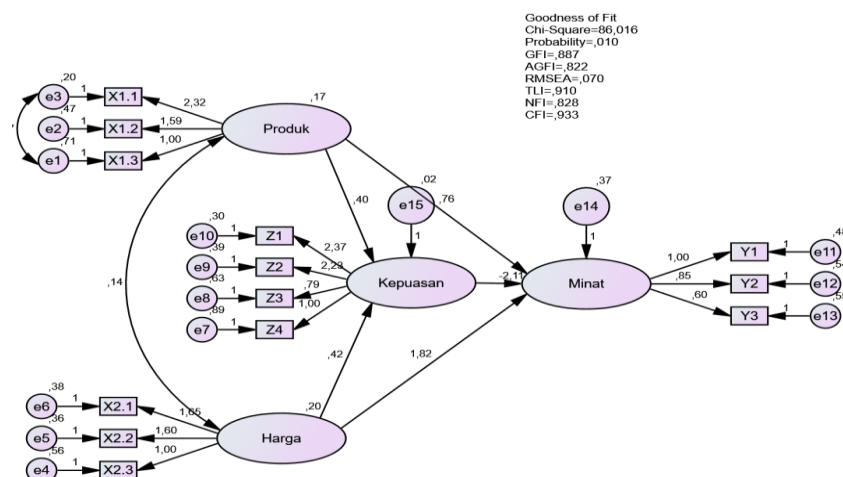


Table 4 shows that the average goodness of fit value has met the requirements, where the RMSEA value is in the very good category, as are the CFI and TLI values ≥ 0.90 , also in the very good category.

Table 4: Goodness-of-Fit Criteria

<i>Goodnessoffit indicates</i>	<i>Cut-OffValue</i>	Model Results	Information
<i>Chi Square</i>	Diharapkan kecil	86,016	Good
<i>Probability</i>	$\geq 0,05$	0,010	Good
GFI	$\geq 0,90$	0,887	Marginal
TLI	$\geq 0,90$	0,910	Very Good
CFI	$\geq 0,90$	0,933	Very Good
NFI	$\geq 0,90$	0,826	Marginal
RMSEA	$\leq 0,08$	0,070	Good

4. Hypothesis Testing

Hypothesis testing is done by looking at the CR value produced by AMOS 18 processing. If the CR value of the processing result is greater than the critical value, which is 1.96 at the significance level (p less than 0.05) then the proposed hypothesis is accepted. Conversely, if the CR value is smaller than the critical value with a significance level (p greater than 0.05) then the proposed hypothesis is rejected. The results of parameter estimation can be seen in table 5

Tabel 5: Hypothesis Testing

Variables	C.R	P	Information
Satisfaction ←Product	1,851	0,064	Significant
Satisfaction ←Price	2,123	0,034	Significant
Purchase Interest ←Product	0,879	0,739	Not Significant
Purchase Interest ←Satisfaction	-1,107	0,268	Not Significant
Purchase Interest ← Price	1,626	0,104	Significant

a. The Influence of Product (X1) on Satisfaction (Z)

Based on the empirical results, the data shows that Product (X1) has a negative effect on Satisfaction (Z). This is proven by the SmartPLS output results which get a value that the CR value is at 1.851 with a p value of 0.064. The CR value is smaller than 1.96 and the p value is greater than 0.05. So this hypothesis states that the product has a negative effect on satisfaction.

b. The Effect of Price (X2) on Satisfaction (Z)

Based on the empirical results, the data shows that Price (X2) has a negative effect on Satisfaction (Z). This is proven by the SmartPLS output results which get a value that the CR value is at 2.123 with a p value = 0.034. The CR value is greater than 1.96 and the p value is greater than 0.05. Thus, price has a negative effect on satisfaction.

c. Influence of Product (X) on Purchase Intention (Y)

Based on the empirical results of the data and shows that Product (X) has no effect on purchasing interest. This is proven by the SmartPLS output results which get that the CR value is at 0.879 with a p value of 0.739. The CR value is smaller than 1.96 and the p value is greater than 0.05. This means that the product has no effect on purchasing interest in Import PT. Eternal Bright Electric in Semarang.

d. Influence of satisfaction (Z) on Purchase Intention (Y)

Based on the empirical results of the data and shows that Satisfaction (Z) does not affect purchase interest. This is evidenced by the SmartPLS output results which found that the CR value was at -1.107 with a p value of 0.268. The CR value is smaller than 1.96 and the p value is greater than 0.05. This means that satisfaction does not affect purchase interest in Import PT. Eternal Bright Electric in Semarang.

e. Effect of Price (X2) on Purchase Intention (Y)

Based on the empirical results of the data and shows that Price (X2) does not affect purchasing interest. This is proven by the SmartPLS output results which get that the CR value is less than 1.96 and the p value is greater than 0.05, meaning that price does not affect purchasing interest in Import PT. Eternal Bright Electric in Semarang.

CONCLUSION

The conclusion of this study is

1. The product has a negative and significant effect on satisfaction. A product decrease of one unit will cause satisfaction to increase by the CR value of 1.851. The product does not have a perfect effect on satisfaction because the P value is (0.034). If the product decreases, then satisfaction will increase. Conversely, if the product increases, then satisfaction will decrease.
2. Price has a negative and insignificant effect on satisfaction. A price decrease of one will cause satisfaction to increase by the CR value of 2.123. Leadership has a perfect effect on strategy because the P value is (0.064). Thus the hypothesis is not accepted.
3. Products have a negative and insignificant effect on purchasing interest. If a product decreases by one, it will cause buying interest to decrease by the CR value being 0.879. Leadership has a perfect effect on strategy because the P value is (0.139). Thus the hypothesis is rejected.
4. Satisfaction has a negative but insignificant effect on purchase intention. The test results show that the CR value is at -1.107. Satisfaction decreases by one unit, then purchase intention will increase by 0.268. Thus the hypothesis is not accepted.
5. Price has a negative but insignificant effect on purchasing interest. The test results show that the CR value is at -1.626. A price decrease of one unit will cause purchasing interest to increase by 0.104. Thus the hypothesis is not accepted.

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