Product Quality Analysis and Price Against Customer Satisfaction at the Medan Perfume Quality Store

Rini Regi Erni, Annisa Sanny, Mesra B

Abstract
This study aims to analyze the effect of product quality and price on customer satisfaction at the Medan Perfume Quality Store. In the increasingly competitive retail market, understanding the factors that influence customer satisfaction is essential for maintaining customer loyalty and business sustainability. This research uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to customers who had purchased products at the Medan Perfume Quality Store. The sampling technique used was purposive sampling, and the data were analyzed using multiple linear regression analysis. The results show that product quality has a positive and significant effect on customer satisfaction. Likewise, price has a positive and significant effect on customer satisfaction. Simultaneously, product quality and price significantly influence customer satisfaction. These findings indicate that improving fragrance durability, packaging, originality, and price affordability can enhance customer satisfaction levels. The study suggests that store management should maintain consistent product quality and implement competitive pricing strategies to increase customer satisfaction and strengthen market competitiveness.

Keywords: Product Quality, Price, Customer Satisfaction.

Rini Regi Erni[1]
[1]Departement of Management, Universitas Pembangunan Panca Budi, Indonesia
e-mail: riniregierni@gmail.com[1]

Annisa Sanny[2], Mesra B[3]
[2,3]Departement of Manegement, Universitas Pembangunan Panca Budi, Indonesia
e-mail: annisasanny@dosen.pancabudi.ac.id[2], mesrab@dosen.pancabudi.ac.id[3]
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Introduction

In today's highly competitive retail environment, businesses are required to continuously improve their marketing strategies in order to maintain customer satisfaction and long-term sustainability. The perfume retail industry, including local perfume stores in Medan, faces intense competition due to the increasing number of competitors offering similar products with varying price ranges and quality standards. Customer satisfaction has become a critical factor that determines repeat purchases, customer loyalty, and positive word-of-mouth communication [1]. Therefore, understanding the determinants of customer satisfaction is essential for retail businesses seeking to sustain competitive advantage. Customer satisfaction refers to the level of a customer's feeling resulting from comparing perceived performance with expectations [2]. When product performance meets or exceeds expectations, customers tend to feel satisfied; otherwise, dissatisfaction may occur. Previous studies emphasize that product quality is one of the primary determinants of customer satisfaction [3]. Product quality can be defined as the ability of a product to perform its functions, including durability, reliability, precision, ease of use, and other valuable attributes [4]. In the context of perfume products, quality may include fragrance durability, originality, packaging design, and scent consistency. High product quality increases perceived value and strengthens customer trust [5].

Besides product quality, price is another important factor influencing customer satisfaction. Price represents the amount of money charged for a product or service and reflects the perceived value exchanged between buyers and sellers [6]. Customers generally evaluate whether the price paid is consistent with the benefits received. When customers perceive that the price is fair and reasonable compared to product quality, satisfaction levels tend to increase [7]. Conversely, prices perceived as too high relative to quality may reduce satisfaction and repurchase intention. Several empirical studies have confirmed the significant influence of product quality and price on customer satisfaction across various retail sectors [8], [9]. However, the perfume retail sector, particularly at the local store level in Medan, remains underexplored. Local perfume stores often compete not only with branded international products but also with refill perfume outlets offering lower prices. This situation creates a unique competitive dynamic where customers may prioritize price affordability while still expecting acceptable product quality.

The Medan Perfume Quality Store operates in this competitive landscape, offering a variety of perfume products with different price categories and quality levels. To maintain and expand its customer base, the store must understand how product quality and pricing strategies influence customer satisfaction. An empirical investigation is therefore necessary to provide evidence-based recommendations for managerial decision-making. Based on the above background, this study aims to analyze: (1) the effect of product quality on customer satisfaction at the Medan Perfume Quality Store; (2) the effect of price on customer satisfaction; and (3) the simultaneous effect of product quality and price on customer satisfaction. The findings of this research are expected to contribute to marketing management literature, particularly in the retail perfume sector, and provide practical implications for improving business performance.

Problem Identification

Based on the research background, increasing competition in the perfume retail sector in Medan requires businesses to better understand the key factors influencing customer satisfaction. Although product quality and price are widely recognized as important determinants of satisfaction, their specific impact on customers at the Medan Perfume Quality Store has not been empirically examined. Therefore, several problems can be identified as follows:

1. **Product Quality Issue**
   There are variations in customer perceptions regarding perfume durability, fragrance consistency, packaging design, and product originality. It is not yet clearly known whether

the current level of product quality significantly influences customer satisfaction at the Medan Perfume Quality Store.

2. **Price Issue**
   Customers may have different perceptions regarding price affordability, price fairness, and price competitiveness compared to similar perfume stores. It remains unclear whether the pricing strategy implemented by the store significantly affects customer satisfaction.
3. **Customer Satisfaction Level**
   There is a need to measure the overall level of customer satisfaction and determine whether it meets customer expectations in terms of product performance and value received.

Literature Review

Customer Satisfaction

Customer satisfaction is a central concept in marketing and consumer behavior literature. According to Kotler and Keller, satisfaction is defined as a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance with expectations [1]. If the performance exceeds expectations, customers are highly satisfied; if it falls below expectations, dissatisfaction occurs. Oliver explains satisfaction through the Expectation–Confirmation Theory (ECT), which states that satisfaction is formed when customers compare expectations with perceived performance after consumption [2]. When confirmation occurs (performance meets or exceeds expectations), satisfaction increases. In retail settings, satisfaction plays a critical role in determining customer loyalty, repurchase intention, and positive word-of-mouth communication [3]. Tjiptono emphasizes that customer satisfaction is influenced by perceived value, service quality, product quality, emotional factors, and price fairness [4]. In the context of perfume retailing, customer satisfaction may be reflected in repeat purchases, recommendations to others, and positive evaluations of product performance.

Common indicators of customer satisfaction include:

1. Conformity of product performance with expectations;
2. Overall satisfaction;
3. Willingness to repurchase;
4. Willingness to recommend the product to others [1], [2].

Product Quality

Product quality is one of the primary determinants of customer satisfaction. Kotler and Armstrong define product quality as the characteristics of a product that bear on its ability to satisfy stated or implied customer needs [5]. Quality reflects the product's capacity to perform its functions effectively. Garvin identifies eight dimensions of product quality: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality [6]. In the perfume industry, these dimensions can be translated into fragrance durability (longevity), scent uniqueness, packaging design, originality, and consistency of aroma.

Research findings indicate that higher product quality leads to increased customer satisfaction and loyalty [7]. When customers perceive that a perfume product has long-lasting fragrance, authentic ingredients, and attractive packaging, their satisfaction tends to increase. Conversely, inconsistent scent performance or low durability may reduce perceived value and satisfaction.

Therefore, product quality is expected to have a positive and significant influence on customer satisfaction.

Price

Price is a key marketing variable that directly influences customer purchasing decisions and satisfaction levels. According to Kotler and Keller, price is the amount of money charged for a product or service, or the sum of values that customers exchange for the benefits of having

or using the product [1]. Zeithaml argues that customers evaluate price based on perceived value, which is the trade-off between perceived benefits and perceived sacrifice [8]. If customers believe that the price paid is fair relative to the benefits received, they will experience higher satisfaction. Price fairness and affordability are therefore critical components of customer perception.

Monroe states that price not only reflects monetary cost but also signals product quality [9]. In perfume retailing, higher prices may signal premium quality, while lower prices may attract price-sensitive customers. However, if the price is perceived as too high compared to quality, dissatisfaction may arise.

Indicators commonly used to measure price perception include:

1. Price affordability;
2. Price competitiveness;
3. Price fairness;
4. Price suitability with product quality [8], [9].

Thus, price is theoretically and empirically linked to customer satisfaction.

Relationship Between Product Quality, Price, and Customer Satisfaction

Numerous empirical studies have confirmed that product quality and price significantly influence customer satisfaction, both partially and simultaneously [7], [10]. Product quality enhances perceived value and strengthens emotional attachment, while price influences cognitive evaluation of fairness and value for money. In competitive retail markets, including perfume stores, customers simultaneously evaluate tangible product attributes and monetary sacrifice [12]. When high product quality is offered at a reasonable and competitive price, customer satisfaction is more likely to increase. Conversely, imbalance between quality and price may reduce satisfaction levels.

Conceptual Framework

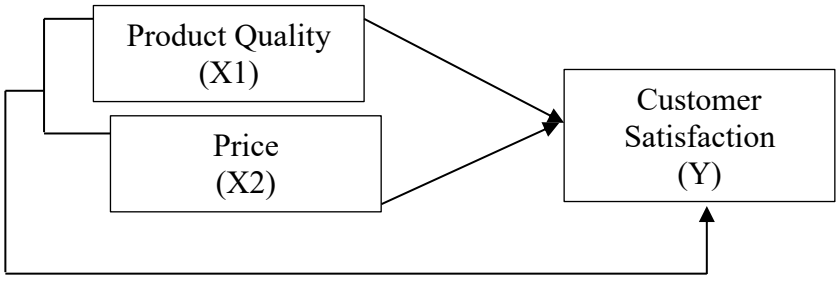

Figure 1. Conceptual Framework
Source: Processed Researcher (2026)

Hypothesis

Based on the conceptual framework, the hypotheses that can be put forward in relation to these problems:

1. Product Quality partially have a positive and significant effect on customer satisfaction at the Medan Quality Perfume Store
2. The price partially have a positive and significant effect on customer satisfaction at the Quality Parfum Medan Store
3. Product Quality and Price simultaneously positive and significant to customer satisfaction at the Medan Quality Parfum Store

Population and Samples/ Data Types and Sources

According to [12], the concept of population is a general domain that includes: an object/element

with certain properties and characteristics The researcher conducted research and drew conclusions that population is not just the number of objects or objects studied, but includes all the characteristics or characteristics of the subject or object of the population of this study is consumers of the Medan Quality Perfume Shop, a total of 90 people in one day and three months, 10 people x 90 days = 900 people population size, the researcher used the following Slovin formula:

$$n = \frac{N}{1 + Ne2}$$

$$n = \frac{900}{1 + 900\ (0.1)^2}$$

$$n = \frac{900}{10}$$

$$n = 90$$

Description:
n : Sample size / size
N : Size / magnitude of the population.

Sample

The sample used in this study consisted of 90 consumers. The research sampling technique used random sampling; The sampling technique was carried out with respondents who happened to be at the location (object) studied.

Data Collection Techniques

In this study, the researcher used data collection techniques using two methods, which are as follows:

Questionnaire

The primary data were collected through a structured questionnaire distributed directly to customers who had made purchases at the Medan Perfume Quality Store. The questionnaire was designed using a Likert scale ranging from 1 to 5, where:
1=Strongly Disagree,
2 = Disagree,
3 = Neutral,
4 = Agree,
5 = Strongly Agree.

The questionnaire consisted of three main variable measurements:

1. Product Quality (X1)Indicators include fragrance durability, scent consistency, packaging attractiveness, originality, and overall product performance
2. Price (X2): Indicators include price affordability, price fairness, price competitiveness, and suitability between price and product quality.
3. Customer Satisfaction (Y): Indicators include conformity with expectations, overall satisfaction, repurchase intention, and willingness to recommend.

The questionnaire was distributed directly to respondents after they completed their purchase to ensure that their responses reflected actual experience.

Observation

Observation was conducted to gain a better understanding of store conditions, customer purchasing behavior, product display arrangements, and pricing strategies. This

technique supports the interpretation of questionnaire results and provides contextual insights into customer perceptions.

Documentation

Documentation techniques were used to collect secondary data related to store profile, product lists, pricing categories, and sales records (if accessible). These data help strengthen the analysis and provide additional background information.

Validity and Reliability Testing

Before full distribution, the questionnaire was tested for validity and reliability.

1. Validity Test was conducted using Pearson Product Moment correlation to determine whether each item accurately measures the intended variable.
2. Reliability Test was conducted using Cronbach's Alpha, where a value greater than 0.70 indicates that the instrument is reliable and consistent.

Through these data collection techniques, the study ensures that the data obtained are accurate, measurable, and suitable for further statistical analysis, such as multiple linear regression.

Results

Data Quality Test

In this study, the five-point Likert scale was used as a data measurement scale. Instruments with a Likert scale are useful when researchers want to comprehensively measure a topic, opinion, or experience. The results of the likert scale measurements provide range data. For quantitative analysis, 1-5 answer points can be given between "strongly disagree", "disagree", "neutral", "agree", "strongly agree"[11].

1. Multiple Linear Regression

Based on the study, the author tested the research hypothesis using multiple linear regression analysis, namely. Taking into account the quality of the product, product image and price analysis against the purchase decision, the mathematical equations of multiple linear regression analysis are written into the equation model as follows:

$Y = \alpha + ß1X1 + ß2X2 + ß3X3 + €$

Where:

Y = Customer Satisfaction (Dependent Variable)

α = Constant

ß1 = Multiple Regression coefficient ß2 = Multiple regression coefficient ß3 = Multiple regression coefficient x1 = Product Quality (Independent Variable)

X2 = Price (Independent Variable)

€ = Error term

2. Test Goodness Of Fit

This test is a regression equation used in the calculation process, which is not always suitable for evaluating independent variables. The significance of the presented hypotheses is tested. Verification is carried out by the following statistical tests:

a. Test F

In performing this test to find out if all independent variables can affect the dependent variables simultaneously. The procedure used is to compare the value of F-calculation with the F-table with the following conditions:

When:

p> 0.05 = Ha minus H0 accepted

p< 0.05 = Ha accepted or H0 subtracted or:

decision-making criteria (KPK)

Accept H0 (Subtract Ha) when Fcalcul< Ftable, or Sig F > 0.05

Accept Ha (Subtract H0) if Fcalculate> Ftable, or Sig F < 0.05 The F Test formula is as follows:

Description :

R2 = quadrupled multiple correlation coefficient n = number of samples

K = sum of independent variables

Table 1. Product Quality Validity Test (X1)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	52.8111	24.784	.430	.701
X1.2	53.0667	24.894	.411	.703
X1.3	52.9222	25.039	.397	.705
X1.4	53.0889	24.262	.422	.701
X1.6	53.1222	25.210	.367	.708
X1.7	53.2333	25.507	.248	.723
X1.8	53.0444	26.358	.238	.721
X1.9	53.0111	25.539	.298	.716
X1.10	53.0556	24.929	.381	.706
X1.11	53.1111	26.752	.210	.724
X1.12	52.9889	24.932	.430	.701
X1.13	53.0000	26.067	.329	.713
X1.14	53.2000	25.735	.352	.710
X1.15	53.0889	26.486	.200	.726
X1.16	53.0778	26.679	.218	.723

Source: Data processed with SPSS v.26, 2026

shows that using SPSS 26 data processing, with a value of 16 statement items, it can be explained that the value of the average Corrected Item-Total Correlation can be seen to be greater than > 0.30 then the product quality variable is declared valid or valid, and can be continued.

Table 2. Price Validity Test (X2)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	26.9333	11.434	.482	.743
X2.2	27.1444	11.406	.456	.747
X2.3	27.0556	11.334	.458	.747
X2.4	27.0778	11.443	.464	.746
X2.5	27.1222	11.367	.447	.749
X2.6	27.1556	10.987	.501	.739
X2.7	27.2333	11.574	.456	.747
X2.8	27.1222	11.300	.488	.742

Source: Data processed with SPSS v.26, 2026

shows that using SPSS 26 data processing, with a value of 8 statement items, it can be explained that the value of the average Corrected Item-Total Correlation can be seen to be greater than > 0.30 then the price variable is declared valid or valid, and can be continued.

Table 3. Customer Satisfaction Validity Test (Y)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	19.2000	5.735	.501	.639
Y2	19.2000	6.094	.469	.652
Y3	19.3000	6.010	.432	.662
Y4	19.1556	5.886	.381	.681
Y5	19.2222	6.040	.425	.664
Y6	19.2556	6.035	.398	.673

Source: Data processed with SPSS v.26, 2026

shows that by using SPSS 26 data processing, with a value of 6 statement items, it can be explained that the value of the average Corrected Item-Total Correlation can be

seen to be greater than > 0.30 then the customer satisfaction variable is declared valid or valid, and can be continued.

Table 4. Reliability Test

Statement	Cronbach's Alpha	N of Items	Remarks
Quality of Service (X1)	0,726	15	Reliable
Location (X2)	0,770	8	Reliable
Customer Satisfaction (Y)	0,701	6	Reliable

Source: Data processed with SPSS v.26, 2026

we can see that with Cronbach's alpha value for all product quality variables and price to customer satisfaction is >0.60, it can be said that the results of the overall reliability test are reliable variables.

a. Normality Test Results

Normality test is a test that aims to assess the distribution of data in a set of data or variables, regardless of whether the distribution of data is normally distributed or not.

1) Histogram

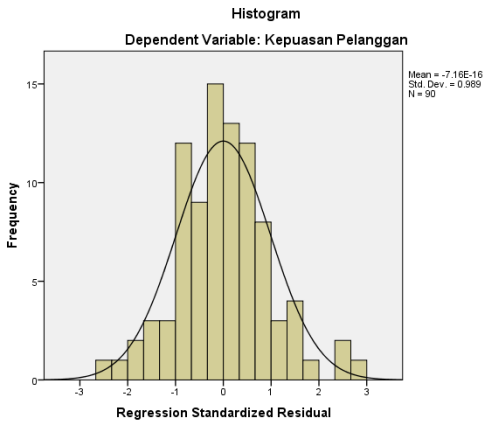

Figure 2. Normality Test Results of Histogram Graph Method

Source: Data processed with SPSS v.26, 2026

The figure above shows that the lines in the regression model form a curved bell line along the Y-axis, so it can be concluded that the data is normally distributed and meets the assumption of normality.

2) P-P Plot

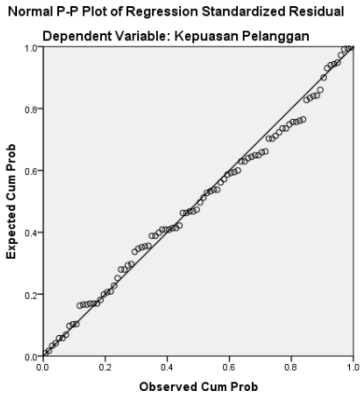

Figure 3. Normality Test Results of P-P Plot Graph Method

Source: Data processed with SPSS v.26, 2026

The figure above shows that the points in the regression model are evenly distributed and along the diagonal line and close together, so it can be concluded that the data are distributed normally and meet the assumption of normality.

3) **Kolmogorov Smirnov**

Table 5. Results of the Normality Test One-Sample Kolmogorv-Smirnov Test

		Unstandardized Residual
N		90
Normal Parametersab Mean		.0000000
	Std. Deviation	1.64618807
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negatives	-.049
Test Statistic		.077
Asymp. Sig. (2-tailed)		.200c,o

a. Test distribution is Normal
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Data processed with SPSS v.26, 2026

Based on table 4.13 above, it shows that the results of the Kolmogorov Smirnov test have a significant value (Asymp. Sig-2-tailed) is 0.200 so that the significance value is 0.200 > 0.05, then it can be concluded that the residual value is normally distributed and meets the assumption of normality.

b. Multicollinearity Test Results

The following can be presented the results of the multicollinearity test from the tabulation processing of respondent answers in the following table:

Table 6. Multicollinearity Test Results

Coefficient

Models		Collinearity Statistics	
		Tolerance	VIVID
1	Product Quality	.355	2.813
	Pricing	.355	2.813

a. Dependent Variable: Customer Satisfaction

Source: Data processed with SPSS v.26, 2026

Based on table 4.15 above, it shows that for the product quality variable, price and customer satisfaction have a tolerance value of >0.01 and a VIF value of < 10, so it can be concluded that the regression model above does not occur symptoms of multicollinearity which means that there is no correlation with each other between independent variables.

c. Heteroscedasticity Test Results

The following can be presented the results of the heteroscedasticity test with the Scatterplot

graph method from the tabulation processing of respondent answers in the following table:

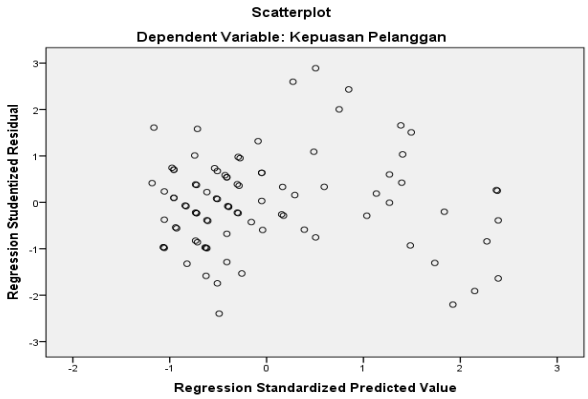

Figure 4. Scatterplot

The figure above shows that the points in the regression model are unevenly distributed on the Y axis so that they do not form clear and unregulated waves, so it can be concluded that heterokedasticity does not occur.

1. Multiple Linear Regression

The following can be presented the results of the multiple linear regression test between product quality and price on customer satisfaction at the Medan Quality Parfum Store as can be presented in the following table:

Table 7. Multiple Linear Regression Test Results

Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-489	1.902		-257	.798
	Product Quality	.250	0.52	.497	4.777	.000
	Pricing	.272	.078	.362	3.478	.001

a. Dependent Variable: Customer Satisfaction

Source: Data processed with SPSS v.26, 2026

Based on table 4.16 above, the results of multiple linear regression are shown with the results, namely: Y = -0.489 + 0.250 X_1 + 0.272 X2. The following is the description, namely:

a. A value (constant) is -0.489 and a negative value means that product quality and price are zero, then customer satisfaction is -0.489.
b. Product Quality with a coefficient value of 0.250 and a positive value, meaning that if there is an increase of one unit, customer satisfaction will increase by 0.250 (25.0%).
c. The price has a coefficient value of 0.272 and a positive value, meaning that if there is an increase of one unit, customer satisfaction will increase by 0.272 (27.0%).

2. Hypothesis Test

a. Partial Test Results (t-Test)

The following can be presented the results of partial testing between product quality and price on customer satisfaction at the Medan Quality Perfume Store as can be presented in the following table:

Table 8. Partial Test Results

Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-489	1.902		-257	.798
	Product Quality	.250	0.52	.497	4.777	.000
	Pricing	.272	.078	.362	3.478	.001

a. Dependent Variable: Customer Satisfaction

Source: Data processed with SPSS v.26, 2026

In this study, the number of research samples was n = 90 so that t_{Table} = 1.661 at a sig of 0.05. From table 4.17 above, the results of the preparation test can be described as follows:

a. The quality of service partially had a positive and significant effect on customer satisfaction at the Medan Quality Perfume Shop (the value of $t_{calculated} > t_{table}$, 4,777 > 1,661 at sig. 0.000 < 0.05) so that the H 1 research hypothesis was accepted.
b. The price partially had a positive and significant effect on customer satisfaction at the Medan Quality Perfume Store (t-$value_{calculated} > t_{table}$, 3.478 > 1.661 at sig. 0.001 < 0.05) so that the hypothesis H_2 was accepted.

b. Simultaneous Test Results (F-Test)

The following can be presented the results of simultaneous testing between product quality and price on customer satisfaction which can be presented in the following table:

Table 9. F Test Results

Anovaa

Models		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	480.416	2	240.280	86.648	.000b
	Residual	241.184	87	2.772		
	Total	721.600	89			

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

Source: Data processed with SPSS v.26, 2026

In this study, the number of samples was n = 90, where the value df (1) = k-1 = 2-1 = 1 and the value of df (2) = n-k = 90-2 = 88 was obtained, then F_{table} = 3.10 in sig. 0.05. While the value of $F_{is\ calculated}$ = 86.648 at sig.0.000. From the table above, it can be concluded that product quality and price together (simultaneously) have a positive and significant effect on customer satisfaction at the Medan Perfume Quality Store (F $value_{calculated} > F_{table}$, 86.648 > 3.10 at sig. 0.000 < 0.05) so that the H 3 research hypothesis is accepted.

3. Determination Coefficient Test Results (R^2)

The following can be presented the results of the determination test between product quality and price to customer satisfaction at the Medan Quality Perfume Store as can be presented in the following table:

Table 10. Determination Coefficient Test Results (R2)

Model Summarya

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816a	.666	.658	1.66500

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

Source: Data processed with SPSS v.26, 2026

Based on table 4.19, the number R2 (R Square) was obtained at a determination coefficient of 0.666 or 66.6%. These results show that product quality (X1) and Price (X2) to customer satisfaction (Y) at the Medan Quality Perfume Store is 66.6% while the remaining 33.4% is explained or influenced by other variables that were not studied in this study.

Discussion

The results of this study indicate that product quality and price have both partial and simultaneous significant effects on customer satisfaction at the Medan Perfume Quality Store. These findings are consistent with marketing theory and previous empirical research emphasizing that customer satisfaction is strongly influenced by perceived value derived from product performance and price fairness.

A. Effect of Product Quality on Customer Satisfaction

The regression analysis shows that product quality has a positive and significant effect on customer satisfaction. This finding supports the theory proposed by Kotler and Keller, which states that customer satisfaction arises when product performance meets or exceeds expectations. In the context of the perfume retail business, customers evaluate quality based on fragrance durability, scent consistency, originality, and packaging attractiveness [13].

The positive coefficient indicates that improvements in product attributes—such as longer-lasting fragrance and consistent aroma directly enhance customer satisfaction levels. This result is also aligned with Garvin's dimensions of product quality, particularly performance, durability, and perceived quality. Customers who perceive that the perfume lasts longer and maintains its scent quality throughout the day are more likely to feel that their expectations are fulfilled. Moreover, this finding confirms previous studies that demonstrate product quality as a dominant factor influencing satisfaction in retail businesses. In a competitive perfume market, maintaining high product standards becomes a strategic necessity to retain customers and encourage repeat purchases.

B. Effect of Price on Customer Satisfaction

The results also show that price has a positive and significant effect on customer satisfaction. This finding supports the perceived value theory, which states that customers assess satisfaction by comparing the benefits received with the monetary sacrifice made.

Customers at the Medan Perfume Quality Store perceive satisfaction when the price is considered affordable, competitive, and appropriate relative to product quality [14]. If customers believe that the price reflects the value and durability of the perfume, they tend to experience higher satisfaction. This result is consistent with Monroe's theory that price serves not only as a cost indicator but also as a signal of quality. In the perfume industry, customers often associate price with exclusivity and authenticity. However, the key factor is price fairness when customers feel that the price matches the product's performance, satisfaction increases.

C. Simultaneous Effect of Product Quality and Price on Customer Satisfaction

The F-test results confirm that product quality and price simultaneously have a significant influence on customer satisfaction. This indicates that customers do not evaluate product attributes and price separately, but rather consider both factors together in forming overall satisfaction. The coefficient of determination (R^2) suggests that more than half of customer satisfaction is explained by these two variables. However, there remains a percentage influenced by other factors such as service quality, store atmosphere, brand image, and promotional strategies. This suggests that while product quality and price are core determinants, a holistic marketing strategy is necessary to maximize customer satisfaction. From a managerial perspective, the Medan Perfume

Quality Store should maintain consistent product standards while implementing competitive and fair pricing strategies. A balance between high product quality and reasonable pricing will strengthen customer trust, increase repeat purchase intention, and enhance competitive positioning in the local perfume market.[15]

Overall, this study reinforces the theoretical framework that customer satisfaction is shaped by the integration of functional product value and perceived monetary fairness. These findings provide empirical evidence specifically within the local perfume retail context in Medan.

Suggestions

Based on the conclusions that have been stated above, several suggestions can be mentioned, namely:

1. Product Quality
   The store management should consistently maintain and improve product quality, especially in terms of fragrance durability, scent consistency, originality, and packaging attractiveness. Since product quality has a significant positive effect on customer satisfaction, ensuring stable and reliable perfume performance is essential.
2. Price
   Given that price significantly influences customer satisfaction, the store should implement a pricing strategy that reflects product value and remains competitive in the market.
3. Customer Satisfaction
   To enhance customer satisfaction, management should continuously monitor customer feedback regarding both product quality and price perception. Conducting regular customer satisfaction surveys can help identify areas for improvement.

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