

THE EFFECT OF PRICE, PRODUCT QUALITY AND WORD OF MOUTH ON CONSUMER SATISFACTION IN USING PARTY EQUIPMENT RENTAL TENT (CASE STUDY ON PESONA TENDA TEROP LAMONGAN)

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Article Info	ABSTRACT
Keyword: <i>Price, product quality, word of mouth, consumer satisfaction</i>	This study aims to determine the effect of price, product quality and word of mouth on consumer satisfaction in the rental of party tent equipment in Pesona Tenda Terop Lamongan, Kedungmegarih Village. The sample in this study was 155 respondents. The data analysis method used was validity test, reliability test, multiple linear regression test, coefficient of determination test, t test and F test. The results of the F test study showed that the significance value for the influence of price, product quality and word of mouth simultaneously had an effect on consumer satisfaction was $0.000 < 0.05$ and $f \text{ count } 25.543 > f \text{ table } 2.66$. so it can be concluded that there is an influence of price, product quality and word of mouth simultaneously on consumer satisfaction. the results of multiple linear regression analysis $Y = 13.193 + 0.360 X_1 + 0.289 X_2 + 0.740 X_3 + e$. Based on the results of the F test (simultaneous), the significance value is $0.000 < 0.05$ and $f \text{ count } 25.543 > f \text{ table } 2.66$, so it can be concluded that there is an influence of price, product quality and word of mouth simultaneously on consumer satisfaction. Based on the results of the t test (partial), it is known that $t \text{ count} > t \text{ table}$. The price variable has a t count value $(3.446) > t \text{ table } (1.976)$. The product

quality variable has a t count value (2.863) > t table (1.976), so it can be concluded that the variables of the influence of price, product quality and word of mouth have a positive and significant effect on consumer satisfaction of the Pesona Tenda Terop Lamongan party equipment rental.

INTRODUCTION

Micro, small and medium enterprises (MSMEs) in Indonesia are one of the priorities in national economic development, in addition to MSMEs being the backbone of the people's economic system which is not only aimed at reducing the problem of inequality between income groups and between business actors, or poverty alleviation. The development of MSMEs will expand the economic base and can provide a significant contribution in accelerating structural, namely improving the regional economy and national economic resilience (Nindi Mei Ambarsari, 2021).

The party equipment rental business is not easy to run, strategies are needed to be able to develop the business, starting from the prices offered, product quality, and word of mouth to consumers, of the 3 main points, the marketing sector has a role in finding consumers.

Companies engaged in business, Price According to (Mardiana et al, 2021) price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or use of a product or service. It is important because pricing policy greatly determines the increase and decrease in consumer purchasing power.

Product quality "Product quality is one of the marketer's major positioning tools." One of the main tools of marketers to influence product or service performance is the quality of this product is closely related to the formation of customer value and satisfaction. In a limited context, the quality of a product that has no defects is called a product. It is important because quality products provide an attraction to consumers to establish a very strong attachment to the Company (Kotler dan Armstrong (2021:239).

Word of Mouth According to (Kotler and Keller in Haque-Fawzi, 2022:97), Word of mouth is oral, written, and electronic communication between people related to the advantages or experiences of buying or using products or services. Being important in a company, the act of sharing experiences and spreading information among consumers whenever they are satisfied so that the company can increase consumer satisfaction.

RESEARCH METHODS

Sampling this research took 155 respondents and for data collection using questionnaires and interviews, and the analysis methods used for this research are using validity tests, reliability tests, multiple linear regression analysis tests, determination coefficients, t tests, F tests.

RESULTS AND DISCUSSION

Validitas Test

Validity test analysis of the four variables used in this study, namely price, product quality, word of mouth and consumer satisfaction with 155 respondent samples. The following calculations show that all indicators or all question items used to measure each variable in this study have an r count greater than r table (0.157) which means that all indicators of each variable are valid.

Reliabilitas Test

The results of the reliability test of price, product quality, word of mouth and consumer satisfaction using the SPSS 26 program with 155 respondents can be shown in the table below:

Table 1
Hasil Uji Reliabilitas

Variabel	Cronbach Alpha	Alpha	Keterangan
Price (X1)	0,724	0,60	Reliabel
Product Quality(X2)	0,873	0,60	Reliabel
Word Of Mouth (X3)	0,619	0,60	Reliabel
Consumer Satisfaction (Y)	0,692	0,60	Reliabel

Source: data managed using SPSS version 26 (2025)

Based on table 1, it can be seen that the Cronbach's Alpha value > price, product quality, word of mouth and consumer satisfaction are declared reliable.

Multiple Linear Regression Analysis

Table 2
Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.193	2.363		5.584	.000
	Price	.360	.104	.259	3.446	.001
	Product Quality	.289	.101	.211	2.863	.005
	Word Of Mouth	.740	.145	.348	5.123	.000

a. Dependent Variable: Consumer Satisfaction

Source: data managed using SPSS version 26 (2025)

Based on table 2, the results of the multiple linear regression analysis can be obtained, the coefficient for the price variable is 0.360, the product quality variable is 0.289, the word of mouth variable is 0.740 with a constant of 13.193 so that a multiple linear regression model equation is formed as follows:

$$Y = 13.193 + 0,360X_1 + 289X_2 + 0,740X_3 + e$$

Information :

Y = Dependent Variable (Consumer Satisfaction)

X₁ = Price

X₂ = Product Quality

X₃ = Word Of Mouth

E = Residual Value

Coefficient Of Determination Test (R^2)

Table 3
Coefficient Of Determination Test Results (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,815 ^a	,663	,647	,685

Source: data managed using SPSS version 26 (2025)

From table 3 above, it can be seen that the adjusted determination coefficient value (R Square) is 0.663. This value means that the Purchasing Decision is influenced by price, product quality and word of mouth by 0.663 or 66.3% while the remaining 33.7% can be explained by other factors outside these variables.

T Test

Table 4
T Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	13,193	2,363		5,584	,000
Price (X1)	,360	,104	,259	3,446	,001
Product Quality (X2)	,289	,101	,211	2,863	,005
<u>Word Of Mouth</u> (X3)	,740	,145	,348	5,123	,000

a. Dependent Variable: Consumer Satisfaction

Source: data managed using SPSS version 26 (2025)

From the results of the t-test, the calculated t for the price variable (3.446), product quality (2.863), and word of mouth (5.123) were obtained from the three variables, the calculated $t > t$ table, which means that the price, product quality and word of mouth variables have a significant influence on consumer satisfaction.

F Test

Table 5
F Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	618,338	3	206,113	25,543	,000 ^b
	Residual	1218,436	151	8,069		
	Total	1836,774	154			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Word Of Mouth, Product Quality, Price

Source: data managed using SPSS version 26 (2025)

From table 5 above, it is known that the significance value for the influence of price, product quality and word of mouth simultaneously on consumer satisfaction is $0.000 < 0.05$ and $F_{count} 25.543 > F_{table} 2.66$. So it can be concluded that there is an influence of price, product quality and word of mouth simultaneously on consumer satisfaction so that H2 is accepted.

CONCLUSION

Based on the results of the data analysis of the Influence of Price, Product Quality and Word of Mouth on Consumer Satisfaction at Pesona Tenda, the following conclusions can be drawn:

1. The variables of price, product quality and word of mouth influence partially have a positive and significant effect on consumer satisfaction at Pesona Tenda Terop Lamongan. Proven based on the results of the t-test analysis (partial) this is known $t_{count} > t_{table}$. The price variable has a t_{count} value $(3.446) > t_{table} (1.976)$. The product quality variable has a t_{count} value $(2.863) > t_{table} (1.976)$. The word of mouth variable has a t_{count} value $(5.123) > t_{table} (1.976)$. then it can be concluded that the variable influence of price, product quality and word of mouth has a positive and significant effect on consumer satisfaction of the Pesona Tenda Terop Lamongan party equipment rental.
2. From the results of the study using the F test to determine the simultaneous effect, it is known that the significance value for the influence of price, product quality and word of mouth simultaneously has an effect on consumer satisfaction is $0.000 < 0.05$ and $f_{count} 25.543 > f_{table} 2.66$. so it can be concluded that there is an influence of price, product quality and word of mouth simultaneously on consumer satisfaction.
3. From the results of the multiple linear regression analysis, the more dominant variables are as follows:

$$Y = 13,193 + 0.360 X_1 + 0.289 X_2 + 0.740 X_3 + e$$

It can be concluded that the word of mouth variable (X_3) is a more dominant variable that has an effect on consumer satisfaction (y) on the Pesona Tenda party equipment rental with a value of 0.740.

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