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THE EFFECT OF PRICE AND PRODUCT QUALITY ON CONSUMER SATISFACTION IN THE CHANG3.ID THRIFTSHOP BUSINESS

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Abstract

Purpose: The aim of this research is to determine the effect of price and product quality on consumer satisfaction

Research Methodology: This research uses a quantitative approach. Data processing was done using SPSS, and the analysis techniques include path analysis and descriptive analysis.

Results: The research results show that price and product quality have a positive influence on Chang3.id consumer satisfaction.

Limitations: The study only focuses on one thriftshop, Chang3.id, in Karawang area.

Contribution: This study can be useful for thriftshop businesses to understand the importance of pricing and product quality in achieving consumer satisfaction.

Keywords: Price, Product Quality, Consumer Satisfaction



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1. INTRODUCTION

Post-globalization, Indonesia has experienced changes in various fields, one of which is in the field of social media. The rapid development of social media makes it easier for people to find out information from various regions outside the country itself.

The rapid development of social media globally has made it easier for people, especially teenagers, to learn and find out about changes in clothing style trends. An interesting phenomenon that is currently occurring is the large number of people who buy thrift clothes. Since 2020, this has become increasingly popular among teenagers (Wardani, 2021). Shopping for used clothes with high-quality products is known as thrifting, and it is not uncommon for people to find branded goods at relatively cheap prices when doing so. Many entrepreneurs take advantage of this opportunity to launch thrifting businesses (Faisal et al., 2023)

If no one buys the products offered by a business, in this case the fashion industry, then the business will not be able to survive. Winning the hearts of consumers by meeting their needs is

one strategy to win the competition. Getting consumer satisfaction is the first step to winning the hearts of consumers.

Clothing that can still be used in a thrift business can influence consumers to buy based on various factors, such as brand, material, price, and even the specifications of the item such as stains or minor defects. A company can offer a reasonable price if the company can produce high-quality goods reliably, but thrifting is currently prohibited by the government in Indonesia because imports and exports are only allowed for new goods, not used goods, the thrifting policy is regulated in Law (UU) Number 7 of 2014 concerning Trade. In Article 47, all importers are required to import goods in new condition. However, even though the law has been regulated, there are still many thrift business actors who are still running until now, because there are still goods that are not tracked by the government. Mid-2020 was the beginning of the peak of thrift's popularity in Indonesia, both for buying and selling. Thrifting is a business that sells or buys used clothing that is still wearable in various sizes, from pants, shirts, sweaters to jackets, the items sold at this thrift store are export goods that contain foreign brands. The prices offered vary according to the quality of the product. Chang3.id Store is one of the many thrifting sellers in Karawang City, where consumers can get good thrifting items at affordable prices. When making a purchase, consumers must consider the quality and price of the product.

Table 1. Average price comparison of 5 thrift stores in Karawang.

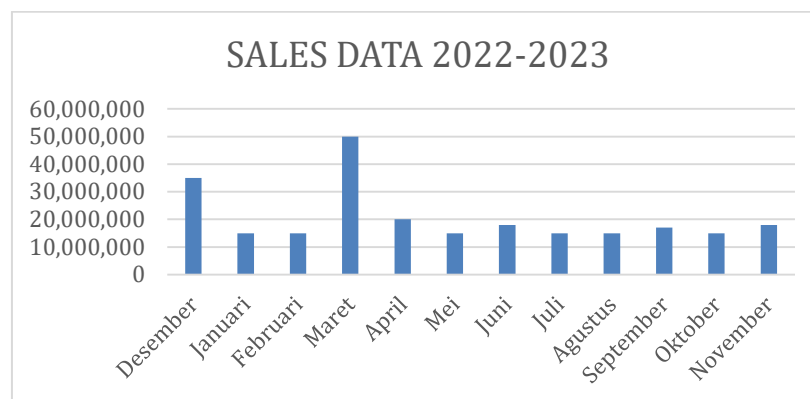
| Store Name | Jacket | Pants | T-Shirt |
|--------------------|----------------|-----------------|-----------------|
| Chang3.id | 50.000-200.000 | 35.000-150.000 | 25.000-150.000 |
| Freekick scondstuf | 85.000-350.000 | 100.000-200.000 | 150.000-550.000 |
| Dombullsecond | 70.000-250.000 | 100.000-150.000 | 100.000-300.000 |
| Secondkrw | 70.000-250.000 | 100.000-150.000 | 85.000-150.000 |
| Tokecangusedcloth_ | 60.000-500.000 | 70.000-150.000 | 75.000-100.000 |

Source: (Instagram, 2023)

Based on the comparison table above, the Chang3.id store still has the cheapest price of the other 4 thrift stores in Karawang based on direct surveys or virtually, for example, asking through their social media. Chang3.id's business is a business engaged in the fashion thrift sector by selling imported used clothing including t-shirts, jackets, pants and shirts which started in 2018. Chang3.id's business is one of the thrift businesses that is still standing and is busy with visitors to this day with many thrift business actors going bankrupt due to competition.



Gambar 2. Toko Chang3.id



Source: (Chang3.id, 2023)

Figure 2. Sales data graph for the last 1 year

It can be seen from the data in the table above that the level of development of clothing sales at the Chang3.id thrift store is irregular or fluctuates from month to month (fluctuating), where in December 2022 there was an increase and in January to February 2023 there was a decrease, an increase was experienced again in March 2023, and in the following months there was a fluctuation or you could say the number of sales went up and down.

Price is usually one of the main factors considered when making a purchase. In making a purchase, consumers will think a lot about price. Consumers will differentiate the price of certain goods or stores that they choose, then determine whether the price is reasonable or not with the value of the product, and the amount of money they have to spend (Kotler, 2013). Price has a positive and significant influence on the decision to buy according to a study (Zulaicha, 2016). According to research by Fernando and Aksari (2017), it was also found that price has a significant and positive influence on consumer purchasing decisions. On the other hand, research conducted by Mahanani (2018) found that price has a negative impact on purchasing decisions. Meanwhile, research by Lalu Abshor et al (2018) and (Bakti et al., 2020) showed that price has a positive influence on purchasing decisions (Rosmaniar et al., 2021). There is previous research that states that achieving product quality is a crucial goal for every company that wants to compete in the market with its products. Likewise, when consumers buy a product, they always expect the product to meet all their needs and desires (Aziz, 2019). Fernando and Aksari (2017) found that factors related to product quality significantly and positively influence consumer purchasing decisions. According to research by Mitrawan & Agustina (2014) and Fatmawati and Soliha (2017), factors related to product quality have a good influence on the decision-making process at the time of purchase. Meanwhile, AMILIA's research (2017) shows that factors related to product quality have a major influence on purchasing decisions (Rosmaniar et al., 2021)

Consumer satisfaction is often based on factors related to the quality of the product purchased. All items to be sold at the Chang3.id Store will go through a sorting process first. This involves first separating items that are not suitable for sale and then continuing through the laundry stage to clean stains on sacks, because the products offered at the Chang3.id Store are already effective according to product quality, so consumers don't need to bother cleaning the product anymore.

According to (Peter J. Paul and Olson Jerry C., 2010), consumer satisfaction is a picture of a psychological state that arises when expectations are unbalanced and reinforced by the sentiment generated about consumers who are truly involved in consumption (Cesariana et al., 2022).

According to a quote in the Marketing Management book, Philip Kotler and Kevin Lane Keller's view of consumer satisfaction is an emotion, either a feeling of pleasure or disappointment, experienced by someone after comparing the (results) of the product they are considering with the expected product (2007: 177). They will be happy if the performance or product is in accordance with their expectations, but on the other hand, they will be disappointed if they fail to achieve their goals. In other words, the gap between expectations and reality, or the results experienced or obtained by consumers, is consumer satisfaction. (Rufliansah & Daryanto Seno, 2020).

This study aims to identify and understand how price and quality affect sales in their business by optimizing pricing strategies and product quality to increase consumer satisfaction.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Literature Review

Marketing Management

According to (Assauri, 2009:12), marketing management is the process of assessing, organizing, implementing, and monitoring programs designed to strengthen, develop, and maintain profits from transactions through the target market, to ultimately achieve the organization's long-term goals. According to (Rewoldt, 2001:5), marketing is the harmonization of desires and capabilities to achieve goals that are beneficial for all parties involved (Nuryani et al., 2022).

Product Quality

According to (Philip Kotler, 2015), product quality is defined as an attribute of a product or service that affects its ability to meet needs either explicitly or implicitly. As consumers become more selective in choosing products that meet their needs, manufacturers need to focus on quality to ensure that the products they produce can compete in the market share (Brama Kumbara, 2021).

Price

In general, price is the total value that consumers agree to pay in exchange for the benefits of owning or using a good or service or in another definition, price is the total charged for a good or service in (Armstrong and Kotler, 2012). The following are aspects that determine the value of a product according to Kotler and Armstrong (2012), which include the extent to which the price is in accordance with the quality of the product, whether the price is affordable, and the extent to which the price is competitive with similar products. Price itself can be considered as a monetary value or other form used as a substitute for obtaining the right to own or use a product or service that satisfies consumers (Alma, 2011). The following price indicators or dimensions are listed by (Kotler and Armstrong cited in R. Gain, 2018): listed prices, payment terms, and discounts. In previous studies, the price variable has been widely studied, such as by Hernikasari et al. (2022), Hawkins (2007), and Sari (2016) (Permatasari et al., 2022).

Consumer Satisfaction

Kotler (2014:150) defines consumer satisfaction as an emotion that arises from evaluating the performance or results of the product in question in relation to the performance (or anticipated results). When consumers compare their experience of purchasing a product or service from a vendor or service provider with their own expectations, they can determine whether they are satisfied or not. Of course, marketers who want to be successful in the market need to focus on meeting and exceeding consumer expectations (Neldi et al., 2020).

2.2. Hypothesis Development

Price and Product Quality

From a marketing perspective, price can be seen as a form of value exchanged for ownership or the ability to use a good or service, along with other goods and services (Tjiptono, 2006: 81). Price is a scalar that indicates whether or not a product or service is worth buying (Kotler and Armstrong, 2014: 127). In order to successfully market a product or service, it is important for businesses to determine prices carefully. Price is the only element in the marketing mix that generates revenue, while products, distribution, and promotion all require expenses. In addition, price is a variable component of the marketing mix that can be changed quickly (Aprita Nur Maharani & Ali Alam, 2022).

Price is an important factor that can affect consumer satisfaction. In fact, the key component in ensuring consumer satisfaction is price. If consumers choose to buy a product, the price is commensurate with the quality of the product and meets their expectations. If the buyer refuses to buy the item, the seller needs to reconsider the asking price. Consumers may believe that the price is too high and not commensurate with the quality of the product. Therefore, it is necessary to rethink how to determine the appropriate price (Aprita Nur Maharani & Ali Alam, 2022).

Product quality according to (Philip Kotler, 2015) is defined as an attribute of a product or service that affects its ability to meet needs either explicitly or implicitly. As consumers become more selective in choosing products that meet their needs, manufacturers need to focus on quality to ensure that they can compete in the market share with the products they produce. Consumers always want to receive quality goods for the price they pay (Brama Kumbara, 2021).

Luthfia (2016) stated that to help maintain or improve products in their target market, each manufacturer must be able to produce goods in the required quantity. Considering consumer satisfaction, the main goal of manufacturers in carrying out marketing activities is correlated with product quality (Brama Kumbara, 2021).

Price on Consumer Satisfaction

Price has an impact on consumer satisfaction, the higher the price, the lower the consumer satisfaction with their purchase, conversely if the price is low, consumers are more satisfied with their purchase. Kotler and Keller (2009: 67) stated that although some components of the marketing mix incur costs, price is a factor that plays a role in generating revenue. This is in accordance with research findings that price has a positive and significant effect on consumer satisfaction, as has been studied by several researchers, including Soenawan, Malonda & Aprilia (2015), Saraswati, Pradhanawati & Hidayat (2015), Hismayana & Hayati (2018), and Sari and Prihartono (2021) in (Wayan Risa Dewi Apsari et al., 2023).

Product Quality on Consumer Satisfaction

According to Armstrong (2004: 283), the ability of a product to meet its intended purpose includes its overall robustness, confidence when making purchasing decisions or purchasing decisions, reliability, accuracy, ease of use, repairability, and other features. The use of good product quality and price will also result in a high level of consumer satisfaction (Wayan Risa Dewi Apsari et al., 2023).

A product is a collection of different quantities and quality levels of desired components or features (Firmansyah & Haryanto, 2019:p.19). Consumer satisfaction is greatly influenced by product quality because satisfied consumers are more likely to return (Chandra, 2022).

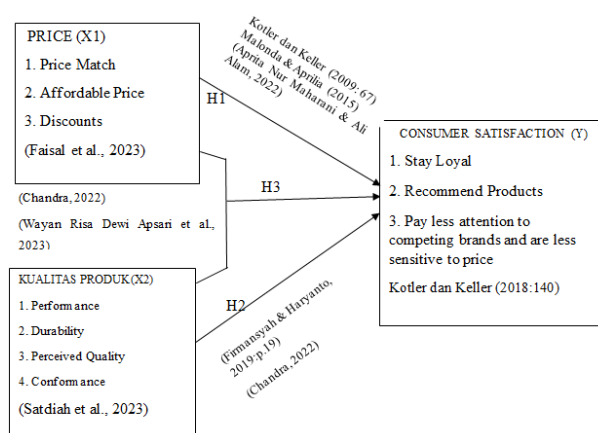


Figure 2. Research Paradigm

Research hypothesis

H1: price affects consumer satisfaction

H2: product quality affects consumer satisfaction

H3: price and product quality have an influence on consumer satisfaction at the Chang3.id trihf store

3. RESEARCH METHODOLOGY

This study uses quantitative methods. In this study, the data used is primary data. Primary data consists of information collected from surveys, or questionnaires, given to participants and the results of interviews with participants. This study tests whether the variables of price and product quality affect consumer satisfaction. In this study, the variables observed include Price and Product Quality as Independent variables and Consumer Satisfaction as Dependent variables. Each observed variable has an indicator used in compiling the questionnaire. Reliability and validity are used in data testing. Data analysis techniques are carried out with the help of SPSS using descriptive analysis and path analysis, to see whether there is an influence between price and quality on consumer satisfaction in the Chang3.id thriftshop business. In accordance with the approach used by the researcher, the researcher uses data in the form of numbers to analyze the significant influence between the independent variables (X) and dependent variables (Y).

According to (Sugiono, 2018) Population is defined as a generalization category that includes objects or subjects with certain qualities that can be investigated and conclusions drawn. The population of buyers who shop at Chang3.id in Karawang City is not counted with certainty, but seen from the number of Instagram followers owned by the store, which is 3,913 followers at this time. (Saputro & Irawati, 2023).

According to the definition of the population above, in this study the population that will be used is the consumers of the Chang3.id Store as follows:

1. Consumers of the Chang3.id store who are domiciled in Karawang City.
2. Consumers of the Chang3.id store who have made a purchase transaction at least five (5) times.

However, out of 3,913 followers, only 100 people out of 3,913 followers have purchased at least five (5) times in 2022-2023, the data was obtained from interviews with the owner of the Chang3.id Store.

The sampling technique used is purposive sampling, which is a sampling technique by determining certain criteria (Sugiyono 2017:190). The sampling criteria used are respondents who are customers of the Chang3.Id Store. The number of samples is as follows. The sampling plan includes all customers of the Chang3.Id Store. The researcher took a sample of 100 respondents. (Lestari., 2023).

Data collection is the most important stage in any research, the aim is to obtain data. If researchers do not collect data, they will not get data that meets the established standards. To collect the required data, data collection techniques are used in accordance with research procedures.

1. Observation, observation is a data collection method to observe respondents, work processes, natural phenomena, and human behavior.
2. Interview, interview is a discussion with a specific purpose. Discussion between two people, with the resource person answering the questions and the interviewer asking them.
3. Questionnaire, questionnaire is a data collection method where participants are given a collection of written questions that must be answered.

Data analysis techniques were carried out with the help of SPSS using descriptive analysis and path analysis, to see whether there is an influence between price and quality on consumer satisfaction in the Chang3.id thriftshop business. In accordance with the approach used by the researcher, the researcher uses data in the form of numbers to analyze the significant influence between the independent variable (X) and the dependent variable (Y), which is needed to identify the influence of the independent and dependent variables. In this study, the independent variables are (X1) Price (X2) Product Quality. While the dependent variable is Consumer Satisfaction (Y) at the Chang3.id store.

4. RESULTS AND DISCUSSIONS

4.1. Results

| Chang3.Id Customer Respondents | | | | | |
|--------------------------------|--------|--------|--------|------------|--------|
| Age | Amount | Gender | Amount | Employment | Amount |

| Chang3.Id Customer Respondents | | | | | |
|--------------------------------|-----------|--------|-----------|------------|-----------|
| Age | Amount | Gender | Amount | Employment | Amount |
| <20 Year | 25 people | Male | 39 people | Student | 54 people |
| 21-30 | 67 people | Female | 61 people | Working | 46 people |
| 31-50 | 8 people | | | | |

The following formula is applied to determine the scale range used in this study:

$$RS = \frac{n(m-1)}{m}$$

n = Number of Samples

$$RS = \frac{n(m-1)}{m}$$

m = Number of Alternative Answers (skor = 5)

$$RS = \frac{100(5-1)}{5} = 80$$

Each questionnaire contains five answer choices, each of which has a different value based on the Likert scale, starting from the lowest scale to the highest scale. This allows for a scale range analysis. The Likert scale used by the instrument has a lowest scale of 1 and a highest scale of 5. Thus, the following scale calculation is used to evaluate each criterion:

Lowest scale = lowest score x number of samples (n) = 1 x 100 = 100

Highest scale = highest score x number of samples (n) = 5 x 100 = 500

| Scale range | Variable | | |
|-------------|-------------------|--------------------|-------------------|
| | Workload | Turnover intention | Job satisfaction |
| 100-180 | Strongly disagree | Strongly disagree | Strongly disagree |
| 180-260 | Disagree | Disagree | Disagree |
| 260-340 | Somewhat agree | Somewhat agree | Somewhat agree |
| 340-420 | Agree | Agree | Agree |
| 420-500 | Strongly agree | Strongly agree | Strongly agree |

Table 1. Analysis of Scale Range

Source: Researcher's results (2024)

Each variable is measured using a scale range, each of which has a different value. Workload, turnover intention, and job satisfaction are all measured on a scale from strongly agree (SS) to strongly disagree (STS).

Table 2. Analysis of price scale range

| No | Price Indicator | Score | Information |
|----------------|---|------------|----------------|
| 1 | The current price of Chang3.id products is in accordance with the benefits provided | 420 | Agree |
| 2 | The price set by Chang3.id is comparable to the quality of the product | 426 | Strongly agree |
| 3 | The price of this product is in accordance with your previous expectations | 420 | Agree |
| 4 | The price information for products from Chang3.id is appropriate and clear | 412 | Agree |
| 5 | Tend to be satisfied with the price offered by Chang3.id | 417 | Agree |
| 6 | The price of Chang3.id products is affordable for you | 428 | Strongly agree |
| 7 | The price of Chang3.id products is in accordance with your shopping budget | 427 | Strongly agree |
| 8 | Chang3.id offers payment options or price packages that suit your needs | 413 | Agree |
| 9 | The price of Chang3.id products is more affordable than competitors | 431 | Strongly agree |
| 10 | The price of Chang3.id products is in accordance with the value given | 427 | Strongly agree |
| 11 | The discounts given by Chang3.id are attractive | 426 | Strongly agree |
| 12 | The price cuts for Chang3.id products are more varied | 416 | Agree |
| 13 | Chang3.id provides discounts regularly | 429 | Strongly agree |
| 14 | Chang3.id provides discounts consistently | 422 | Strongly agree |
| 15 | The existence of discounts at Chang3.id makes you buy Chang3.id products | 418 | Agree |
| Average | | 422 | |

In accordance with the analysis of the scale range in Table 2 which shows that the score shows that the price indicator has a high value with statements of agree and strongly agree but is dominated by statements of strongly agree with an overall average value of 422 which means that the price indicator at the Chang3.id store has a very good effect.

Table 3. Analysis of the product quality scale range

| No | Price Indicator | Score | Information |
|----|--|-------|----------------|
| 1 | The functionality offered by Chang3.id products is good | 442 | Strongly agree |
| 2 | The quality of the materials or materials used in this Chang3.id product is very comfortable | 407 | Agree |
| 3 | Chang3.id products provide consistent results or performance | 420 | Agree |
| 4 | The durability of Chang3.id products in everyday use is good and comfortable | 416 | Agree |
| 5 | The performance of Chang3.id products meets your expectations | 422 | Strongly agree |
| 6 | The performance of Chang3.id products meets your expectations | 421 | Strongly agree |
| 7 | Chang3.id products can withstand heavy or intensive use conditions | 430 | Strongly agree |

| No | Price Indicator | Score | Information |
|----------------|---|------------|----------------|
| 8 | Chang3.id products have good durability | 431 | Strongly agree |
| 9 | The durability of Chang3.id products during normal use is very good | 420 | Agree |
| 10 | The durability of Chang3.id products is worth the price | 423 | Strongly agree |
| 11 | Chang3.id products provide satisfactory quality | 430 | Strongly agree |
| 12 | Chang3.id products meet your expectations | 434 | Strongly agree |
| 13 | You can trust the quality of Chang3.id products | 422 | Strongly agree |
| 14 | The quality of Chang3.id products is in accordance with the standards or specifications promised by Chang3.id | 424 | Strongly agree |
| 15 | The quality of Chang3.id products is in accordance with standards (tags, barcodes, serial numbers) | 424 | Strongly agree |
| Average | | 424 | |

According to the scale range analysis in table 3, the majority of respondents' responses are very much in agreement, with an overall average score of 424, meaning that the Product Quality indicator at the Chang3.id store is very good.

Table 4. Analysis of the scale range of consumer satisfaction

| No | Price Indicator | Score | Information |
|----|--|-------|----------------|
| 1 | Tend to choose products from Chang3.id again if you need them in the future | 449 | Strongly agree |
| 2 | Searching for products from the chng3.id store first before considering other brands | 414 | Agree |
| 3 | The quality of the products and prices offered by Chang3.id affect your repeat purchases | 402 | Agree |
| 4 | Interested in repurchasing Chang3.id products in the future | 424 | Strongly agree |
| 5 | Tend to remain loyal as a Chang3.id consumer | 415 | Agree |
| 6 | Tend to recommend Chang3.id products to friends or family | 414 | Agree |
| 7 | The quality of Chang3.id is very good so you feel comfortable recommending it | 424 | Strongly agree |
| 8 | Satisfied with the friendliness and politeness of the service provided by Chang3.id and will recommend Chang3id to friends | 421 | Strongly agree |
| 9 | The price given by Chang3.id influences you to recommend to friends | 423 | Strongly agree |
| 10 | Good models and designs make you recommend to friends | 436 | Strongly agree |
| 11 | Chang3.id products provide better value than other brands | 415 | Agree |
| 12 | Competing brands do not have enough appeal compared to Chang3.id | 409 | Agree |
| 13 | Chang3.id products provide better quality than competing brands | 429 | Strongly agree |
| 14 | Less sensitive to the price of similar products | 429 | Strongly agree |

| No | Price Indicator | Score | Information |
|----------------|---|-------|-------------|
| | because of your satisfaction with Chang3.id products | | |
| 15 | Less sensitive to similar products because of your satisfaction with Chang3.id Services | 420 | Agree |
| Average | | 421 | |

Based on Table 4 on the consumer satisfaction variable, the answers of several respondents fall into the agree category, but most of the answers are strongly agree with an average overall value of 421. This shows that consumer satisfaction at the Chang3.id store is in the very satisfied category. Validity Test

Table 5. Validity Test Results

| No | R count value | | | Rtable value | Information |
|----|---------------|-----------------|-----------------------|--------------|-------------|
| | PRICE | PRODUCT QUALITY | CONSUMER SATISFACTION | | |
| 1 | 0.248 | 0.268 | 0.298 | 0.195 | Valid |
| 2 | 0.362 | 0.214 | 0.347 | 0.195 | Valid |
| 3 | 0.388 | 0.362 | 0.243 | 0.195 | Valid |
| 4 | 0.259 | 0.217 | 0.399 | 0.195 | Valid |
| 5 | 0.254 | 0.476 | 0.326 | 0.195 | Valid |
| 6 | 0.216 | 0.204 | 0.341 | 0.195 | Valid |
| 7 | 0.206 | 0.205 | 0.207 | 0.195 | Valid |
| 8 | 0.241 | 0.293 | 0.198 | 0.195 | Valid |
| 9 | 0.291 | 0.357 | 0.347 | 0.195 | Valid |
| 10 | 0.440 | 0.262 | 0.355 | 0.195 | Valid |
| 11 | 0.261 | 0.222 | 0.215 | 0.195 | Valid |
| 12 | 0.342 | 0.365 | 0.208 | 0.195 | Valid |
| 13 | 0.394 | 0.333 | 0.201 | 0.195 | Valid |
| 14 | 0.273 | 0.222 | 0.207 | 0.195 | Valid |
| 15 | 0.207 | 0.319 | 0.326 | 0.195 | Valid |

Source: Data Processing Results Using SPSS

In accordance with the validity test data processing explained above, all R count values are > 0.195. Therefore, it can be said that all statements from these variables are valid.

Reliability Test

Measuring the consistency of the measuring instrument used is the purpose of the reliability test. The use of a method where a variable is said to be reliable only if its reliability value is less than 0.6 indicates that the value is not good, that is the technique of testing the reliability of the instrument. The following table is the result of measuring the reliability of each variable:

Table 6. Reliability Test Results

| No | Variable | Cronbach's Alpha | Rcritical | Note |
|----|-----------------|------------------|-----------|----------|
| 1 | Price | 0.653 | 0,6 | Reliable |
| 2 | Product Quality | 0.654 | 0,6 | Reliable |

| No | Variable | Cronbach's Alpha | Rcritical | Note |
|----|-----------------------|------------------|-----------|----------|
| 3 | Consumer Satisfaction | 0.626 | 0,6 | Reliable |

Source: SPSS data processing results

In accordance with the results of the reliability test data processing above, the Cronchbach's alpha value of each variable is > 0.60. Therefore, it can be said that the question instrument of each variable is considered reliable.

Path Analysis

1. Correlation between Price (X1) and Product Quality (X2)

Table 7. Correlation of Price and Product Quality Variables

| Correlations | | | |
|-----------------|---------------------|--------|-----------------|
| | | Price | Product Quality |
| Price | Pearson Correlation | 1 | .438** |
| | Sig. (2-tailed) | | .000 |
| | N | 100 | 100 |
| Product Quality | Pearson Correlation | .438** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 100 | 100 |

Source: SPSS Data Processing Results

Referring to the SPSS output results above, the correlation between the Price (X1) and Product Quality (X2) variables gets a value of 0.438, if the value is > 0.400, the level of relationship can be stated as quite strong.

Table 8. Price and Product Quality Variables

| Coefficients ^a | | | | | | |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 19.805 | 5.514 | | 3.592 | .001 |
| | Price | .294 | .080 | .324 | 3.674 | .000 |
| | Product Quality | .389 | .083 | .412 | 4.675 | .000 |

a. Dependent Variable: CONSUMER SATISFACTION

Source: SPSS Data Processing Results

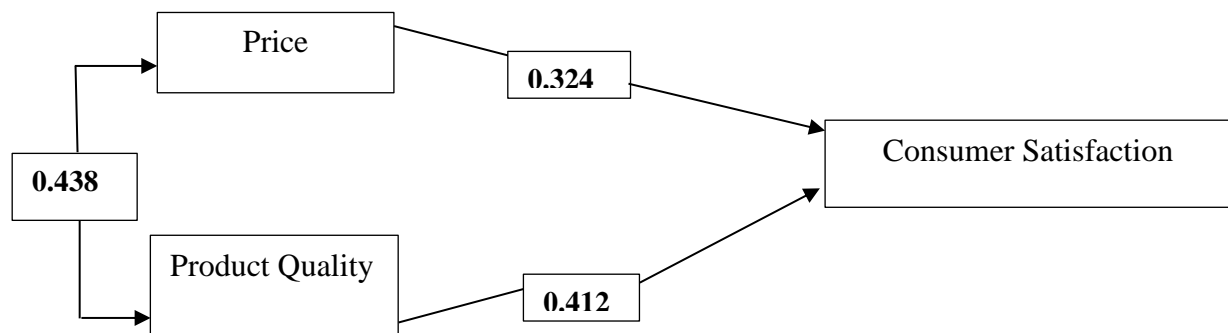


Figure 3. Path Analysis

2. Partial influence of Price (X1) on Consumer Satisfaction (Y)

The output results regarding the partial influence between the independent variable Price (X1) on the dependent variable Consumer Satisfaction (Y) are seen in the Coefficients table, so it can be said to have a significant influence because $\text{sig. } 0.000 < 0.05$ with a large influence of 0.324. Furthermore, the coefficient of determination/Coefficient Determined can be found using the formula:

$$\begin{aligned}
 CD &= r^2 \times 100\% \\
 CD &= (0.324)^2 \times 100\% \\
 CD &= 0.10497 \times 100\% \\
 CD &= 10.497\%
 \end{aligned}$$

Partial Effect of Price (X1) on Consumer Satisfaction (Y)

Table 9. Partial Effect of Price on Consumer Satisfaction

| VARIABLE | Path Analysis Interpretation | Calculation | The Magnitude of Influence |
|----------|------------------------------|-----------------------------------|----------------------------|
| PRICE | Direct Influence | 0.324^2 | 0.1049 |
| | Indirect Influence | $0.324 \times 0.412 \times 0.438$ | 0.0584 |
| | Total Influence | | 0.163 |

Source: Researcher's processing results (2024)

According to the table above, the amount of partial influence of the Price variable on Consumer Satisfaction can be seen, namely 0.163 or 16%.

3. Partial influence of Product Quality (X2) on Consumer Satisfaction (Y)

The partial influence of the Product Quality variable (X2) on Consumer Satisfaction (Y) can be seen in the coefficients table, it can be said to have a significant influence because $\text{Sig. } 0.000 < 0.05$ with a large influence of 0.412.

Furthermore, the coefficient of determination/Coefficient Determined (CD) can be found using the formula:

$$\begin{aligned} CD &= r^2 \times 100\% \\ CD &= (0.412)^2 \times 100\% \\ CD &= 0.16974 \times 100\% \\ CD &= 16.97\% \end{aligned}$$

Table 10. Partial Influence of Product Quality on Consumer Satisfaction

| Variable | Path Analysis Interpretation | Calculation | The Magnitude of Influence |
|-----------------|------------------------------|-----------------------|----------------------------|
| PRODUCT QUALITY | Direct Influence | 0.412 ² | 0.16974 |
| | Indirect Influence | 0.324 x 0.412 x 0.438 | 0.0584 |
| | Total Influence | | 0.7537 |

Source: Researcher's processing results (2024)

According to the table explained above, the partial influence of the Product Quality variable on Consumer Satisfaction is 0.7537 or rounded to 75.4%.

4. Simultaneous influence of Price (X1) and Product Quality (X2) on Consumer Satisfaction (Y).

Table 11. Results of the Model Summary value

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .626 ^a | .391 | .379 | 2.37917 |

a. Predictors: (Constant), PRODUCT QUALITY, PRICE

b. Source: Researcher's processing results (2024)

Judging from the model summary table above, it is obtained 0.391 or 39% and the influence of other variables is 8.3% as seen in the table below.

Applied to the following table:

Table 12. Simultaneous Influence of Price and Product Quality on Consumer Satisfaction

| Variable | Path Coefisien | Direct Influence | Indirect Influence X1 X2 | Subtotal Influence |
|-------------------------------------|----------------|------------------|----------------------------------|-----------------------|
| Price (X1) | 0.324 | 0.10497 | 0.0584 | 0.163 |
| Product Quality (X2) | 0.412 | 0.16974 | 0.0584 | 0.7537 |
| Total influence | | | | 0.916 |
| Influence of other variables | | | | 0.083 |

Source: Research results (2024)

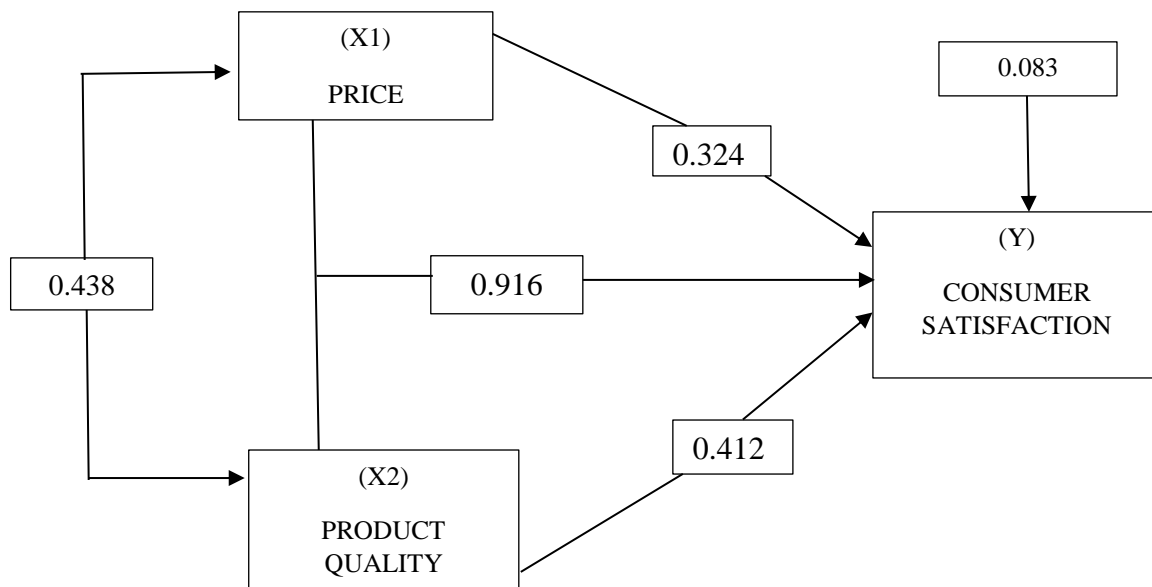


Figure 4. Path analysis

The results of the path analysis above show that the Price variable can significantly influence Consumer Satisfaction and the Product Quality variable can also significantly influence Consumer Satisfaction. However, the influence of Price on Consumer Satisfaction has a smaller influence value with a value of 16%, compared to the influence of Product Quality on Consumer Satisfaction with a value of 75.4%, and the total influence of the Price and Product Quality variables on Consumer Satisfaction is 0.916 or rounded up to 92%.

4.2 Discussions

Price

The results of the study of the calculation of the Price scale range at the Chang3.id store show that the price indicator has a high score for the statements agree and strongly agree, but the strongly agree statement dominates, with an overall average score of 422, this shows that the Price indicator at the Chang3.id store has a positive effect, from the results of this scale range shows that the price offered by Chang3.id is quite good.

Product quality

Based on the results of the scale range analysis study, it shows that the majority of respondents strongly agree with an overall average value of 424, this shows that the Product Quality indicator at the Chang3.id store has a very positive effect exceeding the Price indicator, from here it can be concluded that the quality of Chang3.id products is very good, the high percentage of respondents who stated that they strongly agree with the statements submitted in the questionnaire supports this.

Consumer satisfaction

Based on the results of the scale range study in the consumer satisfaction variable, some respondents agree but are dominated by strongly agree responses with an overall average score of 421. Therefore, consumer satisfaction at the Chang3.id store shows a very satisfied category.

Correlation of Price and Product Quality

The findings of the study on the relationship between product quality and price show that there is a correlation between the variables Price (X1) and Product Quality (X2) getting a value of 0.438, if the value is > 0.400 , the level of relationship can be stated as quite strong.

The Influence of Price on Consumer Satisfaction

The findings of the study show that price has a significant positive influence on the Chang3.id Store, with a sig value of 0.000 less than 0.05 and a coefficient value of 0.324 which indicates that if the price offered by Chang3.id is getting better, consumer satisfaction will increase, because a good price offer will affect product purchases. The overall influence of the Price variable on Consumer Satisfaction is 16%.

The Influence of Product Quality on Consumer Satisfaction

The research findings show that the influence of Product Quality on the Chang3.id Store has a positive effect with a sig value of 0.000 smaller than 0.05 and a coefficient value of 0.412, it shows that if the Product Quality is getting better, the sense of consumer satisfaction will continue to increase, in the Product Quality variable Chang3.id gets a very good response compared to the Price variable from consumers who fill out the questionnaire, so it can be said that Product Quality at the Chang3.id Store is superior to Price. With a large overall value of the Product Quality variable on Consumer Satisfaction of 75.4%.

The Influence of Price and Product Quality on Consumer Satisfaction

The results of the path analysis show that the price and product quality variables have the potential to have a significant impact on consumer satisfaction. However, the influence of Price on Consumer Satisfaction has a smaller influence value of 16%, compared to the influence of Product Quality on Consumer Satisfaction with a score of 75.4%, and the total influence of the Price and Product Quality variables on Consumer Satisfaction is 0.916 or rounded up to 92%.

5. CONCLUSION

Chang3.id has succeeded in creating strong and positive satisfaction in the minds of consumers in Karawang City. This is due to a combination of factors such as good reputation, good product quality, attractive design, and good and attractive prices. Consistent product quality and fairly good prices have also become major factors influencing consumer satisfaction. A satisfying user experience has strengthened the perception of the value of the products sold by Chang3.id in the eyes of consumers.

The research findings obtained reinforce this, the first is about price, showing that the price indicator has a high value with statements of agreement and some strongly agree, but statements of strongly agree dominate, with an average overall value of 422. The second is about product quality, showing that the majority of respondents strongly agree, with an average overall value of 424. The third is consumer satisfaction, consumer satisfaction, several respondents gave responses of agreement but were dominated by responses of strongly agree

with an average overall value of 421, which shows consumer satisfaction at the Chang3.id store in the very satisfied category.

Price and Product Quality Correlation shows that the correlation between the Price variable (X1) and Product Quality (X2) gets a value of 0.438, if the value is > 0.400 , the level of relationship can be stated as quite strong. Then the results of the price on consumer satisfaction show a fairly positive effect with a sig value of 0.000 less than 0.05 and a coefficient value of 0.324, getting a large overall influence of the Price variable on Consumer Satisfaction of 16%. The influence of Product Quality on the Chang3.id Store has a positive effect with a sig value of 0.000 less than 0.05 and a coefficient value of 0.412, it shows that if the Product Quality is getting better, consumer satisfaction will continue to increase, in the Product Quality variable Chang3.id gets a very good response, with a large overall value of the Product Quality variable on Consumer Satisfaction of 75.4%. The influence of the variables Price and Product Quality on Consumer Satisfaction is 0.916 or rounded to 92%, and it can be concluded that the influence of price and product quality has a very good influence on consumer satisfaction at Chang3.id.

Suggestions for Chang3.id include being able to further improve the product price information from Chang3.id because from the results of the calculation of the range of the price variable scale, the statement has the lowest point, Chang3.id must also improve and further sort the quality of the materials or ingredients used in Chang3.id products because from the results of the calculation of the range of the product quality variable scale, the statement has the lowest point, in addition Chang3.id must continue to maintain and safeguard the quality of its products and provide more attractive offers and clear price information, because consumers will continue to feel satisfied with the goods they buy if this is fulfilled

LIMITATION AND STUDY FORWARD

Limitations: The study only focuses on one thrift shop, Chang3.id, in the Karawang area.

Future Studies:

1. Expand the study to other thrift shops in different geographical areas to obtain a broader perspective.
2. Investigate the impact of other factors, such as brand, product attributes, or fashion trends, on consumer satisfaction in thrift shops.
3. Conduct a comparative analysis between thrift shops and traditional retail stores to better understand consumer preferences.
4. Explore the effect of price and product quality on customer loyalty and repurchase intention in thrift shops.
5. Investigate the role of social media and digital marketing in the success of thrift shop businesses.
6. Analyze the impact of government regulations on the trade of secondhand products in Indonesia on the industry.

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