

## THE INFLUENCE OF PRODUCT, PRICE AND PROCESS ON CUSTOMER SATISFACTION AT PT SOLO MURNI BANDUNG BRANCH

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### Abstract

PT Solo Murni Bandung, as one of the largest stationery manufacturers in Indonesia, is experiencing challenges in the digital era, where trends in the printing industry can change rapidly. Therefore, the company must pay attention to several factors to remain competitive. The background to this research is that there has been a decline in PT Solo Murni Bandung Branch customers for two years in the 2019-2023 range. This research aims to find out how product, price and process influence customer satisfaction, both partially and simultaneously at PT Solo Murni Bandung Branch. The object of the research is the customers of PT Solo Murni Bandung Branch. The type of research used is associative quantitative. The type of data used is primary data which is processed using statistical applications, and uses data collection techniques in the form of observation, interviews, literature studies and questionnaires. The population is customers of PT Solo Murni Bandung Branch in 2023 with a sample of 93 people. The research results show that there is a significant influence between product on customer satisfaction of 33,8% for the R2 test with t test results where the value of t count > t table (6,821 > 1,66216) means that H1 is accepted, there is a significant influence between price on customer satisfaction of 34,1% for the R2 test with t test results where t count > t table (6,865 > 1,66216) meaning that H1 is accepted, there is an influence of process on customer satisfaction of 3,2% for the R2 test with t test results where t count > t table (1,742 > 1,66216) means that H1 is accepted, and simultaneously there is a significant influence between product, price and process on customer satisfaction of 40,2% for the R2 test with F test where the value of F count > F table (19,963 > 2,71).

Keyword: *Product, Price, Process, Customer Satisfaction, PT Solo Murni*

### A. INTRODUCTION

The stationery industry includes a wide range of products that support office, school, and personal activities, including pens, pencils, paper, notebooks, rulers, staplers, and a variety of other supplies. PT Solo Murni is one of the largest stationery manufacturers in Indonesia with customers spread across several countries such as Asia, the Middle East, Europe, the United States and Africa. Its products include school supplies, office supplies, envelopes, notebooks, gift wrapping paper, agendas, novelty products, letters, and Smart Cards. In addition, PT Solo Murni also provides bulk order services for individuals and companies. Brands such as Kiky, Merpati, Okey, and others have brought PT Solo Murni to explore the International market.

Each company competes with each other so that their company can achieve the set targets. The success of a company is not only determined by the quality of its products and services, but overall customer satisfaction is also one of the determining aspects of this success (Bimaria et al., 2020). Nevertheless, there are several factors that can affect customer satisfaction itself. If these factors can be met properly, then customer loyalty is created and business revenue increases (Rachmawati, 2014). The success of any business relies heavily on customer satisfaction and loyalty, which is the tendency of customers to repeatedly choose a particular brand or company over its rivals.

In a stationery and printing industry, of course, one of the determining factors for customer satisfaction is the quality of the product where the company must always maintain it so that it remains superior compared to competitors in the same industry. In addition, PT Solo Murni must also maintain its company's advantages, namely the *custom product* according to customer's order. The second factor that can affect customer satisfaction is *price* (Gianpar, 2019). Determination of the right price to ensure optimal

profits and to maintain the competitiveness of the company. In addition to these two factors, there are also factors *process* One of them that can affect customer satisfaction is the delivery process, a slow delivery process will reduce customer trust in the company.

**Table 1. Data on the Number of Partners at PT Solo Murni Bandung Branch for the 2019-2023 Period**

Year	Sum	Percentage (%)
2019	1.315	-
2020	1.291	- 1,8%
2021	1.274	- 1,3%
2022	1.282	0,6%
2023	1.295	1,0%

*Source: PT Solo Murni Bandung Branch 2024*

Based on table 1 above, it can be seen that the number of customers at PT Solo Murni Bandung Branch for the period 2019 – 2023 has fluctuated, where in 2023 it is still not equal to the number of customers in 2019. As a company operating in the printing and service industry and focuses on B2B (business to business), customer satisfaction is not only seen from how the company meets customer needs but also from how the company builds trust, loyalty and sustainable relationships with customers. In the B2B business environment, PT Solo Murni Bandung Branch must be able to understand that customer satisfaction, which in this case is a partner is one of the main keys in order to maintain and increase market share.

To achieve optimal customer satisfaction, PT Solo Murni needs to adopt a holistic approach in its marketing strategy. This strategy must include improving product quality, managing competitive prices, optimizing the delivery process, and strengthening relationships with customers through effective communication. Product quality, which has become the hallmark of PT Solo Murni, must be maintained and improved through continuous innovation. This innovation is not only limited to improving the quality of raw materials and production technology (Hasriadi, 2022).

But also on product diversification tailored to market trends and dynamic customer needs. In addition to quality, determining the right price is also an important aspect (Firatmadi, 2017). PT Solo Murni needs to conduct regular market analysis to understand changes in raw material prices, production costs, and competitive dynamics. Smart price adjustments will allow companies to stay competitive without sacrificing profit margins. With competitive pricing, the company will be able to attract more new customers while retaining existing customers.

The factor of an efficient shipping process is no less important in the printing and stationery industry. Customers, especially in the B2B segment, highly value punctuality in delivery. PT Solo Murni can improve this efficiency by strengthening its logistics network, both through cooperation with trusted logistics partners and the development of internal infrastructure that supports faster distribution. The application of technology in the tracking process and real-time updates can also add value to customers and increase their trust in the company. The quality of after-sales service must also be considered (Darmaningsih, Ni Made Rani Dwi Darmaningsih, ; Anggraini, Ni Putu Nita ; Setiawan Jodi, 2023). Responsive and solutive after-sales service can provide a sense of security for customers and increase confidence in PT Solo Murni's products. Customer service teams need to be trained to respond quickly and effectively to any complaints or questions from customers. This will not only increase satisfaction but also strengthen the company's image as a caring and responsible entity.

PT Solo Murni also needs to consider implementing a more massive digital marketing strategy. Digital marketing, such as social media campaigns, email marketing, and SEO, can help expand market reach and attract potential partners from different parts of the world. In today's digital era, a strong and interactive online presence is the key to increasing brand awareness and customer engagement (Octavians, 2018). In addition to digital marketing, collaboration strategies with business partners can also be implemented. PT Solo Murni can collaborate with schools, offices, or companies in providing custom products tailored to their needs. This collaboration not only strengthens business relationships but also opens up new opportunities for product development.

Diversifying product portfolios is an important step to maintain competitiveness in an ever-changing market. PT Solo Murni can expand its product line by introducing innovative items such as eco-friendly stationery, smart stationery products, and exclusive personalized items. This can attract new customer segments that care about the environment and technology. The use of data analytics also needs to be applied in the company's strategy. By analyzing sales data, customer preferences, and market trends, PT Solo Murni can make more precise and measurable decisions. The application of big data technology allows companies to predict future market needs and respond more quickly and accurately (Management & Sulistyawati, 2024).

## **B. LITERATURE REVIEW**

### **Customer Satisfaction**

Customer satisfaction is one of the important indicators in measuring the success of a company in meeting customer needs and expectations. According to (Sambodo Rio Sasongko, 2021), customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance (results) of the product with their expectations. If the performance meets or exceeds expectations, then the customer will feel satisfied. Customer satisfaction has a major influence on customer loyalty, which in turn impacts a company's revenue.

### **Product**

Product is the main element in the marketing mix that plays an important role in creating customer satisfaction. According to (Vonk Noordegraaf & Welles, 2023), product quality is the ability of a product to meet customer needs and desires. A quality product not only includes physical characteristics, but also includes the design, function, and benefits of the product. In the context of the stationery industry, product quality must be maintained to maintain the company's competitive advantage in the market.

### **Price**

Price is the value that customers must pay to obtain a product or service. According to (Vonk Noordegraaf & Welles, 2023), price is the only element of the marketing mix that generates revenue, while other elements incur costs. Competitive pricing takes into account not only production costs but also customer purchasing power and competitors' pricing strategies. Competitive pricing will affect purchasing decisions and customer satisfaction.

### **Process**

Process or process includes the entire series of activities carried out by the company in providing products or services to customers. According to (Meilani & Kartini, 2020), an efficient and integrated process will increase customer value and influence their satisfaction levels. In the printing and stationery industry, processes that include on-time delivery, fast order processing, and responsive after-sales service are essential for maintaining customer trust.

### **Theory of Variable Influence Measurement**

This study uses a quantitative approach with a regression analysis model. According to (Rustamana et al., 2024), quantitative research aims to test hypotheses through the measurement of statistical data. This approach is very relevant to analyze the influence of independent variables (product, price, and process) on dependent variables (customer satisfaction). The sampling technique using the Slovin formula ensures adequate representation of the study population.

## C. METHODOLOGY

The type of research used in this study is quantitative research using an associative approach where the data used is primary data obtained through direct interviews with PT Solo Murni Bandung Branch and the distribution of questionnaires to customers/partners. The object of his research is the customer of PT Solo Murni Bandung Branch, with a population of 1,295 people. The sample in this study was measured by the slovin formula and a sample of 93 people was obtained. Meanwhile, the technique used for sampling is probability sampling with a simple random sampling type.

## D. RESULTS AND DISCUSSION

### The Effect of Product on Customer Satisfaction at PT Solo Murni Bandung Branch

The results of the reliability test for *the Product* variable with Cronbach's Alpha were 0.694 (the reality was quite high). Meanwhile, the variable Customer Satisfaction is 0.748 (high reality).

**Table 2. Product Determination Coefficient Analysis**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582a	.338	.331	1.656

a. Predictors: (Constant), Produk

b. Dependent Variable: Customer Satisfaction

Source : 2024 Research Results

The R Square value obtained in table 2 is 0.338. So it can be concluded that the Product variable has an effect of 33.8% on Customer Satisfaction. While the results of the t test are:

**Tabel 3. Uji t Product**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	9.953	2.255		4.413	.000
	Product	.611	.090	.582	6.821	.000

a. Dependent Variable: Customer Satisfaction

Source : 2024 Research Results

Based on table 3, it shows that the  $t_{cal}$  value  $>$   $t_{table}$  ( $6.821 > 1.66216$ ) means that  $H_0$  is rejected and  $H_1$  is accepted (Product has a significant effect on Customer Satisfaction).

### The Effect of Price on Customer Satisfaction at PT Solo Murni Bandung Branch

The reliability test results for *the Price* variable with Cronbach's Alpha are 0.748 (high reliability).

**Table 4. Price Coefficient of Determination Analysis**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584a	.341	.334	1.652

a. Predictors: (Constant), Price

b. Dependent Variable: Customer Satisfaction

Source : 2024 Research Results

The R Square value obtained in table 4 is 0.341. So it can be concluded that the Product variable has an effect of 34.1% on Customer Satisfaction. While the results of the t test are:

**Tabel 5. Uji t Price**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	10.059	2.225		4.520	.000
	Price	.473	.069	.584	6.865	.000
a. Dependent Variable: Customer Satisfaction						

Source : 2024 Research Results

Based on table 5, it shows that the tcount value of > t table (6.865 > 1.66216) means that H0 is rejected and H1 is accepted (*Price* has a significant effect on Customer Satisfaction).

### The Effect of Process on Customer Satisfaction at PT Solo Murni Bandung Branch

The reliability test results for the Process variable with Cronbach's Alpha were 0.743 (high reliability).

**Table 6. Process Determination Coefficient Analysis**  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.180 <sup>a</sup>	.032	.022	2.003

a. Predictors: (Constant), Process

b. Dependent Variable: Customer Satisfaction

Source : 2024 Research Results

The R Square value obtained in table 6 is 0.032. Therefore, it can be concluded that the *Process* variable has an effect of 3.2% on Customer Satisfaction. While the results of the t test are:

**Table 7. Uji t Process**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	21.292	2.304		9.241	.000
	Process	.234	.134	.180	1.742	.000
a. Dependent Variable: Customer Satisfaction						

Source : 2024 Research Results

Based on table 7, it shows that the tcount value > t table (1.742 > 1.66216) means that H0 is rejected and H1 is accepted (*Process* has a significant effect on Customer Satisfaction).

### The Influence of Product, Price and Process on Customer Satisfaction at PT Solo Murni Bandung Branch

**Table 8. Multiple Correlation Analysis**  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.634 <sup>a</sup>	.402	.382	1.59159	.402	19.963	3	89	.000
a. Predictors: (Constant), Process, Price, Product									

Source : 2024 Research Results

Based on table 8, it can be seen that the correlation coefficient value of 0.634 means that there is a strong relationship between *product*, *price* and *process* on customer satisfaction. Meanwhile, the results of multiple regression analysis:

**Table 9. Multiple Regression Analysis**

Coefficients <sup>a</sup>				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Mr.

		B	Std. Error	Beta		
1	(Constant)	8.181	2.547		3.212	.002
	Product	.381	.126	.362	3.014	.003
	Price	.283	.094	.349	3.012	.003
	Process	-.091	.116	-.070	-.782	.436
a. Dependent Variable: Customer Satisfaction						

Source : 2024 Research Results

Based on table 9 above, a model of multiple regression equations can be made which is written as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 8.181 + 0.381 X_1 + 0.283 X_2 - 0.091 X_3$$

The results of the determination coefficient analysis:

**Table 10. Determination Coefficient Analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634a	.402	.382	1.59159
a. Predictors: (Constant), Process, Price, Product				

Source : 2024 Research Results

Based on table 10, it can be seen that the R Square value obtained is 0.402 or 40.2%. So it can be concluded that the influence of *Product*, *Price* and *Process* on Customer Satisfaction at PT Solo Murni Bandung Branch is 40.2% and the remaining 59.8% is influenced by other factors that are not studied. The following are the results of the F test:

**Table 11. Table 10, Test Results F ANOVA b**

Model		Sum of Squares	df	Mean Square	F	Mr.
1	Regression	151.711	3	50.570	19.983	.000b
	Residual	225.451	89	2.533		
	Total	377.161	92			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Process, Price, Product						

Based on the results of the test of table 10, it can be seen that the value of  $F_{cal} > F_{table}$  ( $19.963 > 2.71$ ) and the significance level of  $0.000 < 0.1$ , then  $H_0$  is rejected and  $H_1$  is accepted. Therefore, it can be concluded that *product*, *price* and *process* simultaneously have a significant effect on customer satisfaction at PT Solo Murni Bandung Branch.

## E. CONCLUSION

Based on the results of research and data analysis conducted by researchers regarding the Influence of *Product*, *Price* and *Process* on Customer Satisfaction at PT Solo Murni Bandung Branch, it can be concluded that: *Product* has a significant effect on Customer Satisfaction with a determination coefficient value of 33.8%, *Price* has a significant effect on Customer Satisfaction with a determination coefficient value of 34.1%, *Process* has a significant effect on Customer Satisfaction by 3.2%. In addition, it can also be concluded that the Influence of *Product*, *Price* and *Process* on Customer Satisfaction simultaneously has a significant effect on Customer Satisfaction at PT Solo Murni Bandung Branch with a determination coefficient value of 0.402 or 40.2%.

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