

The Effect of Perceived Price and Product Quality on Customer Satisfaction (Case Study: PT Hydepark PIK (Poochstore), North Jakarta)

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Abstract

This study aimed to analyze the effects of perceived price and product quality on customer satisfaction at PT Hydepark PIK (Poochstore), North Jakarta. This study involved three main variables: perceived price, product quality, and customer satisfaction. The research employed a quantitative method with a descriptive approach. The population consisted of all Poochstore customers, with a sample of 75 respondents selected using a non-probability sampling technique based on specific criteria. Data were collected through a structured digital questionnaire. The data analysis techniques included validity testing, reliability testing, classical assumption testing, and multiple linear regression analysis using IBM SPSS Statistics Version 31 software. The results showed that perceived price had a regression coefficient of 0.462 with a significance value of $0.008 < 0.05$, indicating that perceived price had a significant positive effect on customer satisfaction. Meanwhile, the product quality variable had a regression coefficient of 0.356 with a significance value of $0.007 < 0.05$, indicating that product quality also had a significant positive effect on customer satisfaction. Simultaneously, perceived price and product quality had a significant effect on customer satisfaction. Therefore, the findings demonstrated that perceived price and product quality were significant factors influencing customer satisfaction at PT Hydepark PIK (Poochstore), North Jakarta.

INTRODUCTION

In an era of increasingly intense business competition, companies are required to understand consumer needs and expectations and provide products that deliver value according to consumer perceptions. One of the key indicators of business sustainability is consumer satisfaction. Consumer satisfaction refers to a condition in which consumers' needs, desires, and expectations regarding products or services are fulfilled based on the performance received (Felix, 2015; Hidayat et al., 2019; Lina, 2022; Topalović, 2015). Satisfied consumers tend to make repeat purchases, demonstrate loyalty toward products or companies, and recommend them to others. Conversely, when product performance does not meet expectations, consumers may experience dissatisfaction and reduce their purchase frequency (Wati et al., 2020; Maimunah, 2020). Therefore, companies need to consider various factors that influence consumer satisfaction, particularly perceived price and product quality.

Perceived price refers to consumers' evaluation of the price they must pay to obtain a product or service. This evaluation is not solely based on the nominal price but also considers the compatibility between the price, quality, and benefits received. Rivai and Zulfitri (2021) explained that perceived price is associated with consumers' assessment of the amount of money required to acquire products or services. Meanwhile, Tjiptono (2015) stated that

perceived price can be evaluated based on price affordability, price suitability with quality, and price suitability with the benefits obtained. Therefore, prices perceived as reasonable and proportional to product benefits can increase consumer satisfaction. Conversely, prices considered excessive and disproportionate to the benefits received may lead to dissatisfaction (Aghabary & Nayeri, 2016; Jacobsen & Linnell, 2016; Riquelme et al., 2019).

In addition to price, product quality is an important factor affecting consumer satisfaction. Product quality is related to the ability of a product to fulfill consumer needs and expectations. Saputra (2020) stated that product quality encompasses product characteristics related to its ability to satisfy customer needs. Quality can be reflected through durability, materials, design, safety, functionality, ease of use, and product suitability with consumer requirements. Products with high quality can increase consumer trust and encourage repeat purchases. Conversely, products that fail to meet expectations may result in consumer dissatisfaction. Therefore, companies need to maintain consistent quality standards to ensure that their products fulfill consumer expectations and remain competitive in the market.

The relationship between perceived price, product quality, and consumer satisfaction can be observed through the comparison between consumer sacrifices and the benefits received. Consumers tend to feel satisfied when the price paid is considered proportional to the quality and benefits of the product. Wahyu (2015) explained that consumers are willing to spend a certain amount of money when purchased products are able to fulfill their expectations and needs. Firdausi (2020) also stated that customer satisfaction depends on product performance compared with buyer expectations. When product performance meets or exceeds expectations, consumers experience satisfaction, whereas performance below expectations may result in dissatisfaction. Thus, companies need to manage pricing strategies and product quality in a balanced manner to improve satisfaction and retain consumers.

This phenomenon is also observed in the pet shop industry in the Pantai Indah Kapuk (PIK) area, particularly at PT Hydepark through its business unit, Poochstore (Gromek & Perek-Białas, 2022; Liu et al., 2024). Hydepark is a recreational, retail, and pet-related service area, particularly for dogs, located in the Pantai Maju area, Kamal Muara, Penjaringan District (PT Hydepark, 2025). Poochstore provides various pet-related products, including food, vitamins, medicines, toys, accessories, clothing, and grooming supplies (Apaolaza et al., 2022; Kirk, 2019). In addition to Poochstore, several similar businesses operate in the PIK area, including other pet shops and pet service providers. This condition indicates a competitive market environment, requiring companies to create value propositions that differentiate their products from competitors (Rintamäki & Saarijärvi, 2021).

Based on initial interviews with consumers, differences in perceptions regarding product prices and quality at Poochstore were identified. Some consumers perceived several products as relatively expensive, which could reduce purchase interest, although the products were considered to have good quality, durability, usability, attractive packaging, and environmentally friendly characteristics. Other consumers stated that higher prices remained acceptable when product quality aligned with expectations. In addition to price and product quality issues, consumers also reported concerns regarding limited waiting room facilities, which could affect comfort during shopping activities or payment processes. These findings indicate that consumer evaluations of product value are influenced not only by nominal prices but also by perceived quality and benefits.

This issue became increasingly relevant for further investigation due to changes in the number of visitors to Hydepark. Based on internal data, the total number of visitors from July 2024 to March 2025 reached 35,960 people; however, visitor numbers fluctuated considerably and declined during early 2025. The number of visitors was recorded at 5,700 people in July 2024, increased to 7,235 people in August 2024, and then fluctuated to 3,730 people in September, 4,911 people in October, 3,634 people in November, and 5,430 people in December 2024. Furthermore, visitor numbers declined to 1,845 people in January 2025, 1,750 people in February 2025, and 1,725 people in March 2025. This decline could not be directly interpreted as a decrease in consumer satisfaction; rather, it represented a business phenomenon requiring further investigation, particularly considering existing consumer concerns regarding price and product quality.

The products available at Poochstore also had diverse price ranges. For example, pet food products included Dry Food Kitchen Flavor priced at IDR 112,500 per 1.5 kg, Dry Food Nature Bridge at IDR 199,500 per 1.5 kg, Dry Food Royal Canin at IDR 367,000 per 2 kg, and Wet Food Royal Canin at IDR 69,000 per 420 grams. Meanwhile, pet equipment products included Nylon Leash priced at approximately IDR 115,500, Doggy Harness/Necklace at IDR 120,000, Pet Clipper at IDR 156,000, and clothing products such as Dress Clawset at IDR 245,000 and Couple Clawset T-shirts at IDR 345,000.

Previous studies have extensively examined perceived price and product quality; however, many studies have focused on purchase decisions as the dependent variable. For example, Evarita Sonya (2020) analyzed the effects of perceived price and product quality on purchase decisions using quantitative methods and multiple linear regression analysis. Similarly, Steve Sumilat (2022) examined the effects of product quality, price, and promotion on purchase decisions. Meanwhile, Fahitra Virdha Noor (2020) investigated the effect of service quality on customer satisfaction. The distinction between this study and previous research lies in its variables, research object, respondents, and contextual setting. This study specifically examined perceived price and product quality as independent variables affecting customer satisfaction at PT Hydepark (Poochstore) using a quantitative approach with multiple linear regression analysis. To the best of the researcher's knowledge, limited studies have examined perceived price and product quality within the context of premium pet shops in Indonesia, thereby providing contextual and practical contributions to retail marketing research.

Based on this description, the phenomenon of business competition, consumer concerns regarding product prices and quality, and fluctuations in visitor numbers required further investigation. Therefore, examining perceived price and product quality was important to determine the extent to which these factors influenced customer satisfaction. The results of this study were expected to provide insights for PT Hydepark (Poochstore) in evaluating pricing strategies and improving product quality to better meet consumer expectations. Accordingly, this research was conducted under the title "The Effect of Perceived Price and Product Quality on Customer Satisfaction (Case Study: PT Hydepark PIK (Poochstore), North Jakarta)."

METHOD

Research Design

This study employed a quantitative approach using a survey method to examine the effects of perceived price (X1) and product quality (X2) on customer satisfaction (Y) at PT Hydepark PIK (Poochstore). The study used primary data collected through questionnaires distributed to respondents. The research was conducted at PT Hydepark PIK, located in North Jakarta, from February 13 to March 13, 2025.

Population and Sample

The research population is all consumers who have purchased or used products or services at PT Hydepark PIK. Sampling uses a non-probability sampling technique with a purposive sampling method, which is the selection of respondents based on certain criteria. The respondent criteria include consumers who are domiciled in North Jakarta/PIK, are Poochstore customers, have pets, and are 15-60 years old, both male and female. Based on these criteria, the number of samples used was 75 respondents.

Data Collection Techniques

Data was collected using questionnaires, interviews, and documentation. The questionnaire is distributed online through Google Forms and contains statements regarding price perception, product quality, and consumer satisfaction. Interviews were conducted to obtain supporting information regarding the condition of consumers and companies, while documentation was used to complete research data related to the research object.

Data Analysis Techniques

The data were analyzed using descriptive analysis and multiple linear regression. Descriptive analysis was used to describe the characteristics of respondents and each of the research variables. Before conducting regression, a classical assumption test was carried out which included normality, multicollinearity, and heteroscedasticity tests. Multiple linear regression analysis is used to determine the influence of price perception and product quality on consumer satisfaction. The regression model used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y = Consumer Satisfaction

α = Constant

β_1 = Price Perception regression coefficient

β_2 = Product Quality regression coefficient

X₁ = Price Perception

X₂ = Product Quality

e = Error

RESULTS AND DISCUSSION

Data Quality Test Results

The results of the data quality test were collected using a research instrument in the form of a questionnaire. In total, all indicators of research variables were given 24 answer choices in a closed manner using a likert scale consisting of four points 1-4. The questionnaire data that has been collected is then analyzed using a test on the SPSS 31 application.

Descriptive Statistical Results

Table.1 Descriptive Statistics of Price Perception

Code	Statement	N	Minimum	Maximum	Red	Std. Deviation
X1.1	The premium price offered is proportional to the quality of the product received by consumers	75	2	4	3,77	0,452
X1.2	Premium product prices reduce consumer buying interest	75	1	4	2,63	0,835
X1.3	The price of the product is not competitive compared to other pet shops	75	1	4	3,00	0,593
X1.4	Reasonable product price, according to consumer expectations	75	2	4	3,17	0,601
X1.5	Giving discounts, so that consumers are interested in buying them	75	3	4	3,87	0,342
X1.6	There are discounts that can attract new customers and maintain the loyalty of old customers through membership programs and special promos	75	2	4	3,79	0,444
TOTAL	Valid N (listwise)	75	11	24	3,37	0,15769504

Source: data processed using spss 31

Based on the data presented in table 4.2 of the descriptive statistics of price perception research, it shows that the lowest answer value is: 1, the highest answer value is :4. The majority of respondents gave an affirmative answer to the statement regarding the variable price perception felt by the respondents, followed by a very agreeable answer which had a total average score of 3.37. The lowest average score in the above statement is X1.2 with an average of 2.63 and the highest average score is found in X1.5 statement of 3.87.

Table. 2 Descriptive Statistics of Product Quality

Code Item	Statement	N	Minimum	Maximum	Red	Std. Deviation
X2.1	Dry food and wet food doggy products have a clear ingredient composition and do not contain harmful substances	75	3	4	3,92	0,273
X2.2	Royal Canin products are clearly certified safety.	75	3	4	3,85	0,356
X2.3	Availability (stock) of products at all times increases consumer satisfaction	75	3	4	3,88	0,327
X2.4	Royal canin has a product packaging in a tightly sealed bottle, does not leak easily, and protects the contents from contamination	75	3	4	3,93	0,251
X2.5	Happy Dog products provide labels with complete and standard information	75	1	4	3,83	0,476
X2.6	Price tags on the shelves/items according to the price at the checkout	75	2	4	3,83	0,415
X2.7	Each wet food product has an expiration date listed on the product	75	3	4	3,85	0,356
X2.8	Product packaging that has a cute and	75	3	4	3,81	0,392

	unique picture design					
X2.9	Comfortable bed and accessories, does not cause irritation to doggy skin and is easy to clean	75	3	4	3,84	0,369
Total	Valid N (listwise)	75	24	36	3,86	0,06496861

Source: data processed using spps 31

Based on the data presented in table 4.3 of the descriptive statistics of product quality research, it shows that the lowest answer value is: 1, the highest answer value is: 4. The majority of respondents gave an affirmative answer to the statement regarding the product quality variable felt by the respondent, followed by a very agreeable answer which had a total average score of 3.86. The lowest average score in the above statement is X2.8 with an average of 3.81 and the highest average score is found in X2.4 statement of 3.93.

Table. 3 Descriptive Statistics of Consumer Satisfaction

Code Item	Statement	N	Minimum	Maximum	Red	Std. Deviation
Y.1	Poochstore <i>staff service</i> is very polite and responsive	75	3	4	3,84	0,369
Y.2	Providing imported dog food with excellent quality.	75	2	4	3,81	0,425
Y.3	<i>Poochstore</i> is a store that provides various types of anabul (doggy) needs and supplies	75	2	4	3,80	0,435
Y.4	Dry dog food products with a long expiration time.	75	2	4	3,65	0,557
Y.5	Very cheap price with good product quality	75	1	4	2,16	1,263
Y.6	Very high prices according to the quality of the product	75	2	4	3,83	0,415
Y.7	Various types of dry food and wet food that are always available when consumers need it	75	3	4	3,83	0,381
Y.8	Consumers are very satisfied with the service from the <i>poochstore staff</i>	75	3	4	3,79	0,412
Total	Valid N (listwise)	75	18	32	3,59	0,281

Source: data processed using spps 31

Based on the data presented in table 3 of the descriptive statistics of consumer satisfaction research, it shows that the lowest answer value is: 1, the highest answer value is: 4. The majority of respondents gave affirmative answers to statements regarding consumer satisfaction variables felt by respondents, followed by very agreeable answers which have a total average score of 3.59. The lowest average score in the above statement is the average of 2.16 and the highest average score is found in the statements Y.6 and Y.7 of 3.83.

Although this descriptive statistical analysis does not directly show the influence between variables, we can make some initial assumptions, for example if there is a strong influence between price perception and product quality on consumer satisfaction, it can be assumed that price perception and product quality have a significant influence on the level of consumer satisfaction.

Test Research Instruments

The instrument to measure all variables in this study uses questionnaires given to respondents so that they can provide statements according to what they feel and experience. The questionnaire as an instrument must meet the main requirements, namely valid and reliable. The following are the results of testing the validity and reliability of the research questionnaire.

Validity Test Results

Table. 4 Validity Test

Variable	Item code	Pearson correlation	r table(n-2)	Remarks
Price Perception	X1.1	0,348	0,224	Valid
	X1.2	0,630	0,224	Valid
	X1.3	0,709	0,224	Valid
	X1.4	0,528	0,224	Valid
	X1.5	0,377	0,224	Valid
	X1.6	0,350	0,224	Valid
Product quality	X2.1	0,685	0,224	Valid
	X2.2	0,678	0,224	Valid
	X2.3	0,730	0,224	Valid
	X2.4	0,818	0,224	Valid
	X2.5	0,843	0,224	Valid
	X2.6	0,804	0,224	Valid
	X2.7	0,663	0,224	Valid
	X2.8	0,705	0,224	Valid
Consumer satisfaction	X2.9	0,802	0,224	Valid
	Y1.1	0,557	0,224	Valid
	Y1.2	0,608	0,224	Valid
	Y1.3	0,634	0,224	Valid
	Y1.4	0,583	0,224	Valid
	Y1.5	0,283	0,224	Valid
	Y1.6	0,613	0,224	Valid
	Y1.7	0,568	0,224	Valid
	Y1.8	0,588	0,224	Valid

Based on the results of the validity test of the variables of price perception, product quality, and consumer satisfaction, all statement items are valid because the value of r.count statement is greater than r.table = 0.224, meaning that all statements are > 0.224 because the value of r.count is greater than the table so that all statement items are valid. This shows that the measurement instruments used in this study can be relied upon to measure the variables studied.

Reliability Test Results

The results of the reliability test in this study are as follows, in the table below:

Table. 5 Reliability Test

Variable	Alpha Cronbach's	Reliability Limits	Remarks
Price Perception	0,805	0,60	Reliable
Product Quality	0,508	0,60	Reliable
Consumer Satisfaction	0,484	0,60	Reliable

Source: Data processed using spss 31

From the results of the table above, it can be seen that all of Cronbach's Alpha values are above the r-calculated value, which is above 0.60 which indicates that the data used is reliable.

The price perception variable has a value of 0.805, the product quality variable has a value of 0.508, and the consumer satisfaction variable has a value of 0.484, which means that the instrument used is not only valid but also consistent in measurement and can be further processed data

Classic Assumption Test

In the analysis, it is necessary to first see whether the data can be tested by regression model. Classical assumption testing was performed to determine that regression models were econometrically acceptable. This classical assumption test consists of normality, multicollinearity, and heterokedasticity testing. The data used in this study is cross-section, therefore autocorrelation testing is not necessary.

Normality test results

Normality testing is about the normality of data distribution, the use of normality tests because in parametric statistical analysis, the assumption that must be processed is that the data is distributed normally (Saputra, 2020), while according to (Sulhan, 2009: 24) normality tests are intended to find out whether the residual regression model being studied is normally distributed or not. The method used to test normality is to use the Kolmogorov-Smirnov test > 0.05 , then the assumption of normality is met.

Table 6. The Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Red	.0000000
	Std. Deviation	1.93052334
Most Extreme Differences	Absolute	.090
	Positive	.078
	Negative	-.090
Test Statistic		.090
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: data processed using spss 31

Based on Table 6, the results of the normality test using the Kolmogorov–Smirnov method were obtained from the Asymp value. Sig. (2-tailed) is 0.200. The significance value is greater than 0.05 ($0.200 > 0.05$), so it can be concluded that the residual data in this study is normally distributed. Thus, the assumption of normality in the regression model has been met, so the data is feasible for use for further statistical analysis.

The normality test aims to find out whether the residual data in the regression model is normally distributed or not. Normality testing can be done through two approaches, namely the Kolmogorov–Smirnov table and the Normal P–P Plot graph. A commonly used method is the Normal P–P Plot, where the normality of the data can be seen from the distribution of points that follow and approach the diagonal line. If the dots spread around the diagonal line and follow the direction of the line, then the data can be declared to be normally distributed. In addition, the residual distribution can also be observed through a residual histogram that shows a distribution pattern close to the normal curve.

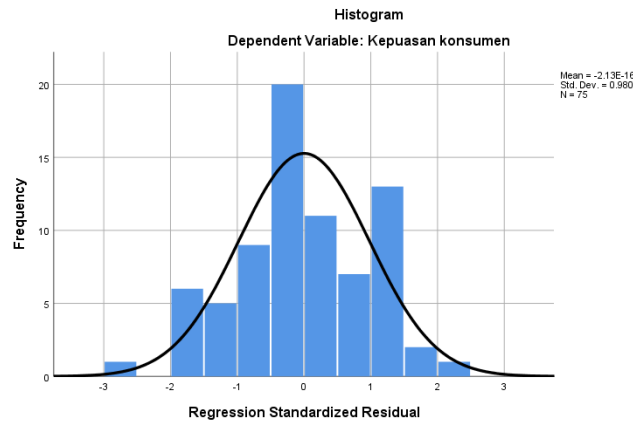


Figure 1. Normality Test in Histogram

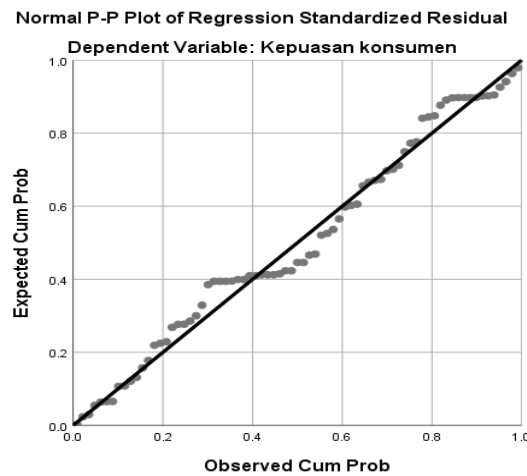


Figure 2. Normality Test in Observed Cum Prob

Source: data processed using spss 31

From the normal probability plot in figure 4.3, it can be seen that the data points form a linear pattern so that they are considered consistent with the normal distribution.

Multicollinearity Test

Based on the results of the correlation test between independent variables, it can be seen that the correlation between these variables is relatively not high. This test shows a relatively small VIF value, which is not greater than 5.

Table 7. Multicolligial Test

Variable	Tolerance	Vivid	Remarks
Price Perception	0.885	1.130	Free multicolligate
Product quality	0.885	1.130	Free multicolligate

Source: data processed using spss 31

The results of the statistical test in table 7 show the Tolerance value of the independent variable that has a Tolerance value greater than 0.10, and the results of the calculation of the Variance Inflation Factor (VIF) show a VIF value of less than 10, meaning that the two independent variables do not experience multicollinearity problems because the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is less than 10.

Heteroscedasticity Test

This assumption test aims to find out whether in a regression model there is an unequal variance of the residual between one observation and another. If the variance of residual between one observation and another is different is called heteroscedasticity, while a good model is that heteroscedasticity does not occur (Ilmiyah, 2015). This test is used to see whether the disruptive variable has the same variant or not. To detect the presence or absence of heteroscedasticity, look at the plot of the graph between the predicted values of the bound variables, namely ZPRED and SRESID, the detection of the presence or absence of heteroscedasticity can be done by looking at whether there is a certain pattern in the scatterplot graph between ZPRED and SRESID where the Y axis is the predicted Y, and the X axis is the rest (the actual y-y prediction) that has been studied.

To find out the absence of symptoms of heteroscedasticity, it can also be done using the Glejser test, which is by regressing the absolute value of the residue on an independent variable with a sign value of >0.05 , then there is no indication of heteroscedasticity and if the sign value is <0.05 , then there is an indication of heteroscedasticity. Thus the results of the Glejser test can be seen in the table below:

Table 8. Heteroscedasticity Test

Variable	B	Std Error	Beta	T	Sig	Remarks
Price Perception	-.083	.076	-.230	-1.086	.281	Heteroscedasticity-free
Product Quality	.012	.064	.023	.194	.847	Heteroscedasticity-free

Source: data processed using spss

From the table above, it can be seen that the sign value of the correlation of the above variables is greater than 0.05 (5%), so that the regression model in this study does not have heteroscedasticity problems.

Results of Multiple Linear Regression Test

Based on the research data that has been collected through questionnaires for both dependent variables of consumer satisfaction (Y) and independent variables which include price perception (X1) and product quality (X2) processed with the Spss 31 application using multiple linear regression, several stages were carried out to find the relationship between the bound variable and the independent variable, the results of the multiple linear regression calculation can be seen in the following table below:

Table 9. Multiple Linear Regression Test

		Coefficient		Standardized		
		Unstandardized Coefficients		Coefficients		
Models		B	Std. Error	Beta	t	Sig.
1	(Constant)	19.448	2.956		6.578	.000
	Price Perception	.462	.182	.787	2.526	.008
	Product Quality	.356	.147	.526	2.358	.007

a. Dependent Variable: Consumer satisfaction

Source: data processed using spss 31

The multiple linear regression analysis shows that the two independent variables, namely price perception and product quality, have a significant influence on consumer satisfaction.

The resulting regression model is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 19.448 + 0.462X_1 + 0.356X_2 + e$$

Description:

Y = Consumer Satisfaction

X₁ = Price Perception

X₂ = Product Quality

From the above equation, it can be concluded that these three variables have significant numbers. The interpretation of this equation is:

1. Constant

The value of the constant is 19.448 with a significance value of $0.000 < 0.05$, which means a significant constant. This shows that if the perception of price and product quality is considered constant (zero value), then consumer satisfaction still has a value of 19,448.

2. Price Perception (X₁)

The price perception variable has a regression coefficient of 0.462 with a significance value of $0.008 < 0.05$. This shows that price perception has a significant positive effect on consumer satisfaction. Thus, changes in price perception have a significant influence on consumer satisfaction.

3. Product Quality (X₂)

The product quality variable has a regression coefficient of 0.356 with a significance value of $0.007 < 0.05$. This means that product quality has an effect and is significant on consumer satisfaction. This shows that improving product quality significantly affects the level of consumer satisfaction.

Research Hypothesis Testing

Partial Significance Test (T Statistical Test)

Furthermore, a partial test was carried out using the t-test, assuming the following:

1. H₀ : b₁ = 0, the perception of price and product quality has no partial effect on consumer satisfaction
2. H₀ : b₁ = 0, the perception of price and product quality has a partial effect on consumer satisfaction.

Table 10. Partial significance test

Variable	t	Sign up
Price Perception	2.258	.008
Product Quality	2.526	.007

Source: data processed using spss 31

Based on Table 10, the results of the partial significance test (t-test) show the t-calculated value and significance of each independent variable on consumer satisfaction. Using a significance level of 0.05 and a t-table of 1.992, the breakdown per variable is as follows:

1. Price Perception Variable (X₁)

The price perception variable has a t-count of $2.258 > \text{a t-table of } 1.992$ with a significance value of $0.008 < 0.05$. This shows that H₀ is rejected and H₁ is accepted, which means that the price of the product has a positive and significant effect on consumer satisfaction. Thus, changes in product prices have a real influence on the level of consumer satisfaction.

2. Product Quality Variable (X₂)

The product quality variable has a t-count of 2.526 > a t-table of 1.992 with a significance value of $0.007 < 0.05$. This shows that H_0 is rejected and H_2 is accepted, which means that product quality also has a positive and significant effect on consumer satisfaction. This means that improving product quality can significantly increase consumer satisfaction.

Based on the partial significance test, all independent variables of price perception and product quality, have a partial significant effect on consumer satisfaction.

Simultaneous Significant Test (Statistical Test F)

After testing classical assumptions and concluding that the model can be used to test multiple regression analysis, the next step is to test the hypothesis. The F test is to test the simultaneous influence between independent variables on dependent variables. The assumptions in decision-making for the F test are as follows:

1. $H_0 : b_1 = 0$, , the perception of price and product quality d does not have a simultaneous effect on consumer satisfaction
2. $H_0 : b_1 = 0$, price perception and product quality have a simultaneous effect on consumer satisfaction.

Table. 11. Statistical Test F

Models	F	Sign up
Regression	32.866	<,001

Source : data processed using spss 31

Based on Table 11 of the results of the F-statistical test, an F-calculation value of 32,866 was obtained with a significance level of 0.001. The significance value is less than 0.05 ($0.001 < 0.05$), so it can be concluded that the regression model used in this study is significant. It is evidenced by the results of F Table 3.12 (n-1-1 with a sign level of 0.05) which means that $F_{\text{calculate}} > F_{\text{table}}$ ($32,866 > 3.12$). This shows that the variables of price perception and product quality, simultaneously (together) have a significant effect on consumer satisfaction. Thus, the two independent variables are able to jointly explain and predict changes in the dependent variable, namely consumer satisfaction. Based on the results of this F test, the simultaneous hypothesis (H_4) is accepted, which means that there is a significant influence together between price perception and product quality, on consumer satisfaction.

Coherence Determination Test

The next test is the Coefficient of Determination Test which can be seen at the value of R. The value of R is essentially to measure how much of a relationship there is between independent variables and dependent variables. The results of the determination coefficient test can be seen in the table below:

Table 12. Determination Coherence Test

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.428a	.183	.148	1.97089

Source: data processed using spss 31

Based on Table 12 of the results of the determination coefficient test, an R value of 0.428 was obtained. This value shows that the level of relationship between the variable price perception (X_1) and product quality (X_2), simultaneously with the variable of consumer satisfaction (Y) is in the category of moderate relationship. The R Square (R^2) value of 0.183 shows that 18.3% of the variation in consumer satisfaction can be explained by the variables

of price perception and product quality, while the remaining 81.3% is influenced by other variables outside this research model.

The Adjusted R Square value of 0.148 indicates that after adjusting for the number of independent variables and the number of samples, the model's ability to explain the variation in consumer satisfaction is 14.8%. This indicates that the regression model has relatively low to moderate explanatory ability, so there are still other factors outside of the research variables that have the potential to affect consumer satisfaction.

Based on the results of data processing using SPSS version 31, hypothesis testing was carried out through the T test (partial) and the F test (simultaneous) to determine the influence of price perception and product quality on consumer satisfaction at Poochstore. The discussion of the results of the research is explained in detail as follows:

The Effect of Price Perception on Consumer Satisfaction

Based on the results of the t-test (partial), the price perception variable has a t-calculated value of 2.258 with a significance level of 0.008. When compared with the t-table value of 1.992, the t-calculation results were obtained $> t\text{-table}$ ($2.258 > 1.992$) and the significance value of < 0.05 ($0.008 < 0.05$). Thus, H_0 is rejected and H_1 is accepted, which means that price perception has a partial and significant effect on consumer satisfaction.

These results show that price perception has an important role in shaping the level of consumer satisfaction, where the compatibility between the price paid and the benefits obtained will increase value perception and satisfaction after making a purchase. Consumers tend to feel satisfied if the price set is considered reasonable, competitive, and proportional to the quality of the product received.

This finding is in line with the opinion of Zamrodah (2016) who explains that price is one of the main elements in the marketing mix that greatly determines the success of a product in the market. Prices that are set too high have the potential to reduce consumer purchasing power, while prices that are in accordance with consumers' abilities and value perceptions will increase customer satisfaction and loyalty. Thus, the right pricing is an important strategy in increasing consumer satisfaction.

The results of this study are also in line with previous research conducted by Herawaty, Tresna, and Eka (2016) which stated that price has a positive and significant effect on consumer satisfaction. This confirms that the right pricing policy can make a real contribution to improving customer satisfaction.

The Influence of Product Quality on Consumer Satisfaction

The results of the t-test showed a t-count value of 2.526 with a significance level of 0.007. With the t-count $> t\text{-table}$ ($2.526 > 1.992$) and the significance of < 0.05 ($0.007 < 0.05$), it can be concluded that product quality has a positive and partially significant effect on consumer satisfaction. This shows that the quality of Poochstore products is an important factor in determining the level of consumer satisfaction. Quality products not only meet consumer expectations in terms of functionality and durability, but also create a pleasant shopping experience and enhance the perception of the company's professionalism.

Saputra (2020) states that product quality is the entire characteristic inherent in a product, reflecting its ability to meet consumer needs and expectations. Based on this research, good product quality has been able to increase consumer satisfaction, so Poochstore needs to continue to innovate, select superior raw materials, and develop product design in order to

maintain and increase competitive advantage.

These results show that the quality of the products provided by Poochstore is the main factor that determines the level of consumer satisfaction. Although the quality of the product is considered quite good, consumers may prioritize other factors such as price, ease of transaction, speed of service, and overall shopping experience. According to Saputra (2020), product quality is all the characteristics inherent in a product, which reflects the product's ability to meet the needs and expectations of consumers.

The Effect of Price Perception and Product Quality, on Simultaneous Consumer Satisfaction

Based on the results of the F (simultaneous) test, an F-calculation value of 32,866 was obtained with a significance level of 0.001. Since the value is $0.001 < 0.05$, H_0 is rejected and H_4 is accepted, which means that the perception of price and product quality, together has a significant effect on consumer satisfaction. It is evidenced by the results of Table 3.12 F (n-1-1 with a sign level of 0.05) which means that $F_{\text{calculate}} > F_{\text{table}}$ ($32.866 > 3.12$). This result shows that consumer satisfaction is the result of a combination of various factors, where the two variables complement each other in shaping consumer perception and experience, so that simultaneously both are able to make a real contribution to consumer satisfaction.

This result is in line with the research of Putra and Mandey (2017) which states that product quality, price, and promotion simultaneously have a significant effect on purchasing decisions, which ultimately has an impact on consumer satisfaction. This shows that an integrated marketing strategy is essential in improving customer satisfaction.

CONCLUSION

Based on the results of the study on the effects of perceived price and product quality on customer satisfaction at Hydepark PIK (Poochstore), it was concluded that perceived price had a positive and significant effect on customer satisfaction. This was indicated by a calculated t-value of 2.258, which was greater than the t-table value of 1.992, with a significance value of < 0.05 . This finding indicated that the more the offered price aligned with the quality and benefits of the products received by consumers, the higher the level of customer satisfaction. In addition, product quality also had a positive and significant effect on customer satisfaction, with a calculated t-value of $2.526 > 1.992$ and a significance value of < 0.05 . These findings demonstrated that product quality was an important factor in shaping customer satisfaction among Poochstore consumers.

Simultaneously, perceived price and product quality had a significant effect on customer satisfaction. This was supported by an F-calculated value of $32.866 >$ the F-table value of 3.12 and a significance value of $0.001 < 0.05$. Therefore, customer satisfaction was not influenced by a single factor but resulted from the combination of consumers' perceptions of price and product quality. Accordingly, Poochstore should maintain a balance between competitive pricing strategies and consistent product quality to improve customer satisfaction and strengthen consumer loyalty.

Based on these findings, Poochstore was advised to establish competitive prices that corresponded with product value, improve service quality through friendly, informative, and professional staff, and strengthen promotional activities to attract consumer interest. Furthermore, improving store cleanliness and physical facilities was recommended to enhance

consumer comfort during visits. Future researchers are encouraged to involve larger sample sizes, extend the research period, and use more recent references to provide broader and more comprehensive insights. This study was limited by the sample size of 75 respondents due to the use of purposive sampling and the possibility of variations in respondents' understanding and honesty when completing questionnaires. Therefore, the findings may not fully represent all conditions among Poochstore consumers.

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