

The Influence of Product Quality and Price on Buyer Satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una District

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ABSTRACT

This Study aims to determine the effect of product quality and price on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village Tojo Una-Una regency using quantitative research methods. Research data were obtained from questionnaires distributed to 200 respondents who had purchased fish at the Fish Auction Place (TPI) in Labuan Village Tojo Una-Una regency as research samples, with the Accidental Sampling data collection method. The analysis technique used is multiple linier regression analysis to conduct the F test, T test with the help of the IBM SPSS 25 application. The results of this study indicate that product quality and price simultaneously have a significant effect on buyer satisfaction. Partially, product quality and price each have an effect on fish buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village Tojo Una-Una Regency. The results of calculations using the SPSS program can be seen that the coefficient of gdetermination obtained is 0,831. This means that 83,1% of buyer satisfaction is influenced by product quality and price variables, while the remaining 16,9% of buyer satisfaction is influenced by variables not examined in this study

INTRODUCTION

The development of the fisheries sector in Indonesia plays an important role in supporting the national economy (Amalia* et al., 2023; Sugi, 2023), especially in coastal areas. Buyer satisfaction is an important indicator of business success, including in the fisheries sector. Consumer satisfaction is the feeling that arises after consumers compare expectations with the performance of the products or services received. Buyer satisfaction is an important aspect in marketing that has been extensively researched; it is influenced by two main factors, namely product quality and price (Evelinda & Suasih, 2023; Roswiyanti et al., 2022).

Septiyan et al (2024) The quality of a product is everything that has benefits and is used to satisfy consumers. This indicates that good product quality will make buyers loyal to the product (Aunillah & Himawan, 2023; Vajri Rahman, 2023). If the quality of fish products improves, it will be able to satisfy buyers and increase the number of buyers. After identifying the product, buyers will also compare the prices of the products they intend to purchase. This is possible for buyers because of the many competitors offering various prices in the market. Price has a positive and significant effect on consumer satisfaction (Adam et al., 2023; Ardiyanti et al., 2023). Prices that are too high can reduce buyer interest, while prices that are too low can create doubt. Therefore, it is important to understand how price affects buyer satisfaction. (Thalia & Siregar 2024)

Adam et al (2024) found that by combining effective product and pricing strategies, companies can achieve their business goals, enhance customer satisfaction, and maintain a competitive position in the market. Product quality and price play a crucial role in improving customer satisfaction. This research supports the importance of maintaining product quality and pricing to enhance buyer satisfaction. (Putri et al 2021) Customer Value plays a significant role in strengthening the influence of product quality and price on buyer satisfaction (Najib et al., 2022; Yuliana H. Laru et al., n.d.). Customer value is formed from the comparison between the benefits received and the sacrifices incurred by the customer (Zeithaml et al (2018)). In the context of this research, the benefit received by the buyer is the quality of fish products, while the sacrifice incurred is the price paid.

Tjiptono (2018) defines customer satisfaction as an emotional reaction that arises as a result of the evaluation conducted by customers regarding their experiences in consuming a particular product or service (Himes-Cornell & Kasperski, 2016; Maghfira et al., 2023). Customer satisfaction is not only related to rational evaluations, but also encompasses emotions that are related to feelings (Mudzakir et al., 2023; Sudiarti et al., 2024). Therefore, understanding the factors that influence buyer satisfaction at the TPI of Labuan Village is very important to improve sales performance.

The Fish Auction Place (TPI) in Labuan Village was established in 2007 as part of the efforts of the Tojo Una-Una Regency government to improve the management of fishery resources in the coastal area. The TPI in Labuan Village is located in Ratolindo District, right on the beachfront and very close to the

settlements of residents and fishermen in Labuan Village. The establishment of this TPI is a response to the increasing fishing activities by local fishermen, who previously conducted sales transactions directly to buyers (middlemen) at uncertain prices.

The TPI (Fish Landing Site) of Labuan Village is not only a center for the trade of fresh fish caught by local fishermen, but it has also developed into a center for economic and social activities of the community. The presence of community stalls, especially during twilight, creates a lively and attractive atmosphere for visitors, boosts fish sales, and encourages the growth of small and medium-sized enterprises (SMEs) in the area. Income from fish sales helps improve the welfare of fishermen and the surrounding community, as well as promote economic growth in Labuan Village. This phenomenon reflects the synergy between the fishing sector and tourism, as well as the active role of the community in empowering the local economy.

Based on the background, the problems in this research are as follows:

1. Does product quality affect buyer satisfaction at the TPI of Labuan Village?
2. Does price affect buyer satisfaction at the TPI of Labuan Village?
3. Do product quality and price significantly affect buyer satisfaction at the TPI of Labuan Village?

LITERATURE REVIEW

Quality Product

Kotler & Keller (2018) state that product quality is the ability of a product to perform its functions, including durability, reliability, precision, and other valuable attributes. Good product quality will create customer satisfaction because the product meets or even exceeds the buyer's expectations. Product quality reflects the overall characteristics that meet customer expectations, and companies that offer high-quality products can create consumer satisfaction. (Mukminin et al 2024)

Quality Product

According to Tjiptono (2018), there are eight dimensions of product quality developed based on the model introduced by Garvin, which are:

1. Performance, the product's ability to perform its main function.
2. Features, additional characteristics that enhance the product's appeal.
3. Reliability, the product's ability to function consistently over a certain period.
4. Conformance, the degree to which the product meets established specifications or standards.
5. Durability, a measure of the product's lifespan under normal usage conditions.
6. Serviceability, the ease and speed of repairing the product.
7. Aesthetics, the visual and sensory aspects that affect the product's appeal.
8. Perceived Quality, the subjective assessment of consumers regarding the overall quality of the product.

Price

Kotler & Keller (2018) state that effective pricing requires a deep understanding of the market, consumers, and external factors that can influence prices. Prices can affect consumers' decision-making in purchasing a product, which in turn can lead to customer satisfaction and impact loyalty. (Santoso and Hartini 2022)

Price

According to Kotler and Armstrong in (Sri Handayani & Syarifudin 2022), there are four dimensions of price:

1. Price Affordability, the price that can be reached by consumers according to their purchasing power.
2. Price Match with Quality, the price reflects the quality of the product offered.
3. Price Competitiveness, the price of a product compared to similar products from competitors.
4. Price Match with Benefits, the price is proportional to the benefits or value received by consumers.

Buyer Satisfaction

Tjiptono (2018) defines customer satisfaction as the emotional reaction that arises as a result of the evaluation made by customers regarding their experiences in consuming a particular product or service. Customer satisfaction is not only related to the rational evaluation of the performance of a product or service but also includes emotional aspects related to feelings of pleasure or disappointment. (Saputro 2024)

Buyer Satisfaction

According to Sunyonto in (Yulistria et al 2023) based on a literature study, there are four main dimensions of customer satisfaction, namely:

1. Product Satisfaction, Buyers are satisfied with the physical quality of the product (fish).
2. Price Satisfaction, Buyers are satisfied with the price of the fish.
3. Service Satisfaction, Buyers are satisfied during the transaction process.
4. Loyalty, Buyers will recommend to others and make repeat purchases of fish.

Conceptual Framework

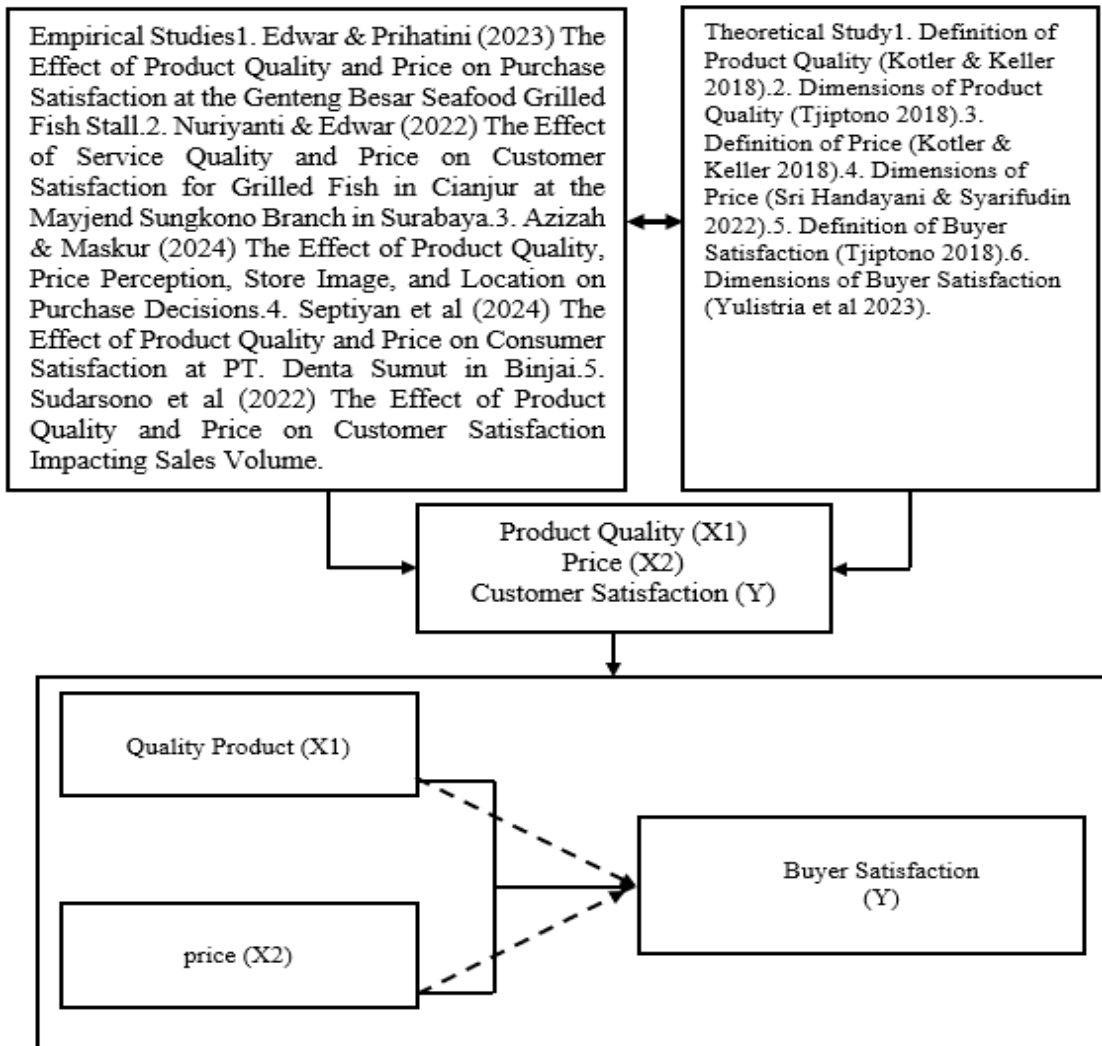


Figure 1. Conceptual Framework

Hypothesis

Based on the theories and framework above, the following hypotheses can be formulated:

1. Product quality and price simultaneously have a significant effect on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una Regency.
2. Product quality has a significant effect on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una Regency.
3. Price has a significant effect on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una Regency.

METHODOLOGY

The type of research uses a positivism paradigm with a quantitative approach. The population in this study consists of all buyers who made transactions at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una Regency, whose number is unknown. The sample in this study is buyers who have made purchases at the TPI in Labuan Village. To determine the sample size, the researcher used Accidental Sampling Technique, which involves anyone the researcher meets at the research location according to the sample criteria to become respondents. Therefore, the number of samples the researcher encountered at TPI Labuan was 200 respondents. The data collection technique uses a questionnaire that has been tested for validity and reliability and is analyzed using Multiple Linear Regression. Multiple linear regression analysis is used to determine the effect of independent variables on the dependent variable. The regression equation model for two independent variables is formulated as follows (Sugiyono, 20).

$$Y = a + b_1 X_1 + b_2 X_2$$

Note:

- Y = Customer Satisfaction
 X1 = Product Quality
 X2 = Price
 a = Constant

RESULTS

Table 1. Summary of Multiple Linear Regression Analysis Test Results

Variabel <i>Dependent</i> Y = Buyer Satisfaction					
Variabel <i>Independent</i>	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
Constant	7,256	,890		8,156	,000
Product Quality (X1)	,126	,023	,312	5,613	,000
Price (X2)	,558	,049	,631	11,338	,000
R	= 0,912			Sig.F = 0,000	
R Square	= 0,831			$\alpha \geq 0,05$	
Adjusted R Square	= 0,830				

Source: Data processed using SPSS 25, 2025

Based on Table 1 above, the multiple linear regression model equation obtained is as follows:

$$Y = 7,256 + 0,126X_1 + 0,558X_2$$

The multiple linear regression equation model above can be explained as follows:

1. The constant (a) of 7.256 means that if the independent variables (X1 and X2) are assumed to be zero, then the satisfaction of buyers at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una District is 7.256.
2. The regression coefficient for X1= 0.126. This indicates that if the product

quality indicator increases by one unit, the satisfaction of buyers at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una District also increases. 3. The regression coefficient for $X_2 = 0.558$. This indicates that if the price indicator increases by one unit, the satisfaction of buyers at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una District also increases.

Hypothesis Testing Results

a. First Hypothesis Test

The first hypothesis of this study is that product quality and price simultaneously have a positive and significant effect on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una Regency. Based on the calculations, the Sig-F value obtained is ($\alpha = 0.000$). This indicates that the independent variables simultaneously have a significant impact on the dependent variable, thus proving the first hypothesis.

b. Second Hypothesis Test

The second hypothesis of this study is that product quality has a positive and significant effect on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una District. Based on Table 4.1, the significance probability of the product quality variable is 0.000 ($\alpha = 0.05$), thus it can be stated that the product quality variable (X_1) has a positive and significant effect on buyer satisfaction (Y) at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una District, therefore the second hypothesis is proven.

c. Third Hypothesis Test

The third hypothesis of this study is that price has a positive and significant partial effect on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una Regency. Based on Table 4.1, the significance probability amount for the price variable is 0.000 ($\alpha = 0.05$), indicating that price (X_2) has a positive and significant effect on buyer satisfaction (Y) at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una Regency, thus the third hypothesis is proven.

DISCUSSION

A. The Influence of Product Quality and Price on Buyer Satisfaction at the Fish Auction Site (TPI) in Labuan Village, Tojo Una-Una District

Based on the results of this study, it is proven that simultaneously the variables of product quality and price have a significant effect on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una District. Based on the F-test results, it can be stated that the variables of product quality and price simultaneously have a significant effect on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una District. This proves that the quality of products and prices at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una District are among the factors influencing buyer satisfaction.

Quality products that meet the needs of buyers and have an appeal will more easily attract buyers' interest and influence their satisfaction. Competitive pricing that aligns with the product's value will also affect buyer satisfaction. The

presence of products in easily accessible locations with an attractive atmosphere will facilitate consumers in making purchases. Effective promotions, such as advertisements, live social media, and relevant communication, can increase consumer awareness of fish products and encourage buyer satisfaction.

In the context of the Labuan Village TPI, the quality of fish that is fresh, clean, and meets standards, as well as competitive prices, contributes to enhancing the shopping experience and satisfaction of buyers. This satisfaction can manifest in the form of customer loyalty, repeat purchases, or positive word-of-mouth recommendations. Product quality and price are not standalone elements in influencing buyer satisfaction, but interact and complement each other. In the context of the Labuan Village TPI, buyers generally evaluate products not only based on their freshness but also on whether the offered price is commensurate with the quality of the product. For example, buyers will be satisfied if they get fresh fish at a reasonable or market price. Conversely, even if the product quality is high, if the price is deemed unreasonable, buyer satisfaction may decrease.

The results of this study are in line with previous research conducted by Kotler & Keller (2018) which shows that quality and price together significantly influence buyer satisfaction. The higher the quality of the product, the higher the customer satisfaction level, and if the price is proportional to the benefits or quality of the product received, then they will feel satisfied (Tjiptono 2018).

b. The Influence of Product Quality on Buyer Satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una Regency.

Based on the results of this research, it proves that the product quality variable has a significant effect on buyer satisfaction at the Fish Auction Place (TPI) of Labuan Village, Tojo Una-Una Regency. Based on the t-test results, it can be stated that the product quality variable has a significant partial effect on buyer satisfaction. Good product quality will help the TPI of Labuan Village in increasing sales, profitability, and marketing effectiveness. This proves that product quality at the TPI store in Labuan Village is one of the factors that influence buyer satisfaction.

Product quality is a very essential aspect in consumer assessment. In TPI Desa Labuan, the dimensions of quality that often attract attention include the freshness of fish, cleanliness of products, size and weight of fish, and the timeliness of auctions. Buyers will feel satisfied if the products they purchase meet or even exceed their expectations. Good quality also fosters trust from buyers towards the management of TPI Desa Labuan and the fishermen selling fish there. Therefore, it is important for the management of TPI Desa Labuan and the actors in the fishing business to consistently maintain quality standards. Efforts such as training fishermen in post-catch handling, improving cooling facilities, and implementing hygienic fish packing systems will significantly impact maintaining and enhancing product quality.

The results of this study are in line with previous research conducted by Yulistria et al (2023), which shows that product quality has a significant impact on customer satisfaction.

b. The Effect of Price on Buyer Satisfaction at the Fish Auction Place (TPI) of Labuan Village, Tojo Una-Una District

Based on the results of this study, it is proven that the price variable has a significant effect on buyer satisfaction at the Fish Auction Place (TPI) of Labuan Village, Tojo Una-Una District. Based on the t-test results, it can be stated that the price variable has a significant partial effect on buyer satisfaction.

Price is an important component in marketing strategy and is very sensitive in the eyes of consumers. In fish auctions, buyers usually pay close attention to whether the price they pay is commensurate with the condition of the fish they receive. Non-transparent pricing, prices that are too high, or inconsistent with quality will greatly affect buyers' perceptions and lower their satisfaction levels. Conversely, when the price reflects the true value of the product, buyers tend to feel valued and satisfied. In addition, competitive pricing also serves as a strong attraction. Buyers will choose to shop at the Labuan Village Fish Auction Center (TPI) that offers better prices compared to other places. Thus, maintaining price stability and ensuring that the prices reflect the quality offered is a strategic step that must be prioritized by the managers of the Labuan Village Fish Auction Center.

The results of this study are in line with previous research conducted by (Sugiyono, 2017), based on research findings showing that the price variable drives an increase in customer satisfaction. Price, as a representation of fair value, increases satisfaction and in some cases leads to loyalty. (Santoso and Hartini 2022)

CONCLUSIONS

Based on the research results and discussions, the conclusions of this study are as follows:

1. Product quality and price simultaneously have a significant effect on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una Regency.
2. Product quality has a significant effect on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una Regency.
3. Price has a significant effect on buyer satisfaction at the Fish Auction Place (TPI) in Labuan Village, Tojo Una-Una Regency.

RECOMMENDATIONS

Based on the results of the research, discussion, and conclusions, the researcher can provide several recommendations from the research results as follows:

1. The TPI of Labuan Village is expected to maintain and further improve the quality of the products available at the TPI of Labuan Village.
2. Maintaining the prices at the TPI of Labuan Village. This is expected to further enhance buyer satisfaction in making purchases.
3. For future researchers, it is hoped that they will add other factors that may influence buyer satisfaction, such as service.

FURTHER STUDY

This research still has limitations so that further research is needed on the topic of The Influence of Product Quality and Price on Buyer Satisfaction at the Fish Auction Place (TPI) in order to perfect this research and increase insight for readers and writers.

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