EFFECT OF SERVICE QUALITY, PRODUCT QUALITY AND PRICE ON CUSTOMER SATISFACTION IN SYAF BUTIK
(Case Study of Syaf Kemayoran Boutique, Central Jakarta)

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Abstract - *The purpose of this research is to know the effect of service quality, product quality and price on customer satisfaction at Syaf Boutique. The population in this study are customers who shop at Syaf Boutique.*

The sampling technique used was purposive sampling with data collection instruments in the form of a questionnaire as many as 97 respondents at Butik Syaf who made purchases more than 2 times. The data taken is primary data. This study uses the Statistical Package for Social Sciences (SPSS) 26.0.

The results of this study state that service quality has an effect on customer satisfaction, the contribution of the effect is 98.01%. Product quality affects customer satisfaction, with the contribution of the effect is 65.3%. Price affects customer satisfaction, the contribution of the effect is 43.3%. Service quality, product quality and price together have an effect on satisfaction, the contribution of the effect is 97.1%.

Keywords: Service Quality, Product Quality, Price, Customer Satisfaction, Muslim Fashion

Abstrak– Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, kualitas produk dan harga terhadap kepuasan pelanggan pada Butik Syaf. Populasi pada penelitian ini adalah pelanggan yang berbelanja di Butik Syaf.

Teknik pengambilan sampel yang digunakan yaitu *purposive sampling* dengan instrumen pengumpulan data berupa kuesioner sebanyak 97 responden Butik Syaf yang melakukan pembelian lebih dari 2 kali. Data yang diambil adalah data primer. Penelitian ini menggunakan *Statistical Package for Social Sciences (SPSS) 26.0.*

Hasil dari penelitian ini menyatakan Kualitas pelayanan berpengaruh terhadap kepuasan pelanggan, kontribusi pengaruhnya adalah 98,01%. Kualitas Produk berpengaruh terhadap kepuasan pelanggan, dengan kontribusi pengaruhnya adalah 65,3%. Harga berpengaruh terhadap kepuasan pelanggan, kontribusi pengaruhnya adalah 43,3%. Kualitas pelayanan, kualitas produk dan harga secara bersama-sama berpengaruh terhadap kepuasan, kontribusi pengaruhnya adalah 97,1%.

Kata kunci : **Kualitas pelayanan,produk, harga, kepuasan pelanggan, Fashion Busana Muslim**

I. PRELIMINARY

The Muslim fashion industry among Indonesian women is currently growing very rapidly. Especially for teenagers and adults who are most in demand. This has an impact on several Muslim clothing manufacturers, both large scale and home production. They always innovate their products with various new modes in order to be able to expand market share and increase consumer interest

Syaf Boutique Shop is a type of business that is engaged in selling Muslim clothing (fashion). Syaf boutique provides Muslim clothing for adult women, ranging from robes, mukenah and hijab, with various models that follow the trend. The syaf boutique has a shop located at Jl. Kemayoran Gempol Kebon Empty, Kemayoran District, Central Jakarta.

In entrepreneurial activities, either in the form of services or products, a consumer wants to get good service before they make a purchase. Services can influence consumers to purchase the products offered, good quality service will create satisfaction for consumers besides that it can be an attraction for consumers to be able to purchase products repeatedly. Kotler & Keller (2016: 440) service quality is a model that describes the condition of consumers in the form of expectations for services from past experiences, word of mouth promotion and advertisements, by comparing the services they expect with what they receive or feel

Noting the things above, the authors are interested in conducting a study on "The influence of service quality, product quality and price on customer satisfaction at Syaf Boutique"

1.1.   Formulation of the problem
Based on the background described above, the problem formulations in this study are:
1. Does service quality affect customer satisfaction at Syaf Boutique?
2. Does product quality affect customer satisfaction at Syaf Boutique?
3. Does price affect customer satisfaction at Syaf Boutique?
4. Do service quality, product quality and price simultaneously affect customer satisfaction at Syaf Boutique?

1.2.   Research purposes
Based on the background stated above, the objectives of the above research are:
1. To determine the effect of service quality on customer satisfaction at Syaf Boutique?
2. To know the effect of product quality on customer satisfaction at Syaf Boutique?
3. To determine the effect of price on customer satisfaction at Syaf Boutique?
4. To determine the effect of service quality, product quality and price on customer satisfaction at Syaf Boutique?

II.   LITERATURE REVIEW
2.1.   Marketing Management
Kotler and Keller (2016: 51) Marketing management as the art and science of selecting market targets and getting, maintaining and growing customers through creating accounts conveying, and communicating superior customer value. Marketing in a company plays a very important role, because marketing is one of the activities carried out to maintain the survival of the company to develop the company and to achieve the company's goals of making a profit.

2.2.   Human Resources
According to Sumarsono (2014: 4) Human resources or human resources contain two definitions. First, is a work business or service that can be provided in the production process, in other cases HR reflects the quality of the business given by a person at a certain time to produce goods and services. The second definition, human resources concern people who are able to work to provide services or work businesses. Being able to work means being able to carry out activities that have economic activities, namely that these activities produce goods or services to meet the needs or needs of the community.

2.3. Marketing Mix

The marketing mix has a very important role in influencing customers to buy products or services offered by the market, therefore the marketing mix as a tool will show the level of marketing success. Kotler and Keller (2016: 47) state that the marketing mix is a set of marketing tools that companies use to continuously achieve marketing goals in the target market.

2.4. Product quality

According to Kotler and Keller (2016: 164), product quality is the ability of an item to provide appropriate results or even more than what the customer wants. According to Tjiptono (2015: 231). Producers' subjective understanding of something that can be offered in an effort to achieve organizational goals through meeting the needs and desires of consumers, according to the competence and capacity of the organization as well as market purchasing power.

2.5. Price

Price is the only element of the marketing mix that provides income or income for the company. From a marketing point of view, price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights over the use of a good or service. Price is a component that has a direct effect on company profits. The price level set affects the quantity sold. Apart from that, price also indirectly affects costs, because the quantity sold has an effect on the costs incurred in relation to production efficiency. Therefore pricing affects total revenue and total costs, so pricing decisions and strategies play an important role in every company. Meanwhile from the consumer's point of view,

2.6. Service quality

Quality of service is one part of the Marketing Management strategy. Service quality has become a dominant factor in the success of an organization. Quality development is strongly driven by conditions of competition between companies, technological advances, economic stages and social culture of the community. Service quality is a necessity that companies must do in order to be able to survive and still get customer trust

2.7. Customer satisfaction

According to Kotler and Keller (2016: 150) Satisfaction is a person's feeling of satisfaction or disappointment resulting from a comparison of product performance or results with expectations. If the performance is less than the expectation, the consumer will be disappointed and if it is in accordance with the expectation, the consumer will feel satisfied which is interpreted as an effort to fulfill something or make something adequate. Customer satisfaction is the feeling of pleasure or disappointment that someone gets from comparing the performance or perceived product results and expectations Tjiptono (2015: 17).

2.8. The Relationship Between Research Variables
2.8.1. Effect of service quality on customer satisfaction

Kotler & Keller (2016: 440). Service Quality is a model that describes the condition of consumers in the form of expectations for services from past experiences, word of mouth promotion and advertisements by comparing the services they expect with what they receive or feel. Supported by previous research by Suharyadi (2018) states that

service quality has a positive effect on customer satisfaction. Sitompul, Rini and Nurbaity (2020) that service quality has a positive and significant effect on customer satisfaction in clothing consumers.

2.8.2. Effect of product quality on customer satisfaction

Kotler and Armstrong (2016: 164) state that product quality is the ability of a product to provide results or performance that are appropriate and even exceed what the customer wants. Customer satisfaction is the feeling of pleasure or disappointment that someone gets from comparing the performance or perceived product results and expectations Tjiptono (2015: 17). Supported by previous research by Sari (2020) in his research stated that product quality has a significant positive effect on customer satisfaction. Product quality variables have a significant effect on customer satisfaction on On Market Go previous research by Novretha, Budiyanto (2018).

2.8.3. Effect of Price on Consumer Satisfaction

If the price set by the Syaf Boutique is not in accordance with the benefits of the product, the level of consumer satisfaction can decrease, and vice versa, if the price set by the Syaf Boutique is in accordance with the benefits received, it will increase customer satisfaction. Thus, if at a certain price level the perceived benefits increase, the value will also increase. If the value perceived by consumers is higher, it will create customer satisfaction. Kotler and Armstrong (2016: 324), price is an amount of money spent for a product or service, or an amount of value that is exchanged by consumers to obtain benefits, ownership or use of products or services. According to previous research conducted by Sulaeman (2018). The price variable has a significant effect on customer satisfaction.

2.8.4. Effect of service quality, product quality, price together on customer satisfaction

Kotler & Keller (2016: 440). Service Quality is a model that describes the condition of consumers in the form of expectations for services from past experiences, word of mouth promotion and advertisements by comparing the services they expect with what they receive or feel. Kotler and Armstrong (2016: 164) state that product quality is the ability of a product to provide results or performance that are appropriate and even exceed what the customer wants. Customer satisfaction is the feeling of pleasure or disappointment that someone gets from comparing the performance or perceived product results and expectations Tjiptono (2015: 17). Kotler and Armstrong (2016: 324), price is an amount of money spent for a product or service, or an amount of value that is exchanged by consumers for benefits,

Service quality variables, product quality and prices that affect customer satisfaction are supported by previous research by Moh. Muklis Sulaeman (2018) The results of the study show that: Independent variables, namely product quality and price, have a good effect simultaneously.

2.9. Hypothesis Development

Based on theoretical descriptions, relevant research results, and the above framework of thinking, the following research hypotheses can be formulated:

1. It is suspected that service quality has an effect on customer satisfaction at Syaf Boutique
2. It is suspected that the influence of product quality has an effect on customer satisfaction at Syaf Boutique
3. It is suspected that price has an effect on customer satisfaction at the Syaf boutique
4. It is suspected that service quality, product quality and price together have an effect on customer satisfaction at Syaf Boutique

2.10. Research Conceptual Framework

The conceptual framework is a description of the flow of writing thought in providing explanations to readers. Based on the formulation of the problem, the background and theoretical basis that has been stated, it can be observed whether service quality, product quality, and price have an effect on customer satisfaction. On a further scale, even customer satisfaction can influence the decision to buy and generate profits, this profit also affects product quality, price and service quality. The direction of influence between these variables can be described as shown in Figure 2.1 below:
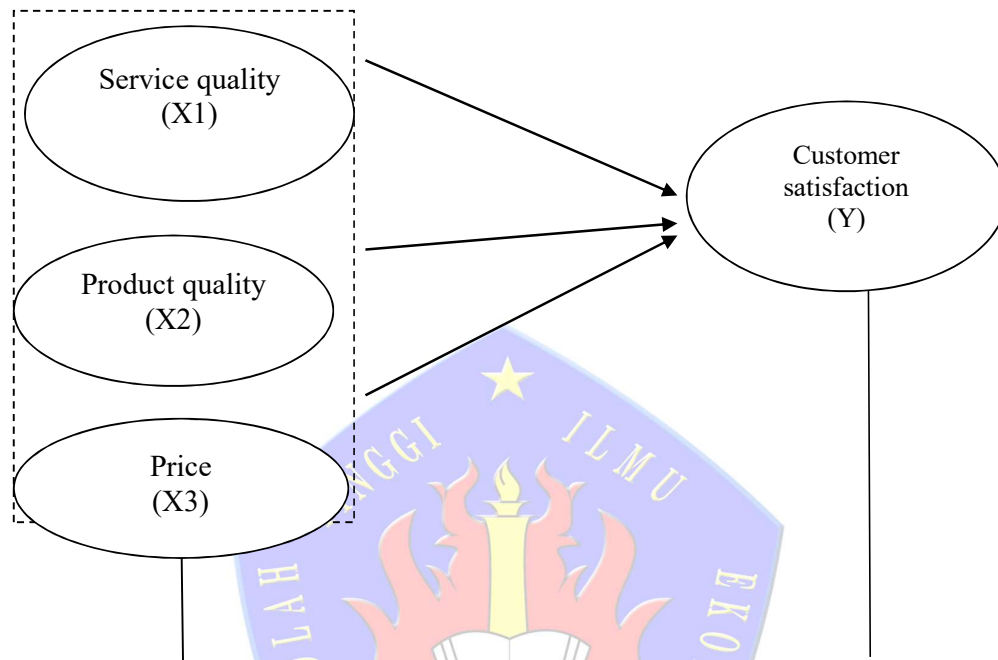
III. RESEARCH METHOD

3.1. Research Strategy

The type of research used in this research is associative. Associative research is research that aims to determine the effect or relationship between two or more variables, looking for roles, influences, and causal relationships, namely between independent / exogenous variables and related / endogenous variables Sugiyono (2018: 51). In this study, researchers used quantitative research methods. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2018: 15)

3.2. Population and Sample

According to Sugiyono (2018: 130), population is a generalization area consisting of objects or subjects that have certain quantities and characteristics that are determined by researchers to study and then draw conclusions. Population is not just people, but other natural objects. Population is also not just the number that exists in the object or subject being studied, but includes all the characteristics or properties possessed by that subject or subject. The population in this study were all customers of Syaf Boutique in Kemayoran, Central Jakarta. The target population in this study are customers who make purchases from January to July 2020. Sugiyono (2018: 131) reveals that the sample in a study is part of the number and characteristics of the population.*purposive sampling*. Definition*purposive sampling* is a sampling technique with certain considerations in

accordance with the desired criteria. To be able to determine the number of samples to be studied. Statement from (Sugiyono, 2018: 131)

. Given the number of populations that are not known with certainty, the determination of the number of samples to be used in this study uses the formula from Rao Purba, as follows:

$$n = \frac{Z^2}{4(Moe)^2}$$

Note:

n   : Number of samples

Z   : Z value with 95% confidence level, then Z value = 1.96 (normal distribution table)

Moe   : The margin of error or maximum error is 10% or 0.10

By using a margin of error of 10%, the minimum sample size that can be taken is:

n = 1.96² / 4 (0.10)²

n = 96.04 which is rounded up to 97

Based on the above calculations, the sample used in this study is at least 97 respondents. The research object of this research is the Syaf Boutique.

3.3.   Data analysis method
3.3.1.   Descriptive Statistical Analysis

Descriptive statistics are statistical analysis that provides a general description of the characteristics of each research variable as seen from the mean, minimum and maximum values. Descriptive analysis is statistics that are used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations (Sugiyono, 2018: 226)

Analysis of the data used by this researcher to answer the questions listed in problem identification. The data analysis method used is the statistical method using the Statistical Package for Social Sciences (SPSS) 26.0 program.

3.3.2.   Analysis of Respondents' Answers

To get the tendency of respondents' answers to each variable, it will be based on the average score (index) which is categorized into score ranges based on the calculation of the three box method, (Ferdinand, 2014: 231).

The resulting index number shows a score of 20 to 100 with a range of 80.By using the three-box criteria (Three-box Method), the range of 80 is divided into 3 parts, resulting in a retang for each part of 26, which will be used as a list interpretation of the following index (Ferdinand, 2014: 232):

20 - 46 = Low

47 - 73 = Medium

74 - 100   = Height

The scoring technique used in this study, namely, with a maximum score of 5 and a minimum score of 1, the index of respondents' answers will be calculated using the following formula:

Index value = [(% F1 * 1) + (% F2 * 2) + (% F3 * 3) + (% F4 * 4) + (% F5 * 5)] / 5. (3.2)

F1: Frequency of respondents who answered 1 of the scores used in the questionnaire statement list.

F2: The frequency of respondents who answered 2 of the scores used in the questionnaire statement list.

F3: The frequency of respondents who answered 3 of the scores used in the questionnaire statement list.

F4: The frequency of respondents who answered 4 of the scores used in the questionnaire statement list.

3.3.3.   Data Validity and Reliability Test
a.   Validity test

Research is valid if there is a similarity between the data collected and the data that actually occurs on the object under study. If the object is red, while the data collected gives white data, the research result is invalid. A valid instrument means that the measuring instrument used to obtain the data (measure) is valid. Valid means that the instrument can be used to measure what should be measured (Sugiyono, 2018: 192).The minimum requirements for an item to be considered valid are as follows:

If rcount > rtabel or sig < α (0.05) then the statement items from the questionnaire are valid.

If rcount < rtabel or > α (0.05) then the statement items from the questionnaire are invalid.

b.   Reliability test

(Sugiyono, 2018: 194) A reliable instrument is not necessarily valid, a meter that breaks at the end will produce the same data (reliable) but always invalid. This is because the instrument (meter) is damaged. Reliable instrument is a requirement for testing the validity of the instrument. Therefore, although a valid instrument is generally definitely reliable, testing the reliability of the instrument needs to be done. Sugiyono (2018: 193) a reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data. Rubber length gauges are examples of instruments that are not reliable or consistent. The criteria for reliability testing are as follows:

a.   If the value of Cronbach's alpha α> 0.60 then the instrument has good reliability, in other words the instrument is reliable or reliable.

b.   If the Cronbach's alpha value <0.60, the instrument being tested is unreliable

3.3.4.   Analysis of correlation coefficients and coefficients Determination

Supardi (2017: 99) correlation analysis is an analysis of the relationship between two or more variables, namely between independent variables and related variables. The results of the calculation of the correlation + 1 to + 1. So if there is a calculation result of > + 1 or < - 1, then the calculation is clearly wrong. Because product moment correlation can only be applied to data with an interval or ratio scale. Basically, the correlation results can be grouped into 3 (three) major groups according to Supardi (2017: 141) as follows:

1. Positive correlation is strong, that is, if the result of the calculation of the correlation is close to + 1 or equal to + 1. This means that any increase in the score or value in variable X will be followed by an increase in the score or value of the variable Y. conversely, if variable X has decreased, it will be followed with a decrease in the variable Y.

2. The negative correlation is strong, if the result of the calculation of the correlation is close to -1 or equal to -1.This means that any increase in the score or value of variable X will be followed by a decrease in the score or value of the variable Y. conversely, if the score for the value of variable X decreases, then the score or the value of the variable Y will increase.

3. There is no correlation, if the calculation result is correlation (close to 0 or equal to 0). This means that a decrease in the score or value of a variable is not related to the ups and downs of the score or the value of other variables. If the score or value of the variable X increases, it is not always followed by an increase or decrease in the score or value of the Y variable.On the contrary, a positive sign indicates a positive correlation between the variables tested, which means that each increase and decrease in X values will be tested with an increase and drop Y.

In this test, it is done by identifying the significant level of t (sign). The criteria used are as follows:

a.   Ho is rejected if sig < 0.05

b.   Ho is accepted if sig >0.05

Supranto (2012: 123) states the coefficient of determination (KD) is a measure used to measure the effect of independent variables on the dependent variable. The coefficient of determination (KD) reflects how much variation of the related variable Y can be explained by variable X. The coefficient of determination (KD) has a value from 0 to 1. If the coefficient of determination is the same as (KD = 0), it means that the variation of Y cannot be described by X at all. Meanwhile, if KD = 1, it means that the overall variation of Y can be explained by X.

3.3.5. Hypothesis testing

Hypothesis is an assumption or conjecture about something that is made to explain something that is often required to check. The statistical hypothesis is in the formulation of hypotheses, between the null hypothesis (Ho) and the alternative hypothesis (Ha) always in pairs, if one is rejected, then the other must be accepted, so that the decision is firm, namely if Ho is rejected and Ha is accepted. The statistical hypothesis is expressed as symbols (Sugiyono, 2017: 87). Hypothesis testing is presented in the form of tables and figures with statistical methods, significant test for the effect of independent variables on the dependent variable partially using the t test and simultaneously using the F test are as follows:

1. **Partial Correlation Coefficient Test (t test)**

The t test is used to test the significance of the relationship between the independent variable and the dependent variable individually (partially). The hypotheses to be tested are as follows:

1. Service Quality affects the Syaf Boutique Customer Satisfaction

    Ho: ρy1.23 = 0: The partial correlation coefficient between Service Quality and Syaf Boutique customer satisfaction is not significant.

    Ha:ρy1.23$\neq$ 0: The partial correlation coefficient between Service Quality and Syaf Boutique Customer Satisfaction is significant.

    The criteria for the significance of the partial correlation coefficient are used:
    a. Hoaccepted, if t sig. > α (0.05)
    b. Horejected, if t sig. <α (0.05)

    If the test results show a significant partial correlation coefficient, the hypothesis test is continued by using the coefficient of determination, where: KD1.23 = r y1.232.100%

    The coefficient of determination measures the contribution of the influence Quality of Service to Customer Satisfaction with Syaf Boutique.

2. Product quality has an effect on customer satisfaction at Syaf Boutique

    Ho: ρy2.13 = 0: The partial correlation coefficient between Product Quality and Syaf Boutique Customer Satisfaction is not significant.

    Ha:ρy2.13$\neq$ 0: The partial correlation coefficient between Product Quality and Syaf Boutique Customer Satisfaction is significant.

    The criteria for the significance of the partial correlation coefficient are used:
    a. Hoaccepted, if t sig. > α (0.05)
    b. Horejected, if t sig. <α (0.05)

    If the test results show a significant partial correlation coefficient, the hypothesis test is continued by using the coefficient of determination, where: KD2.13 = r y2.132.100%

    The coefficient of determination measures the contribution of the influence Product Quality with Customer Satisfaction Syaf Boutique.

3. Price affects the Syaf boutique customer satisfaction

    Ho: ρy3.12 = 0: The partial correlation coefficient between Price and Syaf Boutique Customer Satisfaction is not significant.

    Ha:ρy3.12$\neq$ 0: The partial correlation coefficient between Price and Syaf Boutique Customer Satisfaction is significant.

    The criteria for the significance of the partial correlation coefficient are used:

a. Hoaccepted, if t sig. > α (0.05)
b. Horejected, if t sig. <α (0.05)

If the test results show a significant partial correlation coefficient, the hypothesis test is continued by using the coefficient of determination, where: KD3.12 = r y3.122.100%

The coefficient of determination measures the contribution of the influence Prices against Syaf Boutique Customer Satisfaction.

2. **Simultaneous Correlation Coefficient Test (Test F)**

The F test is used to determine the significance level of the effect of the independent variables simultaneously (simultaneously) on the dependent variable. The hypothesis (4) to be tested is:

4. Service Quality, Product Quality, and Price together have an effect on Syaf Boutique Customer Satisfaction.

Ho: ρy123 = 0: The simultaneous correlation coefficient between Service Quality, Product Quality, Price and Syaf Boutique's Customer Satisfaction is not significant.

Ha: ρy123≠ 0: The simultaneous correlation coefficient between Service Quality, Product Quality, Price and Syaf Boutique's Customer Satisfaction is significant.

The criteria for the significance of the simultaneous correlation coefficient are used:
a. Hoaccepted, if Fcount <Ftable or if Prob. F> α (0.05)
b. Horejected, if Fcount> Ftable or if Prob. F <α (0.05)

If the test results show the correlation coefficient simultaneous significantly, the hypothesis testing is continued using the adjusted coefficient of determination *(Adjusted R Square)* to determine the effect simultaneously or jointly between the independent variables on the dependent variable (Arikunto, 2014: 339). NThe Adjusted R Square value is used in order to avoid bias or errors in data collection on the number of independent variables included in the model (Ghozali, 2017: 97).

IV. RESULTS AND DISCUSSION
4.1. Description of Research Object

Syaf boutique is a type of business engaged in Muslim fashion, which is part of the textile industry, which has been established since 2016. Syaf boutique is located at jl. Kemayoran Gempol Kebon Empty, Kemayoran District, Central Jakarta. The name of the syaf boutique is taken from the name of the boutique owner, namely Syafitri. In the beginning, Syaf Boutique only had one shop, due to the growing trend of Muslim fashion such as Hijab, syar'i and robes which were increasingly in demand by Indonesian women, sales at Syaf Boutique continued to increase so that Syaf Boutique managed to open a second shop located in Jakarta. Barat in 2018. Due to the increasing number of competitors engaged in Muslim fashion, requires Syaf Boutique to always innovate and retain its customers by fulfilling what customers want and need. Syaf boutique provides several kinds of products, such as robe, mukenah, hijab, and kebaya

Syaf boutique always prioritizes product quality and guarantees the quality of the products sold. Syaf boutique provides many clothing styles with various colors. Fashion products found in Syaf Boutique are of good quality, such as paying attention to the tidiness of the stitching of the product, the fabrics that are used are of good quality so that they are comfortable to use, if there is a size error because it is not tried first when purchasing, the product can be exchanged immediately

4.2. Descriptive Statistical Analysis
4.2.1. Respondent Description

Respondents in this study were respondents who shopped at Syaf Boutique. The data collection process was carried out using a questionnaire, with a total of 97 respondents. Based on the characteristics of age, gender, status, type of product purchased. The results of the respondent's criteria have been summarized in table form as follows:

Table 4.1
Description Based on Respondent Characteristics

Respondent Characteristics	Number of Respondents	Percentage
Age		
20-30	60	62%
30-40	31	32%
40-50	6	6%
Total	97	100%
Gender		
Male	23	24%
Women	74	76%
Total	97	100%
Status		
Private employees	47	48%
Student / student	18	19%
entrepreneur	25	26%
Others	7	7%
Total	97	100%

Source: questionnaire, processed data (2020)

1. Characteristics of respondents according to age

In this study, the number of respondents consisted of 97 people consisting of several ages, including 20 to 30, totaling 60 people (62%) who had the largest number of respondents, this was because the fashion products of Syaf Boutique had a trend model for young people. The most respondents are among the ages of 20-30 years.

2. Characteristics of respondents according to gender

In this study the respondents were 97 people who were divided into 2 categories male and female. Most respondents are women, amounting to 74 people (76%). This is because Syaf Boutique sells fashion products specifically for women, 23 male respondents (24%), usually they buy to give gifts to their closest people.

3. Characteristics of respondents according to status

In this study, there were 97 respondents with characteristics according to the status of the most respondents who were private employees as many as 47 people (48%), this may be because the products purchased at the Syaf Boutique can be used daily for clothes when they work to support them. appearance.

Table 4.2
Description of Respondent Characteristics Based on the type of product last purchased, the number of purchases made, the purpose of buying the product for.

Respondent Criteria	Number of Respondents	Percentage
The last type of product purchased		
Robe	74	76%
Mukena	14	14%
Veil	6	6%
Kebaya	3	3%
Total	**97**	**100%**

Number of purchases made		
2	17	18%
3	42	43%
4	28	29%
>5	10	10%
Total	**97**	**100%**
Purpose of Buying a product		
For Parents	26	27%
For own use	51	53%
For the closest people	20	21%
Total	**97**	**100%**

Source: Processed Data questionnaire (2020)

1. Characteristics Based on the type of product purchased

    In this study, there were 97 respondents who were characterized based on the type of product purchased including 74 people (76%) who bought Gamis products. because of all the products provided at the Syaf Boutique, the most complete product provided is the robe.

2. Characteristics Based on the number of purchases made

    In this study, respondents were 97 people who were characterized by the number of purchases made by 42 people (43%) who made 3 purchases, this is because some customers who shop at Syaf Boutique will make repeat purchases because of the satisfied feelings they get at Syaf Boutique. .

3. Characteristics based on the purpose of buying the product

In this study the respondents were 97 people. There are 51 people (53%) characterized based on the purpose of buying for themselves, usually customers who shop at Syaf Boutique, they buy products for their own use, because the products purchased can be tried, so customers buy products by coming to the store in person to try the products to make sure the product chosen is the right size and suitable for use.

4.2.3.   Statistical Analysis of Data

1. Validity test

    To find out whether a research instrument is valid or not, it is necessary to test the validity. Testers are using help with SPSS version 26.0. The following are the results of data processing for all statements in the service quality instrument consisting of 11 question items, as follows:

Table 4.6 Validity Test of Service Quality Variables

Item	r Count	Sig.	Conclusion
KL1	0.712	0,000	Valid
KL2	0.770	0,000	Valid
KL3	0.731	0,000	Valid
KL4	0.626	0,000	Valid
KL5	0.716	0,000	Valid
KL6	0.768	0,000	Valid
KL7	0.760	0,000	Valid
KL8	0.781	0,000	Valid
KL9	0.706	0,000	Valid
KL10	0.583	0,000	Valid
KL11	0.629	0,000	Valid

Source: SPSS output, Processed (2020)

Based on the table above, the results of the validity test per item for service quality (KL) can be concluded that all indicators in the service quality variable are valid, because rcount is greater than rtable (0.1975) or if seen from its significance, sig is obtained. (0.000) <α (0.05). This means that the above statement items can be used to measure service quality.

Table 4.7 Validity Test of Product Quality

Item	r Count	Sig.	Conclusion
KP1	0.747	0,000	Valid
KP2	0.648	0,000	Valid
KP3	0.767	0,000	Valid
KP4	0.652	0,000	Valid
KP5	0823	0,000	Valid
KP6	0824	0,000	Valid
KP7	0.794	0,000	Valid
KP8	0.656	0,000	Valid

Source: SPSS output, compiled (2020)

Based on the table above, the results of the validity test per item for product quality (KP) show that all indicators in the service quality variable are valid. because rcount is greater than rtable (0.1975) or if seen from its significance, it is obtained sig. (0,000) <α (0.05). This means that the above statement items can be used to measure product quality.

Table 4.8 Price Validity Test

Item	Rhitung	Sig.	Conclusion
H1	0.791	0,000	Valid
H2	0.786	0,000	Valid
H3	0831	0,000	Valid
H4	0.764	0,000	Valid

Source: SPSS output, compiled (2020)

Based on the table above, the validity test results per item for Price (H) show that all indicators on the service quality variable are valid. because rcount is greater than rtable (0.1975) or if seen from its significance, it is obtained sig. (0,000) <α (0.05). This means that the above statement items can be used to measure prices.

Table 4.9 Validity Test of Customer Satisfaction

Item	Rhitung	Sig.	Conclusion
KK1	0.872	0,000	Valid
KK2	0827	0,000	Valid
KK3	0849	0,000	Valid
KK4	0.734	0,000	Valid
KK5	0.717	0,000	Valid

Source: SPSS output, compiled (2020)

Based on the table above, the results of the validity test per item for Customer Satisfaction (KK) show that all indicators in the service quality variable are valid. because rcount is greater than rtable (0.1975) or if seen from its significance, it is obtained sig. (0,000) <α (0.05). This means that the above statement items can be used to measure customer satisfaction.

2. Reliability Test

The reliability test aims to see where a measuring device can be trusted or relied upon. The reliability test was carried out by using the Cronbach's alpha statistical test

using SPSS 26.0 software, with the provisions stated that the reliability test was significant with degrees of freedom ($\alpha = 0.05$).

Table 4.10

Reliability Test for Variables Service Quality, Product Quality, Price and Customer Satisfaction

Variable	Cronbanch's Alpha	Conclusion
Service quality	0.897	Reliable
Product quality	0.879	Reliable
Price	0.802	Reliable
Customer satisfaction	0.854	Reliable

Source: SPSS output processed (2020)

Based on the table above shows all variables have *Cronbanch's Alpha* amounting to more than 0.60. This shows that all variables are reliable, meaning that the research instrument used will produce the same data to measure the same object. A construct is declared reliable if it gives Cronbanch's Alpha > 0.60.

4.2.4. Hypothesis testing

1. Hypothesis Test Partially

Correlation coefficient is a statistical technique that will be used to determine the degree of influence between variables, the results of data processing with the help of SPSS version 26.0. Based on previous descriptions and research, the following hypothesis is developed, it is assumed that service quality affects customer satisfaction at Syaf Boutique, it will be described in the following table:

Table 4.11

Partial Correlation Coefficient of Service Quality (KL) on Customer satisfaction (kk)

		service quality	customer satisfaction
service quality	Pearson Correlation	1	.990 **
	Sig. (2-tailed)		.000
	N	97	97
customer satisfaction	Pearson Correlation	.990 **	1
	Sig. (2-tailed)	.000	
	N	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output processed (2020)

Results from table 4.11. if the data obtained, the correlation coefficient between service quality and customer satisfaction is 0.990 with a sig value. 0.000 < α (0.05), so that Ho is rejected. These results can be stated that there is a very strong relationship between service quality and customer satisfaction.

Furthermore, to measure the contribution of the influence of service quality on customer satisfaction, the coefficient of determination is used as follows:

KD = (r) 2 x 100%

= (0.990) 2 x 100%

= 0.9801 x 100%

KD = 98.01%

The coefficient of determination is 98.01%, which means that the contribution of the influence of service quality on customer satisfaction is 98.01% and the remaining 1.99%. The results of this study are in line with previous research conducted. Suharyadi (2018) states that service quality has a positive effect on customer satisfaction.

Table 4.12
Coefficient of Partial Correlation of Product Quality (KP) on Satisfaction K Customer (KK)

		Product quality	customer satisfaction
Product quality	Pearson Correlation	1	.808 **
	Sig. (2-tailed)		.000
	N	97	97
customer satisfaction	Pearson Correlation	.808 **	1
	Sig. (2-tailed)	.000	
	N	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output processed (2020)

Results from table 4.12. if the data obtained, the correlation coefficient between product quality and customer satisfaction is 0.808 with a sig value. 0.000 <α (0.05), so that Ho is rejected. These results can be stated that there is a very strong relationship between product quality and customer satisfaction.

Furthermore, to measure the contribution of the influence of product quality on customer satisfaction, the coefficient of determination with the formula (KD) will be used as follows:

$$KD = (r) 2 \times 100\%$$
$$= (0.808) 2 \times 10\%$$
$$= 65.3\%$$

The coefficient of determination is 65.3%, which means that the contribution of product quality to customer satisfaction is 65.3% and the remaining is 34.7%. The results of this study are in line with previous research conducted by Sari (2020) in his research stated that product quality has a significant positive effect on customer satisfaction.

Table 4.13
Partial correlation coefficient of Price (H) on Customer Satisfaction (KK)

		price	customer satisfaction
Price	Pearson Correlation	1	.658 **
	Sig. (2-tailed)		.000
	N	97	97
customer satisfaction	Pearson Correlation	.658 **	1
	Sig. (2-tailed)	.000	
	N	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output processed (2020)

The results of the table 4.13. Data processing obtained the correlation coefficient between price and customer satisfaction is 0.658 with a sig value. 0.000 < α (0.05), so that Ho is rejected. These results can be stated that there is a very strong relationship between price and customer satisfaction.

Furthermore, to measure the contribution of the influence of product quality on customer satisfaction, the coefficient of determination with the formula (KD) will be used as follows:

$$KD = (r) 2 \times 100\%$$
$$= (0.658) 2 \times 10\%$$
$$= 43.3\%$$

43.3% determination coefficient means that the price contribution to customer satisfaction is 43.3% and the remaining is 56.7%. The results of this study are in line with previous research conducted bySulaeman (2018) states that price variables have a significant effect on customer satisfaction.

2. Simultaneous Hypothesis Testing

Simultaneous hypothesis testing is to determine whether the independent variables consisting of service quality, product quality and price have a joint effect on customer satisfaction at Syaf Boutique by using SPSS 26.0 software. it will be described in the table below:

Table 4:14 Model Summary and Anova test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 986a	, 971	, 970	, 576

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1041,397	3	347,132	1047,132	, 000 b
	Residual	30,830	93	, 332		
	Total	1072,227	96			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Price, Service Quality, Product Quality

Source: SPSS output processed (2020)

Based on the table above, the results obtained from the adjusted coefficient of determination (adj. R square) are 0.970, which means that the joint influence contribution of service quality, product quality and price to customer satisfaction of Syaf Boutique is 97.0% and the remaining 3% is influenced. by other factors.

Compared to the value of fcount with ftable is Fcount (1047,132) greater than ftable (2.70) and sig (0.000) < α (0.05) so that it can be stated that the hull hypothesis (Ho) is rejected.

From the results of the research, all partial and simultaneous tests will be summarized in table form as follows:

No.	Hypothesis	Conclusion
1	Service quality affects customer satisfaction	Be accepted
2	Product quality affects customer satisfaction	Be accepted
3	Price affects customer satisfaction	Be accepted

4	Service quality, product quality and price together have an effect on customer satisfaction	Be accepted

From the table above, which is a summary of the results of the research hypothesis test, where the test results are based on the partial correlation coefficient analysis, including:

1. The first hypothesis, service quality affects customer satisfaction at Syaf Boutique. This is in line with research conducted by Suharyadi (2018).
2. The second hypothesis, product quality affects customer satisfaction at Syaf Boutique. This is in line with research conducted by Sari (2020).
3. The third hypothesis, price affects customer satisfaction Syaf Boutique. This is in line with research conducted by Sulaeman (2018).The fourth hypothesis is the result of the test based on the simultaneous analysis of the correlation coefficient, namely Service Quality, Product Quality, and Price. This Syaf Boutique customer satisfaction is in line with research conducted by Sulaeman (2018)

V.   CONCLUSIONS AND SUGGESTIONS
5.1.   Conclusion
Based on the results of the research that has been carried out and analyzed the data, as explained in the previous chapter, the authors can draw the following conclusions:

1. Service quality has an effect on customer satisfaction and the effect is statistically significant, with the contribution of the effect is 98.01%.
2. Product quality has an effect on customer satisfaction and the effect is statistically significant, with the contribution of the effect is 65.3%.
3. Price has an effect on customer satisfaction and the effect is stated statistically significant, the contribution of the effect is 43.3%.
4. Service quality, product quality and price together have an effect on customer satisfaction and the effect is statistically significant, the contribution of the effect is 97.1%.

5.2.   Suggestion
1. Based on the analysis of the respondent's perception index, it was found that the KL3 statement got the lowest index for the aspect of service quality with the statement that the Syaf Boutique employee served friendly, this identified some respondents who disagreed with the statement. There is a possibility that respondents think employees are unfriendly, if this is not considered, it is feared that it will affect shopping satisfaction at the Syaf Boutique, therefore the author suggests that the management of the Syaf Boutique should pay more attention to the aspect of friendliness, many things can be done to improve employee performance, for example providing training and adding insight related to aspects of good service. The lowest index for the product quality aspect is KP 5 with a statement of quality on Syaf's boutique fashion products that do not fade easily, some respondents disagree with this statement. The author suggests that Syaf boutique managers pay more attention to quality control (Qualty control) before products are marketed and provide guarantees for the products sold and commit to a damaged goods policy, by using a method if the goods purchased are damaged goods can be exchanged. The H3 statement gets the lowest index for the price aspect with the price statement proportional to its use, some respondents disagree, it is possible that the respondent thinks the price offered is not proportional to the product it gets,

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