

INFLUENCE OF PRICE, PRODUCT QUALITY TOWARDS CONSUMER PURCHASE DECISIONS THAT IMPACT ON CUSTOMER SATISFACTION CV. CAHAYA CITRASURYA INDOPRIMA SURABAYA

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ABSTRACT

This study aims to make marketers know that price, product quality on consumer purchasing decisions have an impact on customer satisfaction, namely on Prices, Product Quality on Consumer Purchase Decisions That Impact on Customer Satisfaction CV. Cahaya Citrasurya Indoprime Surabaya. This study using path analysis (*path analysis*) and the type of research quantitative population study is a customer CV. Cahaya Citrasurya Indoprime Surabaya, amounting to 50 permanent customers. The sampling technique uses *nonprobability* techniques (saturated sample) so that the research sample was 50 respondents. Test equipment used for data processing using SPSS software version 24.0. After testing the proposed hypothesis, it is obtained the results of analysis of research data that has been done partially which shows that Product Price and Quality have a significant effect on Purchasing Decisions, indicating that Price and Purchasing Decisions have no significant effect on Customer Satisfaction, indicating that Price, Quality Product and Purchase Decisions have a significant effect on Customer Satisfaction.

Keywords: Price, Product Quality, Purchase Decision, Customer Satisfact

PRELIMINARY

The development of the modern era has an increasingly practical, economical and fast impact on life. Technology has contributed fully in these changes. The increasingly fierce competition in the business world makes entrepreneurs look for the right strategy to market their products. In the era of globalization has demanded a change in all fields, one of which is the field of marketing. The higher level of competition in the business world and uncertainty conditions force companies to achieve competitive advantage in order to be able to win the competition.

The role of marketing is very important for a company. According to Ujang Sumarwan (2011: 17), Marketing is a process of how to identify the needs of consumers and then produce goods or services needed by consumers and convince consumers that they need goods or services, so that transactions or exchanges occur between producers and consumers.

According to Kotler and Keller (2012: 146), Marketing Management is an analysis, implementation, supervision and programs aimed at exchanging with the intended market with the intent to achieve organizational goals. To achieve this, marketers must apply modern market-oriented marketing concepts because they are the spearhead of marketing success.

The development of technology and industry has an impact on human life, especially in today's business world. This makes the company apply the marketing concept by looking at consumer behavior and the factors that influence purchasing decisions in the marketing efforts of a product that is carried out. In the purchase process this certainly involves making decisions. The essence of *consumer decision making* (*consumer decision making*) is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Setiadi, 2010: 332).

An important factor that can influence purchasing decisions is the price factor because companies often face the situation of changing prices. Kotler and Keller (2012: 410), states prices must reflect the value consumers are willing to pay prices compared to only reflect the costs of making products or providing services.

After considering prices, consumers also consider the quality of the products they buy. Consumers expect a price match with the quality of the product they received. According to Kotler and Armstrong (2011: 242) Product Quality is one of the leading marketing positioning tools. Companies must consider the quality of the products produced because by improving the quality of the company's reputation will increase so that the company will get a good title in the eyes of customers, even did not rule out the possibility that the product can expand in the global market.

According to Ujang Sumarwan (2017: 9) a consumer decision model illustrates that the consumer's decision process in buying and consuming goods and services consists of several stages, namely the introduction of needs, information seeking, alternative evaluation, purchasing, customer satisfaction.

In Larosa (2011) purchasing decisions according to Schiffman, Kanuk (2004) is the selection of two or more alternative purchasing decision choices meaning that someone can make a decision, there must be several alternative choices available. A buying decision can lead to the process of making that decision.

Customer satisfaction is a central concept in business and management discourse (Fandy Tjiptono, 2012: 55). Satisfaction is very important to maintain good relations with consumers. Because it can bring a positive impact on purchasing decisions in providing special and good service to consumers and their customers.

Satisfaction is the level of one's feelings after comparing the performance (results) he feels with his expectations. In general, customers expect estimates / beliefs about what they receive when they buy or use a product. Satisfied or disappointed customers resulting from comparing the perceived performance of products or results with customer expectations. If the performance results do not match expectations, then the customer will not be satisfied. Meanwhile, if the performance results match expectations, the customer will be satisfied and happy because satisfied customers tend to be more loyal to the products offered.

Likewise in the CV. Cahaya Citrasurya Indoprima Surabaya in managing the company is very concerned about product quality, but with company management that has been good at

managing and paying attention to the product there are still some problems that are certainly feared will affect consumers from CV. Cahaya Citrasurya Indoprima Surabaya.

Based on the background description of the problem that occurred above, it can be submitted a study with the title "**Effect of Price, Product Quality on Consumer Purchasing Decisions That Impact on Customer Satisfaction of CV. Cahaya Citrasurya Indoprima Surabaya**".

LITERATURE REVIEW

Definition of Marketing Management

Management is the science and art of regulating the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal (Malayu SP Hasibuan, 2014: 1).

According to Kotler and Armstrong (2012: 5), states marketing is a social process in which individuals and groups get what they need and want to create by creating, offering, and freely exchanging valuable products and services with others.

Then according to Kotler and Armstrong (2012: 27), states marketing management is a series of processes carried out by the company to create a value for customers and build a strong relationship with them to create a value from customers.

The concept of marketing is a business concept that emphasizes that a successful marketing strategy is a strategy that is built based on a better understanding of consumer behavior (Ujang Sumarwan, 2017: 17). To do things a good understanding of consumer behavior will help marketing managers namely environmental analysis, market research, segmentation, positioning and differentiation, marketing mix.

According to Kotler and Armstrong (2012: 92), the marketing mix is a good tool for managing products, prices, distribution, combinations of products that are respondents of the target market. In the marketing mix there are a set of marketing tools known in 4P terms, namely *product*, *price*, *place* or distribution channel, and *promotion*, while in marketing services have several additional marketing tools such as *people* (people), *physical evidence* (physical facilities), and *process* (process)

Definition of Price

According to Kotler and Armstrong (2012: .345), the definition of price is narrowly defined as the amount of money billed for a product or service. Whereas price is broad as the amount of value that consumers exchange for the benefit of owning and using a product or service that enables a company to get a reasonable profit by being paid for the value of the customer it creates.

Indicators in pricing in Kotler and Armstrong's research (2012: 452) namely selling price setting pricing decisions, as with other marketing mix decisions must be buyer-oriented, price elasticity is responsive to demand for a price change, competitor price growth is another factor

affecting company pricing decision. According to Alma (2011: 120), Pricing is a decision regarding the prices to be followed in a certain period of time.

Understanding the quality of the product

According to Kotler and Keller (2012: 49), Quality is the overall characteristics and nature of a product or service that affects its ability to satisfy expressed or implied needs.

According to Kotler and Armstrong (2012: 223), a product is anything that can be offered to the market for attention, acquisition, use, or consumption that can satisfy a desire or need. Products are considered important by consumers and are used as the basis for decision making.

Product quality is one of the advantages in competition, especially in the quality of products that can meet consumer desires. If it does not meet specifications, the product will be rejected. According to Mowen (2011: 90), product quality is an overall evaluation to customers of improving the performance of an item or service.

According to Garvin, quoted by Fandy Tjiptono (2012: 121) there are eight aspects of indicators in product quality, namely performance, features, conformity to specifications, durability, reliability, serviceability, aesthetics, perceived quality.

Definition of Purchasing Decisions

The purchase decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, products, location prices, promotions, *physical evidence*, *people* and *process*. Thus forming attitudes on consumers to manage all information and draw conclusions in the form of *responses* that appear what products will be purchased (Buchari Alma, 2011: 96).

According to Philip Kotler (2011: 183) suggests four factors that are very important in consumer behavior, namely cultural factors, social factors, personal factors, psychological factors. According to Ujang Sumarwan (2017: 10) the consumer decision process is influenced by three main factors namely marketing strategy, individual differences, environmental factors.

According to Kotler and Armstrong (2012: 176) the purchase decision process consists of five stages namely problem recognition, information search, alternative evaluation, purchasing decisions, post-purchase behavior.

Definition of Customer Satisfaction

According to Kotler and Keller, which was discussed by Bob Sabran (2012: 138), defining that satisfaction is someone's feeling of pleasure or disappointment arising from comparing the perceived performance of the product to their expectations. According to Kotler and Armstrong (2012: 36), customer value is the ratio of customers between all profits and all costs that must be incurred to receive the offer given.

Customer satisfaction is dependent on what the product shows to the buyer (Kotler and Armstrong, 2011: 42). If the product does not meet expectations, the customer feels dissatisfied, while the product fits the expectation, the customer feels satisfied. Many studies show a high level of customer satisfaction makes customers more loyal so that the company is better. Satisfied customers not only make repeat purchases, they will recommend and share positive experiences with other colleagues.

According to Sofjan Assauri (2012: 11), customer satisfaction can be measured by having various ways, namely voluntary market feedback such as certain comments that are not asked, customer surveys, online monitoring discussion forums. According to Loureiro, Sardinha and Reijnders (2012) indicators of customer satisfaction are satisfaction with the products offered, satisfaction with the services provided, conformity with product specifications received with expected, suitability of performance and services provided with expectations.

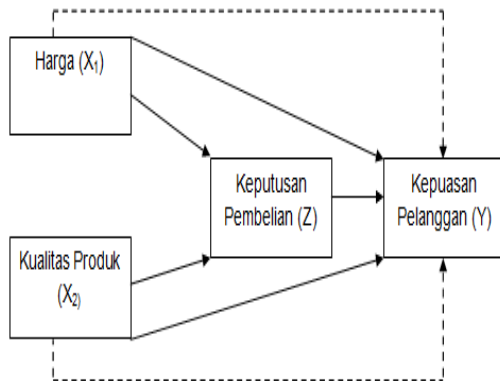


Figure 1. Conceptual Framework

Source: Researcher Processed Data

Hypothesis

Based on the formulation of the problem then in this study has a hypothesis stating that :

1. H1 : variable prices significantly influence consumer purchasing decisions on the CV. Cahaya Citrasurya Indoprima Surabaya.
2. H2 : Product quality variables significantly influence consumer purchasing decisions on the CV. Cahaya Citrasurya Indoprima Surabaya.
3. H3 : Price variable has a significant effect on customer satisfaction on the CV. Cahaya Citrasurya Indoprima Surabaya.
4. H4: The product quality variable has a significant effect on customer satisfaction on the CV. Cahaya Citrasurya Indoprima Surabaya.
5. H5: Consumer purchase decision variables significantly influence customer satisfaction on the CV. Cahaya Citrasurya Indoprima Surabaya.
6. H6: Price variable has a significant effect on consumer purchasing decisions that have an impact on customer satisfaction CV. Cahaya Citrasurya Indoprima Surabaya.
7. H7: Product quality variables significantly influence consumer purchasing decisions that have an impact on customer satisfaction CV. Cahaya Citrasurya Indoprima Surabaya.

RESEARCH METHODS

Population and Sample

According to Sugiyono (2015: 61), Population as a generalization area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are active consumers or regular customers of CV. Cahaya Citrasurya Indoprima Surabaya which includes all objects or individuals that have certain, clear, and complete characteristics that are considered to represent the population. The population in this study amounted to 50 regular customers CV. Cahaya Citrasurya Indoprima Surabaya.

According to Sugiyono (2015: 62), the sample is a portion of the population. The sample that will be used in this study are active consumers or customers of CV. Cahaya Citrasurya Indoprima Surabaya. The sampling technique uses a nonprobability technique that is saturated sample or often called total sampling. Saturated sample is a technique for determining the sample by taking all members of the population as respondents or samples (Sugiyono, 2013: 124). According to Arikunto (2013: 62) states if the population is less than 100 people then the entire population of the population is sampled. Whereas if the population of more than 100 people can be taken 10% -15% or 20% -25%. So the number of samples taken in this study are active consumers or regular customers CV. Cahaya Citrasurya Indoprima Surabaya as many as 50 respondents (according to the population).

Definition of Variable Operations

The operational definition of research variables according to Sugiyono (2013 : 38) is an attribute or nature or value of objects or activities that have certain variations that have been determined by researchers to be studied and then conclusions drawn. The operational definitions of variables in a study must be detailed, so that the variables are known for their measurement.

Model Measurement Test

Validity Test

Validity test is used to determine whether each item in the instrument is valid or not, it can be known by correlating the score of items with the total score. According to Sugiyono (2013: 172), Research

valid is the result of research that has similarities between the data collected and the data that actually occurs on the object under study. To test the validity of each item, if the correlation coefficient is the same or di

above 0.05 then the item is declared valid. Meanwhile, if the correlation value is less than 0.05 then the item is declared invalid. This can be known by comparison between the values of r count and r table.

Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if the respondent's answer to the question is consistent or stable from time to time. Reliability tests were performed using the Cronbach Alpha technique. An instrument is said to be reliable if the Cronbach Alpha value is greater. According to Sugiyono (2016: 184) that an instrument is declared reliable if the reliability coefficient is at least 0.6.

Classical Assumption Test

Normality Test

According to Ghozali (2013: 160), argues that the normality test aims to determine whether each variable is normally distributed or not. Normality test is used to test other variables by assuming that the residual value follows the normal distribution or not, can be determined by using a normal plot graph and looking at the histogram of the residuals. Normality testing is done using the Normal PP *plot plot*.

Multicollinearity Test

According to Ghozali (2013: 105), Multicollinearity Test to test whether the regression model found a correlation between independent variables. In a good regression model there should be no correlation between the independent variable and the dependent variable. If the independent variables are correlated with each other, then these variables are not orthogonal. The orthogonal variable is a pineapple variable whose correlation value between the independent variables is equal to 0. To detect this study, using the means of *Tolerance* and VIF of each independent variable. If the *Tolerance* value > 0.10 and the *Variance Inflation Factor (VIF)* value < 10 , the data are free from multicollinearity symptoms.

Heteroskedasticity test

According to Ghozali (2013: 139), Heteroskedasticity test to test whether in the regression model there is an inequality of *variance* from the residuals of one observation to another. If the *variance* from one observation residual to another observation is fixed, then it is called homoscedasticity and if it is different is called heteroscedasticity.

Path Analysis

According to Ghozali (2013: 249), states that path analysis is an extension of multiple linear analysis or path analysis, namely the use of regression analysis to estimate causal relationships between variables (causal models) that have been predetermined based on theory.

In this study, researchers used a path analysis (*path analysis*) which is part of the regression model that can be used to analyze the causal relationship between one variable with another variable. In the path analysis the influence of independent and dependent variables can be in the form of *direct and indirect effects (direct and indirect effects)*. The indirect effect of an independent variable on the dependent variable can be through another variable called the intervening variable.

Structural equations describe the causal relationship between variables studied in a study expressed in the form of mathematical equations. The model can be made with the mathematical structural equation model as follows:

$$Z = \rho_{ZX1} + \rho_{ZX2} + \varepsilon_1$$

$$Y = \rho_{YX1} + \rho_{YX2} + \rho_{ZY} + \varepsilon_2$$

Information:

X_1 : Price

X_2 : Product Quality
 Y : Customer Satisfaction
 Z : Purchase Decision
 ϵ_1 dan ϵ_2 : Error

Hypothesis testing

T test (Partial Influence Test)

Partial hypothesis testing (t test) is used to test the significant level of influence of partially independent variables on the dependent variable. This test is carried out using the t test formula with a significant tariff of 5%. Design the hypothesis for the t test as follows:

1. $H_0 : \rho_{Y X_1 X_2} = 0$

There is no effect of price, product quality on consumer purchasing decisions CV. Cahaya Citrasurya Surabaya.

2. $H_a : \rho_{Y X_1 X_2} > 0$

There is an influence of price, product quality on consumer purchasing decisions CV. Cahaya Citrasurya Surabaya.

3. $H_0 : \rho_{Z X_1 X_2 Y} = 0$

There is no effect of price, product quality on consumer purchasing decisions that affect customer satisfaction CV. Cahaya Citrasurya Surabaya.

4. $H_a : \rho_{Z X_1 X_2 Y} > 0$

There is an influence of price, product quality on consumer purchasing decisions that have an impact on customer satisfaction CV. Light of Citrasurya Indoprima.

RESULTS AND DISCUSSION

Path Analysis Results

Path Analysis is used to analyze the causal relationship between one variable and another. In the path analysis the influence of independent and dependent variables can be in the form of direct

and indirect effects (direct and indirect effects), and draw conclusions whether the presence of these intervening variables can strengthen or actually weaken the independent influence on the dependent.

To evaluate the influence of mediation (indirect effect or *intervening*) according to Baron and Kenny (1986), in Frazier *et al.* (2014), the following criteria are evaluated:

- a. The effect of independent variables on dependent variables is not significant (without mediator / *intervening* variables), or significant by evaluating to the next criteria.
- b. The influence of independent variables on *intervening* variables must be significant.
- c. The effect of *intervening* variables on the dependent variable must be significant.
- d. If the effect of the independent variable on the dependent variable is significant with the presence of an *intervening* variable, it is called *partial mediation* , or if the effect of the independent variable is not significant with the presence of an *intervening* variable, it is called *full mediation* .

The results of the analysis of the influence of prices, product quality on purchasing decisions in this study are presented in Table 4.13.

Table 4.13
 Effect of Price, Product Quality on Purchasing Decisions.

Summary Model ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.818 ^a	0.670	.656	1,236	
a. Predictors: (Constant), Product Quality (X2), Price (X1)					
b. Dependent Variable: Purchase Decision (Z)					

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,341	1,649		0.813	0.420
	Price (X1)	.382	.156	.358	2,457	0.018
	Product Quality (X2)	0.539	.158	0.499	3,423	.001

a. Dependent Variable: Purchase Decision (Z)

Source: SPSS data processing

It appears that the significance value $X_1 = 0.018 < 0.05$. These results provide the conclusion that X_1 be rpengaruh significantly to Z, and it is known that the significant value of $X_2 = 0.001 > 0.05$. These results provide the conclusion that X_2 has a significant effect on Z. The magnitude of the R Square value contained in the *Summary Model* table is 0.670, this shows that the Variables X_1 and X_2 affect Z by 67% while the remaining 33% are contributions from the variables other variables not included in the study. To find out the value ϵ_1 , you can use the following formula:

$$\epsilon_1 = \sqrt{(1 - Rsquare)}$$

$$\epsilon_1 = \sqrt{(1 - 0,670)}$$

$$\epsilon_1 = 0,574$$

Thus the structural model I path diagram is obtained as follows:

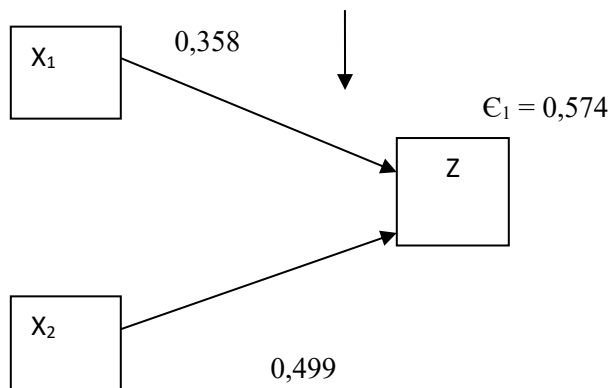


Figure 2. Sub-structure I

The results of the analysis of the influence of prices, product quality on customer satisfaction through purchasing decisions in this study are presented in Table 4.14.

Table 4.14

Effect of Price, Product Quality on Customer Satisfaction through Purchasing Decisions.

Summary Model ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754 ^a	0.568	0.540	1,552
a. Predictors: (Constant), Purchase Decision (Z), Price (X1), Product Quality (X2)				
b. Dependent Variable: Customer Satisfaction (Y)				

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,155	2,086		0.554	0.583
	Price (X1)	0.211	.208	.182	1,017	0.314
	Product Quality (X2)	0.462	.221	.393	2,088	0.042
	Purchase Decision (Z)	0.252	.183	0.232	1,377	.175
a. Dependent Variable: Customer Satisfaction (Y)						

Source: SPSS data processing

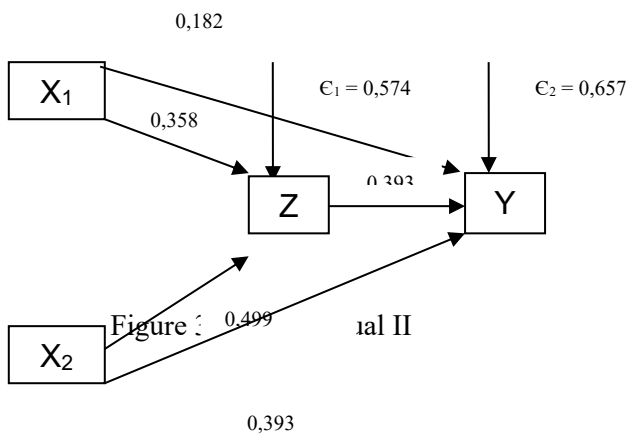
It appears that the significance value $X_1 = 0.314 > 0.05$. These results provide the conclusion that X_1 has no significant effect on Y, it can be seen that the significance value of $X_2 = 0.042 < 0.05$. These results provide the conclusion that X_2 significant effect on Y and it can be seen that the significant value of $Z = 0.175 > 0.05$. These results provide the conclusion that Z does not have a significant effect on Y. The magnitude of the R Square value contained in the *Model Summary* table is 0.568, this shows that Variables X_1 , X_2 and Z affect Y by 56.8% while the remaining 43.2 % is a contribution from other variables not included in the study. To find out value e_2 you can use the following formula:

$$e_2 = \sqrt{(1 - R\text{square})}$$

$$\epsilon_2 = \sqrt{(1 - 0,568)}$$

$$\epsilon_2 = 0,657$$

Thus obtained a structural model path diagram I I as follows:



DISCUSSION

1. That significant value price (X₁) of the Purchase Decision (Z) is at 0.018 < 0.05. So it can be concluded that there is a significant direct effect on Price (X₁) on Purchasing Decisions (Z) on CV. Cahaya Citrasurya Indoprima Surabaya. Based on the results of the questionnaire, most respondents agreed with the statement of the price variable. This is evident that consumers feel the price given by CV. Light Citrasurya Indoprima Surabaya is quite affordable.
2. Quality Products that significant value (X₂) of the Purchase Decision (Z) is at 0.001 < 0.05. So it can be concluded that there is a significant direct effect on Product Quality (X₂) on Purchasing Decisions (Z). Based on the results of the questionnaire, most respondents agreed with the statement of the product quality variable . This is evident that the quality of CV products . Cahaya Citrasurya Indoprima Surabaya provided by the company is good enough .
3. That the significant value of Price (X₁) to Customer Satisfaction (Y) is equal to 0.314 > 0.05. So it can be concluded that there is no significant effect directly on Price (X₁) on Customer Satisfaction (Y). Based on the results of the questionnaire, most respondents agreed with the statement of the price variable . It is proven that the price of CV. Cahaya Citrasurya Indoprima Surabaya is offered in accordance with the benefits it gets .

4. That the significant value of Product Quality (X_2) on Customer Satisfaction (Y) is $0.042 < 0.05$. So it can be concluded that there is a significant direct effect on Product Quality (X_2) on Customer Satisfaction (Y). Based on the results of the questionnaire, most respondents agreed with the statement of the product quality variable. This is proven that consumers feel the quality of CV's products. Cahaya Citrasurya Indoprima Surabaya provided by the company is good enough.

5. That the significant value of the Purchasing Decision (Z) on Customer Satisfaction (Y) is $0.175 > 0.05$. So it can be concluded that there is no significant direct effect of the Purchasing Decision (Z) on Customer Satisfaction (Y). The thing that causes the Purchase Decision variable (Z) is not significant is possible for customers CV. Cahaya Citrasurya Indoprima Surabaya satisfaction in buying is important for the company.

6. That the significant value of Price (X_1) has a significant effect on Customer Satisfaction (Y) is $0,018 < 0,05$. And there is also a significant influence on the variable Purchase Decision (Z) against Kepu a san Pe subscription (Y) CV. Light Citrasurya Indoprima Surabaya namely the value of significance is $0,016 < 0,05$. Based on the results of the questionnaire, most respondents agreed that the price the product the customer had bought was affordable and the customers agreed that the price given was in accordance with the product purchased. The price is said to be significant because customers are satisfied with the prices offered are affordable and in accordance with the quality of the product purchased. Customers say elsewhere the price is higher than the price given by the CV. Cahaya Citrasurya Indoprima Surabaya, so they feel happy to get a good and appropriate price quote.

7. That the significant value of Product Quality (X_2) has a significant effect on Customer Satisfaction (Y) is $0.003 < 0,05$. And there is no significant effect on the variable Purchase Decision (Z) on Customer Satisfaction (Y) CV. Cahaya Citrasurya Indoprima Surabaya, with a significant value of $0.016 < 0.05$.

CONCLUSION

The research results show that based on the results of the research described in the above chapter, the following conclusions can be drawn:

1. The results of the analysis of research data that have been done, show that the Price variable (X_1) has a significant influence on the Purchasing Decision (Z) Based on the results of the questionnaire, most respondents also agree with the statement of the price variable. This is evident that consumers feel the price given by CV. Light Citrasurya Indoprima Surabaya is quite affordable.
2. The results of the data analysis research that has been carried out, showing that the variable Quality Products (X_2) have a significant influence terhadap purchase decision variables (Z). Berdasarkan results of the questionnaire, respondents mostly agree with the statement of the variable quality of the product. This is evident that the quality of CV products. Cahaya Citrasurya Indoprima Surabaya provided by the company is good enough.
3. The results of the data analysis research that has been carried out, showing that the price variable (X_1) had no significant effect terhadap Kepu a san Pe subscription (Y) Berdasarkan results of the questionnaire respondents mostly agreed with the statement of the variable price. It

is proven that the price of CV. Cahaya Citrasurya Indoprima Surabaya is offered in accordance with the benefits it gets.

4. The results of the data analysis research that has been carried out, showing that the Product Quality variable (X_2) have a significant influence terhadap Kepuasan Pe subscription (Y). Based on the results of the questionnaire, most respondents agreed with the statement of the product quality variable. This is evident that consumers feel the quality of CV products. Cahaya Citrasurya Indoprima Surabaya provided by the company is good enough.

5. The results of the data analysis research that has been carried out, showing that the variable Purchase Decision (Z) has no significant effect terhadap Kepuasan Pe subscription (Y). Berdasarkan results of the questionnaire respondents mostly agree that the price is owned products that have been purchased that customers affordable and customers agree that the prices given in accordance with the product purchased. The price is said to be significant because customers are satisfied with the prices offered are affordable and in accordance with the quality of the product purchased. Customers say elsewhere the price is higher than the price given by CV. Cahaya Citrasurya Indoprima Surabaya, so they feel happy to get a good and appropriate price quote.

6. The results of data analysis that has been carried out, indicates that the variable price (X_1) had a significant influence on Kepuasan Pe subscription (Y) And there is significant influence also on the variable Purchase Decision (Z) against Kepuasan Pe subscription (Y) CV. Light Citrasurya Indoprima Surabaya namely the value of significance is $0,016 < 0,05$.

7. The results of the analysis of research data that have been done, show that the Product Quality variable (X_2) has a significant influence on Customer Satisfaction (Y) CV. Cahaya Citrasurya Indoprima Surabaya. And no influence is not significant also on Purchasing Decision (Z) against Kepuasan Pe subscription (Y) CV. Cahaya Citrasurya Indoprima Surabaya.

SUGGESTION

Based on the results of the research that has been done, some suggestions can be given as follows:

1. For Companies CV. Cahaya Citrasurya Indoprima Surabaya

- a. Keep paying attention to prices and adjust to product quality so that customers continue to take products sold by CV. Cahaya Citrasurya Indoprima Surabaya.
- b. Keep paying attention about the quality of these products in order to stay awake and become the main choice of customers CV. Cahaya Citrasurya Indoprima Surabaya.
- c. Need to be stronger in convincing customers so that they re-buy products provided by CV. Cahaya Citrasurya Indoprima Surabaya.
- d. Remain maintained and maintained in customer satisfaction because it has a positive impact on CV. Cahaya Citrasurya Indoprima Surabaya.

2. For Future Researchers

- a. It is hoped that this research will be useful for the development of knowledge, particularly regarding Price, Product Quality on Consumer Purchasing Decisions That Impact Customer Satisfaction CV. Cahaya Citrasurya Indoprima Surabaya, which is useful

as a reference material, especially at STIE Mahardhika and additional libraries at the STIE Mahardhika library.

b. For further researchers who will conduct research in the same field that examines Price, Product Quality on Consumer Purchase Decisions That Impact on Customer Satisfaction CV. Cahaya Citrasurya Indoprima Surabaya. Should conduct research on variables that are not contained in the variables studied by researchers.

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