

# THE EFFECT OF DRINKING WATER QUALITY AND PRICE ON CONSUMER SATISFACTION AT THE HIKMAH BARU REFILL DRINKING WATER DEPOT

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## Abstract

*This study aims to determine the effect of drinking water quality and price on consumer satisfaction at the Hikmah Baru refill drinking water depot, Simpang Empat Village, Simpang Empat District, Asahan Regency. Where currently the refill drinking water depot has begun to develop rapidly and is very important for the lives of the surrounding community. This study uses primary data with non-probability sampling which is distributed to a sample of 100 respondents. The analysis method used is the instrument test and the classical assumption test as well as the multiple linear regression test using the help of SPSS version 29 software. The results of the test obtained Drinking Water Quality significantly influences consumer satisfaction. This is known from the sig value. which is  $0.001 < 0.05$ . Furthermore, the results of the test obtained that price significantly influences consumer satisfaction. This can be seen from the significant value of the price variable, namely sig. of  $0.001 > 0.05$ . In accordance with the results and existing theories, it can be concluded that the variables Drinking water quality and price significantly influence consumer satisfaction.*

**Keywords:** *Drinking water quality, price, consumer satisfaction*

## 1. INTRODUCTION

Refilling drinking water is very important for human life today. Refill drinking water is also used for various purposes including drinking and cooking. Along with the development of the modern world, people's demand for needs is increasing, and more and more production businesses are being established. The managed drinking water will later be sold to the public in bulk and not packaged. In addition, water is a primary (main) need in human needs. One example is that drinking water companies are now present with various brands, qualities, prices and satisfaction among the wider community to meet their needs. Companies must have an effective and appropriate strategy so as not to lose out to other companies. Consumer satisfaction according to Priharto in (Handoko, 2017) says that the level of consumer satisfaction after comparing the services or products received according to what is expected. Satisfying consumers will provide its own benefits for the business owner and also increase its profits in the world of competition, so the best company or business will be considered perfect if it prioritizes consumer satisfaction. Factors that influence consumer satisfaction are product quality and price.

Product quality is an understanding that the product offered by the seller has a higher selling value that is not owned by competing products. Quality must be measured through the consumer's perspective on the quality of the product itself, so that consumer tastes here are very influential. So in managing the quality of a product it must be in accordance with the use desired by the consumer. According to (Agestina, K., & Susilowati, 2019) stated that product quality is the ability of an item to provide results or performance that are in accordance with or even exceed what consumers want. Price is the amount of money needed or exchanged for consumers to obtain or own an item that has benefits and uses. To determine the pricing, business actors and companies are required to know who the target market they want to target is. Therefore, companies must pay attention to the pricing that will be taken. Price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of having or using the product or service Kotler and Armstrong in (Renaningtyas et al., 2022)

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This study will not only provide insight into the Hikmah Baru Simpang Empat drinking water depot, but can also be a strategic guide for stakeholders in the drinking water depot industry in general. By exploring the influence of drinking water quality and price, this study can help improve marketing strategies, operational management, and more effective pricing policies in the midst of an increasingly advanced era. The current phenomenon, the Hikmah Baru Simpang Empat refill drinking water depot is popular because of its affordable price and good water quality. However, there are complaints about the cleanliness of the gallon which affects consumer satisfaction, consumers want hygienic water at a low price and high quality. So the depot owner adjusts the strategy by offering lower prices without reducing the quality of the water. Water quality is the main aspect that must be considered by drinking water depots. Water quality that does not meet health standards can pose a health risk to consumers and create significant concerns. Therefore, maintaining good drinking water quality is very important to maintain consumer trust.

**LITERATURE REVIEW**

Quality also plays an important role for consumers and companies. (Yayan, 2019) quality is the ability of a product to carry out its functions, this ability includes durability, reliability, precision produced, ease of operation and repair and other valuable attributes of the product as a whole. According to (Sari, 2021) the quality of a product is part of the most important positioning reference for marketers. Product quality is the ability of a product to carry out its tasks which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics (Astuti, R., & Abdullah, 2019).

Lupiyoadi in (Fandiyanto, 2022) product quality indicators are:

1. Performance
2. Reliability
3. Features
4. Durability
5. Conformance

(Zulkarnaen et al., 2022), price is the value of money that must be paid by customers to sellers and buyers of the goods they buy. In other words, price is the value of an item determined by the seller. As for those who state the meaning of price, it is the value of money charged to buyers in order to have benefits through a product (services or goods) purchased through producers or sellers (Astuti, 2021). Kotler and Keller in (Ridwan, 2022) price is one element of the marketing mix that generates revenue, other elements generate costs. According to Bukhari Alma in (Indrasari, 2019) price is the amount of money paid for services, or the amount of value that consumers exchange in order to get the benefits of having or using goods or services.

Kotler and Armstrong in (Ridwan, 2022), there are four suspicious measures, namely:

1. Price affordability
2. Price suitability with quality
3. Price suitability with benefits,
4. Price according to ability or purchasing power.

According to Kotler in (Daga, 2017), satisfaction is a level of feeling where someone states the results of a comparison of the performance or product (service) received and expected. Meanwhile, according to (Daga, 2017), consumer satisfaction is a response shown by consumers to the service or performance (results) received, then consumers will compare the performance (results) with the expectations they want. If performance is below expectations, consumers will be very disappointed. (Daga, 2017) Consumer satisfaction indicators can be seen from:

1. Re-purchase: repurchase, where the customer will return to the company to look for goods or services.
2. Creating World-of-Mouth: In this case, customers will say good things about the company to others.
3. Creating Brand Image: Customers will pay less attention to brands and advertisements from competing products.

4. Creating purchasing decisions at the same company: Buying other products from the same company.

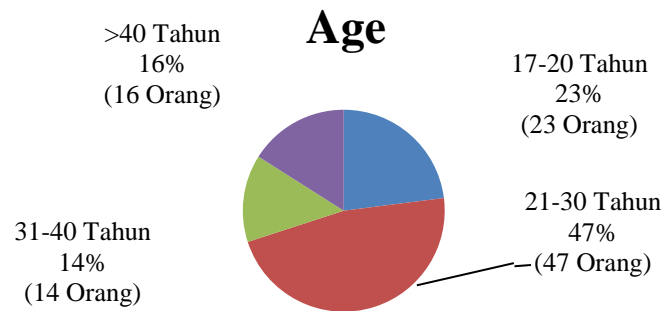
## 2. IMPLEMENTATION METHOD

This study uses a descriptive approach with the aim of describing the object of research or the results of the study. The type of research method is the survey method. The survey method is one of the quantitative research approaches used to obtain data with the research location in Simpang Empat village, Simpang Empat sub-district, Asahan district, for approximately 6 months. According to (Sugiyono, 2018) population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study were users of the Hikmah Baru drinking water depot product which is located in Simpang Empat Village which has similar characteristics. The number of samples used in this study was 100 samples.

Data were collected from questionnaires and interviews by the researcher directly from the first source or the place where the research object was conducted. Primary data used in this study were obtained through questionnaires distributed to respondents (Simpang Empat Village community, Asahan Regency) with a measurement scale, namely the Likert scale. Data analysis technique is a technique used to manage research results in order to obtain conclusions. The technique used in this study is Multiple linear regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases.

## 3. RESULTS AND DISCUSSION

The dominant age of respondents in this study was 21-30 years old with a percentage of 47%, where this age group shops more often to meet daily household needs compared to other ages. The respondent age diagram can be seen in the image below:



Picture 1. Respondent Age Diagram

### 3.1 Test Research Instruments

The validity test of the questionnaire instrument for the variable of Drinking Water Quality (X1) used an r-table of 0.196 with a total of 100 respondents. So the results of the validity test of the variables of drinking water quality (X1) and Price (X2) can be seen in the following table:

Table 1. Validity Test Results

Variables	Statement Results	rcount	Table	Information
Drinking Water Quality (X1)	1	0.671	0.196	Valid
	2	0.561	0.196	Valid
	3	0.535	0.196	Valid
	4	0.562	0.196	Valid

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	<b>5</b>	0.774	0.196	Valid
	<b>6</b>	0.829	0.196	Valid
	<b>7</b>	0.547	0.196	Valid
<b>Price (X2)</b>	<b>1</b>	0.713	0.196	Valid
	<b>2</b>	0.764	0.196	Valid
	<b>3</b>	0.797	0.196	Valid
	<b>4</b>	0.795	0.196	Valid
<b>Consumer Satisfaction (Y)</b>	<b>1</b>	0.831	0.196	Valid
	<b>2</b>	0.781	0.196	Valid
	<b>3</b>	0.775	0.196	Valid
	<b>4</b>	0.880	0.196	Valid

Based on table 1, it can be seen that there are 15 questionnaire statement items for the drinking water quality indicators (X1), price (X2) and consumer satisfaction (Y) whose validity was tested, all questionnaire statement items were declared valid because  $r\text{-count} > r\text{-table}$ , namely 0.196.

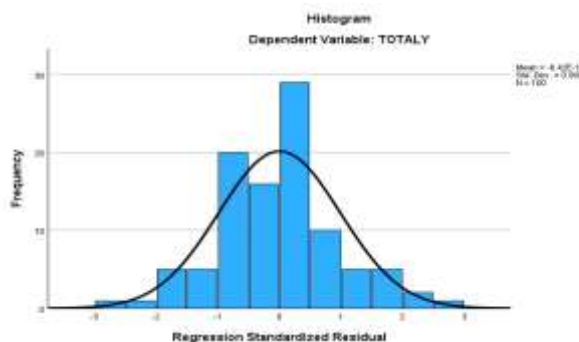
**Table 2. Reliability Test Results**

Variable	Reliability (Alpha)	N of Items	Information
Drinking Water Quality (X1)	0.760	7	Reliable
Price (X2)	0.765	4	Reliable
Consumer Satisfaction (Y)	0.831	4	Reliable

Thus, it can be concluded that all questionnaire instruments from each variable in this study are reliable because the alpha value is more than the provision, namely 0.60.

**3.2 Classical Assumption Test**

The results of the data normality test can be seen in the image below:



**Picture 2. Result Histogram Graph**

It can be seen that the data is normally distributed. This is shown by the distribution of data on the histogram graph which is shaped like a bell that does not deviate to the left or right.

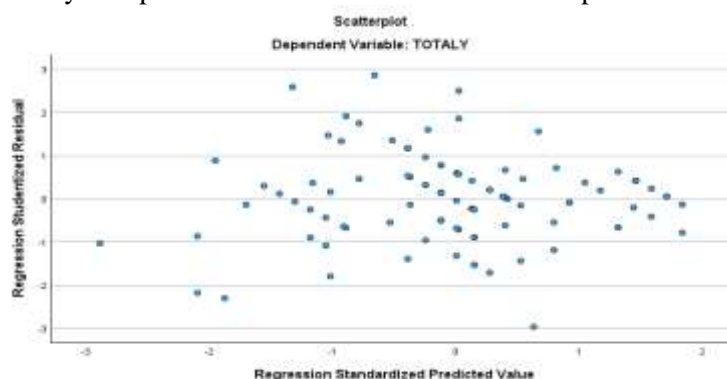
The results of the multicollinearity test can be seen in the table below:

**Table. 3 Multicollinearity test results**

Variables	TOLL	VIF	Information
Drinking Water Quality	0.437	2,286	No symptoms

Price	0.437	2,286	No symptoms
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It can be seen that the tolerance value (T)  $0.437 > 0.1$  or VIF value  $< 5$  and the drinking water quality variable (X1) has a VIF value of  $2.286 < 5$  and the Price variable (X2) has a VIF of  $2.286 < 5$ . This indicates that there is no multicollinearity between the independent variables. It can be said that the data in this study will provide different results for each independent variable.



**Picture 3. Heteroscedasticity test results**

It can be seen that the existing points are spread randomly, do not form a clear pattern and are spread both above and below zero on the Y axis. It can be concluded that each variable does not contain heteroscedasticity in the regression model.

### 3.3 Hypothesis Testing

Partial test results can be seen in the table below:

**Table 4. Partial Test Results**

Variables	T count	Sig.	Information
Drinking Water Quality	4,119	0.001	H1 is accepted
Price	5,970	0.001	H2 is accepted

Based on table 3. above, the partial influence of each variable can be seen as follows:

1. The results of the drinking water quality test have a significant effect on consumer satisfaction. This can be seen from the significant value of the drinking water quality variable, namely sig  $0.001 < 0.05$  and the tcount value of  $4.119 > t_{table} 1.985$ , so H1 is accepted.
2. The results of the price test showed a significant effect on consumer satisfaction. This can be seen from the significant value of the price variable, namely sig. of  $0.001 < 0.05$  and the t-count value of  $5.970 > t_{table} 1.985$ , so Ha2 is accepted.

It is known that the R Square value is 0.678 or (67.8%) where the correlation coefficient value shows the relationship between drinking water quality and price on consumer satisfaction of Hikmah Baru refill drinking water depot is quite close. The determination coefficient value or Adjusted R Square value shows that 0.672 (67.2%) can be explained by the variables of drinking water quality and price, while the rest is explained by other variables that are not included or discussed in this research model.

### 3.4 The Influence of Drinking Water Quality on Consumer Satisfaction

Based on the results of the partial test, it was found that the quality of drinking water has a positive and significant effect on consumer satisfaction. Thus, it can be interpreted that the quality of drinking water is a factor that can affect consumer satisfaction. The better the quality of drinking water provided, the more consumers will be reluctant to move to another depot. The quality of drinking water can be seen from clean and hygienic water and is able to provide a fairly satisfying taste to consumers. Previous research that is in line with this research, namely (Suryaningrat &



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Ratih, 2021)product quality and pricing partially have a significant effect on consumer satisfaction.(Symbolon, 2024)shows that product quality has a positive and significant effect on competitive advantage, service quality has a positive and significant effect on competitive advantage, product quality has a positive and significant effect on consumer satisfaction.

**3.5 The Effect Of Price On Consumer Satisfaction**

Based on the partial test results, it was obtained that price has a positive and significant effect. Thus, it can be interpreted that the more appropriate the price is with the benefits of the product provided, the more it encourages consumers to make repeat purchases and be satisfied with the quality of the Hikmah Baru refill drinking water depot. Prices that are too high without being balanced with good quality will cause consumer disappointment. This needs to be considered at the Hikmah Baru refill drinking water depot to adjust the price to the quality offered. According to(Nur Kiman, Slamet Bambang Riono, Muhammad Saifullah, Akbar NP Darma Wahana, 2019) regarding price, it has a significant effect on consumer satisfaction at the UD Enzes Refill Drinking Water Depot.

**4. CONCLUSION**

Based on the partial test results, it was obtained that the product quality and price variables have a positive and significant effect on consumer satisfaction. By providing good quality and price and in accordance with consumer expectations, it will provide satisfaction to consumers, because it exceeds their expectations. The coefficient of determination of the drinking water quality and price variables is 67.8% while the rest is explained by other variables not included in this study. This means that the quality of drinking water and price have a very strong influence on the consumer satisfaction variable. This is very influential when the quality of drinking water and price are increasingly improved, then consumer satisfaction will also be even better.

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