The Importance of Product Quality, Price Perception and Service Quality in Achieving Customer Satisfaction

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Abstract

The development of science and technology in an all-digital era and globalization as it is today, especially in the field of telecommunications, information and media where these conditions put demands on companies to create more creative solutions and innovations to provide fulfillment to the people of the Indonesian state and it does not apart from marketing management and marketing concept is all activities in telecommunications companies that are motivated by all company activities to plan marketing to meet customer satisfaction which is the company's goal. All activities with the marketing concept will determine how later the management of the marketing management aspect will ultimately have an impact on customer satisfaction.The purpose of this study is to analyze and find solutions to why customer satisfaction occurs in communication companies, even though attention is given to products, prices and services that have been provided. The following research uses a quantitative approach that has a population of customers and users of new products of telecommunications companies with a sample of 100 respondents, while the data analysis model uses the SPSS program with the results that (1) Product Quality affects Customer Satisfaction; (2) Price Perception has an influence on Customer Satisfaction.; (3) Service Quality has an influence on Customer Satisfaction. (4) Together Product Quality, Price Perception, Service Quality, have a positive and significant influence on Customer Satisfaction,

I. Introduction

Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

The development of science and technology in an all-digital era as well as globalization as it is today, especially in the fields of telecommunications, information and media where this situation places demands on companies to create more creative solutions and innovations to provide fulfillment to the people of the Indonesian state and that inseparable from marketing management."The marketing concept is all company activities that are motivated by all company activities in marketing planning to meet customer satisfaction which is the company's goal. All activities with the marketing concept will

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determine how later the management of the marketing management aspect will be. Marketing management according to (Alma, 2006); (Shinta, 2011) is the process of planning and implementing the conception, pricing, promotion and distribution of ideas, goods, and services, in order to produce exchanges that give satisfaction to each individual and fulfill organizational goals."

"This population growth is in line with the increasing need for internet services in the community. This has become a trigger and opportunity for telecommunications service operators in the Indonesian telecommunications market, reaching 42.4% share in the cellular market, and the Gresik telecommunications company again innovates and launches its newest product in one product, called multi-service. The multi-service provided not only provides voice services (telephone), but also provides data services (Internet), and is equipped with picture services (IP-TV) where consumers can only enjoy all of these benefits in a telecommunications company's service network called Triple Play service and since its launch, this servicemultiserviceThis response was quite good by the community, but there were problems that occurred that with the new product launched it had not touched the satisfaction enjoyed by customers through various dimensions of service quality obtained by customers. This is supported by survey data conducted by the Gresik telecommunications company in 2017 - 2019 as shown in Figure 1.1, which is still below 42% of customers who have subscribed to their products."
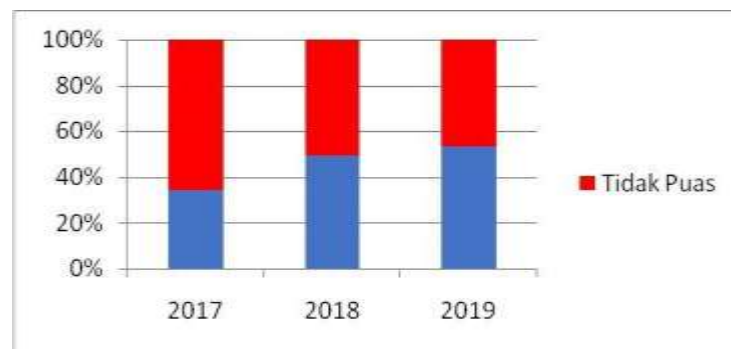
Source: Telecommunications Company
Figure 1. *2019 Customer Survey*

"With the description above, it can be said that the customers of the Gresik telecommunications company are not entirely satisfied with the services providedgivenby the Gresik telecommunication company although there is an increase in customer satisfaction from year to year and related to that, the telecommunication company must be more critical of the importance of the influence of the quality of the products provided to customers, it aims to create a sense of satisfaction and to build trust in the eyes of its customers and also to gain a competitive advantage over competitors in the Triple Play market."

"Because basically, according to his research (Wedarini, 2013); (Suryani, 2013) conveyed that in his research there was a positive and significant influence between product quality on customer satisfaction and loyalty and was also supported by his opinion (Lenzun et al., 2014) Customer satisfaction is an evaluation of the overall product (or service) of a company.

Therefore, it can be said that if consumers in terms of new product users are satisfied, consumers will believe in the company and will make repurchases, but on the contrary if consumers are not satisfied, consumers can make purchases against competing companies.

In order to maintain the business growth of its new product Triple Play, the Gresik telecommunications company needs to measure the quality of the products provided to its customers in order to find out how good the company's service is to provide satisfaction to its customers. to customer satisfaction."

II. Review of Literature

2.1 Product Quality on Customer Satisfaction

(Shartykarini & Firdaus, 2016) says that "product quality is one of the factors most marketers rely on in marketing a product (Warere & Mandagie, 2022) while (Kotler & Keller, 2021) says that consumer satisfaction is a feeling of pleasure or disappointment. someone who arises from comparing the perceived performance of a product or result against their expectations and (Tri, 2017) explains that consumer satisfaction is the level of feeling where someone states the results of a comparison of the product performance received and expected, for (Rosyihuddin,2020) explains that consumer satisfaction is a stage in which this stage focuses on fulfilling consumer desires and leads to the core concept of profit creation, namely consumer loyalty or loyalty."

"So according to (Wedarini, 2013) conveyed in his research there was a positive and significant influence between product quality on customer satisfaction and loyaltyTelkom Flexi, and according to his research opinion (A. Wijayanti, 2008) product quality has a positive effect on customer satisfaction."

H1: Influence Product Quality on Customer Satisfaction

2.2 Price Perception of Customer Satisfaction

(Fauziyah & Tjahjaningsih, 2021)"Price perception is a view or perception of price (how customers perceive a certain price as high, low, reasonable) has a strong influence on purchase intentions and purchase satisfaction and (Losung et al., 2022) stated that price perception is one of the factors that must be controlled systematically. harmonious and in line with the goals to be achieved by the company while that customer satisfaction is the customer's feeling towards one type of service he gets (Dewi & Suprapti, 2018)."

(Lovelock & Wright, 2007); (Ibrahim & Thawil, 2019)"defines that satisfaction is a person's reactionpost purchasea product or emotional condition that is shown in the form of anger, dissatisfaction, neutrality, joy and pleasure, and (Sembiring, 2014) conveys that service quality is the company's efforts to meet customer expectations through services that accompany the products offered with the aim of creating customer satisfaction."

So according to (Rahmawati, 2021)"Service quality and price perception have a positive effect on IndiHome customer satisfaction and research (Fauziyah & Tjahjaningsih, 2021) shows price perception, after-sales service and promotions have a positive and significant impact on customer satisfaction."

H2: Influence Price Perception of Customer Satisfaction

2.3 Service Quality Towards Customer Satisfaction

(Edyansyah, 2016)"Service quality is a form of consumer assessment of the level of service received (perceived service) with the level of service expected (expected service) and the quality of service (service quality) can be known by comparing the perceptions of consumers on the services they actually receive / get with the service they actually expect / want on the service attributes of a company (Normasari, 2013). And customers are all people who want to be served their needs according to their expectations. Next everycoupledefinitely want to achieve a high level of satisfaction wanted (NT Nugroho,

2015), while according to (Hidayat, 2018) Customer satisfaction is created at the time of purchase, the experience of using a product or service and the period after purchase.

So the data concluded by (Prahastuti & Ferdinand, 2011) show that service quality and product quality have a significant and positive effect on customer satisfaction.

According to research (Mahira et al., 2021) service quality has a significant effect on customer satisfaction."

H3: The Effect of Service Quality on Customer Satisfaction

2.4 Product Quality, Perception of Price and Quality on Customer Satisfaction

(Losung et al., 2022)"Product quality is the ability of a product to provide benefits or related to product durability, product reliability and products that are easy to use or repair, with the aim of providing satisfaction to users of the product and price is the amount of value that consumers exchange for the benefits of who owns or uses products or services whose value is determined by the buyer and seller through bargaining, or set by the seller for the same price to the buyer (RAHMAWATI, 2021), while satisfaction can be interpreted as a comparison between the services or results received by consumers with consumer expectations, the service or results received must at least be the same as consumer expectations, or even exceed them (Lenzun et al., 2014)

So it can be concluded by (FATIMAH & DEWI, 2015) Product quality and price have a positive and significant effect and (Rahayu et al., 2020) say product quality, service quality, andcustomervalue together has a significant effect on customer satisfaction while service quality and service product quality affect customer satisfaction, the price of service products has no effect on customer satisfaction (DM Nugroho, 2015)."

H4:The Influence of Product Quality, Perception of Price and Quality on Customer Satisfaction

2.5 Conceptual Framework

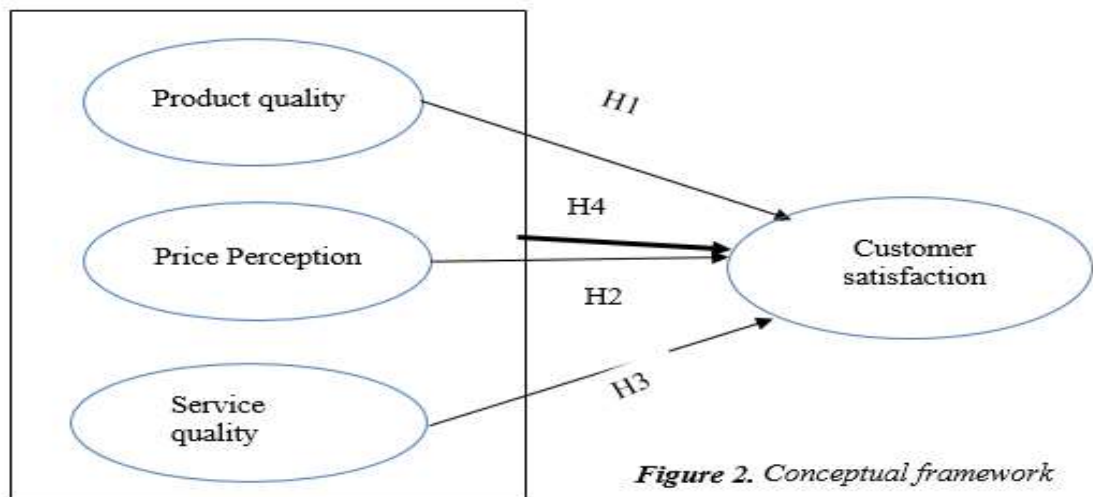Based on theoretical and relationshipvariablethen skeletonconceptualcoulddepictedas follows":

Figure 2. Conceptual framework

III. Research Method

3.1 Research design

"Research on the effect of product quality, price perception and service quality on customer satisfaction uses a quantitative approach method (Sugiyono, 2016), providing a definition of quantitative methods which are research data in the form of numbers and analyzing data using statistical procedures."

3.2. Population and Sample

"The population is all aspects or elements to be examined from the results of quantitative and qualitative calculations or measurements of a complete and clear collection of objects (Fatihudin, 2015). The following research uses a sampling technique using a subject of 100 respondents."

3.3. Data analysis

(Sujarweni & Utami, 2019) said that data analysis with the SPSS 26 program is:"Special software for statistical data processing is the most popular and SPSS 26 is used in various market research, quality control and improvement, as well as scientific research and SPSS 26 is used as a tool for data processing."

IV. Result and Discussion

4.1 Validity test

This validity test is to determine whether the questionable questionnaire item is valid or cannot be determined from the calculated R value > R table, R table of 100 respondents is 0.1882. In addition, it can also see the significance number provided that if the value of sig < 0.05, then the questionnaire is said to be valid and if the value of sig > 0.05, it can be said to be invalid. The following are the results of the validity of the research questionnaire":

Table 1. Validity Test Results

Variable	Statement	r table	r count	Sig	Information
Product Quality (X1)	X1.1	0.1966	0.812	0.000	Valid
	X1.2	0.1966	0.848	0.000	Valid
	X1.3	0.1966	0.873	0.000	Valid
	X1.4	0.1966	0.649	0.000	Valid
	X1.5	0.1966	0.787	0.000	Valid
	X1.6	0.1966	0.753	0.000	Valid
PerceptionPrice (X2)	X2.1	0.1966	0.705	0.000	Valid
	X2.2	0.1966	0.806	0.000	Valid
	X2.3	0.1966	0.876	0.000	Valid
	X2.4	0.1966	0.870	0.000	Valid
	X2.5	0.1966	0.859	0.000	Valid
Service Quality (X3)	x3.1	0.1966	0.703	0.000	Valid
	x3.2	0.1966	0.779	0.000	Valid
	x3.3	0.1966	0.602	0.000	Valid

Variable	Statement	r table	r count	Sig	Information
	x3.4	0.1966	0.730	0.000	Valid
	x3.5	0.1966	0.840	0.000	Valid
	x3.6	0.1966	0.831	0.000	Valid
Customer Satisfaction (Y)	Y1	0.1966	0.611	0.000	Valid
	Y2	0.1966	0.604	0.000	Valid
	Y3	0.1966	0.732	0.000	Valid
	Y4	0.1966	0.601	0.000	Valid

Based on the results of the analysis of the validity test, it can be seen that the calculated r value of all statement items is more than the r table value, so it can be concluded that all statement items on the questionnaire are valid and can be further tested."

4.2. Reliability Test

The reliability test can be strengthened by using the cronbach alpha value. A variable can be declared reliable or fulfills cronbach alpha if it has a cronbach alpha value > 0.7. The following is the cronbach alpha value of each variable:

Table 2. Reliability Test Results

Variable	Alpha Theory	Alpha Value	Information
Product Quality (X1)	0.60	0.872	Reliable
PerceptionPrice (X2)	0.60	0.880	Reliable
Service Quality (X3)	0.60	0.846	Reliable
Customer Satisfaction (Y)	0.60	0.857	Reliable

Source: Processed primary data, 2021

Table 2 shows that the Cronbach's Alpha value for all research instruments is above 0.70, which means that the instrument is reliable as a research measuring instrument.

4.3. Classic assumption test
a. Normality test

The normality test was used to determine whether the residual data in the regression met the assumption of a normal distribution. Testing the normality of this study using the Kolmogorof Smirnov test to get the calculated Z value and the level of significance. The terms of the test if the significance value is above the alpha value (5%) then H1 is rejected and H0 is accepted, which concludes that the residuals are normally distributed and vice versa. Hypothesis for normality test:

H0 : Residual data is normally distributed
H1 : Residual data is not normally distributed

The following are the results of the normality test:

From table 4.3 below, it can be explained that the Monte Carlo significance value of the residual data is $0.0274 > 0.05$, so the decision is to accept H0 which means that the residual data meets the normal assumptions.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,87671264
Most Extreme Differences	Absolute	,098
	Positive	,052
	Negative	-,098
Test Statistic		,098
Asymp. Sig. (2-tailed)		,019[c]
Monte Carlo Sig. (2-tailed)	Sig.	,274[d]
	99% Confidence Interval Lower Bound	,262
	Upper Bound	,285

a. Test distribution is Normal.

Sumber: Sumber di olah 2021

b. Heteroscedasticity Test

(Ghozali, 2015) the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the residual variance from one observation to another observation remains, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one with homoscedasticity or no heteroscedasticity.

The statistical test chosen by the researcher is the Glejser test, the basis for making decisions on the heteroscedasticity test through the Glejser test are:

1. When sig. 2-tailed < = 0.05, then there has been heteroscedasticity.
2. When sig. 2-tailed > = 0.05, then there is no heteroscedasticity.

The following are the results of the heteroscedasticity test using SPSS 26 through the Glejser test, the following table can be obtained:

Table 4. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,926	,881		2,185	,031
	Kualitas Produk	-,035	,059	-,116	-,601	,549
	Presepsi Harga	-,050	,065	-,144	-,766	,446
	Kualitas Layanan	,055	,043	,164	1,278	,204

a. Dependent Variable: Abs_1

Sumber: Sumber di olah 2021

Based on the table above, the results of heteroscedasticity testing, it can be concluded that sig. of each variable is greater than 0.05. So based on the test results, the independent variable in this study did not occur heteroscedasticity.

c. Multicollinearity Test

The next classic assumption test is the multicollinearity test. The multicollinearity test aims to test whether the regression model finds a correlation between independent variables (Ghozali, 2015). A good regression model should not have a correlation between the independent variables. If there is a correlation, it is called a multicollinearity problem. To determine the presence or absence of multicollinearity in a regression by looking at the VIF (Variant Inflation Factor) and Tolerance values with the following basic analysis:

1. If the results from SPSS show a tolerance value greater than 0.10 and a VIF value less than 10, there is no multicollinearity in the research results.
2. If the results from SPSS 26 show a tolerance value less than 0.10 and the VIF value greater than 10, there is multicollinearity in the research results.

The results of multicollinearity testing in this study can be seen in the following table :

Table 5. Multicollinearity Test Results

Variable	Collinearity Statistics		Information
	Tolerance	**VIF**	
Product Quality (X1)	0.270	3,703	Non Multicollinearity
PerceptionPrice (X2)	0.285	3,514	Non Multicollinearity
Service Quality (X3)	0.611	1,637	Non Multicollinearity

From the table above, it can be seen that the VIF of all independent variables is less than 10 and has a tolerance value of greater than 0.10, meaning that all independent variables in this study have no multicollinearity symptoms.

4.4. Hypothesis Analysis and Test

The data obtained from the respondents' answers were then processed with the help of SPSS 26, the following results were obtained:

a. Multiple Regression Analysis

This analysis aims to determine the effect of the independent variable (X) on the dependent variable (Y).

$$Y = bo + b1X1 + b2X2 + b3X3 + e$$

Information:
Y = Customer Satisfaction
X1= Product Quality
X2=PerceptionPrice
X3= Service Quality
b1,b2 b3 = Regression Coefficient
bo = Constant
e = Disruption Coefficient

Table 6. Results of Multiple Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,093	1,387		-,788	,433
	Kualitas Produk	,497	,093	,279	5,358	,000
	Presepsi Harga	,389	,102	,193	3,799	,000
	Kualitas Layanan	1,203	,068	,614	17,729	,000

a. Dependent Variable: Kepuasan Pelanggan

Sumber: Data diolah 2021

From table 4.22, the overall results of the above calculations can be interpreted as follows :

Y = -1.093+ 0.497X1 + 0.389X2+ 1.203X3

1. If X1, X2, X3, equals 0 (zero), then Y is equal to -1.093 assuming X1, X2, X3, remains
2. If X1 changes by one unit, then Y will change by 0.497 units assuming X2, X3, remain
3. If X2 changes by one unit, then Y will change by 0.389 units assuming X1, X3, remains
4. If X3 changes by one unit, then Y will change by 1.203 units assuming X1, X2, remains.

4.5. Hypothesis Test Results
To prove the research hypothesis is true or false, it is tested by t test and F test.
a. Partial Test (t Test)
In this study, the t-test was used to test the significance of the relationship between variables X and Y, whether variables X1, X2, and X3 really had an effect on variable Y (satisfaction) separately or partially (Ghozali, 2015). The hypotheses used in this test are;
Ho: The independent variables (Product Quality, Price Perception, and Service Quality) do not have a significant effect on the variablebound (Customer satisfaction).
Ha: The independent variables (Product Quality, Price Perception, and Service Quality) have a significant influence on the variablebound (Customer satisfaction).
The basis for decision making (Ghozali, 2015) is to use a significance probability number, namely:
1. If the probability numbersignificance> 0.05, then Ho is accepted and Ha is rejected.
2. If the probability of significance is < 0.05, then Ho is rejected and Ha is accepted.
The following are the results of hypothesis testing using probability numbers :

Table 7.Significance Probability Score

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,093	1,387		-,788	,433
	Kualitas Produk	,497	,093	,279	5,358	,000
	Presepsi Harga	,389	,102	,193	3,799	,000
	Kualitas Layanan	1,203	,068	,614	17,729	,000

a. Dependent Variable: Kepuasan Pelanggan

Sumber: Data diolah 2021

To partially test the significance of the regression model for each variable, it can be obtained using the t test. The following will explain the partial test of each variable :

b. Product Quality Variable
The test results obtained the t value for the Product Quality variable showing the t value = 5.358 with a significance value of 0.000 <0.05. With a significance value below 0.05, it indicates that product quality has a significant effect on satisfaction. This means that Hypothesis 1 is accepted. The direction of the positive regression coefficient means that product quality has a significant positive effect on customer satisfaction. The better the product quality, the higher the customer satisfaction, on the other hand, the poorer the product quality, the lower the customer satisfaction.

c. Price Perception Variables
The test results obtained the value of t for the variablePerceptionThe price shows the value of t = 3.799 with a significance value of 0.000 <0.05. With a significance value below 0.05, it shows thatPerceptionPrice has a significant effect on customer satisfaction. This means that Hypothesis 2 is accepted. The direction of the positive regression coefficient means thatPerceptionPrice has a significant positive effect on customer satisfaction. Getting lowerlevelThe price given will increase customer satisfaction.

d. Service Quality Variable
The test results obtained the t value for the Service Quality variable showing the t value = 17.729 with a significance value of 0.000 <0.05. With a significance value below 0.05, it indicates that service quality has a significant influence on customer satisfaction. This means that Hypothesis 3 is accepted. The direction of the positive regression coefficient means that service quality has a significant positive effect on customer satisfaction. The higher the Service Quality, the higher the Customer Satisfaction, the lower the Service Quality the lower the Customer Satisfaction.

e. Dominant Variable
The test results obtained the value of t statistics Service Quality is the most dominant compared to other variables.

4.6. F Test (Significance Test Simultaneously)
F test is used to determine the level ofsignificancethe effect of the independent variables together (simultaneously) on the dependent variable (Ghozali, 2015). In this study, the hypothesis thatusedis;

Ho: The independent variables (Product Quality, Price Perception, and Service Quality) do not have a significant effect on the variablebound (satisfaction).

Ha: The independent variables (Product Quality, Price Perception, and Service Quality) have a significant influence on the variablebound (customer satisfaction).

The basis for decision making (Ghozali, 2015) is to use a significance probability number, namely:
1. If the probability numbersignificance> 0.05, then Ho is accepted and Ha is rejected.
2. If the probability of significance is < 0.05, then Ho is rejected and Ha is accepted.

Testing the effect of the independent variables jointly on the dependent variable is carried out using the F test. Following are the results of joint testing (F test).

Table 8. Test together (Test F)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4608,557	3	1536,186	422,945	,000^b
	Residual	348,683	96	3,632		
	Total	4957,240	99			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Layanan, Presepsi Harga, Kualitas Produk

Sumber: Data diolah 2021

The results of statistical calculations show the calculated F value = 422,945 with a significance of 0.000 <0.05. With a significance value below 0.05, it shows that together Product Quality, Price Perception, Service Quality, have a positive and significant influence on Customer Satisfaction. This means that Hypothesis 4 can be accepted.

4.7. Coefficient of determination (R2) and multiple correlation coefficient

The coefficient of determination (R^2) is intended to determine the best level of accuracy inanalysisregression where it is indicated by the magnitude of the coefficient of determination (R^2) between 0 (zero) and 1 (one). The coefficient of determination (R^2) is zero, the independent variable has absolutely no effect on the dependent variable. If the coefficient of determination is getting closer to one, it can be said that the independent variable has an effect on the dependent variable. In addition, the coefficient of determination (R^2) is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X).

Table 9. Results of the Coefficient of Determination (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,964^a	,930	,927	1,906

a. Predictors: (Constant), Kualitas Layanan, Presepsi Harga, Kualitas Produk

Sumber: Data diolah 2021

The following is an explanation based on table 4.25 the results of the coefficient of determination (R2);
1. From the results of Adjusted R Square = 0.927, it can be said that the change in the dependent variable (Y) of 92.7% on the variables X1, X2, X3, the remaining 7.3% is caused by other factors not included in the model.
2. R Square = 0.930, meaning that the variation in the independent variables X1, X2, X3, is able to explain the dependent variable Y by = 93%.
3. R = 0.889, which means that the relationship between the independent variables X1, X2, X3 together with the dependent variable Y is 96.4%, so it can be said that the relationship between the variables X1, X2, X3 and Y is strong.

4.8. Interpretation of Results

a. The Effect of Product Quality on Customer Satisfaction

The test results above show that the product quality has a significance value of 0.000 or below <0.05, this proves that product quality has an influence on customer satisfaction. Thus the hypothesis in this study is proven.

Due to the importance of product quality, telecommunications companies continue to pay attention to the quality of their products, the existing quality needs attention to increase, so that customer satisfaction will increase further.

The results of this study support his research (Wedarini, 2013) conveying that in his research there is a positive and significant influence between product quality on customer satisfaction and loyalty of Telkom Flexi, and also according to his research opinion (IW Wijayanti & Wahyono, 2015); (Argasha & Slamet, 2020) who said that product quality had a positive effect on customer satisfaction.

b. The Influence of Price Perception on Customer Satisfaction

The results of the Price Perception test obtained a significance value of 0.000 or below <0.05, this proves that Price Perception has an influence on Customer Satisfaction. Thus the hypothesis in this study is proven.

Telecommunications companies must maintain the price of their products well and can be reached by customers, so it is hoped that the customer satisfaction that has been given so far will not lose their trust.

And this supports the results of his research (RAHMAWATI, 2021) which concludes that service quality and price perceptions have a positive effect on IndiHome customer satisfaction and research from (Fauziyah & Tjahjaningsih, 2021); (Hapsari & Khasanah, 2012) show that price perception, after-sales service and promotion have a positive and significant effect on customer satisfaction.

c. The Effect of Service Quality on Customer Satisfaction

The results of the Service Quality test obtained a significance value of 0.000 or below <0.05, this proves that Service Quality has a more dominant influence than the influence of product quality and price on customer satisfaction. Thus the hypothesis in this study is proven.

Gresik telecommunications companies that have provided services to customers that are less than optimal, need to improve the quality of their services so that customer satisfaction is expected to increase and create more trust in Gresik telecommunications companies.

The results of this study support his research (Prahastuti & Ferdinand, 2011) showing that service quality and product quality have a significant and positive effect on customer satisfaction, agreeing that his research (Mahira et al., 2021) says that service quality has a significant effect on customer satisfaction.

d. The Influence of Product Quality, Perception of Price and Quality on Customer Satisfaction

The test results together obtained a significance value of 0.000 or below 0.05, indicating that jointly Product Quality, Price Perception, Service Quality, have a positive and significant influence on Customer Satisfaction. This means that Hypothesis 4 can be accepted.

Gresik telecommunications companies need attention and consistency to product quality, product prices and service quality that have been provided at this time and if

necessary further improved so that customer satisfaction in the future will be better and customers will further increase their trust.

And this study supports his opinion (FATIMAH & DEWI, 2015) Product quality and price have a positive and significant effect and (Rahayu et al., 2020) say product quality, service quality, and customer value together have a significant effect on customer satisfaction while service quality and service product quality affect customer satisfaction, the price of service products does not affect customer satisfaction (DM Nugroho, 2015).

V. Conclusion

From the results of testing and discussion, it is concluded that product quality, price perception and service quality to customers from Gresik telecommunications companies should be more consistent, starting fromqualityproducts, affordable prices and better service quality so that customer satisfaction which will be the company's target will increase, customers will be more comfortable, especially the trust that has been given can remainmaintained."

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