Research Article

Service Quality, Product Quality, and Perception of Price for Consumer Satisfaction at *Aqiqah* Business

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ABSTRACT

Consumer Satisfaction is an assessment of the features of a product or service that provides a level of pleasure to customers related to meeting customer consumption needs. Aqiqah Nurul Hayat has been serving aqiqah services since 2003 and already has more than 30 branches spread throughout Indonesia. The purpose of this study was to determine the relationship between price perception, service quality, and product quality to consumer satisfaction with aqiqah Nurul Hayat Malang Branch. The research location is at the office of Nurul Hayat Malang branch on Jl. S. Supriadi No. 7 Sukun. Sampling used the accidental sampling method, the respondents obtained were 73 people. The analytical method used in this study is Spearman's Correlation. The data used are primary data. The results obtained indicate that the perception of price, service quality, and product quality have a relationship with customer satisfaction Aqiqah Nurul Hayat Malang branch. The results of the analysis show that perceived price, service quality, and product quality have a strong relationship with customer satisfaction at the Aqiqah Nurul Hayat Malang branch. The recommendation given is to maintain customer satisfaction by continuing to maintain the quality of both services and products.

INTRODUCTION

The awareness of the Muslim community in Indonesia regarding the implementation of their children's aqiqah is currently quite high. According to the Association of Indonesian Sheep and Goat Breeders, in 2020, the need for goats for aqiqah reached 6.3 million heads per year with normal aqiqah growth reaching 10-12% per year. Aqiqah is slaughtering goats as an expression of gratitude for the birth of the baby, which is carried out on the seventh day of birth (Ad-Dib, 2008). In this modern era, many entrepreneurs have established aqiqah service providers. These service providers make it easy for consumers so that consumers no longer have to bother cutting goats and processing the meat. This innovation can be an answer for consumers who do not have time to prepare for the aqiqah. Consumers only need to pay the price as offered. According to the Association of Indonesian Sheep and Goat Breeders, there are 601 aqiqah service providers that are the members of the association in 2020.

In the business world, competitionis bound to happen. In order to survive in the intense competition, businesses need to have more value in order to be superior. One of the things that affect the success of a

business is management. Management is a process of planning, organizing, coordinating and controlling resources to efficiently and effectively achieve goals (Pratama, 2020). Meanwhile, marketing is the whole system and process in fulfilling needs and desires that are related to business activities (Musnaini et al., 2021).

The marketing function can be measured in terms of the quality of the products marketed, the suitability of the prices given to consumers, and the timeliness of delivery of goods. Product viability can be measured by looking at how the company makes use of the excess capacity it faces. The main purpose of the marketing concept is for consumers to be satisfied with what they want (Heri, 2020). Marketing management is an effort to plan, implement (which consists of organizing, directing, coordinating) and supervising or controlling marketing activities in order to effectively and efficiently achieve organizational goals (Agustina, 2011). According to Priangani (2013) the company's marketing strategy is related to 3 aspects, including the customer, the company and competition. Marketing optimization is also influenced by the marketing mix. Marketing mix is a marketing strategy that uses data related to products, prices, places, and promotions to increase product sales.

Customer satisfaction is a feeling of pleasure or disappointment of a customer that arises from the customer's experience in using the services or products of a business. There are many factors that influence customer satisfaction. In food service, the quality factor plays an important role. Meanwhile, staff-related service quality emerged as an important factor for revisit intentions. The findings also highlight the role of atmosphere and the mediating effect of food quality on return visits (Bichler et al., 2020). Consumers who have a good or satisfied experience when using a product or service will become loyal, make repeat purchases and can recommend the business to theirb friends or relatives. Conducting a consumer survey related to product quality, service and price can help companies know clearly what things need betterment and improvement, that will ultimately make customers loyal, stay, and provide referrals. This makes surveys from the consumer's point of view necessary. Measurement of satisfaction is strongly related to product quality (goods or services). Quality measurement has benefits such as knowing how a business process works. Marketing knows that it is better to retain existing customers than replace them with new customers, ensuring that existing customers get satisfaction from purchasing and using their products (Firmansyah, 2018).

According to Firmansyah (2018), satisfaction will occur if the company is able to provide products, services, prices and other aspects according to consumers' expectations or exceeding customers' expectations. Customers are satisfied if their expectations are met and will be very satisfied if the quality exceeds their expectations. Measurement of satisfaction has a strong relationship with product quality. Quality measurement offers benefits such as knowing how a business process works. Measurement of satisfaction can also be used to find out where to innovate and improve in order to satisfy customers, especially for things that are considered important to customers.

The first variable is price perception. Price is the amount of money that consumers have to pay to get the goods or services purchased. According to Zimmerer et al. (2009), the factors considered by business owners when setting the price of goods or services include: the usual product or service; market factors (demand and supply); competitor prices; the company's competitive advantage; economic conditions; company location; seasonal fluctuations; psychological factors; terms of credit and sales discounts; customer sensitivity to price; and the desired image. If the consumer makes a purchase, it means that the price is right, but if, on the contrary, the consumer refuses to buy, then the price becomes a consideration for review. Price perception is the dominant factor of consumers in determining or considering choices. If the consumer makes a purchase, it means that the price is right, but if the consumer refuses to buy, the price becomes a consideration for review.

The second variable is service quality. Service quality is the level of good or bad of a product or a service provided by a company's employees to consumers. According to Ulfa (2016), to achieve good service quality, there are several types of service criteria, including: timeliness of service; minimizing errors in services and transactions; courtesy and friendliness when providing services; ease of getting services; and consumer convenience such as supporting facilities, cleanliness and availability of information.

The third variable is product quality. Product quality is the level of good or bad of a product or a service according to the assessment of customer experience. A product is anything that can be offered to a market for attention, demand, consumption that might satisfy a want or need. Products can be physical, services, places, organizations and ideas (Kotler, 2006). According to Lupiyoadi & Hamdani (2009), the measurement of product quality dimensions include: performance that includes brands and attributes that can be measured;

product diversity; reliability; suitability; endurance; service capability; product aesthetics; and perceived quality.

One of the well-known aqiqah service providers is Nurul Hayat. Aqiqah Nurul Hayat was started in 2003 under the Nurul Hayat Foundation. Aqiqah Nurul Hayat business unit is expected to be the main motor for Nurul Hayat's independence. Aqiqah Nurul Hayat is spread over 60 districts in Indonesia. Within a month, Aqiqah Nurul Hayat can slaughter 3000 goats and distribute them to 60 cities throughout Indonesia. Nurul Hayat's vision is to serve Allah by building the ummah. Nurul Hayat's mission is to spread benefits and empowerment in the social, da'wah, health, education and economic fields. If consumers buy aqiqah packages from Aqiqah Nurul Hayat, the profits will be used to support Nurul Hayat's da'wah and social programs. In order to maintain the trust of customers, Aqiqah Nurul Hayat has the MUI Halal label to prove that Aqiqah Nurul Hayat is safe and halal. One of the branches of Aqiqah Nurul Hayat is in Malang. Aqiqah Nurul Hayat Malang branch has a head office, bureau office and partnerships to expand sales.

Previous research on the effect of customer satisfaction on service quality, product quality and price (Afnani, 2012; Arguello et al., 2019; Asti & Ayuningtyas, 2020; Aulia & Hidayat, 2017; Bagus, 2016; Bahar & Sjahruddin, 2017; Boushaba & Elatife, 2020; Cahyani & Sitohang, 2016; Hayani, 2021; Ibrahim & Thawil, 2019; Khasan et al., 2021; Moraes et al., 2020; Mukti, 2017; Ofela, 2016; CA Putri & Trisnowati, 2021; L Putri, 2017; Ridho, 2021; Santoso, 2019; Sari, 2019; Susila et al., 2017; Suyono et al., 2019; Ulfa, 2016; Wijaya, 2017) show that there is an influence of price, service and product on consumer satisfaction. Research on consumer satisfaction on service quality, product quality, price and other variables (Fadhli & Pratiwi, 2021; Hanifudin et al., 2017; Ovita et al., 2019; Rasmikayati et al., 2020; Rendy et al., 2012; Solosichenko et al., 2021) find out that not only service quality, product quality and price affect consumer satisfaction but also other variables do. Previous research on the level of consumer satisfaction (Andreani, 2010; Bahar & Sjahruddin, 2017; Bichler et al., 2020; DS et al., 2020; Fauzia et al., 2020; Kristanti & Wasito, 2018; Suchánek & Králová, 2019; Tasya & Rita, 2018; Widjaja & Nugraha, 2016) reveal that there are many ways to calculate customer satisfaction and there are many factors that influence consumer satisfaction, most of the consumers are satisfied on average.

The novelty of this research is to find the correlation between service quality, product quality and price perception with consumer satisfaction, plus customer satisfaction reviews for the improvement of risk management in Aqiqah business. This study integrates indicators from previous studies in an analysis of customer satisfaction, so that it not only presents quantitative data but also presents qualitative data on customer satisfaction. The purpose of this study is to determine the relationship between price perception, service quality and product quality on consumer satisfaction at Aqiqah Nurul Hayat Malang Branch. The research hypothesis is that price perception, service quality and product quality correlate to consumer satisfaction

METHOD

The research was conducted from January to June 2021. The research was carried out at Aqiqah Nurul Hayat Malang branch located at Jl. S. Supriadi no. 7, Sukun, Kecamatan Klojen, Kota Malang and the bureau office is located on Jl. Sengkaling Raya no. 164, Kecamatan Dau, Kabupaten Malang. This study employs a quantitative descriptive method. The data collected are the variables of price perception, service quality and product quality on consumer satisfaction Aqiqah Nurul Hayat Malang Branch.

Data collection techniques include questionnaires, interviews, observation and documentation. The questionnaire uses a Likert Scale which has a value range of 1 (one) to 5 (five) with the following information: Strongly Agree (SS) is rated 5; Agree (S) is rated 4; Enough (C) is rated 3; Disagree (TS) is rated 2; and, Strongly Disagree (STS) is rated 1. The questionnaire was also designed to have questions in the form of free and short answers to describe qualitatively the customer experience at Aqiqah Nurul Hayat Malang branch. Interviews were also conducted to obtain information outside the questionnaire. Observations were made to obtain information in the form of phenomena related to research around the research site. Documentation was carried out in the field to find information that already exists as a support in this research.

The sample of respondents in this study were consumers of Aqiqah Nurul Hayat Malang branch who had purchased aqiqah packages at Aqiqah Nurul Hayat Malang branch and had consumed aqiqah Nurul Hayat products in Malang branch. The sampling technique used accidental sampling. Accidental sampling is a sampling technique based on coincidence where anyone who coincidentally meets a researcher can be used

as a sample, if it is seen that the person met is suitable as a data source (Silalahi, 2015). This method was taken because the number of consumers of Aqiqah Nurul Hayat Malang branch was erratic from one period to another.

The data were then processed using Spearman Correlation with analytical aids. Spearman correlation is a non-parametric test used to measure the degree of relationship between variables. The Spearman rank correlation test does not carry assumptions about the distribution of the data (Ali, 2018). Here is the Spearman correlation test formula

$$\rho = 1 - \frac{6 \sum d2}{n(n2-1)}$$

ρ (rho) : Spearman's rank correlation coefficient
d   : difference between the two ranks of each observation
n   : number of observations

The spearman correlation value is between -1 ≤ p ≤ 1. If the spearman correlation value = 0, then there is no correlation or there is no relationship between the dependent and independent variables. If the value of p = +1, then there is a correlation between the independent variable and the dependent variable. If the p value = -1, then there is a negative correlation between the independent variable and the dependent variable. The strength of the correlation between variables is shown through the correlation value. The following is a table of correlation values and their meanings: 0.00 – 0.19 (Very Low); 0.20 – 0.39 (Low); 0.40 – 0.59 (Medium); 0.60 – 0.79 (Strong); 0.80 – 1.00 (Very Strong).

Validity is a tool used to measure and determine the level of validity (truth) of a questionnaire made by researchers. The high and low validity of the instrument shows the extent to which the data collected does not deviate from the description of the intended validity. The validity test was conducted to examine whether the questionnaire was valid and could be used as a measuring tool. The condition of the validity test is the probability or if sig. less than 0.05, it is called valid. The other way is using the condition that Rsquare is greater than Rtable. The Rtable used is a 5% probability with a total of 20 data, which is 0.468.

Table 1. Validity Test X1 (Perception of Price)

Variable	Sig.	Rsquare	Status
X1.1	,010	0,561	Valid
X1.2	,002	0,648	Valid
X1.3	,004	0,618	Valid

Source: Processed Primary Data 2021

Table 1 shows that in the X1 variable regarding price perception, there are 3 indicators, namely X1.1, X1.2 and X1.3. The X1.1 indicator has a probability value of 0.010 which is less than 0.05 and an Rsquare value of 0.561 which is more than 0.468, meaning that the X1.1 indicator is valid. The X1.2 indicator has a probability value of 0.002 which is less than 0.05 and an Rsquare value of 0.648 which is more than 0.468, meaning that the X1.2 indicator is valid. The X1.3 indicator has a probability value of 0.004 which is less than 0.05 and an Rsquare value of 0.618 which is more than 0.468, meaning that the X1.3 indicator is valid. All indicators in the X1 variable are valid to be used as research or the questions that are used to measure the variables studied.

Table 2. Validity Test X2 (Service Quality)

Indicator	Sig.	Rsquare	Status
X2.1	,000	,847	Valid
X2.2	,000	,712	Valid
X2.3	,000	,774	Valid
X2.4	,000	,835	Valid

Source: Processed Primary Data 2021

Table 2 shows that in the X2 variable regarding service quality, there are 4 indicators, namely X2.1, X2.2, X2.3 and X2.4. It can be seen from table 2 that the X2.1 indicator has a probability value of 0.000 which is less than 0.05 and an Rsquare value of 0.847 which is more than 0.468, which means that the X2.1 variable is valid. The X2.2 indicator has a probability value of 0.000 which is less than 0.05 and an Rsquare value of

0.712 which is more than 0.468, which means that the X2.2 variable is valid. X2.3 has a probability value of 0.000 which is less than 0.05 and an Rsquare value of 0.774 which is more than 0.468, which means that X2.3 is valid. The X2.4 variable has a probability value of 0.000 which is less than 0.05 and an Rsquare value of 0.847 which is more than 0.468, which means that the X2.4 variable is valid. All indicators in the X2 variable are valid to be used as research or the questions that are used to measure the variables studied.

Table 3. Validity Test X3 (Product Quality)

Indikator	Sig.	Rsquare	Status
X3.1	,000	,830	Valid
X3.2	,000	,712	Valid
X3.3	,000	,732	Valid
X3.4	,000	,558	Valid

Source: Processed Primary Data 2021

Table 3 shows in the X3 variable regarding product quality, there are 4 indicators including X3.1, X3.2, X3.3 and X3.4. The X3.1 indicator has a probability value of 0.000 which is less than 0.05 and an Rsquare value of 0.830 which is more than 0.468, which means that the X3.1 variable is valid. The X3.2 indicator has a probability value of 0.000 which is less than 0.05 and an Rsquare value of 0.712 which is more than 0.468, which means that the X3.2 variable is valid. The X3.3 indicator has a probability value of 0.000 which is less than 0.05 and an Rsquare value of 0.732 which is more than 0.468, which means that the X3.3 variable is valid. The X3.4 indicator has a probability value of 0.000 which is less than 0.05 and an Rsquare value of 0.558 which is more than 0.468, which means that the X3.4 variable is valid. All indicators in the X3 variable are valid to be used as research or the questions that are used to measure the variables studied.

Table 4. Validity Test Y1 (Consumer Satisfaction)

Indicator	Sig.	Rsquare	Status
Y1.1	,000	,733	Valid
Y1.2	,000	,778	Valid
Y1.3	,000	,707	Valid
Y1.4	,000	,856	Valid

Source: Processed Primary Data 2021

Table 4 shows that the Y1 indicator of customer satisfaction has 4 indicators, namely Y1.1, Y1.2, Y1.3 and Y1.4. The results from Table 4 show that the Y1.1 indicator has a probability of 0.000 which is less than 0.05 and an Rsquare of 0.733 which is more than 0.468, which means that the Y1.1 variable is valid. Y1.2 has a probability value of 0.000 which is less than 0.05 and Rsquare 0.778 which is more than 0.468, which means that the Y1.2 variable is valid. The Y1.3 indicator has a probability value of 0.000 which is less than 0.05 and Rsquare 0.707 which is more than 0.468, which means that the Y1.3 variable is valid. The Y1.4 indicator has a probability value of 0.000 which is less than 0.05 and an Rsquare value of 0.856 which is more than 0.468, which means that the Y1.4 variable is valid. All indicators in the Y1 variable are valid to be used as research or the questions that are used to measure the variables studied.

Reliability is a measuring tool to find out if there are similarities in data at different times. Measurements that do not have reliability cannot be used to determine whether or not there is a correlation between variables. Reliability test is used to test whether the variable is feasible to use. The reliability test uses the Cronbach's Alpha formula to calculate the reliability of a test that does not have a 'true or 'false' or 'yes' or 'no' choice. The requirement of the reliability test is that if Cronbach's alpha is more than 0.6, then the variable is reliable. If the value of Cronbach's alpha is less than 0.6, then the variable is unreliable.

Table 5. Realiability Test

Variable	Cronbach's Alpha	Status
X1 (Perception of Price)	,697	Reliable
X2 (Service Quality)	,812	Reliable
X3 (Product Quality)	,779	Reliable
Y (Consumer Satisfaction)	,803	Reliable

Source: Processed Primary Data 2021

Table 5 shows that the X1 variable has a Cronbach's alpha value of 0.697 which is greater than 0.6, which means that the X1 variable is reliable. Variable X2 has Cronbach's alpha value of 0.812, which is greater than 0.6, it means that the X2 variable is reliable. The X3 variable has a Cronbach's alpha value of 0.779 which is greater than 0.6, which means that the X3 variable is reliable. Variable Y has a value of 0.803 which is greater than 0.6, which means that Y variable is reliable. All variables, namely variables X1, X2, X3 and Y in the questionnaire can be used and are feasible to support research.

RESULTS AND DISCUSSION

The respondents of this study were Aqiqah Nurul Hayat consumers who were taken randomly and it was obtained as many as 73 people or respondents. Characteristics of respondents in this study include, among others, gender, income, education and occupation. The data are summarized and presented in Table 6.

Table 6. The Characteristics of Respondents

	Characteristics	Number of respondents (persons)	Percentage (%)
Gender	Male	23	31,5%
	Female	50	68,5%
	Total	**73**	**100%**
Income	<Rp 1.000.000	7	6,9%
	Rp 1.000.000 – Rp 2.999.999	22	30,1%
	Rp 3.000.000 – Rp 5.999.999	26	35,6%
	Rp 6.000.000 – Rp 8.999.999	11	15,1%
	≥ Rp 9.000,000	7	9,5%
	Total	**73**	**100%**
Education	Elementary School	1	1,4%
	High School	16	21,9%
	D1	3	4,1%
	D3	2	2,8%
	S1/Undergraduate	42	57,5%
	S2/Master Degree	6	8,2%
	Total	**73**	**100%**
Occupation	Private Employee	24	32,9%
	Civil Servant	15	20,6%
	Entrepreneur	14	19,2%
	Housewife	13	17,8%
	Teacher or Lecturer	6	8,2%
	Honorary Employee	1	1,4%
	Total	**73**	**100%**

Source : Processed Primary Data Year 202

Based on Table 6, it can be seen that the number of male respondents was 23 people or 31.5% of the total respondents. Female respondents were 50 people or 68.5% of the total respondents. Characteristics of respondents based on gender are dominated by women as many as 50 people or 68.5%. The results of this study are in line with Ulfa's research (2016) which shows that most Aqiqah consumers are female with a percentage of 61% of the total respondents.

Based on the income characteristics of the respondents in Table 6, it can be seen that the respondents who earn less than Rp. 1,000,000 are 7 people or 6.9% of the total respondents. Respondents who earn Rp. 1,000,000 to Rp. 2,999,999 are as many as 22 people or 30.1% of the total respondents. Respondents who have an income of Rp. 3,000,000 to Rp. 5,999,999 are as many as 26 people or making up 35.6% of the total respondents. Respondents who earn between Rp. 6,000,000 to Rp. 8,999,999 are 11 people or 15.1% of the total respondents. Respondents who earn more than or the same as Rp 9,000,000 ae as many as 7 people or 9.5%. Characteristics of respondents based on income are dominated by those who have an income of Rp. 3,000,000 to Rp. 5,999,999, with 26 people or 35.6% of the total respondents. In contrast to L. Putri's research (2017), whose study shows that most aqiqah consumers have an income of Rp. 1,000,000 to Rp. 3,500,000.

Table 6 shows that respondents who have an elementary education background are 1 person or 1.4% of the total respondents. Respondents who have a high school education background are 16 people or

21.9% of the total respondents. Respondents who graduated from D1 are as many as 3 people or 4.1% of the total respondents. Respondents with undergraduate education are 42 people or 57.5% of the total respondents. Respondents who have a master's education background are 6 people or 8.2% of the total respondents. The characteristic of respondents based on educational background is dominated by S1 level as many as 42 people or 57.5%. The result of this study is not in line with Putri's (2017) where the characteristic of respondents based on educational background is mostly high school education.

Based on Table 6, it can be seen that there are 24 respondents working as private employees or 32.9% of the total respondents. Respondents working as civil servants are 15 people or 17.8% of the total respondents. Respondents who work as entrepreneur are as many as 14 people or 19.2% of the total respondents. Respondents who work as housewives are as many as 13 people or 17.8% of the total number of respondents. Respondents working as a teacher or lecturer are as many as 6 people or 8.2% of the total respondents. Respondents who are honorary employees include 1 person or 1.4% of the total respondents. The characteristic of respondents based on occupation is dominated by private employees with as many as 24 people or 32.9%. This is in line with L. Putri's research (2017) which found that most of the respondents worked as private employees.

The results of the responses from the respondents were then entered into the analysis tool to be processed using the Spearman correlation method. The results of data processing or data processing output are presented in Table 7.

Table 7. Correlation Spearman

		Perception of Price	Service Quality	Product Quality	Consumer Satisfaction
Perception of Price	Correlation Coefficient	1,000	0,589	0,569	0,696
	Sig. (2-tailed)	.	0,000	0,000	0,000
	N	73	73	73	73
Service Quality	Correlation Coefficient	0,589	1,000	0,648	0,791
	Sig. (2-tailed)	0,000	.	0,000	0,000
	N	73	73	73	73
Product Quality	Correlation Coefficient	0,569	0,648	1,000	0,739
	Sig. (2-tailed)	0,000	0,000	.	0,000
	N	73	73	73	73
Consumer Satisfaction	Correlation Coefficient	0,686	0,791	0,739	1,000
	Sig. (2-tailed)	0,000	0,000	0,000	.
	N	73	73	73	73

Source: Processed Primary Data 2021

Based on the results of the correlation above, wecan see the correlation between price perception and consumer satisfaction, the correlation between quality and customer satisfaction and the correlation between product quality and customer satisfaction. Table 7 shows that there is a positive correlation between price perception and customer satisfaction, service quality and customer satisfaction and product quality and customer satisfaction. The correlation between price perception and consumer satisfaction has a value of 0.000, which means that price perception has a significant correlation with consumer satisfaction. The correlation between service quality and customer satisfaction has a value of 0.000 which means that service quality has a significant correlation with customer satisfaction. The correlation between product quality and customer satisfaction has a value of 0.000, which means that product quality has a significant correlation with consumer satisfaction. According to research by L. Putri (2017), it was found that the variables of product quality, price perception and service quality had a positive and partially significant effect on customer satisfaction.

The results of this study are not in line with Mukti's research (2017) which found that there was a significant correlation in service quality to customer satisfaction while there is an insignificant correlation between product quality and customer satisfaction. Exploring the specific direct effects of each of the four dimensions considered on service quality, we recognize that, in the current post-crisis context, the three more

intangible variables (personnel, outcomes and social quality) are central dimensions in emotion determination. positive results generated by clients during services in offices (Arguello et al., 2019). Widjaja & Nugraha (2016) stated that there are other factors that influence consumer satisfaction, namely features, emotions, success, perceptions and expressions.

Customers have their own satisfaction experience. Some customers feel that the service at Aqiqah Nurul Hayat is very good, such as good and informative employees, fast responses and punctual delivery times. Customers are also satisfied because the ordering and payment process is very easy and fast. Customers can do some down payment for ordering. Aqiqah Nurul Hayat Malang branch also facilitates customers if they want to be helped in distributing their aqiqah and consumers who use that facility are feel very much hepled and satisfied. Free delivery facility is also one of the things that make consumers satisfied. In buying a product or service, consumers have sacrificed their money, time and energy to compare the products and finally decide to buy. If the the products or services obtained exceed consumer expectations, then in general consumers will feel satisfied (Mastarida et al., 2020).

Consumer satisfaction has a significant effect on repurchase intention. This is because the indicators of the satisfaction variable have a huge influence, namely on the product attribute indicators. After the consumer makes another purchase, the consumer will make a repeat purchase by buying a different product (Bahar & Sjahruddin, 2017). The results of Asti & Ayuningtyas' research (2020) state that there is an influence of service quality and price on consumer satisfaction, but product quality does not affect consumer satisfaction. Another study by Aulia & Hidayat (2017) shows that the variables of product quality, service quality and price have a positive influence on consumer satisfaction.

a. The Correlation between The Perception of Price and Consumer Satisfaction

According to the correlation calculations in Table 7, it can be concluded that price perception has a strong correlation with customer satisfaction at Aqiqah Nurul Hayat Malang branch. The correlation value between price perception and consumer satisfaction is 0.686, which means that the correlation between the two variables is strong. According to Susila et al. (2017), price is very important because the value of a product is measured through the price set by the producer so that the price becomes a consideration for consumers to make a purchase. These considerations are the first step before the exchange occurs, basically satisfaction is generated after the exchange is done so that when consuming the product that has been obtained, the consumer then compares it with the level of value that has been exchanged. If it has good results, consumers will feel satisfied, and vice versa. Therefore, the price is the most important factor to create a sense of satisfaction felt by consumers and the price has a sufficiently strong correlation with it. Research from Fauzia et al. (2020) shows that price has a significant effect on consumer satisfaction. A different study shows that price is in the first rank of the factors that influence consumer satisfaction (Boushaba & Elatife, 2020).

This can be seen from customer reviews obtained in this study. Most consumers felt that the prices at Aqiqah Nurul Hayat Malang Branch were affordable. Consumers felt that the price paid was commensurate with the products and facilities they get. In fact, many consumers felt that the products and services they received exceeded their expectations. One consumer also felt that with the many choices of aqiqah packages, consumers could freely choose aqiqah packages that suit the budget and consumer needs. According to Cahyani & Sitohang (2016), pricing for an item or service can have a major influence on a business, because price is a determinant of consumers making decisions and price can affect the competitive position of the business. More broadly, price is the sum of all the values that customers give up in order to benefit from having or using a product or service. Thus, the price is a sacrifice that must be made in the form of money, labor or other things so that someone gets an item or service (C. A. Putri & Trisnowati, 2021). The result of research by Ridho (2021) shows that the price variable has positive results (unidirectional) and has a significant effect on consumer satisfaction, which means that the price given by the company is in accordance with the benefits obtained by consumers, so that consumers will feel satisfied.

b. The Correlation between the Service Quality and Consumer Satisfaction

According to the results of the correlation calculations in Table 7, it can be concluded that the quality of service has a strong correlation with customer satisfaction at Aqiqah Nurul Hayat Malang branch. The correlation value between service quality variable and customer satisfaction is 0.791, which means that the correlation between the two is strong. Research conducted by Santoso (2019) states that the service quality variable has an influence on the consumer satisfaction variable. Another study by Sari (2019) found consistent

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results, in which the service quality variable has an influence on consumer satisfaction. Research by Khasan et al. (2021), found out that there was a significant effect between Product Quality variables on Consumer Satisfaction.

The customers gave reviews about the services of Aqiqah Nurul Hayat Malang branch, most of the customers stated that the employees of Aqiqah Nurul Hayat Malang branch were responsive and agile. Customers also felt that the employees of Aqiqah Nurul Hayat Malang branch were very informative and communicative so that consumers were not confused and got clear and complete information when buying aqiqah packages at Aqiqah Nurul Hayat Malang branch. Employees were very responsive to provide evidence such as distribution of aqiqah, goat slaughter time, and others. The level of customer satisfaction on the quality of service is very high. Customers are increasingly aware of the importance of service quality, in addition to product quality (Andreani, 2010). This can be seen from the research of Bagus (2016), which states that service quality has a significant influence on customer satisfaction. Research by - suggests that the service quality variable has a positive effect on customer satisfaction. Research by Hayani (2021), mentions that there is a significant effect of service quality on customer satisfaction. This shows the ability of employees to provide fast service to consumers, clearly proving the quality of service provided by the company will further increase customer satisfaction.

c. The Correlation between Product Quality and Consumer Satisfaction

According to the results of the correlation calculations in Table 7, it can be concluded that product quality has a strong correlation with customer satisfaction at Aqiqah Nurul Hayat Malang branch. The correlation value between product quality and consumer satisfaction is 0.739, which means that the two variables have a strong relationship. Wijaya's research (2017), shows that product quality has a positive influence on consumer satisfaction, meaning that the better the quality of the product provided, the more customer satisfaction will increase. Research by Jeffry F.T. et al. (2014), states that product quality partially has a positive effect on consumer satisfaction. Another study by Ovita et al. (2019), shows that the product has a direct effect on consumer satisfaction, meaning that increasing product quality will increase consumer satisfaction. These studies provide evidence that the consumer's experience in buying a product will result in a consumer's assessment of the product.

Customers felt that the food product from Aqiqah Nurul Hayat Malang branch was delicious and did not smell. This is because Aqiqah Nurul Hayat Malang branch has its own standards and recipes for processing the goat meat. The existence of standards and recipes also keeps the quality and taste of Nurul Hayat's food product maintained and consistent as perceived by consumers. Consumers also felt that the packaging of Aqiqah Nurul Hayat Malang branch was hygienic, neat and had an elegant design. The product quality variable is the ability of a product to meet the consumers' needs while providing satisfaction (Suyono et al., 2019). Supranto (1997) states that the level of customer satisfaction is highly dependent on the quality of a product, which are goods or services. The quality of organic vegetables that is in accordance with consumer expectations will make consumers satisfied (Rasmikayati et al., 2020). The influence of product quality on consumer satisfaction is known because the company has a sense of responsibility to improve their product quality (Fadhli & Pratiwi, 2021). According to research by Ibrahim & Thawil (2019), it states that there is a significant correlation between product quality and consumer satisfaction.

CONCLUSION

Aqiqah Nurul Hayat is a fairly large aqiqah service provider business with 30 branches spread throughout Indonesia. This study collected 73 respondents who came from consumers of Nurul Hayat Malang branch. The characteristics of the respondents were dominated by female, had an income of Rp. 3,000,000 to Rp. 5,999,999, graduated from undergraduate program and worked as private employees. Consumer satisfaction of Aqiqah Nurul Hayat Malang branch is correlated to price perception, service quality and product quality. This can be seen from the results of questionnaire data processing through analytical tools using the Spearman correlation method. The results of data processing show that there is a strong correlation between price perception and consumer satisfaction with a correlation value of 0.686, a strong correlation between service quality and customer satisfaction with a value of 0.791, and product quality variables with customer satisfaction have a strong correlation with a correlation value of 0.739.

Suggestions in this study are given to Aqiqah Nurul Hayat Malang branch to continue to maintain and even increase customer satisfaction. This can be realized by maintaining service and product quality by adding internal (employees) and external (consumer) evaluations. Evaluation can also be a way to find innovations in solving existing problems. Improving the quality of both services and products can also be done by conducting research and reviews of good services and products. Price is one of the things that most customers consider when making a purchase, therefore Aqiqah Nurul Hayat Malang branch needs to keep their prices stable so that consumers will make repeat purchases.

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