

Influence of Price Increases, Product Availability, and Service Quality on Consumer Satisfaction (A Case Study at LPG 3 Kg Distribution Point Yulianto, agent of PT Mita Ereska, Semarang Regency)

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ABSTRACT

Liquefied Petroleum Gas (LPG) 3 kg is a basic necessity for low- to middle-income households in Indonesia. Factors such as price increases, limited product availability, and service quality can influence consumer satisfaction with this subsidized product. This study examines the effect of price increases, product availability, and service quality on consumer satisfaction at LPG 3 kg distribution point Yulianto, an agent of PT Mita Ereska in Semarang Regency. A quantitative approach with multiple linear regression was employed, and data were collected from 89 respondents using questionnaires. Results indicate that price increases negatively affect consumer satisfaction, while product availability and service quality have a positive effect. The regression model shows that all three variables significantly influence consumer satisfaction both individually and simultaneously. The Adjusted R^2 value of 0.513 suggests that 51.3% of the variation in consumer satisfaction is explained by these variables, with the remaining 48.7% influenced by other factors. The findings highlight the importance of improving service quality and managing product availability to maintain consumer satisfaction despite rising prices.

Keywords: *price increase; product availability; service quality; consumer satisfaction*

Pengaruh Kenaikan Harga, Ketersediaan Produk, dan Kualitas Pelayanan terhadap Kepuasan Konsumen (Studi Kasus di Titik Distribusi LPG 3 Kg Yulianto, Agen PT Mita Ereska, Kabupaten Semarang)

Abstrak

Liquefied Petroleum Gas (LPG) 3 kg merupakan kebutuhan dasar bagi rumah tangga berpenghasilan rendah hingga menengah di Indonesia. Faktor-faktor seperti kenaikan harga, keterbatasan ketersediaan produk, dan kualitas layanan dapat memengaruhi kepuasan konsumen terhadap produk bersubsidi ini. Penelitian ini mengkaji pengaruh kenaikan harga, ketersediaan produk, dan kualitas layanan terhadap kepuasan konsumen di titik distribusi LPG 3 kg Yulianto, agen PT Mita Ereska di Kabupaten Semarang. Pendekatan kuantitatif dengan regresi linier berganda digunakan, dan data dikumpulkan dari 89 responden menggunakan kuesioner. Hasil penelitian menunjukkan bahwa kenaikan harga berpengaruh negatif terhadap kepuasan konsumen, sedangkan ketersediaan produk dan kualitas layanan berpengaruh positif. Model regresi menunjukkan bahwa ketiga variabel secara signifikan memengaruhi kepuasan konsumen baik secara individual maupun simultan. Nilai Adjusted R^2 sebesar 0,513 menunjukkan bahwa 51,3% variasi kepuasan konsumen dijelaskan oleh variabel-variabel ini, sedangkan 48,7% sisanya dipengaruhi oleh faktor-faktor lain. Temuan ini menyoroti pentingnya meningkatkan kualitas layanan dan mengelola ketersediaan produk untuk mempertahankan kepuasan konsumen meskipun terjadi kenaikan harga.

Kata kunci: kenaikan harga; ketersediaan produk; kualitas layanan; kepuasan konsumen

INTRODUCTION

Liquefied Petroleum Gas (LPG) 3 kg, commonly known as “gas melon,” is an essential commodity for low- to middle-income households in Indonesia. This product supports daily household needs, making consumer satisfaction a priority for basic goods industries, including subsidized 3 kg LPG distribution (Indrasari, 2019). Pangkalan Yulianto, one of the depots under the agent PT Mita Ereska, acts as an intermediary between the agent and consumers, responsible for ensuring smooth distribution, appropriate pricing, and adequate service. However, in practice, various challenges can affect consumer satisfaction.

Previous studies have highlighted that price, product availability, and service quality influence consumer satisfaction. For instance, the Governor of Central Java’s Decree No. 540/20 of 2024 reported an increase in the LPG 3 kg price from IDR 15,500 to IDR 18,000 in September 2024, which could affect consumer purchasing decisions (Yusuf, 2012). Kotler (as cited in Bunyamin, 2020) stated that product availability is a key factor in consumer purchase intention. Meanwhile, good service quality can enhance satisfaction by meeting consumer needs and expectations (Indrasari, 2019; Syarifudin et al., 2022).

Although various studies have examined the influence of these factors on consumer satisfaction, many have focused on partial analyses or different industry contexts, thus providing limited insight into the operational distribution of subsidized 3 kg LPG in the field. This study aims to fill that gap by analyzing the simultaneous effect of price increases, product availability, and service quality on consumer satisfaction at Pangkalan LPG 3 kg Yulianto, agent PT Mita Ereska, Semarang Regency.

Amalia, Rustono, & Indrasari (2022) conducted a study at the Semarang Main Post Office, which showed that service quality, customer perceived value, and brand image

positively influenced consumer satisfaction. These results align with the study at Pangkalan LPG 3 kg Yulianto, where service quality also has a significant effect, along with price increases and product availability, which are relevant in the LPG context. These previous findings support the theoretical foundation and research methodology of the current study.

This study aims to examine the influence of price increases, product availability, and service quality on consumer satisfaction at Pangkalan LPG 3 kg Yulianto.

Literature Review

Marketing management is a comprehensive and integrated process that includes analysis, planning, implementation, monitoring, and control of marketing activities to achieve targets effectively and efficiently (Indrasari, 2019; Syarifuddin et al., 2022). The objectives of marketing management include creating demand, customer satisfaction, increasing market share, profit, product image, and consumer loyalty (Indrasari, 2019). One of the main tools in marketing management is the marketing mix, which comprises elements such as product, price, branding, distribution channels, personal selling, advertising, promotion, packaging, display, service, and physical handling (Borden in Syarifuddin et al., 2022). Each element plays a role in building consumer value and experience, thereby influencing overall satisfaction.

Consumer satisfaction refers to the level of feeling that arises when consumers compare expectations with the actual experience received (Umar in Indrasari, 2019; Chandra, 2020; Rifa’i, 2023). The main factors influencing consumer satisfaction include product quality, price, service quality, emotional factors, and accessibility (Alexandra & Siregar in Chandra, 2020). Indicators of consumer satisfaction include the feeling of satisfaction, purchase loyalty, recommendation to others, and fulfillment of

expectations after purchase (Tjiptono in Angliawati et al., 2023).

In the context of price, consumers assess not only the nominal amount but also the value received from the product or service (Fakhrudin, 2022). Pricing is influenced by marketing objectives, marketing mix strategies, costs, organizational structure, and aims to generate profit, maintain market share, and reduce competition (Swastha in Indrasari, 2019). Price indicators include affordability, alignment with product quality, and perceived benefits by consumers (Kotler in Indrasari, 2019).

Product availability plays an important role in meeting consumer needs and ensuring smooth company operations (Jacobs & Chase in Mita et al., 2024; Tjiptono in Rizki Wulanta Batubara, 2024; Handoko in Mita et al., 2024). Availability indicators include consistent stock, ease of obtaining products, and adequate distribution (Utama in Fitriani et al., 2024).

Service quality refers to the level of excellence perceived by customers based on the comparison between expectations and reality (Indrasari, 2019; Hermanto et al., 2019; Kumalaningrum et al., 2016). Determinants of service quality include interaction quality, service speed, technology utilization, employee training, and customer feedback management (Ariyanto et al., 2024). Service strategies include customer focus, service efficiency, respect for customer dignity, harmonious relationships, expressing customer needs, and delegation to more competent parties (Daryanto & Ismanto in Chandra, 2020). Service quality indicators include reliability, responsiveness, and accuracy in fulfilling consumer needs

(Parasuraman, Zeithaml, & Berry in Indrasari, 2019).

RESEARCH METHOD

This study employs a quantitative approach to analyze the influence of price increases, product availability, and service quality on consumer satisfaction at Pangkalan LPG 3 kg Yulianto. The population includes all customers of the distribution point from January to April 2025 (Tersiana, 2018), while the sample was selected using purposive and accidental sampling based on the criterion of having purchased at least once during this period (Hardani, 2020; Siyoto & Sodik, 2015).

Data were collected through questionnaires assessing the indicators of the research variables, as well as a literature review from books, journals, and previous studies as the theoretical foundation (Syahrurum & Salim, 2012; Ainayah & Yusuf, 2020). The independent variables consist of price increases, product availability, and service quality, while the dependent variable is consumer satisfaction. Data analysis was conducted using multiple linear regression, with t-tests and F-tests applied to evaluate partial and simultaneous effects.

FINDINGS AND DISCUSSION

Based on the collection of primary data from questionnaires completed by 89 respondents, the study provides an overview of the respondents' characteristics or profiles, covering aspects such as gender, age range, education level, and average monthly purchase quantity. Data on gender distribution can be seen at Table 1.

Table 1. Data Jenis Kelamin

No	Jenis Kelamin	Jumlah (Orang)	Persentase (%)
1	Laki-laki	23	25.8
2	Perempuan	66	74.2
Total		89	100

Sumber: Data penelitiN 2025

The analysis aims to provide a descriptive illustration of the responses in the study, using an index technique that shows respondents' perceptions of the statements presented. A total of 89 respondents provided answers to these statements, with scores ranging from 1 to 5.

A reliability test was conducted to

measure the consistency of the instrument, that is, to determine the extent to which the questionnaire produces similar responses when administered again to the same subjects at different times. A variable is considered reliable when Cronbach's Alpha > 0.6 (Suharsimi Arikunto in Siti Robiatul Adawiyah, 2019: 38).

Table 2. Hasil Olah Data Reliabilitas

Variabel	Cronbach's Alpha	Keterangan
Kenaikan Harga	0.613	Reliabel
Ketersediaan Produk	0.681	Reliabel
Kualitas Layanan	0.674	Reliabel
Kepuasan Konsumen	0.850	Reliabel

Sumber: Data penelitiN 2025

The table shows that the Cronbach's Alpha values for all variables exceed 0.6, indicating that each statement item consistently captures the data, and repeated administration would likely yield similar responses. Linearity tests revealed that all variables have $\text{sig} < 0.05$, confirming linearity. Classical assumption tests showed no signs of heteroskedasticity, and the autocorrelation test resulted in $1.7243 < 1.874 < 2.2757$, indicating no autocorrelation. The coefficient of determination (R^2) of 0.51 suggests that 51% of the variation in consumer satisfaction is explained by price increase, product availability, and service quality, while the remaining 49% is influenced by external factors.

The F-test confirmed that the three independent variables simultaneously have a significant effect on consumer satisfaction. Based on the t-test, all three variables show sig

< 0.05 , indicating significant individual effects. Specifically, price increase (X_1) has a negative significant effect on consumer satisfaction ($B = -1.375$, $\text{Beta} = -0.384$, $p = 0.000$), while product availability (X_2) and service quality (X_3) have positive significant effects ($B = 1.834$, $\text{Beta} = 0.560$; $B = 1.308$, $\text{Beta} = 0.412$; $p = 0.000$). The resulting regression equation is:

$$Y = 4.361 - 1.375X_1 + 1.834X_2 + 1.308X_3$$

These results confirm that increasing product availability and service quality can enhance consumer satisfaction, while price increases reduce it. Previous research by Khairunisa, Prasetya, & Rini (2015) on PT. Primatexco Indonesia found that product and price significantly affect export sales, aligning with this study, where price, product availability, and service quality influence

consumer satisfaction, emphasizing the importance of product and price factors in consumer behavior.

CONCLUSIONS

This study shows that price increases have a significant negative effect on consumer satisfaction at LPG 3 kg Yulianto distribution points, while product availability and service quality have a significant positive effect. The three independent variables simultaneously also have a significant influence on consumer satisfaction, accounting for 51% of the variation, while the remaining 49% is affected by external factors. Therefore, improving product availability and service quality can enhance consumer satisfaction, whereas price increases need to be managed to avoid reducing satisfaction.

Limitation & Further Research

This study is limited to the variables of price increases, product availability, and service quality in influencing consumer satisfaction at LPG 3 kg Yulianto distribution points, so other factors such as product quality, convenience, and efficiency were not included. In addition, this study only used a specific sample of consumers during the period of January–April 2025, so the generalizability of the findings is still limited. Future research is recommended to expand the variables and observation period to obtain a more comprehensive picture and to further explore the influence of each variable on consumer satisfaction.

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