

The Influence of Product Innovation, Product Quality, Promotion, and Price on Customer Satisfaction in Tempe Crisps Small And Medium Enterprises in Kampung Tempe Sanan, Malang City

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| INDEXING | ABSTRACT |
|---|--|
| Keywords: Keyword 1; Product Innovation Keyword 2; Product Quality Keyword 3; Promotion Keyword 4; Price Keyword 5; Customer Satisfaction | This research aims to analyze the effects of product innovation, product quality, promotion, and price on customer satisfaction of tempe chips MSMEs in Kampung Tempe Sanan, Malang City. The study employed a quantitative approach using a survey method on 96 respondents selected through purposive and incidental sampling techniques. The instrument used was a closed questionnaire with a Likert scale. Data analysis was conducted through validity tests, reliability tests, and multiple linear regression using SPSS. The results show that simultaneously, all independent variables significantly affect customer satisfaction. Partially, product quality and price have a dominant influence. In conclusion, improving product quality and implementing appropriate pricing strategies are important factors in enhancing customer satisfaction and loyalty among tempe chips MSMEs. |

Article History

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INTRODUCTION

Micro, Small, and Medium Enterprises (UMKM) are the main pillar of Indonesia's economy, contributing significantly to the GDP and absorbing more than 97% of the workforce in the formal sector (Kemenkeu RI, 2024). This sector plays a role in local community development and empowerment by creating opportunities to improve skills and welfare. UMKM also helps diversify the economy and create added value for the community, thereby reducing dependence on large sectors (Gunaw et al., 2021). In East Java, there are more than 977 thousand UMKM units, while in Malang City, the number increased from 6,983 in 2021 to 29,058 in 2023 (BPS, 2024), indicating great potential for job creation. The Tempe Sanan Village in Malang City has become one of the leading UMKM centers, particularly in the production of tempe chips, which are widely known as a typical souvenir.

Most of the residents of Kampung Sanan are involved in tempe processing ventures, including producing chips with various interesting flavor innovations, such as savory original, grilled chicken, to spicy sambal (Putra, 2022). This innovation drives the increase in product attractiveness, but business actors must continue to adapt to trends and competition in the snack market. Product innovation, such as the development of flavor variants, packaging design, and production technology, is crucial to maintaining consumer loyalty and sustaining existence in the market (Anjarsari et al., 2024; Mansur, 2024). MSMEs are required to continuously adapt and meet the evolving expectations of consumers.

In addition to innovation, product quality is key in building consumer satisfaction and loyalty. Quality includes taste, crunchiness, and careful selection of raw materials (Yusra & Rizki, 2021; Sayedi et al., 2023). Business actors in Sanan need to ensure quality at every stage of production to create a positive perception and increase repeat purchases. Promotion is also an important aspect in expanding market reach, whether through social media, e-commerce platforms, or collaborations with influencers and food exhibitions (Parengkuan et al., 2023; Sifwah et al., 2024). Effective promotion will help build brand awareness and attract new consumers.

Price also plays a significant role in purchasing decisions. Prices that are too high or too low can affect the perceived value of MSME products (Pratiwi et al., 2021; Daryoko & Haliawan, 2020). Therefore, it is necessary to have an appropriate pricing strategy that considers quality, production costs, and consumer behavior (Wibowo et al., 2022). Various studies show that product innovation, quality, promotion, and price significantly influence consumer satisfaction and purchasing decisions (Putri et al., 2024; Azaria, 2024). This research aims to analyze the effects of these four variables on consumer satisfaction with tempe chips in Kampung Sanan, as well as to provide business strategy recommendations for MSMEs to maintain their position in the market and support local economic growth.

LITERATURE REVIEW

Product Innovation

Product innovation is an important element in maintaining the competitiveness of MSMEs amidst tight market competition. A product is anything that is offered to meet consumers' needs, and its success is determined by its alignment with market preferences (Kotler & Armstrong, 2018). Innovation encompasses the development of new ideas or products that provide added value and are capable of attracting consumer purchase interest (Anjarsari et al., 2024). The goal is to enhance attractiveness, maintain customer loyalty, and respond to changes in tastes and technology. Types of innovation according to Kotler and Bes include innovation based on modulation, size, packaging, design, complementary materials, and effort reduction. The main indicators of product innovation include quality, variety, as well as style and design, all of which play a role in creating value and positive experiences for consumers (Kotler & Armstrong, 2018; Yusra & Rizki, 2021).

Product Quality

Product quality is the ability of a product to perform its functions, including aspects of durability, reliability, precision, and the perceived value experienced by consumers. High-quality products not only meet customer expectations but also create loyalty and enhance competitive advantage. According to Kotler and Armstrong (2012), product quality can be determined through indicators such as performance, features, durability, reliability, and design. Additionally, dimensions such as aesthetics and perceived quality also play a role in shaping the consumer experience with the product. Companies that can consistently manage and improve product quality will find it easier to win the hearts of consumers and maintain their position in a competitive market.

Promotion

Promotional indicators consist of several main forms that complement each other in influencing consumer decisions, namely advertising, personal selling, public relations, and sales promotion. Advertising involves delivering messages in a non-personal way through various media to stimulate consumer buying interest. Personal

selling is done through direct interaction between salespeople and potential buyers to build a more personal and persuasive relationship. Public relations functions to shape a positive image of the company through strategically designed communication, while sales promotion focuses on short-term offers such as discounts, coupons, or bonuses to encourage immediate purchases. These four indicators are an integral part of an effective promotional mix and can be tailored to the characteristics of the target market (Kotler & Armstrong, 2021).

Price

Price is an important element in the marketing process as it reflects the value of a product or service that must be paid by consumers (Shinta in Pertiwi, 2016). According to Kotler and Armstrong (2016), price is the amount of money paid to obtain a product and serves as the meeting point between the value of the product and the consumer's ability. Pricing is influenced by various factors such as market demand, target consumers, marketing mix strategies, competitor reactions, production costs, and government regulations. In addition, there are several price indicators that affect consumer purchasing decisions, such as affordability, price suitability with quality, price competitiveness in the market, and the benefits gained by consumers in relation to the price paid (Kotler & Armstrong, 2019). Thus, price is not only a transaction tool but also a means to shape consumer perception and competitive strategies in the market.

Customer Satisfaction

Customer satisfaction is an emotional response that occurs after customers evaluate their experiences using a product or service, especially when the results meet or exceed expectations (Kotler & Armstrong, 2018). Factors such as product quality, service, price, emotions, and additional costs greatly influence the level of customer satisfaction (Indrasari, 2019). High satisfaction contributes to the formation of customer loyalty, which is a positive attitude and commitment to continue using and recommending a product or service, even amidst competition (Firatmadi et al., 2020). This loyalty provides significant benefits to companies, such as repeat purchases and word-of-mouth promotion. Indicators of customer satisfaction include the alignment of expectations, interest in returning to use the service, and willingness to give recommendations, all of which reflect the extent to which a product or service meets customer expectations (Indrasari, 2019).

RESEARCH METHOD

This research uses a quantitative approach with a survey method by distributing questionnaires to 96 respondents selected using purposive and incidental sampling techniques. The research location is in Kampung Wisata Sanan, Malang City, focusing on consumers of MSME tempe chips. The variables studied include product innovation, product quality, promotion, price, and customer satisfaction. The data collection instrument is a questionnaire using a Likert scale, which has been tested for validity and reliability, with all items declared valid and reliable. Before conducting regression analysis, classical assumption tests were performed to ensure the model's suitability. The results of the tests indicate that the data is normally distributed, with no signs of multicollinearity or heteroscedasticity, thus meeting the requirements for conducting multiple linear regression analysis. Next, data analysis was performed using SPSS 25, including descriptive analysis, multiple linear regression, t-tests, F test and coefficient of determination.

RESULT AND DISCUSSION

Characteristics of Respondents

Table 1. Description of Respondents' Gender

| Characteristics | Category | Number (people) | Percentage (%) |
|--------------------|----------------------------------|-----------------|----------------|
| Gender | Gents | 33 | 34,4 |
| | Ladies | 63 | 65,6 |
| Age | Young Adults (17–25 years old) | 47 | 49 |
| | Late Adulthood (36–45 years old) | 22 | 22,9 |
| | Early Elderly (46–55 years old) | 27 | 28,1 |
| Education | Elementary School | 16 | 16,7 |
| | Junior High School | 15 | 15,6 |
| | Senior High School | 14 | 14,6 |
| | Bachelor | 51 | 53,1 |
| Occupation | Student | 26 | 27,1 |
| | Teacher | 18 | 18,8 |
| | Private Worker | 24 | 25 |
| | Entrepreneur | 28 | 29,2 |
| Purchase Frequency | Often (>5 times/month) | 38 | 39,6 |
| | Sometimes (1–5 times/month) | 32 | 33,3 |
| | Rarely (<1 time/month) | 26 | 27,1 |
| Monthly Income | < Rp2.000.000 | 36 | 37,5 |
| | Rp2.000.000–Rp4.000.000 | 33 | 34,4 |
| | > Rp4.000.000 | 27 | 28,1 |
| Residence | City | 50 | 52,1 |
| | Village | 46 | 47,9 |

The table above illustrates the general characteristics of 96 respondents who are consumers of tempe chips at the UMKM Kampung Tempe Sanan, Malang City. The majority of respondents are female (65.6%) and are in the late teen age group (17–25 years) at 49%. In terms of education, most respondents have a bachelor's degree as their highest education (53.1%), and they come from various job backgrounds, predominantly from the self-employed category (29.2%). The frequency of purchasing tempe chips indicates that 39.6% of respondents buy more than five times a month, reflecting a fairly high level of consumption. Economically, most respondents have a monthly income of less than Rp2,000,000 (37.5%), and in terms of residence, consumers are fairly evenly split between those living in urban (52.1%) and rural (47.9%) areas. This data shows that tempe chips in Kampung Tempe Sanan attract consumers from various demographic backgrounds.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Test

| Variable | B Unstandardized Coefficients | Note |
|-------------------|----------------------------------|---------|
| Constant | 18.939 | Positif |
| (X ₁) | 1.655 | Positif |
| (X ₂) | 1.805 | Positif |
| (X ₃) | .092 | Positif |
| (X ₄) | .086 | Positif |

Based on the results of the multiple linear regression analysis, all independent variables namely Product Innovation (X1), Product Quality (X2), Promotion (X3), and Price (X4) have a positive effect on Customer Satisfaction (Y). The obtained regression equation is:

$$Y = 18,939 + 1,655X_1 + 1,805X_2 + 0.092X_3 + 0.086X_4 + e$$

From the results, Product Quality (X2) has the most dominant influence on Customer Satisfaction with a regression coefficient of 1.805, followed by Product Innovation (1.655), Promotion (0.092), and Price (0.086). This indicates that improvements in product quality and innovation contribute the most to increasing customer satisfaction for Tempe Chips MSMEs in Tempe Sanan Village, Malang City.

Partial t test

Table 3. T Test

| Variable | t count | t table | Sig t |
|-------------------|---------|---------|-------|
| (X ₁) | 73.979 | 1,986 | 0,000 |
| (X ₂) | 69.779 | | 0,000 |
| (X ₃) | 6.931 | | 0,000 |
| (X ₄) | 6.312 | | 0,000 |

The results of the t-test indicate that all independent variables partially have a significant effect on Customer Satisfaction (Y). Product Innovation (X1), Product Quality (X2), Promotion (X3), and Price (X4) each have a calculated t value > t table (1.986) and significance 0.000 ($p < 0.05$), so all four hypotheses are accepted. This indicates that improving innovation, product quality, promotion, and appropriate pricing can significantly enhance customer satisfaction in the Tempe Chips MSMEs in Kampung Tempe Sanan, Malang City.

Test F (Simultaneous)

Table 4. F test

| Variable | f count | f table | Sig f |
|--|---------|---------|-------|
| (X ₁), (X ₂), (X ₃), (X ₄) | 47, 138 | 2,471 | 0,000 |

Based on the results of the F test, the calculated F value obtained is 47.138 > the table F value of 2.471 with a significance of 0.000 ($p < 0.05$), which indicates that simultaneously the variables of Product Innovation (X1), Product Quality (X2), Promotion (X3), and Price (X4) have a significant effect on Customer Satisfaction (Y). This means that the regression model used is feasible and capable of explaining the overall variation in customer satisfaction.

Test the coefficient of determination (R²)

Table 5. Coefficient of Determination Test (R²)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .992 ^a | .985 | .984 | .582 |

The R Square value of 0.985 indicates that 98.5% of the variation in Customer Satisfaction (Y) can be explained by the variables Product Innovation (X1), Product Quality (X2), Promotion (X3), and Price (X4). The remaining 1.5% is influenced by

other factors outside the model. The Adjusted R Square value of 0.984 indicates that the regression model is very good and has a high level of accuracy in predicting customer satisfaction for UMKM Tempe Chips in Kampung Tempe Sanan, Malang City.

Research Discussion

The influence of product innovation affects customer satisfaction with tempe chips in Tempe Sanan Village, Malang City.

The results of the t-test show that product innovation has a significant effect on customer satisfaction of MSME tempe chips in Sanan Tempe Village, indicated by a calculated t value of $73.979 > \text{table } t \text{ of } 1.986$ and a significance of $0.000 (p < 0.05)$. This means that the higher the innovation implemented, the higher the level of customer satisfaction. In the field, some MSME operators apply innovations such as unique flavor variants (spicy sweet, cheese, balado), modern packaging design, and the use of social media for promotion. Consumers express more interest in buying products that are different and trendy, and claim to be satisfied because they feel they are gaining a new experience when consuming these products.

This finding is supported by Kotler and Keller (2020), who state that product innovation is an important strategy to create added value and win market competition. In line with the research of Adhelianti (2025), customers tend to be satisfied with innovative products because they meet their emotional and functional needs. Fatimah et al., (2025) also state that innovation plays a crucial role in enhancing the competitiveness of SMEs. In this context, SMEs that can continue to innovate will find it easier to adapt to changing trends and consumer preferences. Zeithaml et al. (2020) add that innovation also shapes new expectations which, if met, will result in high satisfaction. Thus, product innovation becomes a key factor in creating customer satisfaction and enhancing the sustainability of tempe chips SMEs in the competitive Sanan Tempe Village.

The influence of product quality affects customer satisfaction in the tempe chips MSMEs in Sanan Tempe Village, Malang City.

The t-test results indicate that product quality has a significant effect on the satisfaction of customers of the tempe chips MSMEs in Kampung Tempe Sanan ($t \text{ calculated} = 69.779 > t \text{ table} = 1.986$; sig. 0.000), with the highest regression coefficient of 1.805. This shows that product quality is the dominant factor affecting customer satisfaction. Consumers assess quality based on taste, crunchiness, durability, and packaging appearance, which directly influence their consumption experience.

This finding is in line with Kotler and Keller (2020), who state that product quality is the ability of the product to meet consumer needs and create a positive experience. In the context of small and medium enterprises (SMEs) producing tempe chips, this includes distinctive flavors, quality raw materials, and attractive packaging. Dimensions such as taste, texture, and packaging aesthetics have a significant impact on customer satisfaction with traditional food products.

According to Garvin (in Sugiyanto & Suwandi, 2020), quality has eight dimensions such as performance, durability, and aesthetics, which if fulfilled will strengthen customers' positive perceptions. Customers are now more critical of quality aspects, especially regarding product safety and durability. Meanwhile, Schiffman and Wisenblit (2020) state that satisfaction arises when product performance meets or exceeds consumer expectations, leading to repeat purchases and product recommendations.

Thus, product quality is a key element in creating and maintaining customer satisfaction for small and medium enterprises (SMEs) of tempe chips. Consistent production standards, innovation in processes, and attention to raw materials are important strategies to maintain consumer loyalty amid market competition.

The influence of promotions affects customer satisfaction in the tempeh chips MSMEs in the Sanan Tempe Village, Malang City.

Based on the results of the t-test, promotion has been proven to significantly affect the satisfaction of customers of tempe chips MSMEs in Kampung Tempe Sanan, Malang City, with a t value of 6.931 > t table of 1.986 and a significance of 0.000 ($p < 0.05$). This indicates that the more effective the promotion, the higher the level of customer satisfaction. Proper promotion can enhance understanding, shape a positive product image, and encourage purchase decisions that ultimately create satisfaction.

Kotler and Keller's (2020) theory emphasizes that promotion, as a component of the marketing mix, plays a crucial role in communicating product advantages to consumers. Support also comes from Syahputra and Hidayat (2022), who state that promotion increases satisfaction by helping to shape appropriate expectations. Additionally, Dewi and Yuliana (2021) highlight the effectiveness of social media in strengthening the emotional connection between customers and the product.

According to Schiffman and Wisenblit (2020), promotions that create a high value perception will increase customer satisfaction. Therefore, SMEs in Kampung Tempe Sanan need to continuously develop creative and relevant promotional strategies, both through conventional and digital media, in order to maintain customer loyalty amid competitive market competition.

The influence of price affects customer satisfaction in small and medium enterprises (SMEs) of tempe chips in Tempe Sanan Village, Malang City.

The research results show that price has a significant impact on customer satisfaction of MSME tempe chips in Sanan Tempe Village, Malang City. The calculated t-value of 6.312 is greater than the t-table value of 1.986, and the significance value is 0.000 ($p < 0.05$), thus the fourth hypothesis (H4) is accepted. This means that a fair price that matches the quality of the product can increase customer satisfaction. Consumers tend to feel satisfied if the product price reflects the benefits received, whether in terms of taste, quality, or product durability.

The theory of Kotler and Keller (2020) states that price is the only element of the marketing mix that generates revenue, and it plays a significant role in shaping value perception. This is supported by a study by Prabowo and Kurniawan (2022), which shows that fair and transparent pricing can enhance customer satisfaction. Furthermore, the value-based pricing theory according to Monroe (2020) explains that consumers evaluate price based on functional and emotional benefits, rather than just production costs. In the context of small and medium enterprises (SMEs) producing tempe chips, aspects of authenticity, taste, and consumer experience also influence price perception.

Research by Hasanah and Wicaksono (2021) also shows that competitive prices that are in line with quality will enhance customer satisfaction and loyalty. Therefore, SMEs in Kampung Tempe Sanan need to implement consumer value-based pricing strategies, maintain quality without drastically increasing prices, and adjust prices according to market conditions and people's purchasing power. Proper pricing will strengthen brand image and maintain business sustainability.

The influence of product innovation, product quality, promotion, and price on customer satisfaction at the tempe chip SMEs in Kampung Tempe Sanan, Malang City.

The results of the F test in this study indicate that simultaneously the variables of product innovation, product quality, promotion, and price significantly affect customer satisfaction in the tempe chip MSMEs in Kampung Tempe Sanan, Malang City. This is evidenced by the calculated F value of 47.138, which far exceeds the table F value of 2.471, and a significance value of 0.000 ($p < 0.05$). Therefore, the regression model used in this study is valid and capable of explaining the variation in customer satisfaction comprehensively.

This finding is supported by several previous studies such as Rachmawati et al. (2023) and Rianto et al. (2022), which demonstrate that the combination of innovation, quality, promotion, and price variables significantly influences customer satisfaction and purchasing decisions. In the context of MSMEs producing tempeh chips, innovations in the form of flavor and packaging variations, maintained quality, and targeted promotions are crucial factors in attracting and retaining customers. Competitive pricing strategies also strengthen the positive perception of the product.

Similar results were also found by Erniati et al. (2021) emphasizing the importance of innovation and product quality in shaping consumer satisfaction. Creative promotions that match market characteristics, such as the use of social media or loyalty programs, can strengthen emotional attachment among consumers. In addition, setting reasonable prices that align with the product's value not only increases satisfaction but also encourages long-term loyalty.

Thus, it can be concluded that product innovation, quality, promotion, and price are interrelated elements that support each other in building customer satisfaction. Tempe chips SMEs need to implement these four factors in an integrated manner to compete and survive in a competitive market. A consistent strategic approach in these aspects will create a positive experience for consumers and strengthen business sustainability.

CONCLUSION

Based on the analysis results, all independent variables namely Product Innovation, Product Quality, Promotion, and Price have a positive and significant impact on Customer Satisfaction of the Tempe Chips SMEs in Tempe Sanan Village, Malang City. Product Quality is the dominant factor with the highest influence. Simultaneously, the four variables are also significant in explaining the variation in customer satisfaction, making the regression model used deemed feasible. The recommendation for SMEs is to continue improving product quality and innovation, as well as paying attention to promotion and pricing strategies to maintain customer satisfaction.

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