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## **CONSUMER SATISFACTION USING MEDICAL MASKS AND CLOTH MASKS AS AFFECTED BY PRICE PERCEPTIONS AND PRODUCT ATTRIBUTES IN TAMPAN DISTRICT OF PEKANBARU CITY**

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**ABSTRACT:** *This study was conducted to determine the effect of price perceptions and product attributes of medical and cloth mask users on consumer satisfaction in the Tampan district of Pekanbaru city. This research employs quantitative methods and both primary and secondary data. This study's population included everyone in the Tampan sub-district. The snowball sampling method was used on a non-probability side, with each 100 respondents wearing medical and cloth masks. The results of this study indicate that price perception significantly affects consumer satisfaction when using medical masks and cloth masks in the Tampan district of Pekanbaru city. Product attributes have a significant effect on consumer satisfaction when using medical masks and cloth masks in the handsome district of Pekanbaru city. Price perception and product attributes simultaneously have a significant effect on consumer satisfaction when using medical masks and cloth masks in the Tampan district of Pekanbaru city.*

**Keywords:** *Price Perception, Product Attributes, and Consumer Satisfaction*

### **INTRODUCTION**

Due to the COVID-19 effect, which considered masks the most effective tool to contain COVID-19 transmission, the trend of selling medical and cloth masks increased in 2020. Indonesia, as one of the countries that were affected by the spread of COVID-19 early in the pandemic wave, took various anticipatory actions by suggesting *social distancing*, making suggestions for working from home (WFH), and closing all public service sectors as well as large-scale social restrictions (PSBB) (Soetjipto, 2020).

In March 2020, there was a new phenomenon: the *trend* of selling masks, which rose significantly and caused *panic buying*. According to the data collected, the total face mask sales transactions from three *e-commerce* sites, Tokopedia, Shopee, and Bukalapak, from March 2 to March 11, amounted to Rp 652,964,118. In Indonesia (March 2, 2020), mask sales transactions reached IDR 130,076,970, and sales transaction volume reached 118,056 (CNN Indonesia, 2020).

The increasing *trend* of mask sales and demand caused an increase in the price of masks for N95, Sensi, and N95 KW masks, so another alternative emerged, namely the existence of fabric masks at affordable prices. Based on pre-survey data on sales of medical masks and cloth masks in the Tampan District of Pekanbaru City, which is the area with the largest number of COVID-19 survivors in Pekanbaru City, there was an increase in sales of medical masks and cloth masks with product selection motifs that consider the attributes of these products. Product quality, product features, and product design are indicators to measure these attributes (Kotler & Keller, 2012). The following data was obtained from 10 mask users on the level of customer satisfaction based on product attributes:

**Table 1. Pre-Survey Results**

No	Statement	Mask Users	
		Medical (10 People)	Cloth (10 People)
1	Price is an important factor in choosing the type of Mask to buy	100%	100%
2	Choose the type of Mask based on quality	100%	60%
3	I need a mask that can be washed/worn repeatedly	20%	100%
4	I need a mask with an attractive design	30%	80%
5	For me, the extra features on the Mask make it more interesting	60%	85%

Source: Data Processed, 2021

Based on the pre-survey results, it can be explained that there is a relationship and difference in consumer satisfaction between users of medical masks and cloth masks based on the price and product attributes of each mask.

## LITERATURE REVIEW

### 1. Price Perception

The perceived value of a price in relation to the benefits of owning or using a product or service (Kotler & Amstrong, 2015). Price perception can be measured

through several indicators: price suitability with product quality, benefits, and competitive prices (Muharam & Soliha, 2017).

## 2. Product Attributes

Product attributes are product characteristics that can be evaluated in terms of customer satisfaction (Priansa, 2018). According to Kotler and Armstrong (2015), several attributes that accompany and complement the product (product attribute characteristics) are product quality, product features, and product design.

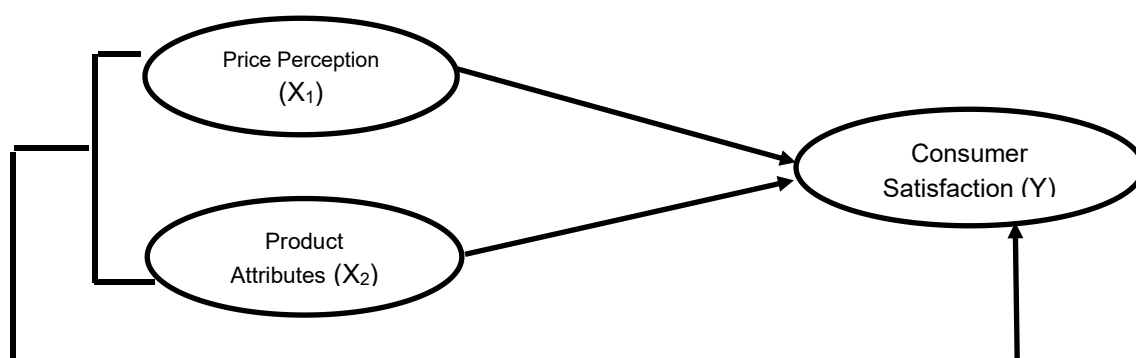
## 3. Consumer Satisfaction

Customer satisfaction is the level of one's feelings after comparing the perceived performance or results to their expectations (Kotler & Keller, 2012). Based on the above definition, it can be concluded that consumer satisfaction is an attitude, assessment, and *emotion* shown by consumers after the purchase or consumption process that comes from a comparison between the actual performance of a product and their expectations, as well as an evaluation of the experience of consuming a product or service (Tjiptono, 2016).

## 4. Masks

According to Trossman in Budhyani *et al.*, (2020) a mask is one of the personal protective equipment (PPE) items used to protect the mouth, nose, and face from *airborne pathogens, droplets*, and splashes of infected body fluids. The masks consist of *cloth masks*, surgical masks, and N95 respirators (Macintyre & Chughtai, 2015).

## 5. Hypothesis Research and Development Model



Source: Data Processed, 2021

**Figure 1. Development Model**

Based on the research model, the formulation of the hypothesis used in this study is as follows:

H<sub>1</sub> = Price perception significantly affects consumer satisfaction when using medical and cloth masks in the Tampan District of Pekanbaru City.

- H<sub>2</sub> = Product attributes significantly affect consumer satisfaction when using medical and cloth masks in the Tampan District of Pekanbaru City.
- H<sub>3</sub> = Price perception and product attributes significantly affect consumer satisfaction when using medical masks and cloth masks in the Tampan District of Pekanbaru City.

## RESEARCH METHODS

The method used is quantitative, namely, research whose data is in the form of numbers and statistical analysis (Sugiyono, 2018). The data sources for this research are primary data from interviews and secondary data sourced from BPS Pekanbaru City, international and national journals, relevant articles, and books. The population of this research is the people of Tampan District, Pekanbaru City; the sampling technique uses a probability sampling technique with the *snowball* sampling method. "Snowball sampling," according to Sugiyono (2018), is a technique for determining samples that are initially small in number, then enlarged. The criteria determined in the sampling were: users of medical and cloth masks, aged 16-60, and domiciled in Tampan District. The sample in this study was 100 respondents who used medical and cloth masks, with data collection techniques through questionnaires distributed online. The sampling formula is according to Lemeshow *et al.*, (1997).

### 1. Multiple Linear Regression Analysis

Linear regression is a statistical method used to test the relationship between one dependent variable and more than one independent variable (Ghozali, 2018). In this study, the independent variables are price perception (X<sub>1</sub>) and product attributes (X<sub>2</sub>), while the dependent variable is consumer satisfaction among mask users (Y). So, the multiple linear regression model can be written as the following linear equation:

$$Y = a + b_1X_1 + b_2X_2 + \varepsilon \dots\dots\dots (1)$$

## RESEARCH RESULTS AND DISCUSSION

### 1. Identity of Research Respondents

The identities of the respondents to this study can be seen in the table below:

**Table 2. Gender Distribution of Research Respondents**

No	Gender	Medical mask users		Cloth mask users	
		Amount	Percentage	Amount	Percentage
1	Male	30	30%	19	19%
2	Female	70	70%	81	81%
Total		100	100%	100%	100%

Source: Data Processed, 2021

**Table 3. Distribution of Respondents by Age Level**

No	Age	Medical mask users		Cloth mask users	
		Amount	Percentage	Amount	Percentage
1	≤ 30 tahun	95	95%	90	90%
2	30 - 39 tahun	-	-	1	1%
3	40 - 49 tahun	4	4%	6	6%
4	≥ 50 tahun	1	1%	3	3%
Total		100	100%	100	100%

Source: Data Processed, 2021

## **2. Descriptive Analysis of Research Variables**

### **Price Perception**

Based on the distribution of questionnaires, respondents' answers regarding price perceptions of medical mask users were obtained, with the highest respondent's answer being 4.34 in the first statement, meaning the most dominant statement regarding the price of medical masks in accordance with the desired product quality. Furthermore, regarding the price perception of cloth mask users with the highest respondent answer, namely 4.14, it is in the fourth statement, meaning that the most dominant statement regarding the price of cloth masks is that the price is in accordance with the intended use of the product.

### **Product Attributes**

Results of this study obtained respondents' answers regarding product attributes of medical mask users, with the highest respondent's answer being 4.42 in the first statement, meaning that the most dominant statement regarding medical masks is used because it has SNI standards so that people choose to use medical masks. Furthermore, regarding the product attributes of cloth masks, users gave the highest respondent answer of 4.12 in the second statement, meaning that the statement is considered the most dominant regarding the type of cloth mask that can make users feel comfortable.

### **Consumer Satisfaction**

The results of this research obtained respondents' answers regarding consumer satisfaction using medical masks, with the highest respondent's answer being 4.31 in the second statement, meaning that the statement is considered the most dominant regarding the level of satisfaction felt by users in wearing medical masks being higher than the satisfaction of using cloth masks. Furthermore, regarding consumer satisfaction with cloth mask users, the highest respondent's answer, 4.20, is in the third statement, meaning that the statement is considered the most dominant regarding the

desire of cloth mask users to buy cloth masks again. This shows that the cloth mask itself is responsible for the high level of satisfaction among cloth mask users.

### Validity Test

**Table 4. Results of the Validity Test Medical Mask**

Variable	Statement	r count	r table	Decision
Price Perception (X <sub>1</sub> )	X <sub>1.1</sub>	0,708	0,196	Valid
	X <sub>1.2</sub>	0,798	0,196	Valid
	X <sub>1.3</sub>	0,699	0,196	Valid
	X <sub>1.4</sub>	0,641	0,196	Valid
	X <sub>1.5</sub>	0,805	0,196	Valid
	X <sub>1.6</sub>	0,732	0,196	Valid
Product Attributes (X <sub>2</sub> )	X <sub>2.1</sub>	0,596	0,196	Valid
	X <sub>2.2</sub>	0,769	0,196	Valid
	X <sub>2.3</sub>	0,636	0,196	Valid
	X <sub>2.4</sub>	0,857	0,196	Valid
	X <sub>2.5</sub>	0,816	0,196	Valid
Consumer Satisfaction (Y)	Y <sub>1</sub>	0,569	0,196	Valid
	Y <sub>2</sub>	0,645	0,196	Valid
	Y <sub>3</sub>	0,686	0,196	Valid
	Y <sub>4</sub>	0,605	0,196	Valid
	Y <sub>5</sub>	0,781	0,196	Valid
	Y <sub>6</sub>	0,769	0,196	Valid

Source: Data Processed, 2021

**Table 5. Results of the Validity Test Cloth Mask**

Variable	Statement	r count	r table	Decision
Price Perception (X <sub>1</sub> )	X <sub>1.1</sub>	0,640	0,196	Valid
	X <sub>1.2</sub>	0,541	0,196	Valid
	X <sub>1.3</sub>	0,497	0,196	Valid
	X <sub>1.4</sub>	0,635	0,196	Valid
	X <sub>1.5</sub>	0,630	0,196	Valid
	X <sub>1.6</sub>	0,445	0,196	Valid
Product Attributes (X <sub>2</sub> )	X <sub>2.1</sub>	0,406	0,196	Valid
	X <sub>2.2</sub>	0,397	0,196	Valid
	X <sub>2.3</sub>	0,605	0,196	Valid
	X <sub>2.4</sub>	0,654	0,196	Valid
	X <sub>2.5</sub>	0,421	0,196	Valid
Consumer Satisfaction (Y)	Y <sub>1</sub>	0,475	0,196	Valid
	Y <sub>2</sub>	0,502	0,196	Valid
	Y <sub>3</sub>	0,596	0,196	Valid
	Y <sub>4</sub>	0,533	0,196	Valid

Variable	Statement	r count	r table	Decision
	Y <sub>5</sub>	0,620	0,196	Valid
	Y <sub>6</sub>	0,619	0,196	Valid

Source: Data Processed, 2021

From tables 4 and 5 above, with  $df = n-2$  ( $100-2$ ) = 98, it can be obtained from the r table that  $df$  (98) = 0.196. Based on the validity test results using the *corrected item-total correlation* above, it can be concluded that all question items for all research variables are declared valid.

### Reliability Test

**Table 6. Result of the Reliability Test Medical Mask**

Variable	Cronbach's Alpha	Critical Value	Conclusion
Price Perception / X <sub>1</sub>	0,816	0,600	Reliable
Product Attributes / X <sub>2</sub>	0,791	0,600	Reliable
Consumer Satisfaction / Y	0,748	0,600	Reliable

Source: Data Processed, 2021

**Table 7. Result of the Reliability Test Cloth Mask**

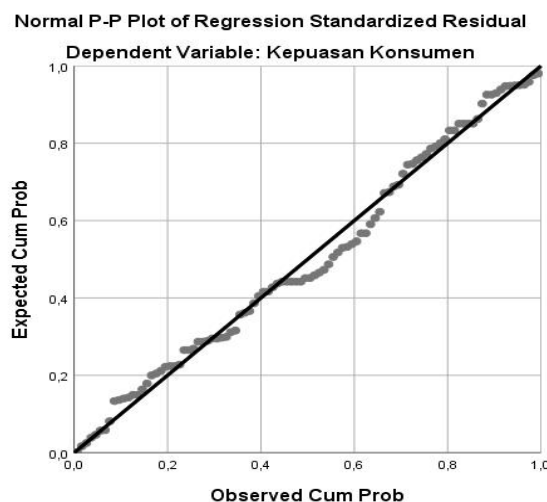
Variable	Cronbach's Alpha	Critical Value	Conclusion
Price Perception / X <sub>1</sub>	0,735	0,600	Reliable
Product Attributes / X <sub>2</sub>	0,742	0,600	Reliable
Consumer Satisfaction / Y	0,713	0,600	Reliable

Source: Data Processed, 2021

Based on tables 6 and 7 above, it can be seen that *Cronbach's alpha* for each variable is greater than 0.600; this indicates that each variable is reliable and feasible to test.

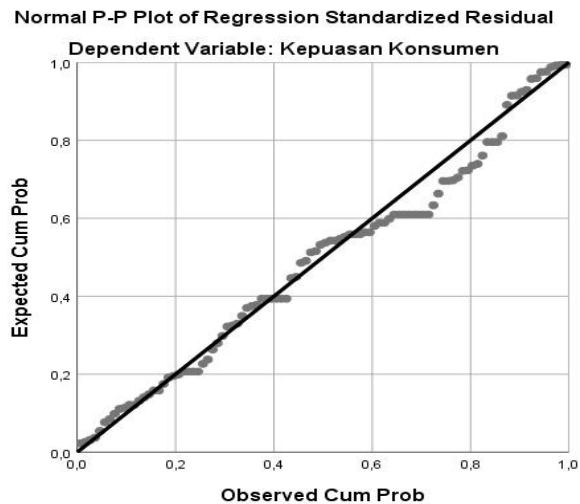
### Classical Assumptions

#### Normality Test



Source: Output SPSS, 2021

**Figure 2. Results of the Normality Test P-Plot Medical Mask**



Source: Output SPSS, 2021

**Figure 3. Results of the Normality Test P-Plot Cloth Mask**

Based on the results of the P-Plot normality in Figures 2 and 3, it can be seen that the points are near the diagonal line. So that the variables are declared to be normally distributed and meet the criteria for the assumption of normality.

### Multicollinearity Test

The following are the results of multicollinearity tests of medical mask users and cloth masks:

**Table 8. Results of the Multicollinearity Test Medical Mask**

Model		Coefficients <sup>a</sup>	
		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price Perception	.640	1.563
	Product Attributes	.640	1.563

a. Dependent Variable: Consumer Satisfaction  
Source: Data Processed, 2021

**Table 9. Results of the Multicollinearity Test Cloth Mask**

Model		Coefficients <sup>a</sup>	
		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price Perception	.726	1.377
	Product Attributes	.726	1.377

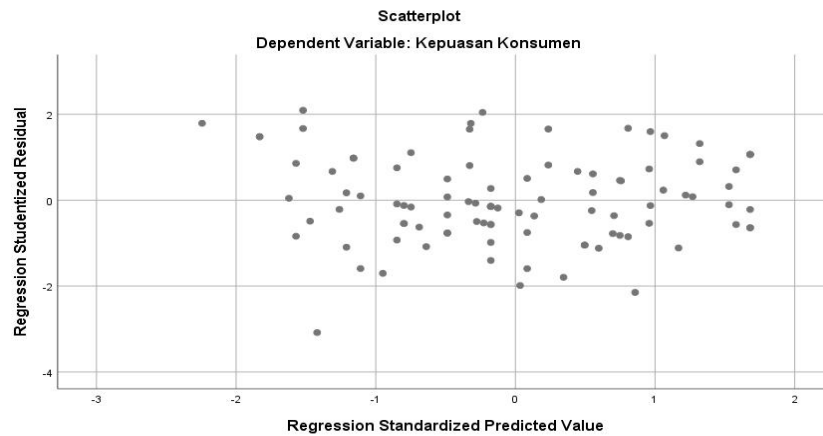
a. Dependent Variable: Consumer Satisfaction  
Source: Data Processed, 2021



From the results of tables 8 and 9, obtain VIF for the independent variables 10 and tolerance > 0.10. So it can be concluded that the regression model is free from multicollinearity symptoms.

### Heteroscedasticity Test

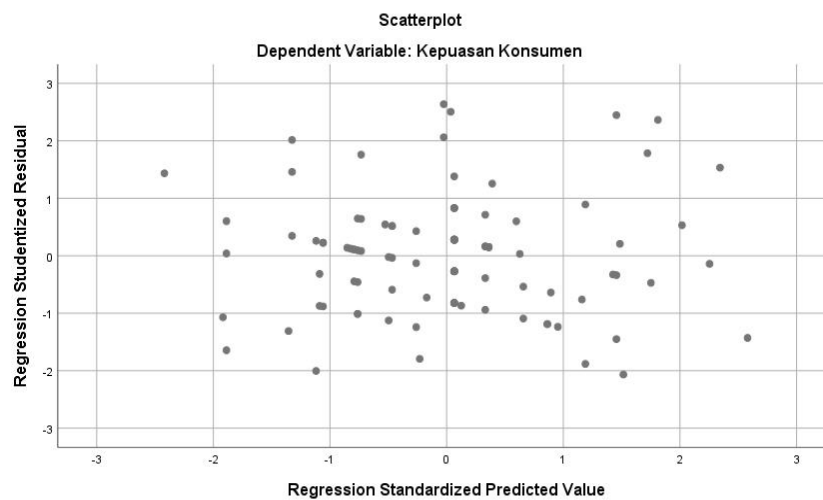
The following are the results of heteroscedasticity tests for medical mask users and cloth masks:



Source: *Output SPSS, 2021*

**Figure 4. Heteroscedasticity Test Results Medical Mask**

The following can be seen in an image from the scatterplot heteroscedasticity test from cloth mask users as follows:



Source: *Output SPSS, 2021*

**Figure 5. Heteroscedasticity Test Results Cloth Mask**

Based on figures 4 and 5 of the heteroscedasticity test results, it can be seen that the data is scattered, does not accumulate, and does not form a certain pattern. So, it can be concluded that the data is free from heteroscedasticity.

### 3. Multiple Linear Regression Analysis

Based on the results of the SPSS output, the obtained coefficient on the double linear regression equation for medical masks is as follows:

**Table 10: Multiple Linear Regression Analysis Results**

		<b>Coefficients<sup>a</sup></b>				
<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>T</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	9.922	2.236		4.436	.000
	Price Perception	.375	.090	.309	4.160	.000
	Product Attributes	.571	.115	.500	4.905	.000

a. Dependent Variable: Consumer Satisfaction  
Source: Data Processed, 2021

Based on the table above, it can be known that the linear regression equation is multiple in this analysis as follows:

$$Y = a + b_1X_1 + b_2X_2 + \varepsilon \dots\dots\dots (1)$$

$$Y = 9,922 + 0,375 X_1 + 0,571X_2 + \varepsilon \dots\dots\dots (2)$$

From this equation, it can be concluded that:

- The value a = 9,922 indicates that if price perception (X<sub>1</sub>) and product attributes (X<sub>2</sub>) are constants or fixed, consumer satisfaction of medical mask users will increase by 9,9.
- The value of b<sub>1</sub> = 0.375 indicates that if the value of the price perception variable (X<sub>1</sub>) increases by 1 unit, consumer satisfaction of medical mask users will increase by 0.375, with the assumption that other variables are fixed or constant.
- The value of b<sub>2</sub> = 0.571 indicates that if the value of the product attribute variable (X<sub>2</sub>) increases by 1 unit, the consumer satisfaction of medical mask users will increase by 0.571, with the assumption that other variables are fixed or constant.
- The standard error (e) is a random variable with a probability distribution that represents all factors that influence Y but are not included in the equation.

Then, to see the influence of price perception and product attributes on consumer satisfaction with cloth mask users, see the following table:

**Table 11: Multiple Linear Regression Analysis Results**

		<b>Coefficients<sup>a</sup></b>				
<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>T</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	-1.980	3.018		-.656	.515
	Price Perception	.446	.141	.328	3.174	.003
	Product Attributes	.641	.115	.575	5.562	.000

a. Dependent Variable: Consumer Satisfaction

Based on the table above, it can be known that the linear regression equation is multiple in this analysis as follows:

$$Y = a + b_1X_1 + b_2X_2 + \epsilon \dots\dots\dots (1)$$

$$Y = -1.980 + 0,446 X_1 + 0,641X_2 + \epsilon \dots\dots\dots (2)$$

From this equation, it can be concluded that:

- a. The value a = -1.908 indicates that if the price perception ( $X_1$ ) and product attributes ( $X_2$ ) are constant or fixed, consumer satisfaction of medical mask users will decrease by 1908.
- b. The value of  $b_1 = 0.446$  indicates that if the value of the price perception variable ( $X_1$ ) increases by 1 unit, consumer satisfaction of medical mask users will increase by 0.446, with the assumption that other variables are fixed or constant.
- c. The value of  $b_2 = 0.641$  indicates that if the value of the product attribute variable ( $X_2$ ) increases by 1 unit, the consumer satisfaction of medical mask users will increase by 0.641, with the assumption that other variables are fixed or constant.
- d. The standard error ( $e$ ) is a random variable with a probability distribution that represents all factors that influence Y but are not included in the equation.

#### 4. Testing Hypothesis

##### Simultaneous Test (F Test)

**Table 12. Simultaneous Test Results (Test F) Medical Masks**

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	123.226	2	61.613	24.136	.000 <sup>b</sup>
	Residual	204.854	97	4.359		
	Total	328.080	99			

a. *Dependent Variable:* Consumer Satisfaction  
 b. *Predictors: (Constant),* Product Attribute, Price Perception  
 Source: Data Processed, 2021

From the results of the F test, F calculated 24,136 with a significance of 0.000. F tables can be obtained as follows:

$$\begin{aligned}
 F \text{ tabel} &= n - k - 1 ; k \\
 &= 100 - 2 - 1 ; 2 \\
 &= 97 ; 2 \\
 &= 3,09
 \end{aligned}$$

This indicates that the value of the F-count (24.136) is greater than the F-table (3.09), with a significant amount of 0.000 less than the value of 0.05. Thus, it can be said that the variables of price perception ( $X_1$ ) and product attributes ( $X_2$ ) significantly affect consumer satisfaction of medical mask users in the Tampan District of

Pekanbaru City. The results of the F test for cloth mask users can be seen in the following table:

**Table 13. Simultaneous Test Results (Test F) Cloth Masks**

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	393.436	2	196.718	40.451	.000 <sup>b</sup>
	Residual	228.564	97	4.863		
	Total	622.000	99			

a. *Dependent Variable:* Consumer Satisfaction

b. *Predictors: (Constant),* Product Attribute, Price Perception

Source: Data Processed, 2021

The F- count was 40,451 as a result of the F test. This means that the F-count number (40,451) is more than the F-table (3.09), but by 0.000 less than the value of 0.05. Thus, the variables of pricing perception (X1) and product features (X2) jointly significantly affect consumer satisfaction of cloth mask users in Pekanbaru City's Tampan District.

#### Partial Test (t-test)

Based on the t-distribution table, the following formula can be seen:

$$\begin{aligned} Df &= \alpha/2 : n-2 \\ &= 0,05/2 : 100 - 2 \\ &= 0,025 : 98 \end{aligned}$$

The t-table result is 1.98447. The results of the partial test (test t) above the independent (free) variable for medical mask users are as follows:

**Table 14. Partial Test Results (t-test) Medical Masks**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.922	2.236		4.436	.000
	Price Perception	.375	.090	.309	4.160	.000
	Product Attributes	.571	.115	.500	4.905	.000

a. *Dependent Variable:* Consumer Satisfaction

Source: Data Processed, 2021

The following can be described as the relationship between independent variables and dependent variables in medical mask users in this study:

#### 1. Price Perception (X<sub>1</sub>)

Ho : There is no significant influence between price perception (X<sub>1</sub>) and consumer satisfaction of medical mask users in the Tampan District of Pekanbaru City.

Hi : There is a significant influence between price perception ( $X_1$ ) and consumer satisfaction of medical mask users in the Tampan District of Pekanbaru City.

In the price perception variable ( $X_1$ ), the t-statistics value is 4.160 with a significance level of 0.000, which is smaller than the 0.05 confidence level. This value of t-statistics (4.160) is greater than the t-table (1.98447). This causes  $H_0$  to be rejected and  $H_1$  to be accepted, so there is a significant influence between price perception ( $X_1$ ) and consumer satisfaction when using medical masks in Tampan District, Pekanbaru City.

## 2. Product Attributes ( $X_2$ )

$H_0$  : There is no significant influence between product attributes ( $X_2$ ) and consumer satisfaction of medical mask users in the Tampan District of Pekanbaru City.

$H_1$  : There is a significant influence between product attributes ( $X_2$ ) and consumer satisfaction of medical mask users in the Tampan District of Pekanbaru City.

In the product attribute variable ( $X_2$ ), the t-statistics value is 4.905 with a significance level of 0.000, which is smaller than the 0.05 confidence level. This value of the t-statistics (4.905) is greater than the t-table (1.98447). This causes  $H_0$  to be rejected and  $H_1$  to be accepted, so there is a significant influence between product attributes ( $X_2$ ) and consumer satisfaction using medical masks in Tampan District, Pekanbaru City.

Furthermore, the following is an explanation of the results of the partial test (t-test) on the independent variables in cloth mask users:

**Table 15. Partial Test Results (t-test) Cloth Masks**

		<i>Coefficients<sup>a</sup></i>				
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.980	3.018		-.656	.515
	Price Perception	.446	.141	.328	3.174	.003
	Product Attributes	.641	.115	.575	5.562	.000

a. *Dependent Variable*: Consumer Satisfaction  
Source: Data Processed, 2021

The following can be described as the relationship between independent variables and dependent variables among cloth mask users in this study:

## 1. Price Perception ( $X_1$ )

Ho : There is no significant influence between price perception ( $X_1$ ) and consumer satisfaction of cloth mask users in the Tampan District of Pekanbaru City.

Hi : There is a significant influence between price perception ( $X_1$ ) and consumer satisfaction of cloth mask users in the Tampan District of Pekanbaru City.

The t-statistics result for the price perception variable ( $X_1$ ) is 3.174 with a significance level of 0.003, which is less than the 0.05 confidence level. This t-statistics (3.174) number is bigger than the t-table (1.98447). As a result, Ho is rejected and Hi is accepted, indicating that there is a strong effect between pricing perception ( $X_1$ ) and consumer satisfaction when using cotton masks in Pekanbaru City's Tampan District.

## 2. Product Attributes ( $X_2$ )

Ho : There is no significant influence between product attributes ( $X_2$ ) and consumer satisfaction of cloth mask users in the Tampan District of Pekanbaru City.

Hi : There is a significant influence between product attributes ( $X_2$ ) and consumer satisfaction of cloth mask users in the Tampan District of Pekanbaru City.

In the product attribute variable ( $X_2$ ), the t-statistics value is 5.562 with a significance level of 0.000, which is smaller than the 0.05 confidence level. This value of t-statistics (5.562) is greater than the t-table (1.98447). This causes Ho to be rejected and Hi to be accepted, so there is a significant influence between product attributes ( $X_2$ ) and consumer satisfaction using cloth masks in Tampan District, Pekanbaru City.

## Coefficient of Determination ( $R^2$ Test)

The R-squared value of the medical mask can be seen in table 16 below:

**Table 16. Coefficient of Determination Test Results of Medical Masks**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750 <sup>a</sup>	.563	.544	.24058

a. *Predictors: (Constant), Product Attribute, Price Perception*

b. *Dependent Variable: Consumer Satisfaction*

Source: Data Processed, 2021

Based on the results of table 16, the R square is 0.563, meaning that the percentage of the influence of price perception and product attributes on consumer

satisfaction of medical mask users is 56.3%. At the same time, the remaining 43.7% is influenced by other variables not included in this regression equation (variables not examined). Then the results of the coefficient of determination of cloth mask users can be seen below:

**Table 17. Coefficient of Determination Test Results of Cloth Masks**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738 <sup>a</sup>	.509	.485	.42119

a. *Predictors: (Constant)*, Product Attribute, Price Perception

b. *Dependent Variable:* Consumer Satisfaction.

Source: Data Processed, 2021

Based on the results of table 16, the R square is 0.509, meaning that the percentage of the influence of price perception and product attributes on consumer satisfaction of medical mask users is 50.9%. In contrast, the remaining 49.1% is influenced by other variables not included in this regression equation (variables not examined).

### 5. Comparison of Medical Mask and Cloth Mask Hypothesis Test

The results of the comparison of the hypothesis test of the users of medical masks and cloth masks can be seen in the following table:

**Table 18. Comparison of Medical Mask and Cloth Mask Hypothesis Test**

No	Medical Masks	Cloth Masks
1.	F Test 24.136	F Test 40.451
2.	Test- t Price Perception 4.160 Product Attribute 4.905	Test- t Price Perception 3.174 Product Attribute 5.562
3.	Coefficient of Determination (R <sub>2</sub> ) 0.563 or 56.3%. The remaining 43.7% was influenced by other variables not studied.	Coefficient of Determination (R <sub>2</sub> ) 0.509 or 50.9%. The remaining 49.1% was influenced by other variables not studied.

Source: Data Processed, 2021

According to Table 18, the results of the hypothesis test comparison above, medical mask users know that the simultaneous test (F test) is equal to 24.136, the price perception t-test is 4.160, and the attributes test is equal to 24.136. The product (4.905) and the coefficient of determination (R<sup>2</sup>) are 0.563, or 56.3%; the remaining 43.7% is influenced by variables not examined. Meanwhile, for cloth mask users, the simultaneous test (F) is 40.451, the price perception t-test is 3.174, the product attributes are 5.562, and the coefficient of determination (R<sup>2</sup>) is 0.509, or 50.9%; the remaining 49.1% is influenced by variables not examined.

## **DISCUSSION**

### **The Effect of Price Perception of Medical Mask and Cloth Mask Users on Consumer Satisfaction in the Tampan District of Pekanbaru City**

The results of the statistical tests that have been carried out show that price perceptions have a positive and significant effect on consumer satisfaction. Price perception is the value contained in a price related to the benefits of having or using a product or service (Kotler & Armstrong, 2015). When viewed from the results of the frequency of answers, medical mask respondents agreed with the six statements submitted regarding the price perception variable for users of medical masks. This can be seen from the Price Perception indicator score for medical mask users, which is 4.16 in the agreed criteria. The highest respondent's answer or response is 4.34, meaning that the statement is considered the most dominant regarding the price of medical masks in accordance with the desired product quality. Furthermore, based on the answers, the respondents agreed to the six statements submitted regarding the price perception variable for cloth mask users; this can be seen from the price perception indicator score for cloth mask users, which is 4.02, which is in the agreed criteria. The highest respondent's answer or response is 4.12, meaning that the statement is considered the most dominant regarding the price of cloth masks because the price is in accordance with the use of the product that the respondent wants.

The price of a product is the main determinant of market demand; the price has a competitive position and is part of the company. Thus, price plays an important role in determining the level of consumer satisfaction. The better the price perception, the more customer satisfaction there will be. For sensitive consumers, usually low prices are an important source of satisfaction because they will get *high value for money* (Irawan, 2003). The results of this study are relevant to research conducted by Harjati and Venice (2015), which states that price perception has a positive and significant effect on customer satisfaction at Tiger Air Mandala. Kristiani and Rivai (2018) state that price perception significantly affects customer satisfaction at Upnormal stalls in Semarang. Furthermore, the research of Wariki *et al.*, (2015) states that price perception significantly affects purchase decisions and consumer satisfaction.

### **The Effect of Product Attributes of Medical Masks and Cloth Masks on Consumer Satisfaction in Tampan District of Pekanbaru City**

Product attributes are product characteristics that can be evaluated in the customer's decision-making process, as seen from product quality, product features, and product design. The results of the statistical tests that have been carried out show



that product attributes have a positive and significant effect on consumer satisfaction. Suppose you look at the results of the frequency of respondents' answers agreeing to the five statements submitted regarding product attribute variables for mask users. In that case, this can be seen from the product attribute indicator score for medical mask users, which is 4.17 in the agreed criteria. The highest respondent's answer is 4.42, meaning that the statement is considered the most dominant regarding those medical masks because they have SNI standards. Hence, people choose to use medical masks. Then, based on the respondents' answers, they agreed to the five proposed statements related to product attribute variables for cloth mask users; it can be seen that the product attribute indicator score for cloth mask users, which is 4.00, is in the agreed criteria. The highest respondent's answer or response is 4.12, meaning that the statement is considered the most dominant regarding the type of material on a cloth mask that can make users feel comfortable.

According to Tjiptono (2016), "product attributes" are product elements considered important by consumers and used as the basis for purchasing decisions. It can be concluded that the presence of the product will create consumer satisfaction attributes derived from product quality, brand, and design. This study's results align with research conducted by Itasari *et al.*, (2018) which concluded that product attributes significantly affect consumer satisfaction with buying Toyota Yaris products. Research conducted by Sari *et al.*, (2018) states that product attributes significantly affect customer satisfaction using an Asus brand smartphone in Palu City. Tuzzahra *et al.*, (2019) discovered that 20 product quality attributes influence consumer satisfaction when purchasing organic masks. Thus, it can be concluded that product attributes consisting of product quality, product features, and product design can influence consumer satisfaction among users of medical masks and cloth masks in the Tampan District of Pekanbaru City.

### **The Effect of Price Perception and Product Attributes on Consumer Satisfaction in Tampan District, Pekanbaru City**

Customer satisfaction, according to Kotler and Keller (2012), is the level of one's feelings after comparing the performance (or results) that he feels to his expectations. Based on the above definition, it can be concluded that consumer satisfaction is an attitude, assessment, and emotional response shown by consumers after the purchase or consumption process that comes from a comparison between the actual performance of a product and its expectations, as well as an evaluation of the experience of consuming a product or service (Tjiptono, 2016). Based on the study's

results, the test results showed that the *R square* on medical masks was 0.563, or 56.3%. This means that the variables price perception and product attributes have a 56.3% influence on the satisfaction of medical mask users at the same time. At the same time, the remaining 43.7% is influenced by other variables outside this regression equation (variables not examined).

Furthermore, the result obtained by the value of *R squared* on the fabric calculation is 0.509. This means that the percentage of the influence of the variables price perception and product attributes on cloth mask users' satisfaction is 50.9%. At the same time, the remaining 49.1% is influenced by other variables that are not included in this regression equation (variables not examined). The results of this study indicate that price perception and product attributes affect the level of consumer satisfaction among users of medical masks and cloth in the Tampan District of Pekanbaru City.

## **CONCLUSIONS**

Based on the results of the research and discussion in the previous chapter, the conclusions that can be drawn from this research are as follows:

1. Based on the results of research that has been conducted, it is known that there is a significant influence between price perception ( $X_1$ ) and consumer satisfaction ( $Y$ ) among medical mask users in the Tampan District of Pekanbaru City.
2. There is a significant influence between product attributes ( $X_2$ ) and consumer satisfaction ( $Y$ ) of medical mask users in the Tampan District of Pekanbaru City.
3. From the results of the study obtained, consumer satisfaction ( $Y$ ) is simultaneously influenced by price perception ( $X_1$ ) and product attributes ( $X_2$ ) for medical mask users in the Tampan District of Pekanbaru City.
4. Based on the results of research that has been conducted, it is known that there is a significant influence between price perception ( $X_1$ ) and consumer satisfaction ( $Y$ ) of cloth mask users in the Tampan District of Pekanbaru City.
5. There is a significant influence between product attributes ( $X_2$ ) and consumer satisfaction ( $Y$ ) among cloth mask users in the Tampan District of Pekanbaru City.
6. According to the study's findings, consumer satisfaction ( $Y$ ) is simultaneously influenced by pricing perception ( $X_1$ ) and product features ( $X_2$ ) for medical mask consumers in the Tampan District of Pekanbaru City.

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