

THE INFLUENCE OF PRODUCTS AND PRICES ON CONSUMER SATISFACTION OF HIJAB STALLS. ZEE50 IN PONTIANAK CITY

Sukardi¹, Muhammad Deva Erlangga²

^{1,2}Universitas Muhammadiyah Pontianak, Indonesia.

Email: sukardi82@unmuhpnk.ac.id, devaerlangga1812@gmail.com

Received : 01 November 2025

Published : 06 January 2026

Revised : 10 November 2025

DOI : <https://doi.org/10.54443/morfaiv6i2.4734>

Accepted : 15 December 2025

Publish Link : <https://radjapublika.com/index.php/MORFAI/article/view/4734>

Abstract

The Muslim fashion industry in Indonesia is growing rapidly along with the increasing need for women to look fashionable but still in accordance with Islamic law. The city of Pontianak shows similar dynamics with the growth of local hijab businesses that are increasingly competitive, including Warung.zee50 as one of the business actors that has experienced significant development since its establishment in 2019. Warung.zee50's sales show an increasing trend from year to year, supported by innovative strategies in providing varied hijab products, affordable prices, and the utilization of digital marketing channels. Preliminary findings through observations and interviews show that product quality, material comfort, trend-following design, and pricing that suits consumer purchasing power play an important role in shaping customer satisfaction. This study aims to analyze the influence of products and prices on consumer satisfaction of Warung.zee50. The research uses a quantitative method with an associative approach. The research population is all consumers who have bought Warung.zee50 hijab products, with a total sample of 100 respondents determined through purposive sampling. Primary data was obtained through questionnaires and interviews, while secondary data came from sales documentation and social media searches. The instrument was tested using the Pearson validity test and Cronbach Alpha reliability. Data analysis included classical assumption tests, multiple linear regression, and hypothesis testing using the F test and the t test. The results of the research are expected to be able to explain the extent to which product quality and price strategy contribute to consumer satisfaction, as well as provide an empirical picture for the development of Warung.zee50's business strategy in maintaining its competitive position in the hijab fashion industry in Pontianak City.

Keywords: Product, Price, Consumer Satisfaction

INTRODUCTION

Success in competition can be achieved by creating and maintaining customer loyalty. For this reason, companies must make various efforts. Efforts are made by providing customer satisfaction through quality company products and services, creating a good brand image, creating value for customers (customer value) and increasing switching barriers (Setiawan; Sukardi 2020) The Muslim fashion industry in Indonesia is experiencing very rapid development, along with the increasing awareness of the public, especially women, to look fashionable but still in accordance with Islamic law. The city of Pontianak as one of the big cities in West Kalimantan shows a similar trend, where the local hijab business thrives and is increasingly competitive. Many business actors use social media such as Instagram as the main means for promotion and interaction with consumers. This condition creates a dynamic hijab business ecosystem, with competition that lies not only in product quality, but also in innovative pricing and digital marketing strategies.

Based on data from the Pontianak City Investment and One-Stop Integrated Services Office (DPMPTSP) in 2025, there are 31 hijab and Muslim clothing business units spread across six sub-districts, namely Pontianak City, East Pontianak, West Pontianak, Southeast Pontianak, North Pontianak, and South Pontianak. The distribution shows that the hijab trade sector in Pontianak City is growing quite rapidly and has become a form of creative economy activities that are widely engaged in by the community, especially women business actors. Based on the sales data of Warung.zee50 veils shown in Table 1.1, there is an increase in sales volume from year to year. In 2022, the number of veils sold reached 52,797 pcs with total sales of IDR 969,031,000. In 2023, this figure will increase to 68,063 pcs with total sales of IDR 8,229,510,000. Until 2024, Warung.zee50 will again record an increase with a total of IDR

Warung.zee50 was first established in 2019, starting from a prank business run by its owner. But over time, the store underwent significant development. In 2021, Warung.zee50 underwent a major renovation by expanding the store area and adding a variety of new products. Not only focusing on hijab, now Warung.zee50 also sells various kinds of women's needs such as cosmetics, clothes, pants, sandals, shoes, to wholesale veil products with various models. This makes Warung.zee50 not just a hijab shop, but has developed into a comprehensive Muslim women's shopping center in Pontianak City (WartaPontianak, 2024). In an interview with the owner of Warung.zee50, she said that from the beginning her party was committed to presenting affordable hijab but still following the latest trends. "We want to present hijab that is affordable but still trendy, that's why every month we always update the latest hijab model. We are aware that young people in Pontianak are quick to respond to fashion trends," he said. This strategy makes Warung.zee50 a hijab store that is very relevant for the younger generation, especially women aged 17-30 years who are the main target of their market. Tangible evidence of Warung.zee50's success in attracting consumer interest is reflected in the combined sales data through the Shopee platform and offline stores throughout 2025. Pashmina Tencel Premium products are the main favorites with an average sales of 1,363 pcs per month, followed by the Old School Paris Veil as many as 2,507 pcs, and Inner Shabrina Plain T-Shirts as much as 677 pcs per month. Other Products

Based on the results of initial observations, Warung Zee has just launched the latest hijab brand Tencasya (Tencel Faysa) in September 2025. The innovation from Faysa as the owner of Warung Zee uses Tencel material, which is booming because of its soft, cool, and classy texture. "Warung Zee Tencasya's hijab brand product is still only about two months old, and Tencel materials are indeed booming this year," said the owner. Tencasya's presence affirms Warung Zee's commitment to innovating to follow market trends, while still prioritizing product variety, competitive prices, and an effective multichannel sales strategy. Consumer satisfaction is the result of a positive perception of product quality and price levels offered. In the hijab fashion industry, satisfaction arises when consumers feel that the products purchased have high comfort, good quality, and designs that are in line with fashion trends. In addition, pricing that is in line with consumers' purchasing power also strengthens satisfaction, because consumers feel that they get a value that is commensurate between quality and costs.

A study conducted by Pongoh et al. (2025) confirms that product and price are the two main factors that play an important role in shaping consumer satisfaction. Products that have good quality, are comfortable to use, and are designed with models that follow trends and have high aesthetic value tend to be able to increase consumers' positive perception of the brand. On the other hand, the implementation of a rational price strategy in accordance with the purchasing power of the target market will strengthen the value of satisfaction, because consumers feel that they are getting benefits that are commensurate with the costs incurred. Thus, the combination of product excellence and proper pricing is an important key in creating and maintaining consumer satisfaction. The success of Warung.zee50 in attracting consumer interest is reflected in the diversity of hijab products offered according to the needs of various market segments. Warung.zee50 provides options such as pashmina, inner hijab, formal hijab, sport hijab, and bundling packages at affordable prices. Product variety and appropriate pricing make consumers feel satisfied because they get quality and value that is commensurate.

For the pashmina category, Warung.zee50 offers several variants such as Pashmina Inner Rayon Premium (IDR 39,900), Viscose Pashmina (IDR 42,000), Pashmina Ceruty Warung.zee50 (IDR 24,500), and Zee Rayon Scarf (Pashmina Rayon T-shirt) for IDR 34,500. On the other hand, the inner hijab category also has a complete choice, such as Inner Sport Rayon (IDR 24,000), Inner Side Jersey (IDR 25,000), Inner Oval Jersey (IDR 29,500), and Zee Inner Syarifa Premium Tali which is very affordable for only IDR 12,500. In addition, Warung.zee50 also provides formal hijabs such as Hijab Police/Civil Servant at a price of IDR 24,000, as well as sports hijab such as Sport Zee Hijab for IDR 18,500 which is suitable for outdoor activities or sports. For buyers who want to get several items at once, there is also a product in the form of a bundling package, namely Warung.ZeeHijabCollection (Package) which is sold at a price of IDR 39,900. Not to forget, Warung.zee50 also provides Premium Old School Paris Veil products for IDR 16,000, which is one of the favorites of consumers because of the combination of affordable prices and classic looks that are still in demand. This complete and continuously updated variety of products proves that Warung.zee50 is very adaptive to the dynamics of hijab trends and increasingly diverse consumer needs. By providing a selection of products from formal, casual, sporty to classic, and ensuring that prices remain competitive, Warung.zee50 has managed to reach a wide and heterogeneous market, especially among young women who are looking for a balance between style, comfort, and affordable prices. Customer loyalty plays an important role in a company, retaining them means improving financial performance and maintaining the company's survival. This is the main reason for a company to attract and retain them (Dita Afrila*; Helman Fachri; Sukardi 2022).

From the results of the researcher's interviews with several Warung.zee50 consumers, the majority admitted that they were satisfied with the quality of the products sold. One respondent said, "I like to shop at Warung.zee50 because the hijab material is cool and doesn't wrinkle easily. The models are always new, too, so they don't miss the trend." These comments reinforce the finding that product characteristics such as materials, comfort, and design play an important role in consumer satisfaction, especially among young people who are more selective in choosing fashion. The price factor also received great attention from consumers. Based on the results of interviews with several buyers, it was stated that the prices of products sold at Warung.zee50 were very friendly, especially for students and students. This is relevant, especially in market segments with lower middle to lower purchasing power. By paying attention to these various aspects, it can be emphasized that products and prices are the two main factors that greatly affect consumer satisfaction at Warung.zee50. The success of this store in combining product quality with affordable prices is the main factor in attracting and retaining consumers. Moreover, coupled with the development of Warung.zee50 which now not only sells hijab, but also other products that support the fashion and beauty needs of young women.

METHODOLOGY

This study uses a quantitative method with an associative approach, which aims to analyze the relationship between product variables, price, and consumer satisfaction in Warung.zee50. The population in this study is all consumers who have bought hijab products at Warung.zee50. Because the population is unknown, the sample was determined using the formula $n = Z^2/4(moe)^2$ with a significance level of 5% and a margin of error of 10%, so that a minimum sample of 96 respondents was obtained. The researchers then set the number of samples as many as 100 people. The sampling technique used purposive sampling with the criteria that respondents were at least 18 years old and had bought hijab products at Warung.zee50. The data used includes primary data and secondary data. Primary data was obtained through interviews with Warung.zee50 owners and consumers related to business policies and reasons for purchase, as well as through the distribution of questionnaires to consumers. Secondary data was obtained from the record of sales of hijab products on the Shopee platform as well as the results of searches of well-known hijab stores in Pontianak City through Instagram social media. The research instrument was tested through a validity test using the Pearson Product Moment correlation and a reliability test using Cronbach Alpha, where the instrument was declared valid if r was calculated $\geq r$ of the table and reliable if the alpha value ≥ 0.7 .

Data analysis was carried out through a classical assumption test which included a normality test, a linearity test, and a multicollinearity test. The normality test is carried out to ensure normal data distribution, the linearity test ensures the linear relationship between variables, and the multicollinearity test ensures that there is no excessive correlation between independent variables. Furthermore, multiple linear regression analysis was used to determine the influence of products and prices on consumer satisfaction. In addition, the correlation coefficient (R) is used to see the strength of the relationship between variables, while the determination coefficient (R^2) is used to determine the amount of contribution of independent variables to dependent variables. Hypothesis testing is carried out through the F test to see the effect of products and prices simultaneously, and the t test to see the partial influence of each variable on consumer satisfaction.

RESULTS AND DISCUSSION

Classic Assumption Test

1. Normality Test

The following in Table 1 are the results of the normality test using *the One-Sample Kolmogorov-Smirnov Test*:

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Red	0.0000000
	Std. Deviation	2.56364266
Most Extreme Differences	Absolute	0.082
	Positive	0.082
	Negative	-0.047
Test Statistic		0.082
Asymp. Sig. (2-tailed)		.093c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed researcher 2025

Table 1 shows that the Asymp.Sig (2-tailed) value of 0.093 is greater than 0.05, so it can be concluded that the tested data is normally distributed.

2. Linearity Test

Table 2 describes the results of the product variable linearity (X1) and Consumer Satisfaction (Y) tests:

Table 2. Product Variable Linearity Test Results and Consumer Satisfaction

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Consumer Satisfaction * Products	Between Groups	(Combined)	1207.388	29	41.634	25.026	0.000
		Linearity	641.073	1	641.073	385.352	0.000
		Deviation from Linearity	566.314	28	20.226	12.158	0.000
	Within Groups		908.690	116.452	7.70	1.664	
	Total		1745.710	1323.840	99		

Source: Processed researcher 2025

The results of the linearity test in Table 2 show that the sig *deviation from linearity* value of 0.000 is smaller than the sig value of 0.05, so it can be concluded that between the variables of Product (X1) and Consumer Satisfaction (Y) there is a **significant difference** in the average consumer satisfaction based on the variety of products offered. In other words, **products have a significant influence on consumer satisfaction**.

Table 3 describes the results of the linearity test of the variables Price (X2) and Consumer Satisfaction (Y):

Table 3. Results of the Linear Test of Price Variables and Consumer Satisfaction

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Consumer Satisfaction * Price	Between Groups	(Combined)	335.990	17	19.764	1.641	0.072
		Linearity	106.998	1	106.998	8.882	0.004
		Deviation from Linearity	228.992	16	14.312	1.188	0.295
(Continued)							
		Within Groups	297.544	987.850	82	12.047	
		Total	1745.710	1323.840	99		

Source: Processed researcher 2025

The results of the linearity test in Table 3 show that the value of sig *deviation from linearity* of 0.004 is greater than the value of sig 0.05, so it can be concluded that there is a linear relationship between the variables Price (X2) and Consumer Satisfaction (Y).

3. Multicollinearity Test

The results of the multicollinearity test using the SPSS 26 program can be seen in Table 4. Next:

Table 4. Multicollinearity Test Results

Type		Coefficient	
		Tolerance	VIF
1	Product	.964	1.037
	Price	.964	1.037
a Dependent Variable: Keputusan_Pembelian			

Source: Processed researcher 2025

The results of the multicollinearity test in Table 4 show that the *Tolerance values* of the Product variables (X1), and Price (X2) are more than 0.10 and the VIF values of the Product variables (X1), and Price (X2) are less than 10, so it can be concluded that there is no trace of multicollinearity.

Multiple Linear Regression Analysis

The results of the multiple linear regression calculation are as follows:

Table 5. Multiple Linear Regression Test Results

Type		Coefficient		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
1	(Constant)	5.640	2.252		2.505 0.014
	Product	0.249	0.027	0.666	9.187 0.000
	Price	0.102	0.047	0.159	2.188 0.031
a Dependent Variable: Consumer Satisfaction					

Source: Processed researcher 2025

Based on Table 5. The regression equation is as follows:

$$Y = 5.640 + 0.249X1 + 0.102X2$$

From the simple linear regression equation used in this study, it can be explained as follows:

1. Constant (β_0)

Based on the results of multiple linear regression, a constant value of 5.640 was obtained. Indicates that if the Price and Product variables are zero, then the Consumer Satisfaction variable is 5.640.

2. Product

Based on the results of multiple linear regression, a coefficient value of 0.249 was obtained. It shows that if the Product variable increases by one unit, the Consumer Satisfaction variable will increase by 0.249 units.

3. Price

Based on the results of multiple linear regression, a coefficient value of 0.102 was obtained. Showing that if the price variable increases by one unit, the Consumer Satisfaction variable will increase by 0.102 units.

Correlation Coefficient (R)

The results of the first substructural correlation coefficient (R) test can be seen in Table 4.17 below:

Table 6. Collation Coefficient Test Results (R)

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713a	0.509	0.498	2.58994
a. Predictors: (Constant), Price, Product				
b. Dependent Variable: Consumer Satisfaction				

Source: Processed researcher 2025

The table shows that the value of the correlation coefficient (R) obtained from the data processing results is 0.713, which means that the variables of Product, and price to Consumer Satisfaction have a strong relationship, as the value is in the interval of 0.60-0.799.

Coefficient of Determination (R^2)

The results of the first substructural coefficient of determination (R^2) test can be seen in the Table of Information that the *value of R Square* is 0.509 or 50.9% which means that the Product variable, and the price in explaining its effect on Consumer Satisfaction is 50.9% while the remaining 49.1% is explained by other variables outside the regression model.

Simultaneous Test (F Test)

The results of the first substructural simultaneous test (F test) can be seen in Table 4.18 below:

Table 7. Model Feasibility Test (F Test)

NEW ERA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	673.186	2	336.593	50.180	.000b
	Residual	650.654	97	6.708		
	Total	1323.840	99			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Price, Products						

Source: Processed researcher 2025

The results of the simultaneous test (F test) in Table show that the calculated F value of 50.180 is greater than the F_{table} 3.12, so it can be concluded that H_0 is rejected and H_a is accepted. In other words, the free variable, namely Product, and price simultaneously affect the bound variable, namely Consumer Satisfaction.

Partial Test (t-test)

The partial test (t-test) aims to determine the magnitude of the influence of each independent variable individually (partially) on the bound variable. After testing using the SPSS 26 application, the results were obtained as can be seen in Table 4.19 below:

Table 8. Partial Test Results (t-test)

Type		Coefficient			t	Sig.
		Unstandardized Coefficients	Standardize d Coefficients	Beta		
1	(Constant)	5.640	2.252		2.505	0.01 4
	Product	0.249	0.027	0.666	9.187	0.00 0
	Price	0.102	0.047	0.159	2.188	0.03 1

a Dependent Variable: Consumer Satisfaction

Source: Processed researcher 2025

The test results of the $t_{\text{calculated}}$ will then be compared with the t_{table} . The value of the table is 1.991. The results of the t-test (Partial) in Table 4.19 can be described as follows:

1. The value of $t_{\text{calculated}}$ for the Product variable (X_1) of 9.187 is greater than the t_{table} 1.991, so it can be concluded that H_0 is rejected and H_a is accepted, in other words there is a partial significant influence between the relationship with the Product on Consumer Satisfaction.
2. The value of $t_{\text{calculated}}$ for the price variable (X_2) of 2.188 is greater than t_{table} 1.991, so it can be concluded that H_0 is rejected and H_a is accepted, in other words there is a partially significant influence between the relationship with price on Consumer Satisfaction.

CONCLUSION

Based on the data analysis that has been carried out, it can be concluded that:

1. The multiple regression equation is $Y = 5.640 + 0.249X_1 + 0.102X_2$
2. The result of the correlation coefficient is 0.713, which means that the relationship between product variables and price to consumer satisfaction is in the strong category.
3. The results of the R² determination coefficient showed that the contribution of product variables and price in influencing the rise and fall of hijab consumer satisfaction in Warungzee50 was 50.9% and the remaining 49.1% was influenced by other factors that were not studied in this study.
4. The results of the simultaneous test (F test) in this study showed a Fcal value of $50.180 > 3.12$ Ftable. Thus, it can be concluded that simultaneously the product, and the price have a significant effect on the satisfaction of hijab consumers at Warungzee50.
5. The results of the partial test (t-test) on the product variable with a calculated value of $9.187 > 1.991$ table, meaning that there is a partial significant influence between the product variable (X_1) on consumer satisfaction (Y). Furthermore, the price variable shows a calculated value of $2.188 > 1.991$ tables, meaning that there is a partial significant influence between the price variable (X_2) on consumer satisfaction (Y).

REFERENCES

Abdullah, M. (2015). Quantitative research methodology. Aswaja Pressindo.

Abubakar, R. (2021). Introduction to research methodology. Suka-Press UIN Sunan Kalijaga.

Afifah, A., Putri, B., & Hidayah, C. (2023). Marketing service. Three Horizons. Aisyah, S., & Choeranad, D. P. (2023). Influence of Price and Product Quality on Customer Satisfaction (Study on Consumers of a Soe Company in Central Java). 3(1), 70–80.

Arifin, M. B., & Aunillah. (2021). Textbook of education statistics. UMSIDA Press. Ariyanto, R., Hasanah, N., & Lestari, D. (2023). Marketing management. Widina Bhakti Persada.

Bata, G., & Mayasari, Y. (2023). The Effect of Price , Service Quality , Product Quality on Customer Satisfaction at PT . Dynamic Buah Nusantara. 29(10), 184–201. <https://doi.org/10.9734/JEMT/2023/v29i101154>

Dita Afrila*; Helman Fachri; Sukardi. 2022. "The Effect of Satisfaction on Customer Loyalty Using Travel." 9:83–

88.

Elliyyana, L., Ramdani, A., & Mustofa, H. (2022). Fundamentals of marketing. Ahlimedia Press.

Emt, T., Agustin, Y. C., Sari, U. N., Asoka, A., & Rosadi, S. (2023). The Effect of Product Quality and Price on Customer Satisfaction at Yulia Citra Furniture. 7(4), 906–910.

Fakhrudin, A., Rahayu, I., & Wibowo, F. (2022). Marketing mix. CV Budi Utama.

Gama, A., & Astiti, N. (2020). Marketing management: Concept, development and application. Noah Aletheia.

Hamdan, & Zambi, M. E. (2022). The Effect Of Product Quality, Price, And Quality Of Service On Consumer Satisfaction Of Kampoengan Duck In Pangkalpinang City. GENETICS, 6(3), 1–13.

Hidayat, T. (2020). Analysis of the influence of products, prices, promotions, and locations on the purchase decision of Koki Jody restaurant in Magelang. Journal of Management Science, 17(2), 95–105.

Indrasari, M. (2019). Marketing & Customer Satisfaction. Unitomo Press.

Kencana, P. N. (2018). Pinisi Discretion Review The Effect of Price and Product Quality on Customer Satisfaction. 2(1), 53–60.

Kotler, P., & Armstrong, G (2018). Principles of Marketing Global Edition 17th Edition. London: Pearson Education.

Kotler, P., & Keller, K. L. (2019). Marketing Management (15th ed.). Pearson Education Limited.

Perdana, K. E. (2016). Processing thesis data with SPSS 22. FE UBB Management Lab.

Pongoh, R. J., Tumbel, T. M., & Walangitan, O. F. C. (2025). The Effect of Product Quality and Price on Customer Satisfaction at the Amurang Topas Kiosk. 6(2), 126–130.

Raharja, G. G. (2024). Muslim fashion against the purchase decision of Bogor.

Razak, A., Yusuf, F., & Zulkifli, H. (2023). Business marketing management textbook. CV Putra Media Nusantara.

Safitri, N. A. (2023). Marketing management. K-Media.

Promise; Sukardi, Dani. 2020. "Analysis of the Influence of Brand Image on Consumer Loyalty to." 7:96–101.

Sahir, S. (2021). Research methodology. KBM Indonesia Publisher. Sahir. (2021). Research Methodology. Medan: KBM Indonesia Publisher.

Satriadi, Wanawir, Hendrayani, E., Siwyanti, L., & Nursaidah. (2021). Marketing management. Blue Ocean.

Sugiyono. 2018. Quantitative, Qualitative, and R&D Research Methods, Alfabeta Publisher, Bandung.

Sujarwени, V. W. (2015). Business & Economic Research Methodology. New Library Press.

Tyastirin, E., & Hidayati, I. (2017). Parametric statistics for health research. Architecture Study Program UIN Sunan Ampel.

Utomo, K. E., Susena, K. C., & Yustanti, N. V. (2023). The Influence Of Product Quality , Price And Service On Customer Satisfaction At Lesehan 123 Jamik Bengkulu City The Influence Of Product Quality Price And Service On Consumer Satisfaction At Lesehan 123 Jamik Bengkulu City. 3(3), 343–358.

Wardhana, A. (2024). Consumer behavior in the digital era 4.0 (Indonesian Edition). Eureka Media Script.

Yulianti, I., Fadilah, N., & Prasetyo, A. (2019). Marketing management. CV Budi Utama.

Yulius, Y. (2023). Introduction to the basics of service marketing strategy. The Mainstream Media.