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Research Article

Enhancing Sales Turnover: Leveraging Product Quality and Pricing with Customer Satisfaction as the Mediator

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Abstract

The purpose of this study is to find out how product quality and pricing affect sales turnover through customer satisfaction and find out whether product quality and pricing affect sales turnover through customer satisfaction in the Islamic view. This type of research used in this study is an associative study; the sample in this study was consumers of perpetual Arya Jaya LPG gas agents, totaling 50 people, while the sampling technique used the saturated Non-Probability Sampling that is Sampling method census. Data analysis techniques used are path analysis and multiple tests. The results showed that these results indicate that product quality and pricing have a positive and significant effect on customer satisfaction. However, the influence of product quality has positive and not significant results on sales turnover, and pricing on sales turnover has a positive and significant effect. Managerial implications of leveraging product quality and pricing to enhance sales turnover, with customer satisfaction as the mediator. Understanding the interplay between these factors is crucial for managers seeking to optimize their marketing strategies and drive business growth. By focusing on enhancing product quality and implementing competitive pricing strategies, managers can effectively influence customer satisfaction.

Keywords: Product Quality, Price Determination, Customer Satisfaction, Sales Turnover

1. Introduction

LPG (Liquified Petroleum Gas)- 3 kilograms of gas, commonly called melon gas, is currently an item that has become a necessity for many people. The role of marketing in the business world causes many companies to compete to find and fulfill consumer needs and desires by producing products that are more effective and efficient than their competitors.

In general, a company, in carrying out its activities, always aims to obtain the maximum profit in accordance with the company's growth in the long term and wants maximum productivity in maintaining and ensuring the survival of the company, whether it operates in the services, industry, or trade sectors. Indonesia, as a developing country, is implementing development in all fields, including the economic sector (Abdullah, 2016).

Risk of damage/leakage of LPG gas cylinders during the loading and unloading process. Often, officers loading and unloading goods (cylinders) need to pay attention to proper distribution methods, so without realizing it, small leaks occur in several gas cylinders. Apart from reducing the number of doses purchased by consumers, this can also be dangerous for the safety of your warehouse from explosions. For this reason, sensitivity is needed in checking tubes that are still in good condition, and immediately report them to the agent if you find several tubes that are not fit for distribution. States every company that always tries the products produced can meet customer desires so that they can obtain profits or results that are more than what has been targeted they can maintain the company's survival by developing existing product types, improving product quality, and setting affordable prices accepted by consumers. Especially currently, there are often new policies from the government that result in rises and falls in the price of raw materials for product supplies so that, in the end, people can use the products from a company (Assidiki & Budiman, 2023; Samsul, 2018).

Therefore, companies must really set the right price. However, currently competition regarding prices is so tight that marketing parties are required to be more agile in determining the price and quality of their products in accordance with community conditions. Sales turnover is so important that the company must carry out marketing activities to maintain and develop so that the objectives of the organization's expertise and resources remain in line with changing market opportunities. Marketing strategy aims to form and perfect the company's business efforts and products so that they meet profit (Hidayati & Muslikh, 2023).

Customer satisfaction can affect a company's sales turnover. To see that all product quality and pricing must be determined well, Kotler & Keller (2019) argue that satisfaction is a person's feeling of pleasure or disappointment resulting from comparing perceived product performance (or results) with their expectations because they are one of the customers who are very satisfied with the quality of a particular product or pricing, so they have the enthusiasm to promote it to people they know, users of the product or price after experiencing a product purchase which is expressed in behavior to buying it and reflects the existence of 2 long-term ties between product quality and pricing (Maghfur et al., 2023).

Satisfied consumers will buy again, and over time, they will become customers. Satisfied consumers can generate large revenues for the company for years, thereby causing consumers to purchase the same products even though they are influenced by situations and marketing efforts that have the potential to cause switching actions to other parties. Consumers consider many factors in choosing a gas agent, one of which is product quality and pricing based on this.

2. Literature Review and Hypothesis
Understanding Product Quality
The capacity of a product to meet or beyond consumer expectations in terms of performance or outcomes is known as its quality. On the other hand, defines product quality as a comprehensive process that involves customers assessing how well a product performs overall. Customers that maintain positive relationships with product provider firms are interested in high-quality products. Therefore, by optimizing positive consumer experiences and reducing negative ones, product provider companies may deliver high-quality performance to meet customer expectations. When a product meets or exceeds customer expectations in terms of performance, it can be said to have met or exceeded expectations in terms of quality (Komara & Erwand, 2023).

Factors that influence Product Quality
Quality is the ability of a product to perform or provide results that meet or exceed customer expectations. Characterizes product quality as an all-encompassing procedure wherein consumers evaluate the overall performance of a product. Superior products are of interest to customers who have good ties with product provider companies. Product provider organizations can therefore meet customer expectations by delivering high-quality performance through the optimization of positive consumer experiences and the reduction of bad ones. A product is considered to have met or exceeded consumer expectations in terms of quality when its performance matches or surpasses those of the customer (Komara & Erwand, 2023). Materials Engineers choose materials with stricter constraints than before due to production costs and quality standards; machine and mechanization firms' demand to achieve lower costs and production volumes to please consumers has driven the use of the complexity of factory equipment is growing, and its performance is largely dependent on the quality of the materials it is fed. Maintaining machine uptime is essential to allowing facilities to be used to their maximum potential. Utilizing contemporary information methods, information may now be gathered, stored, retrieved, and altered on a scale never before possible. Requirements for Mounting Products (Production Process) Tighter control over the entire product production process is necessary due to the rapid improvement in product design (Munawaroh & Simon, 2023).

Product Quality Indicators
Product quality is one of the marketers' main positioning tools. Quality has a direct impact on the performance of a product or service. Therefore, quality is closely related to customer satisfaction. The indicators are product performance quality, product appearance, excellence, and reliability.

Understanding Pricing
States there are several definitions; namely, in economics, the meaning of pricing is related to the meaning of value and utility. Value is a measure of the amount provided by a product if the product is exchanged for another product. Meanwhile, utility is an attribute of an item that provides a certain level of satisfaction to consumers (expressed in terms of dollars or monetary medium of exchange). Price is the amount of money charged for a particular product. Companies set prices in a variety of ways. In small companies, prices are often set by top management. In large companies, pricing is usually handled by division managers or product line managers. Even in these companies, top management sets general pricing goals and policies and often approves prices proposed by lower-ranking management. Kotler and Armstrong (2019) said, "Price is the amount of money charged for a product or service. More broadly, price is the amount of value that consumers exchange to gain benefits from owning or using a product or service."

Pricing Indicators
Pricing is the value of a product, which is measured in money and which has been determined by the decision maker. According to Kotler and Armstrong (2019), the indicators are price affordability, price discrimination, price according to benefits, and price according to quality.

Understanding Customer Satisfaction
A person's satisfaction level is determined by how happy or disappointed they are with the product's perceived performance (or results) in comparison to their expectations. Customers are not going to be happy if the performance falls short of their expectations. If the performance is up to par, they will be happy. When a performance surpasses expectations, clients will be ecstatic. A customer's evaluation of a product's performance is influenced by various aspects, one of which is their level of brand loyalty. Based on the experience they gain, customers tend to build certain expectation values. Customer satisfaction is a comparison between the customer's perception of the service received and their expectations before using the service.

Factors influencing Customer Satisfaction

States that the level of satisfaction of service recipients determines the measure of success of service providers. Satisfaction of service recipients is achieved if service recipients receive services according to their needs. Hypothesis test results show that the factors of work values, work enthusiasm, ability to communicate with consumers, mastery of information technology (customer information systems), and superior supervision on service staff performance and customer satisfaction have a significant influence on service staff performance and customer satisfaction.

Customer Satisfaction Indicators

Customer satisfaction is the level of someone's feelings after comparing the performance or results they feel compared to their expectations. Elements relate to customer satisfaction. The indicators are Intention to repurchase, Level of consumer satisfaction while consuming the product, Willingness to recommend, and goods sold in line with expectations.

Understanding Sales Turnover

Sales turnover is the result achieved by the company from sales, which comes from the number of units multiplied by the selling price. The indicators are the achievement of turnover, conformity with expectations, equality with other businesses, and suitability of capital with the results achieved, namely the amount of money from the sale of certain goods (merchandise) during a selling period. Turnover is the value of transactions that occur within a certain time, for example, daily, weekly, monthly, or yearly. Turnover is not a profit value, nor is it a loss value. A large turnover value with a small profit value or loss is evidence of management inefficiency and vice versa. State that sales are an effort made by humans to deliver goods that have been produced to those who need them with money according to a price determined by mutual decision. From the definition above, it can be concluded that sales turnover is the number of goods received by the buyer with the amount of money handed over to the seller in accordance with the mutual agreement. He gives an opinion about sales turnover, namely: "Sales turnover is the total amount of income obtained from the sale of goods/services within a certain period." Meanwhile, Swastha in gives an opinion about sales turnover, namely: "The accumulation of sales activities of a product or goods and services calculated as a whole over a certain period continuously or in an accounting process."

Factors that influence Sales Turnover

The factors that influence the decline in sales include Internal factors, namely causes that occur because of the company itself, and external factors, namely causes that occur because of other parties.

Sales Turnover Indicator

Companies generally want to have large profits to achieve a certain sales volume and earn a certain profit to support the company's growth. There are indicators of sales turnover, namely the number of transactions, selling price, other expenses, and turnover target.

Theoretical Thinking Framework
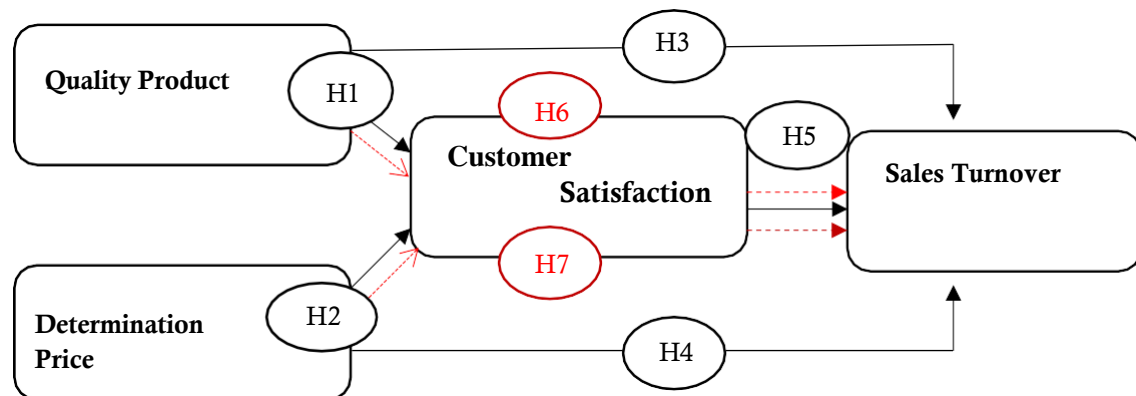
Source: Primary data processed (2023)

Figure 1. Research Framework

Hypothesis
Product Quality and Customer Satisfaction
The quality of a product is something that greatly influences the level of satisfaction of customers who buy it. Every customer expects the products they buy to be of high quality. High-quality products can provide high scores on satisfaction measurements. Show that product quality influences customer satisfaction, said that product quality at the Happy Garden restaurant has a positive and significant influence on consumer satisfaction then a hypothesis can be formulated as follows:
H1: Product quality has a positive and significant effect on customer satisfaction.

Pricing and Customer Satisfaction
Product pricing is also a factor that influences customer satisfaction assessments. If an item has a high price but needs better quality, customers will be more easily disappointed. Adjust the value of an item with the quality it has. Do research on your competitors' prices, calculate all production costs, and determine the price of goods with a reasonable profit estimate. States that price has a positive and significant influence on customer satisfaction. Based on the results of this research, the more competitive the service prices are, the more customer satisfaction will increase in using goods delivery services. By referring to the theory obtained and supported by previous research, research hypotheses for price and customer satisfaction can be formulated as follows:
H2: Pricing has a positive and significant effect on Customer Satisfaction

Product Quality and Sales Turnover
Selling products with the technique that the goods are useful and of good quality for the community, if the product used turns out to be damaged and can be exchanged, this method can increase sales turnover. The definition of sales turnover is the accumulation of sales activities for a product, goods, and services, which are calculated over a certain period continuously or in one accounting process. State that partial products have a significant effect on sales. The results of this research state that the price variable has little effect on sales turnover because the price set is a high price for some consumers. Hence, this influences consumer decisions to buy products from. So, based on the research above, the hypothesis is:
H3: Product quality has a positive and significant effect on sales turnover.

Pricing and Sales Turnover
This research aims to determine the significance of the influence of price and place on sales turnover, and the primary data obtained through questionnaires are analyzed using SPSS (Statistical Product and Service Solution), which previous researchers have researched. According

to Rahim Abdullah, the resulting regression coefficient (Price) value has a positive sign of (+), indicating that every additional 1 unit of the price variable will increase sales turnover. States that "Pricing as an element of the marketing mix and marketing planning will determine the position of the product in a market and the profits generated by the product." Kotler and Keller (2019) state, "The sales concept assumes that consumers and businesses if left unchecked, will not buy enough of the organization's products. Because the organization must make aggressive sales and promotional efforts". By referring to theory and supported by previous research, the following hypothesis can be formulated:

H4: Price has a positive and significant effect on sales turnover.

Customer Satisfaction and Sales Turnover

If customers are satisfied with a product, then demand will increase, and sales turnover will also increase; conversely, if customers are not satisfied, then demand will decrease, and so will sales turnover. State that customer satisfaction has a positive effect on the level of sales turnover at the Teaching Factory Gradasi printing press. This opinion agrees with previous research regarding customer satisfaction and sales turnover. From the sales results after two months, the owner was happy with the sales results. There was an increase in sales turnover, although not significant. The increase in sales turnover is thought to be due to customer satisfaction resulting from returning buying and selling transactions without using candy. So, it can be concluded that the hypothesis is as follows:

H5: Customer satisfaction simultaneously influences sales turnover.

Product Quality, Customer Satisfaction, and Sales Turnover

Product quality has an important role in product marketing. Consistency with these results states that marketing its products, tries to provide the best products to consumers. The best product for consumer satisfaction is a factor that consumers consider when choosing a product. The product quality perceived by consumers will determine consumer perceptions of performance, which in turn will have an impact on sales turnover. This is proven through research conducted on herbal medicine products after giving birth. Partially, the variable quality of post-natal herbal medicine products has a positive effect on customer satisfaction as mediation, based on the results of research through regression analysis, a simple regression coefficient for the product quality variable was obtained of 0.443, which means that product quality has a positive influence on customer satisfaction and sales turnover. Ruth and Sudharto (2022). Likewise, concluded that product quality variables influence Pipop Copy customer satisfaction, both simultaneously and partially. The research aims to determine the factors that influence consumer satisfaction. The factors studied for their influence on consumer satisfaction in the research are product and service quality. By knowing the factors that have a significant influence, it is hoped that the quality of these factors will improve so that consumer satisfaction increases, and this will have an impact on increasing company turnover.

H6: Customer satisfaction can mediate the effect of product quality on customer turnover.

Pricing, Customer Satisfaction and Sales Turnover

Like the previous research above, price affects consumer satisfaction and has an impact on sales turnover. Partially, the price variable has a positive effect on consumer satisfaction and sales turnover. Based on the results of research through regression analysis, a simple regression coefficient for the price variable was obtained of 0.902, which means that price has a positive influence on consumer satisfaction and has an impact on sales turnover. Shows that there is a positive influence on price through customer satisfaction. This can be interpreted that if the price is affordable then customer satisfaction will increase.

H7: Customer satisfaction can mediate pricing on sales turnover.

3. Data and Method

The type of research used in this research is the explanatory research method, which is a research method that aims to explain the position of the variables being studied and the influence between one variable and another. Based on the type of research at the level of explanation, this type of research is associative research (Santosa & Hidayat, 2014).

Research variable.
Research variables are anything in any form that the researcher determines to study so that information about it is obtained, and then conclusions are drawn. Values can be different at various times for the same object or person and at the same time for different objects or people.

Data Types and Data Sources
The types of data used in this research are primary and secondary data. Primary data is data obtained directly by researchers, which refers to the specific research objectives. Primary data collection comes from interviews. Secondary data refers to information collected from existing sources, such as internal company data.

Method of collecting data
The data collection method in this research uses a questionnaire technique. A questionnaire is a data collection technique by giving a set of written statements to respondents to answer. The answers to each question item asked to respondents use a Likert Scale. The Likert scale is a scale that contains five levels of answer preferences.

4. Results
Product Quality Variables
Based on data processing from the results of validity testing using the SPSS program, which was carried out on product quality variable items, valid results were obtained. The following are the results of validity tests that have been carried out on product quality variable statement items.

Table 1. Quality Variable

Item No	Corrected Item-Total Correlation	r-table	Information
1	0.654	0.300	Valid
2	0.627	0.300	Valid
3	0.648	0.300	Valid
4	0.582	0.300	Valid
5	0.537	0.300	Valid
6	0.576	0.300	Valid
7	0.630	0.300	Valid
Price Determination Variable			
Item No	Corrected Item-Total Correlation	r-table	Information
1	0.668	0.300	Valid
2	0.637	0.300	Valid
3	0.580	0.300	Valid
4	0.545	0.300	Valid
5	0.471	0.300	Valid
6	0.508	0.300	Valid
7	0.479	0.300	Valid
8	0.575	0.300	Valid
Customer Satisfaction Variables			
Item No	Corrected Item-Total Correlation	r-table	Information
1	0.654	0.300	Valid
2	0.784	0.300	Valid
3	0.683	0.300	Valid

Item No	Corrected Item-Total Correlation	r-table	Information
4	0.627	0.300	Valid
5	0.579	0.300	Valid
6	0.678	0.300	Valid
7	0.513	0.300	Valid
8	0.699	0.300	Valid

Sales Turnover Variable			
Item No	CorrectedItem-Total Correlation	r-table	Information
1	0.674	0.300	Valid
2	0.759	0.300	Valid
3	0.510	0.300	Valid
4	0.443	0.300	Valid
5	0.634	0.300	Valid
6	0.658	0.300	Valid
7	0.650	0.300	Valid
8	0.665	0.300	Valid

Source: Processed Primary Data, 2020

Reliability Test Results

According to Santoso (2019), a variable is said to be reliable if it provides a Cronbach alpha value greater than 0.60. High reliability is indicated by an Rxx value close to 1. In general agreement, the reliability is quite satisfactory > 0.60 (in the SPSS output, it can be seen in the alpha value). Testing is carried out per variable using the statements contained in the questionnaire. From the tests carried out, the following results were obtained.

Table 2. Reliability Test Calculation Results

Variable	Cronbach's alpha	r Count	Information
Product Quality (X1)	0.714	0.6	Reliable
Pricing (X2)	0.755	0.6	Reliable
Customer Satisfaction (Z)	0.816	0.6	Reliable
Sales Turnover (Y)	0.788	0.6	Reliable

Source: Processed Primary Data, 2020

Table 2 shows that each variable's Cronbach's Alpha findings exceed the necessary minimal criterion, which is >0.60 or 60%. Accordingly, Cronbach's alpha values for the product quality variable are 0.714, the pricing variable is 0.755, the customer happiness variable is 0.816, and the sales turnover variable is 8.81. When all variables have a value of >0.6 or near 1, it is considered good or dependable (0.788). As such, the study's questionnaire may be relied upon.

Product Quality Descriptive

Table 3. Product Quality

	N	Minimum	Maximum	Mean	Std. Deviation
X1_1	50	3	4	3.72	.454
X1_2	50	3	4	3.70	.463
X1_3	50	3	4	3.70	.463
X1_4	50	3	4	3.50	.505
X1_5	50	3	4	3.66	.479
X1_6	50	3	4	3.52	.505
X1_7	50	3	4	3.54	.503
Quality_Product	50	3	4	3.62	.292
Valid N (listwise)	50				
Pricing					
	N	Minimum	Maximum	Mean	Std.

					Deviation
X2_1	50	3	4	3.54	.503
X2_2	50	3	4	3.50	.505
X2_3	50	3	4	3.60	.495
X2_4	50	3	4	3.56	.501
X2_5	50	3	4	3.54	.503
X2_6	50	2	4	3.24	.476
X2_7	50	3	4	3.56	.501
.X2_8	50	3	4	3.44	.501
Determination_Price	50	3	4	3.50	.303
Valid N (listwise)	50				

Descriptive of Customer Satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
Z_1	50	2	4	3.38	.567
Z_2	50	2	4	3.38	.530
Z_3	50	3	4	3.48	.505
Z_4	50	2	4	3.26	.487
Z_5	50	2	4	3.32	.513
Z_6	50	3	4	3.32	.471
Z_7	50	3	4	3.28	.454
Z_8	50	3	4	3.36	.485
Satisfaction_Customer	50	3	4	3.35	.332
Valid N (listwise)	50				

Source: Processed Primary Data, 2020

Classic Assumption Test Results
Multicollinearity Test

Examining the tolerance and VIF (Variance Inflation Factor) values in a regression model is one technique to determine if multicollinearity exists. It can be inferred that multicollinearity does not exist in the study if the tolerance value is > 0.10 and the VIF is less than 10; on the other hand, multicollinearity does occur if the tolerance value is less than 0.10 and the VIF is greater than 10.

**Table 4. Brand Preference Multicollinearity Results**

	Collinearity Statistics	
Model	Tolerance	VIF
1 (Constant)		
Co-Branding	.943	1.060
Brand Equity	.943	1.060

Purchase Intention Multicollinearity Results

	Collinearity Statistics	
Model	Tolerance	VIF
1 (Constant) Co-Branding	.906	1.103
Brand Equity	.816	1.225
Brand Preference	.801	1.249

Source: Processed primary data, 2019

Given Table 4 above, all tolerance values are greater than 0.10 and all VIF values are less than 10. Thus, it can be inferred from these data that there is no multicollinearity or correlation between any of the independent variables employed in this study and other independent variables.

Heteroscedasticity Test
The graph plot between the residual SRESID and the expected value of the linked variable, ZPRED, can be used to determine if heteroscedasticity is present or absent. A heteroscedasticity problem exists if the image follows a certain pattern; in contrast, a non-specific pattern indicates the absence of a heteroscedasticity problem. Figures 4.19 and 4.20 display the heteroscedasticity test findings.
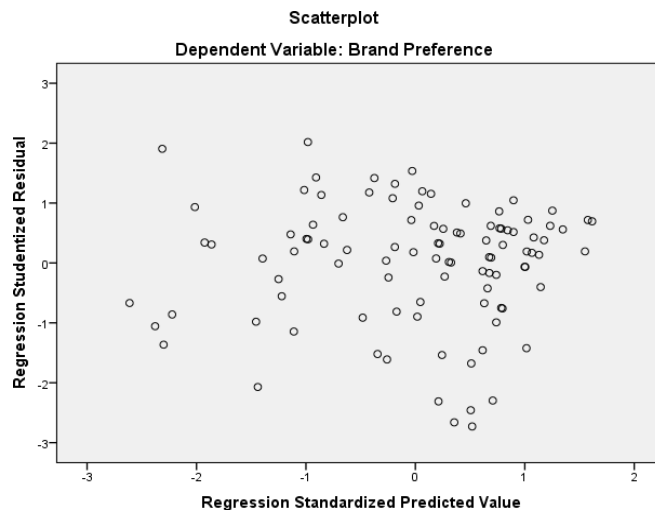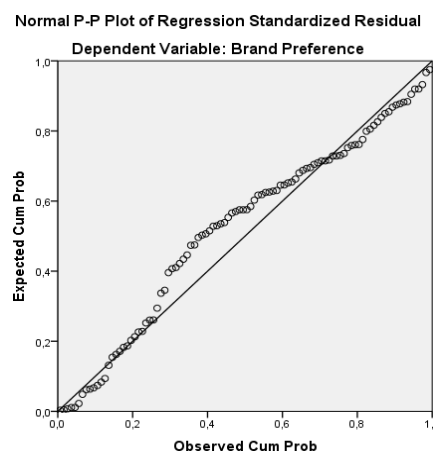

Source: Primary data processed by the author in 2020

Figure 2. Heteroscedasticity

Normality test
The normality test is part of the classical assumption test requirements. This was done to find out whether the frequency distribution of scores for each variable was normally distributed or not. Figure 2 below shows the results of the normality test carried out using the SPSS program.

Source: Primary data processed by the author in 2020

Figure 3. Normality Test

Path Analysis Results (Path Analysis)
To determine the direct and indirect effects of causative variables on an effect variable, path analysis is used to examine causal linkages between variables. The following is a description of path analysis used in this study:

Table 5. Brand Preference Summary Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.446a	.199	.183	.953

Source: Processed primary data, 2019

The R square value of 0.199 is displayed in Table 5 above. The error value or variance of the customer satisfaction variable-which is not explained by product quality and consumer quality-is computed using this R square value.

5. Discussion

The Effect of Product Quality on Customer Satisfaction
The results of this research show that through path analysis results were obtained that showed a positive and significant influence between product quality and customer satisfaction. This result means that product quality influences customer satisfaction. These results can be interpreted as meaning that customers will have high satisfaction if the product quality has good gas quality and is safe. Likewise, if the product provided does not have a good standard, there will be no sense of satisfaction from customers. The results of this research are in accordance with and strengthen previous research conducted which has proven that product quality through increased performance, reliability, fit, and durability can drive increased customer satisfaction.

The Effect of Pricing on Customer Satisfaction
The results of this research show that through this route results are obtained that show a significant influence in a positive direction between pricing and customer satisfaction. This means that pricing is very important to increase customer satisfaction in purchasing LPG gas. This means that it states that pricing is still considered reasonable and is offered to the public in a positive and significant way regarding customer satisfaction and is supported by data and hypotheses. This is in accordance statement, namely that setting prices is a challenging job. Often, companies set prices that are too cost-oriented and do not pay attention to market changes. Therefore, when setting prices, it is necessary to pay attention to the purchasing power of customers so that customers do not switch to other hotels.

The Effect of Product Quality on Sales Turnover
The results of this research show that through path analysis, results were obtained that showed a positive and insignificant influence between product quality and sales turnover. From the comparison, it was concluded which meant that the influence of product quality was not tested, and the test results proved that the influence of product quality had a positive and insignificant effect on sales turnover. Regarding analysis of the influence of product quality, price, location, and service quality on consumer repurchase interest. The results of this research show that, in general, the product quality, price, location, and service quality are good. All hypotheses in this research can be accepted.

The Effect of Pricing on Sales Turnover
The results of this research show that through path analysis, results are obtained that show a positive and significant influence between pricing and sales turnover. This result means that pricing is an important factor in determining how to increase sales turnover. This means that if there is an increase in the influence of pricing, this will encourage an increase in sales turnover. Moreover, vice versa, if the price is set too high, buyers will not have the interest to buy, and sales turnover will decrease. The results of this research are in line with the opinion, who reports that determining the selling price is one of the most significant management decisions that must be taken by management because it is through this selling price that the industry will.

The Effect of Customer Satisfaction on Sales Turnover
The results of this research show that through path analysis results were obtained that showed a positive and significant influence between customer satisfaction and sales turnover. This means that customer satisfaction will also make someone decide to increase sales turnover. It can be concluded that if buyers are satisfied with what they get, then the buyer will have the intention to buy again and will make the Arya Jaya Abadi LPG gas agent their regular agent. However, if the buyer feels dissatisfied, the opposite will happen. Namely, the buyer will not have the intention to buy again, and sales turnover will decrease. Meanwhile, as quoted by Ali (2022), customers leaving or changing their support for the product has an impact on long-term revenue, and increasing retention has a significant impact on long-term revenue. Meanwhile, several authors emphasize that there is a positive relationship between customer satisfaction and loyalty.

The Effect of Customer Satisfaction between Product Quality and Sales Turnover
Customer satisfaction does not operate as a mediator between product quality and sales turnover, according to the findings of the Sobel test, which was used to examine the indirect relationship between product quality and turnover through customer satisfaction. Thus, trust does not influence sales turnover through product quality. This indicates that there is no mediating relationship between product quality and sales turnover; hence, customer satisfaction has no effect on sales turnover because it does not affect the buyer's perception of satisfaction. Customers would often not buy LPG gas from the Arya Jaya Abadi gas dealer if they are unhappy with their shopping experience, which will lower their level of happiness. The results of this research also have the same results, which show that product quality has a positive and significant effect on purchasing decisions. The results of this research have which show that service quality has a positive and significant effect on purchasing decisions.

The Effect of Customer Satisfaction between Pricing on Sales Turnover
Based on the Sobel test carried out regarding the direct influence of pricing on sales turnover through customer satisfaction, the result was that customer satisfaction can mediate pricing on sales turnover. Thus, customer satisfaction can mediate pricing on sales turnover. This means that if the price set is in accordance with existing provisions, positive results will be obtained. The satisfaction felt by customers will automatically increase because buyers will feel satisfied with the price setting in accordance with the provisions so that the desire or interest in buying will directly make a purchase. The research above is in line with previous research conducted by Laksana (2016); the research results show that production costs, selling prices, and services together influence profits.

6. Conclusion
Based on the results of the discussion in the research, the author obtained the conclusions that can be drawn from the research regarding in this research are as follows: Product quality has a positive and significant influence on customer satisfaction. This finding means that if product quality increases, customer satisfaction will also increase. The increasing quality of products sold at the Arya Jaya Abadi 3 kg LPG gas agent will be followed by increased customer satisfaction for Arya Jaya Abadi gas agent consumers. Pricing has a positive and significant influence on customer satisfaction. This finding means that if pricing increases, it can increase customer satisfaction. The increasing price setting for Arya Jaya Abadi 3 kg LPG gas agent sales will be followed by increased customer satisfaction for Arya Jaya Abadi LPG gas agent consumers.

Product quality has a positive but insignificant influence on sales turnover. This gas agent has 130 product-quality goods, so if there is a leak, the possibility of it occurring is very minimal, so this variable does not have a significant influence on the sales turnover of Arya Jaya Abadi LPG gas agents. Partially, there is a positive and significant influence of the pricing variable on the sales turnover of gas agents. Thus, the fourth hypothesis is accepted. Pricing is a variable that has a good influence on sales turnover at Arya Jaya Abadi LPG gas agents. So, the price setting created by LPG gas agent Arya Jaya Abadi will have a significant impact on sales turnover. The managerial implication of this research is that organizations can increase sales by focusing on improving product quality and appropriate pricing strategies. However, it is also important to pay attention to

customer satisfaction as an important mediator in the relationship between product quality, price, and sales.

Recommendation

Based on the conclusions that have been obtained from the results of this research, among others are: To improve product quality, gas agents should make product quality even better, such as choosing good gas shapes and colors so that consumer trust arises, and this in itself can create customer satisfaction so that they decide to buy again, especially for new customers. In running their business, gas agents should inform their customers, such as retailers and food stalls, to keep prices high so that the number of consumers increases and they do not complain. Agents must be more creative in creating new strategies and innovations so that consumers stay with other agents.

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