

The Effect of Price and Bulog Product Availability on Customer Satisfaction (A Case Study of The Community in Bengkalis District)

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Article history:

Received July 1, 2026

Revised July 13, 2026

Accepted July 18, 2026

Abstract

This study aims to investigate the effects of Price and Bulog Product Availability on Customer Satisfaction, both simultaneously and partially, among consumers in Bengkalis District. A quantitative approach with an associative research design was employed in this study. The study population consisted of residents of Bengkalis District who had previously purchased Bulog products. A total of 100 respondents were selected using a purposive sampling technique. Data were collected through a structured questionnaire and analyzed using multiple linear regression analysis. The results reveal that Price and Bulog Product Availability simultaneously have a positive and significant effect on Customer Satisfaction. Partially, Price has a positive and significant influence on Customer Satisfaction. Likewise, Bulog Product Availability also exerts a positive and significant effect on Customer Satisfaction. These findings indicate that affordable pricing and consistent product availability are key factors in enhancing customer satisfaction with Bulog products in Bengkalis District.

Keywords:

Price; Product Availability Bulog; Customer Satisfaction.

1. INTRODUCTION

Food is one of the most fundamental human needs and plays a crucial role in sustaining life and improving social welfare. The availability of adequate, safe, high-quality, and affordable food is widely recognized as one of the primary indicators of national food security. Achieving food security depends not only on agricultural production but also on the effectiveness of distribution systems, price stability, and the accessibility of food products to the community. Any imbalance between food supply and public demand may result in product shortages, price fluctuations, and a decline in consumers' purchasing power.

In Indonesia, rice remains the primary staple food consumed by the majority of the population. Consequently, maintaining stable food prices and ensuring a continuous supply of staple food commodities have become important priorities in supporting national food security. To achieve these objectives, the government plays a strategic role in regulating food prices while ensuring that essential food products remain accessible and affordable for all segments of society.

To support these efforts, the Government of Indonesia has assigned Perum BULOG as a state-owned enterprise responsible for the procurement, storage, and distribution of staple food commodities. In addition to stabilizing food prices, BULOG maintains government food reserves to anticipate emergencies, including natural disasters, supply disruptions, and unexpected price increases. The institution also distributes several essential food products, such as SPHP rice, Minyakita cooking oil, granulated sugar, and frozen buffalo meat, as part of its commitment to maintaining food affordability and strengthening national food security.

To broaden public access to staple food products, BULOG has established the Rumah Pangan Kita (RPK) program, a community-based distribution network that serves as a distribution partner in delivering BULOG products directly to consumers. Through this program, BULOG seeks to expand its distribution coverage, improve product accessibility, and promote a more equitable distribution of staple food across

different regions. The implementation of RPK is expected to support a more efficient distribution system while ensuring that food products remain available at stable and affordable prices.

According to data from Perum BULOG Bengkalis Branch in 2025, several food products distributed by BULOG are sold at prices lower than those available in the general market. This pricing policy reflects the government's commitment to maintaining food affordability and protecting consumers' purchasing power. Consequently, the relatively lower prices offered by BULOG have encouraged many consumers to select BULOG products as an alternative source for fulfilling their daily food requirements.

Nevertheless, affordable prices alone do not necessarily guarantee customer satisfaction if the required products are not consistently available. In practice, several BULOG products, particularly SPHP rice and Minyakita cooking oil, occasionally experience stock shortages at distribution outlets, especially during periods of increasing consumer demand. Under these circumstances, consumers are often required to purchase substitute products from the general market at considerably higher prices because BULOG products are temporarily unavailable.

The geographical characteristics of Bengkalis District further increase the complexity of food distribution. As an archipelagic region, the distribution of staple food commodities depends largely on maritime transportation. Weather conditions, sea waves, shipping schedules, and transportation availability frequently influence the efficiency of product distribution. Any disruption to the distribution process may delay product deliveries and reduce product availability at the consumer level. Therefore, maintaining an effective logistics and distribution system has become an essential requirement for ensuring a stable food supply within the region.

These conditions indicate that competitive pricing alone is insufficient to satisfy consumers if products cannot be obtained whenever they are needed. Consumers expect not only affordable prices but also continuous product availability. Therefore, pricing and product availability are closely interconnected factors that jointly influence customer satisfaction with BULOG products.

Based on interviews conducted with employees of Perum BULOG Bengkalis Branch, it was found that staple food stocks, particularly rice, are continuously maintained to ensure supply readiness. However, the distribution of the Government Food Supply and Price Stabilization (SPHP) program is not implemented continuously because it follows government policies intended to maintain market price stability. In addition, differences in procurement sources may result in variations in the selling prices of certain BULOG products. These conditions indicate that managing pricing policies and maintaining product availability remain important challenges for BULOG in fulfilling community needs while simultaneously improving customer satisfaction.

Previous studies have primarily examined the influence of price and product availability on customer satisfaction within retail businesses, private companies, and service industries. However, limited attention has been given to government-owned food distribution institutions such as Perum BULOG, particularly those operating in archipelagic regions with unique logistical and distribution challenges. The distinctive geographical characteristics of Bengkalis District provide a different research context in which affordable pricing alone may not be sufficient to achieve customer satisfaction if product availability cannot be consistently maintained.

Based on these considerations, this study aims to examine the influence of price and BULOG product availability on customer satisfaction among consumers in Bengkalis District, both individually and simultaneously. The findings are expected to contribute to the development of knowledge in the fields of marketing, food distribution, and supply chain management. Furthermore, the results are anticipated to provide practical recommendations for Perum BULOG in improving pricing strategies, strengthening product availability, enhancing distribution effectiveness, and ultimately increasing customer satisfaction.

1.1. Price

Consumer behavior is an important aspect that companies need to understand when implementing marketing activities. According to Engel, as cited in (Siregar & Aslami, 2022), consumer behavior refers to all individual activities directly involved in obtaining, using, and consuming goods or services, including the decision-making processes that precede and follow these activities. Further explains that consumer behavior arises from the needs perceived by individuals, which motivate them to select products or services that are considered capable of fulfilling their expectations (Siregar & Aslami, 2022). Therefore, understanding consumer behavior serves as the foundation for developing effective marketing strategies that enhance customer satisfaction.

One of the strategies used by companies to influence consumer decisions is the marketing mix. According to (Mohamad & Rahim, 2021), the marketing mix is a combination of marketing strategies designed to introduce products, communicate information to consumers, stimulate purchasing decisions, and create consumer preferences. The effectiveness of the marketing mix depends on the company's ability to integrate all of its components in order to create superior value for customers.

In this study, price is considered one of the primary elements of the marketing mix that influences customer satisfaction. According to Kotler and Armstrong, as cited in (Setiawati et al., 2025), price is the amount of money charged for a product or service or the value exchanged by customers to obtain the benefits

of owning or using the product or service. Besides functioning as a monetary exchange, price also represents the value perceived by consumers. A price that is consistent with the benefits received creates positive value perceptions and enhances customer satisfaction. These findings are supported, who reported that price has a positive and significant effect on customer satisfaction (Setiawati et al., 2025; Othman et al., 2022; Pohan, H., Bangsawan, S., & Roslina., 2025).

1.2. Product Availability

Product availability is closely related to Supply Chain Management (SCM). According to Simchi-Levi et al., as cited in (Hermalena et al., 2022), Supply Chain Management is an integrated approach that coordinates suppliers, manufacturing, warehousing, and distribution activities to ensure that products are delivered in the right quantity, at the right location, at the right time, and at the lowest possible cost. Similarly, Thomas and Griffin, as cited in (Hermalena et al., 2022), define SCM as the integrated management of material and information flows across suppliers, production facilities, warehouses, and distribution channels to effectively satisfy customer needs.

As an integral part of Supply Chain Management, logistics plays a significant role in managing the storage, transportation, and distribution of products from suppliers to end consumers. According to Al Farohi et al., as cited in (Haloho, 2024), logistics involves controlling the flow of goods and information to fulfill customer needs efficiently. (Haloho, 2024) further explains that logistics encompasses planning, controlling, storing, and distributing goods to maintain the continuity of product supply. In addition, (Raza et al., 2020), argue that logistics digitalization improves operational efficiency, distribution transparency, and the continuity of product availability throughout the supply chain.

In this study, product availability is considered one of the determinants of customer satisfaction. According to Kotler, as cited in (Setiawati et al., 2025), product availability refers to a company's ability to ensure that products required by consumers are available whenever needed. Lupiyoadi, as cited in Setiawati et al. (2026), states that product availability depends on the company's ability to maintain adequate inventory levels to meet market demand. Furthermore, Sartika et al., as cited in (Setiawati et al., 2025), explain that effective distribution systems and inventory management significantly influence product availability. Previous studies by (Bramasta & Ikram, 2023), and (Seriana et al., 2024) found that product availability positively affects customer satisfaction because consumers prefer products that are consistently available whenever needed.

1.3. Customer Satisfaction

Customer satisfaction is one of the primary indicators of a company's success in fulfilling customer needs and expectations. Customer satisfaction is achieved when consumers compare their actual experience with their prior expectations regarding a product or service. According to Kotler and Keller, as cited in (Setiawati et al., 2025), customer satisfaction is the feeling of pleasure or disappointment that arises from comparing a product's perceived performance with customer expectations. When product performance meets or exceeds expectations, customers become satisfied; otherwise, dissatisfaction occurs.

This perspective is supported by Jonathan, as cited in (Vanessa et al.), who defines customer satisfaction as consumers' feelings after evaluating the products or services they have used. Therefore, customer satisfaction represents the outcome of consumers' evaluations of their overall purchasing and consumption experiences.

Satisfied customers are more likely to make repeat purchases, recommend the product to others, and develop long-term loyalty toward the company. Also explain that customer satisfaction is influenced by several factors, including price, service quality, and the company's ability to consistently fulfill customer needs (Hermalena et al., 2022; Norawati et al., 2021). Therefore, in this study, customer satisfaction is considered the result of consumers' perceptions regarding affordable prices and adequate product availability in meeting their needs.

2. RESEARCH METHOD

This study employed a quantitative approach with an associative research design to examine the influence of Price and Bulog Product Availability on Customer Satisfaction among residents of Bengkalis District. According to Sugiyono (2023), an associative research design is intended to examine the relationships and causal influences among two or more variables. The study was conducted between February and June 2026 and involved residents of Bengkalis District who had previously purchased Bulog products.

The population of this study consisted of residents of Bengkalis District who had purchased Bulog products. Based on data published by Statistics Indonesia (BPS) of Bengkalis Regency (2026), the total population of Bengkalis District was 94,951. However, the exact number of Bulog product consumers was unknown. Therefore, the sample size was determined using the Lemeshow formula with a 95% confidence level and a 10% margin of error. The calculation indicated a minimum sample size of 96 respondents, which

was rounded up to 100 respondents to facilitate data collection. A purposive sampling technique was applied, with respondents selected based on the following criteria: they were residents of Bengkalis District, had previously purchased Bulog products, and were willing to participate in the study.

This study utilized both primary and secondary data. Primary data were collected through questionnaires distributed to respondents, while secondary data were obtained from books, scholarly journals, Perum Bulog reports, publications issued by Statistics Indonesia (BPS), and other relevant documents related to the research topic. Data were collected using observation, questionnaire surveys, and literature review. The research instrument employed a five-point Likert scale, ranging from 1 (Very Dissatisfied) to 5 (Very Satisfied). The operational definitions of the research variables are presented in Table 1.

Data analysis was carried out using IBM SPSS Statistics 25. Prior to hypothesis testing, the research instrument was evaluated through validity and reliability tests, with a Cronbach's Alpha value greater than 0.60 indicating that the instrument was sufficiently reliable. Furthermore, the data were subjected to classical assumption tests, including normality, linearity, heteroscedasticity, and multicollinearity tests. Hypothesis testing was performed using multiple linear regression analysis, supported by the t-test, F-test, coefficient of determination (R^2), and Spearman's Rank Correlation (Spearman's Rho) to assess the strength of the relationships among the research variables.

Table 1. Operational Definition of Research Variables

Variable	Indicator	References
Price (X_1)	1. Affordable price.	According to Rusyidi, as cited in Setiawati et al., 2025
	2. Appropriateness of discounts.	
	3. Price promotions.	
	4. Price matches product quality.	
Bulog Product Availability (X_2)	1. Products are consistently available in stores.	According to Kotler, as cited in Setiawati et al., 2025
	2. Ease of purchasing Bulog products.	
	3. Completeness of products available at outlets.	
	4. Even distribution and availability of products across outlets.	
Customer Satisfaction (Y)	1. Expectation fulfillment.	According to Tjiptono, as cited in Setiawati et al., 2025
	2. Intention to repurchase.	
	3. Willingness to recommend.	

Source Processed research data (2026).

3. RESULTS AND DISCUSSION

This section presents the results of the data analysis and discusses the findings in accordance with the objectives of the study. It begins with a description of the respondents' demographic characteristics, followed by the results of the instrument testing, multiple linear regression analysis, and hypothesis testing. The findings are then interpreted by referring to relevant theories and previous empirical studies to provide a comprehensive understanding of how price and bulog product availability influence customer satisfaction.

3.1. Results

3.1.1. Respondent characteristics

A total of 100 questionnaires met the research requirements and were deemed valid for analysis. The demographic profile of the respondents is presented in Table 2. Based on gender, the respondents were predominantly female, accounting for 91% of the sample. In terms of age, the majority were between 22 and 30 years old (63%), representing the productive age group that is generally associated with higher purchasing activity. Regarding occupation, private-sector employees constituted the largest respondent group, representing 34% of the sample. In addition, most respondents reported a monthly income ranging from IDR 500,000 to IDR 3,000,000 (46%). Overall, these findings indicate that Bulog product consumers in Bengkalis District are primarily female, belong to the productive age category, work mainly in the private sector, and have a moderate monthly income level.

Table 2. Characteristics of Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	9	9%
	Female	91	91%
Age	< 22 years	16	16%
	22 – 30 years	63	63%
	30 – 45 years	12	12%
	45 – 65 years	9	9%
	> 65 years	0	0%
Occupation	Civil Servant	11	11%
	Private Employee	34	34%
	Entrepreneur	15	15%
	Housewife	6	6%
	Farmer	2	2%
	Trader	25	25%
	Others	7	7%
Monthly income	< IDR 500,000	11	11%
	IDR 500,000–3,000,000	46	46%
	IDR 3,000,001–5,000,000	40	40%
	Others	3	3%

Source Processed research data (2026).

3.1.2. Instrument Testing

Prior to hypothesis testing, the research instrument was assessed through validity and reliability analyses to ensure its suitability for data collection. The validity test results indicated that all questionnaire items achieved correlation coefficients ranging from 0.424 to 0.845, all of which exceeded the critical r -value of 0.361. These findings confirm that every questionnaire item was capable of accurately measuring the intended research variables and was therefore considered valid.

The reliability analysis further demonstrated that the Cronbach's Alpha coefficients ranged from 0.717 to 0.814, surpassing the minimum acceptable threshold of 0.60. This indicates that all research variables exhibited satisfactory internal consistency and reliability. Consequently, the research instrument was considered appropriate for use in the subsequent statistical analyses.

Table 3. Validity and Reliability Test Results

Variable	Items	Validity (r-value)	Cronbach's Alpha	Interpretation
Price (X_1)	8	0.424–0.845	0.804	Valid and Reliable
Bulog Product Availability (X_2)	8	0.426–0.791	0.717	Valid and Reliable
Customer Satisfaction (Y)	8	0.498–0.837	0.814	Valid and Reliable

Source Processed research data (2026).

3.1.3. Classical Assumption Tests

Prior to hypothesis testing, a series of classical assumption tests was conducted to ensure that the multiple linear regression model satisfied the required statistical assumptions. The tests consisted of normality, linearity, heteroscedasticity, and multicollinearity assessments. The normality test, performed using the One-Sample Kolmogorov–Smirnov method, resulted in an Asymp. Sig. value of 0.000. Although this value was below the 0.05 significance level, the normality assumption was considered fulfilled because the Normal P–P Plot and Histogram indicated that the residuals were distributed in an approximately normal pattern. According to Ghazali (2018), the assessment of normality should not rely solely on statistical significance values but should also be supported by graphical analysis, particularly when the residual distribution exhibits an approximately normal pattern. Therefore, the normality assumption in this study was considered to be satisfied.

Furthermore, the linearity test revealed significant linear relationships between the independent variables and Customer Satisfaction. The Price variable produced a significance value of 0.000 with an F -value of 103.967, while Bulog Product Availability yielded a significance value of 0.000 with an F -value of 30.080. These findings indicate that both independent variables have significant linear relationships with Customer Satisfaction.

In addition, the heteroscedasticity test based on the scatterplot showed that the residuals were randomly dispersed around the zero line without forming any specific pattern, indicating the absence of heteroscedasticity. The multicollinearity test also produced Tolerance values of 0.683 and Variance Inflation Factor (VIF) values of 1.464, confirming that no multicollinearity existed among the independent variables. Overall, all classical regression assumptions were satisfied, indicating that the proposed regression model was appropriate for further statistical analysis.

3.1.4. Correlation and Coefficient of Determination Analysis

As presented in Table 4, the correlation analysis yielded an R value of 0.620, indicating a positive relationship of moderate strength between Price, Bulog Product Availability, and Customer Satisfaction.

Moreover, the coefficient of determination (R^2) of 0.385 indicates that 38.5% of the variation in Customer Satisfaction can be explained by the combined effects of Price and Bulog Product Availability, whereas the remaining 61.5% is attributable to other variables that were not included in the research model. The Adjusted R Square value of 0.372 further suggests that the regression model has a moderate explanatory power in accounting for variations in Customer Satisfaction.

Table 4. Correlation and Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.620 ^a	0,385	0,372	2,615

Source Processed research data (2026).

As shown in Table 5, the multiple linear regression analysis generated the following regression equation:

$$Y = 4.932 + 0.406(X_1) + 0.202(X_2)$$

The regression equation indicates that the constant value of 4.932 represents the baseline level of Customer Satisfaction when both independent variables, Price (X_1) and Bulog Product Availability (X_2), are assumed to remain unchanged. The regression coefficient of 0.406 for Price suggests that a one-unit increase in the Price variable is associated with an increase of 0.406 units in Customer Satisfaction, assuming the other variable remains constant. Likewise, the regression coefficient of 0.202 for Bulog Product Availability indicates that each one-unit improvement in product availability contributes to a 0.202-unit increase in Customer Satisfaction. The positive coefficients for both independent variables demonstrate that improvements in price perception and product availability are associated with higher levels of Customer Satisfaction.

Table 5. Multiple Linear Regression Analysis

Table 3: Multiple Linear Regression Analysis								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1 (Constant)	4,932	2,782		1,772	0,079			
Total X1	0,406	0,081	0,481	4,996	0,000	0,683	1,464	
Total X2	0,202	0,095	0,205	2,124	0,036	0,683	1,464	

Source Processed research data (2026).

3.1.5. Hypothesis Testing

The hypothesis testing results confirm that Price (X_1) has a positive and statistically significant effect on Customer Satisfaction, as indicated by a t-value of 4.996 and a significance level of 0.000 ($p < 0.05$). Likewise, Bulog Product Availability (X_2) also demonstrates a positive and significant influence on Customer Satisfaction, with a t-value of 2.124 and a significance level of 0.036 ($p < 0.05$).

The simultaneous analysis using the F-test further confirms that Price and Bulog Product Availability collectively have a significant effect on Customer Satisfaction. This is evidenced by an F-value of 30.323 with a significance level of 0.000. Therefore, all research hypotheses proposed in this study are accepted and supported by the statistical findings.

Table 6. ANOVA Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	414,744	2	207,372	30,323	,000 ^b
Residual	663,366	97	6,839		
Total	1078,110	99			

Source Processed research data (2026).

3.2. Discussion

3.2.1. The Simultaneous Effect of Price and Bulog Product Availability on Customer Satisfaction

The findings of this study demonstrate that Price and Bulog Product Availability jointly have a positive and statistically significant effect on Customer Satisfaction. This conclusion is supported by the F-test results, which produced an F-value of 30.323 with a significance level of 0.000 ($p < 0.05$), confirming that the regression model is statistically valid. Furthermore, the coefficient of determination ($R^2 = 0.385$) indicates that 38.5% of the variation in Customer Satisfaction can be explained by the combined effects of Price and Bulog Product Availability, while the remaining 61.5% is attributable to other factors that were not examined in this study.

These results suggest that customer satisfaction is influenced by the combined effect of affordable pricing and consistent product availability. Competitive pricing delivers greater value when supported by a reliable supply of products, whereas affordable prices alone may not maximize customer satisfaction if consumers experience difficulties obtaining the products they need. Similarly, maintaining product availability without offering reasonable prices may not fully meet customer expectations.

The findings further reinforce marketing theory, which explains that customer satisfaction is shaped by consumers' overall assessment of the value they receive from a product or service. In addition, the results support the Supply Chain Management perspective, emphasizing the importance of effective inventory control and distribution management in ensuring product availability and fulfilling customer demand. Therefore, Perum BULOG should continue to balance stable pricing policies with efficient distribution practices to enhance customer satisfaction. This is particularly important in Bengkalis District, where the distribution of staple food products largely depends on maritime transportation due to its archipelagic geographical characteristics.

3.2.2. The Effect of Price on Customer Satisfaction

The results of the t-test demonstrate that Price has a positive and statistically significant effect on Customer Satisfaction ($t = 4.996$; $p = 0.000$). These findings indicate that customer satisfaction increases when Bulog products are offered at prices that are affordable and aligned with consumers' purchasing power. Reasonable pricing enhances consumers' perceived value because they believe that the benefits obtained are worth the amount of money spent.

This finding is in line with the theory proposed by Kotler and Keller (2018), which explains that customers evaluate a product by comparing the benefits they receive with the price they pay. Likewise, Rusyidi, as cited in (Setiawati et al., 2025), describes price as the monetary sacrifice consumers make to obtain the benefits of a product or service. Therefore, an appropriate pricing strategy plays a crucial role in shaping positive customer perceptions and improving satisfaction.

The findings also reinforce previous empirical studies by (Setiawati et al., 2025) and (Pohan, H., Bangsawan, S., & Roslina, 2025), both of which concluded that competitive and affordable pricing contributes significantly to higher customer satisfaction. In addition, (Othman et al., 2022), argued that price is one of the key determinants of customer satisfaction because consumers generally perceive affordable prices as a reflection of value for money and pricing fairness.

From a practical perspective, these findings suggest that Perum BULOG should continue to implement stable pricing policies in line with government regulations while ensuring that its products remain affordable for the community. Maintaining affordable prices is expected to strengthen public confidence in BULOG and further enhance customer satisfaction with its products.

3.2.3. The Effect of Bulog Product Availability on Customer Satisfaction

The findings reveal that Bulog Product Availability has a positive and statistically significant effect on Customer Satisfaction ($t = 2.124$; $p = 0.036$). This indicates that a consistent supply of Bulog products contributes to higher customer satisfaction. When staple food products are readily available, consumers can obtain the products they need more conveniently, resulting in a more positive purchasing experience and reducing concerns about product shortages.

These findings are consistent with the concept proposed by Kotler, as cited in (Setiawati et al., 2025), which describes product availability as a company's ability to meet consumer demand by providing sufficient products. The availability of products at the right time and place allows consumers to access them more easily, thereby enhancing their overall satisfaction.

Furthermore, the results reinforce the Supply Chain Management perspective presented by (Hermalena et al., 2022), which emphasizes that effective inventory control and distribution management are fundamental to ensuring product availability and improving customer satisfaction. This finding is also in line with the study conducted by (Bramasta & Ikram, 2023), who reported that product availability has a positive and significant influence on customer satisfaction because consumers tend to evaluate a company more favorably when the products they need are consistently available.

As an archipelagic region, Bengkalis District faces unique logistical and distribution challenges that require effective supply chain management. Therefore, Perum BULOG should continue to strengthen inventory planning, improve distribution coordination, and maintain a stable supply of staple food products across all distribution points. These initiatives are expected to further enhance customer satisfaction while reinforcing BULOG's strategic contribution to maintaining regional food supply stability and supporting food security.

4. CONCLUSION

This study was conducted to examine the influence of Price and Bulog Product Availability on Customer Satisfaction among consumers in Bengkalis District. Based on the results of the multiple linear regression

analysis and hypothesis testing, it can be concluded that both variables have a positive and significant effect on Customer Satisfaction, both individually and simultaneously. The findings also indicate that Price has a more dominant influence than Bulog Product Availability, suggesting that affordable pricing is the primary consideration for consumers when evaluating their satisfaction with Bulog products. Nevertheless, product availability remains an essential factor, as consumers expect staple food products to be consistently available whenever they are needed.

The results of this study provide practical insights for Perum BULOG to maintain affordable pricing policies while continuously improving product availability across its distribution network. As Bengkalis District is an archipelagic region with unique logistical and distribution challenges, strengthening inventory management and enhancing distribution efficiency should become key priorities to ensure a stable supply of staple food products at all distribution points. These improvements are expected to enhance customer satisfaction while reinforcing BULOG's strategic role in maintaining food price stability and supporting regional food security. Despite these contributions, this study has several limitations. The analysis was limited to two independent variables, namely Price and Bulog Product Availability, and therefore did not capture other factors that may also influence customer satisfaction. In addition, the research was conducted exclusively in Bengkalis District, which limits the generalizability of the findings to regions with different geographical and socio-economic conditions. Furthermore, the respondents were predominantly female, within the productive age group, and mostly employed in the private sector, which may not fully represent the characteristics of the broader consumer population.

Based on these limitations, future studies are encouraged to develop a more comprehensive research model by incorporating additional variables, such as service quality, product quality, brand image, and customer trust. Future research is also recommended to involve a wider geographical scope so that the findings can provide broader insights and achieve greater generalizability regarding the factors influencing customer satisfaction with Bulog products.

ACKNOWLEDGEMENTS

The authors would like to express sincere gratitude to God Almighty for His endless grace, guidance, and strength, which enabled the successful completion of this research. The author also wishes to convey heartfelt appreciation to family and friends for their constant prayers, encouragement, and unwavering support throughout every stage of the research process. Special appreciation is extended to Nazrantika Sunarto for her valuable guidance, insightful suggestions, constructive feedback, and continuous encouragement during the preparation of this study. The author is also deeply grateful to all respondents who generously devoted their time and willingly participated in this research, making this study possible.

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