



The Influence of Product Quality and The Price of Red Chili on Consumer Satisfaction in Pasar Raya Padang in The Perspective of Islamic Economics

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Abstract

This study analyzes the influence of product quality and red chili prices on consumer satisfaction at Pasar Raya Padang from an Islamic Economic perspective. Using a quantitative approach with multiple linear regression analysis, this research involved 100 respondents selected from consumers who purchased red chili at the market. The empirical findings indicate that both product quality and price significantly and positively affect consumer satisfaction. From an Islamic economic viewpoint, this satisfaction is achieved through the rigorous application of the principle of justice (*'adl*) in pricing, where a mutually beneficial agreement (*antaradin*) is reached between the seller and the buyer, accompanied by transparency that eliminates uncertainty (*gharar*). Furthermore, maintaining high product quality is highly consistent with Islamic business ethics, which strictly emphasizes the importance of honesty (*amanah*) and preserving the quality of goods for the common good (*maslahah*). This study concludes that integrating conventional marketing metrics with Islamic ethical principles ensures sustained market welfare and consumer trust.

Keywords: Product quality, price, consumer satisfaction, pasar raya Padang, Islamic economics.

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Introduction

Islamic economics is an economic system that does not merely prioritize material profit maximization, but is fundamentally anchored in the Qur'an and Hadith, upholding the core principles of justice, balance, and collective welfare (*maslahah*). Within the context of market structures, Islamic economics regulates interactions among economic agents based on sharia principles such as honesty (*sidq*), openness (transparency), and strict prohibitions against predatory practices like usury (*riba*), uncertainty (*gharar*), and gambling (*maysir*), alongside market supervision by the state through the *hisbah* institution. From an Islamic perspective, the market is not simply a venue for buying and selling commodities, but also a vital instrument for the equitable distribution of wealth within society (Mawadati et al., 2025). As a meeting point for buyers and sellers to exchange products and services, the market has been an integral driver of the economy in Muslim cities since the era of Prophet Muhammad SAW and the Rightly Guided Caliphs (Sofiastuti et al., 2024).

One of the most vital economic pillars supporting both the community's livelihood and regional government stability is food commodities, particularly red chili (Yuditya et al., 2023). Indonesia is one of the world's leading producers, generating approximately 1.8 million tons of chili annually (FAO, 2017; Vina A. Muliana, n.d.). Based on data from the Central Bureau of Statistics (BPS) for the 2019–2023 period, Java and Sumatra stand as the two largest chili-producing regions in Indonesia. West Sumatra constitutes one of the highest chili-producing provinces on Sumatra Island, yielding an average production of 127,981 tons per year. Aligned with its high production capacity, the consumption rate of chili in West Sumatra is also exceptionally high, particularly in the city of Padang. According to BPS data from 2024, chili consumption in West Sumatra reached 0.134 kg/capita/week (equivalent to 134 grams/capita/week). When accumulated annually, individual chili consumption reaches 6.97 kg/capita/year. This figure reflects an immense market demand for chili in this region, notably across traditional markets such as Pasar Raya Padang.

Pasar Raya Padang is the largest traditional market complex and the primary commercial center in Padang City. Situated in Kampung Jao, Padang Barat District, this market holds profound historical significance as it was established in the 1880s by a Chinese Captain during the Dutch colonial era. Like a typical central wholesale market, it supplies various agricultural commodities segregated into specific merchant zones, including a dedicated sector for chili traders. However, data from the Padang City Department of Trade spanning 2019–2023 indicates that chili prices at Pasar Raya Padang exhibit extreme fluctuations, with price points frequently exceeding those found in neighboring auxiliary (satellite) markets. The absolute price peak occurred in July 2022, soaring to Rp97,682/kg. This drastic inflation was heavily influenced by erratic weather anomalies and pest infestations that disrupted supply volumes from core cultivation centers (M. Ocky, 2023).

In the contemporary globalization era, public access to real-time pricing information has become significantly accessible through digital platforms like PASARAMI, initiated by the Padang City Department of Trade. This ease of information allows consumers to rapidly compare prices across different markets, thereby creating a fiercely competitive landscape for traders. Consequently, to sustain consumer satisfaction, producers and merchants are compelled to implement strategic measures aimed at optimizing product quality and offering competitive pricing. Consumer satisfaction is fundamentally defined as an individual's emotional evaluation after comparing the actual performance of a product or service with their prior expectations (Rahmi et al., 2022). Correspondingly, Kotler in Eka Mulyati Utami (2019) asserts that customer satisfaction represents a person's expression of happiness or disappointment

resulting from comparing a product's perceived performance against its expected performance. Theoretically, five primary dimensions influence customer satisfaction: 1) product quality, 2) service quality, 3) emotion, 4) price, and 5) cost (Kotler & Keller, 2012 in Apriasty & E. Simbolon, 2022).

Product quality serves as a prerequisite for the commercial adoption of any commodity in the market. If a product successfully fulfills or exceeds customer expectations, it is deemed to possess superior quality (Dede Putra Wau, 2023). Customer satisfaction is indirectly but highly influenced by this quality dimension, as premium products deliver positive impressions that fortify consumer loyalty (Abigail et al., 2024). Upon purchasing and consuming red chili, consumers' ultimate satisfaction depends heavily on the commodity's physical quality, such as its freshness, color, and size (Gustiani, 2014). Furthermore, chili quality reflects real market equilibrium; the closer the physical condition of the chili meets established measurement standards, the higher its quality ranking and bargaining power within traditional market environments (Sudiyono, 2002 in Gustiani, 2014).

Beyond quality, the element of pricing stands as another crucial variable dictating customer satisfaction. Price is defined as the monetary value exchanged for a product or service, or the total value that consumers sacrifice to attain the benefits of utilizing it (Kotler & Armstrong, 2010 in Renaningtyas et al., 2022). In a similar vein, price encompasses all monetary expenditures sacrificed by customers to acquire, possess, and utilize a combination of product utilities (Hasan in Putranto & Kartoni, 2020). Within the framework of Islamic economics, price determination must never be exploitative. Prices must be set fairly, reasonably, reflect the actual quality of the commodity, and remain completely free from deceptive practices (*tadlis*). This moral foundation of trade is explicitly mandated in the Qur'an, Surah Al-Zalzalah verses 7–8:

فَمَنْ يَعْمَلْ مِثْقَالَ ذَرَّةٍ خَيْرًا يَرَهُ ۖ وَمَنْ يَعْمَلْ مِثْقَالَ ذَرَّةٍ شَرًّا يَرَهُ ۖ

"So whoever does an atom's weight of good will see it, and whoever does an atom's weight of evil will see it."

The aforementioned verse provides a fundamental theological-moral blueprint for Muslim traders. Every effort to preserve product quality and maintain fair pricing that does not exploit buyers is viewed as an act of worship that yields positive returns in the form of blessed sustenance and consumer trust. Conversely, even the slightest fraudulent act—such as manipulating scales, concealing product defects (*ghish*), or arbitrarily setting exorbitant prices that do not align with the product's quality—constitutes a transgression that must be accounted for before Allah SWT. This boundary of consumption and transactional behavior is further reinforced by the Prophetic tradition:

"Narrated by Amr bin Shu'aib, from his father, from his grandfather, he said: The Messenger of Allah (SAW) said: Eat, drink, dress, and give alms without extravagance or pride." (HR. Abu Daud and Ahmad).

This Hadith emphasizes that Islam strictly forbids all forms of excessive consumption (*israf*) and wastefulness (*tabzir*). This core value demands a harmonious equilibrium between the economic utility pursued by consumers and the transactional ethics maintained by merchants in the marketplace. As a primary wholesale market, Pasar Raya Padang plays a central role in the distribution network of red chili in Padang City. Nonetheless, empirical phenomena in the field demonstrate that red chili prices at Pasar Raya Padang are frequently higher compared to auxiliary markets in the surrounding areas, such as Pasar Bandar Buat and Pasar Lubuk Buaya. This price disparity is periodically recorded in the following comparative monthly average price data (Table 1).

Table 1. Comparative Average Prices of Red Chili in Padang City (2021–2024)

Month	Pasar Raya Padang (Rp/Kg)	Pasar Bandar Buat (Rp/Kg)	Pasar Lubuk Buaya (Rp/Kg)
2021			
May	18,000	-	-
June	18,000	-	-
July	20,000	22,000	20,000
August	20,000	17,000	20,000
September	30,000	30,000	30,000
October	42,000	45,000	40,000
November	34,000	34,000	36,000
December	24,000	25,000	22,000
2022			
January	24,000	24,000	26,000
February	44,000	42,000	-
March	30,000	35,000	46,000
April	38,000	36,000	-
May	55,000	54,000	24,000
June	88,000	84,000	95,000
July	85,000	85,000	96,000
August	76,000	57,000	-
September	40,000	-	-
October	35,000	-	-
November	40,000	-	-
December	32,000	-	38,000
2023			
January	46,000	-	45,000
February	44,000	50,000	41,000
March	24,000	26,000	27,000
April	20,000	24,500	23,500
May	23,000	21,000	25,000
June	39,000	-	29,000
July	27,000	-	27,000
August	41,000	-	42,000
September	42,000	41,000	43,000
October	52,000	51,000	57,000
November	64,000	65,000	70,000
December	39,000	41,000	31,000
2024			
January	42,000	46,500	42,000
February	74,000	81,000	78,000
March	38,000	43,500	77,500
April	56,000	59,500	-
May	40,000	51,500	-

June	40,000	40,000	-
July	37,000	37,000	39,000
August	36,000	37,000	35,000
September	22,000	23,000	25,000
October	27,000	26,000	29,000
November	24,000	28,000	27,000
December	48,000	52,000	52,000

Source: Primary Data Processed from the Padang City Department of Trade (2025/2026).

The phenomena of price disparity and volatility illustrated in Table 1 indicate unique dynamic variables at the wholesale market level, which potentially influence consumer satisfaction and purchasing behavior significantly. Given that red chili is a fundamental daily necessity for the population of Padang characterized by an inelastic market demand, any misalignment between price fluctuations and quality assurances risks inducing economic injustice, which is strictly prohibited in sharia. Based on this empirical gap, it is crucial to conduct a profound scientific evaluation to measure how product quality and pricing interact dynamically in the field. Consequently, this study is driven by the objective to analyze and determine "The Influence of Product Quality and The Price of Red Chili on Consumer Satisfaction in Pasar Raya Padang from the Perspective of Islamic Economics.

Methodology

Research Design

This study employs a quantitative approach with a causal-comparative (explanatory) research design. This design is selected to empirically examine and determine the cause-and-effect relationships between the independent variables, namely Product Quality (X_1) and Price (X_2), and the dependent variable, Customer Satisfaction (Y), at Pasar Raya Padang.

Population and Sample

- Population: The population in this study comprises all consumers or individuals who engage in purchasing red chili at Pasar Raya Padang.
- Sampling Technique: Given that the total population cannot be determined with certainty (infinite population), respondent selection is conducted using the Accidental Sampling method.
- Sample Size: The minimum sample size is calculated using the Lemeshow Formula for unknown population sizes:

$$n = \frac{Z^2 \cdot P \cdot (1 - P)}{d^2}$$

- Sample Criteria (Inclusion Criteria): To maintain data homogeneity and relevance, selected respondents must meet the following criteria:
 1. Residents of Padang City who have previously purchased red chili at Pasar Raya Padang.
 2. Fall within the productive age range of 20–65 years old.
 3. Female (serving as the primary representative for household food and grocery purchasing decisions).

Operational Definition and Measurement of Variables

Each variable is evaluated using a questionnaire instrument utilizing a 1–5 Likert scale to transform qualitative responses into quantitative interval data (Table 2).

Table 2. Likert scale

Score	Description
5	Strongly Agree (SA)
4	Agree (A)
3	Neutral / Moderately Agree (N)
2	Disagree (D)
1	Strongly Disagree (SD)

1. Independent Variables (X)

- Product Quality (X_1): The physical and sensory assessment of red chili sold at Pasar Raya Padang based on consumer expectations. The indicators used include: freshness, spiciness level, cleanliness of the commodity, durability (shelf life), and product defect rate.
- Price (X_2): The monetary value sacrificed by consumers to obtain red chili at Pasar Raya Padang. The indicators used include: price affordability, price competitiveness compared to other markets, and the alignment between price and the perceived quality of the product.

2. Dependent Variable (Y)

- Customer Satisfaction (Y): The level of pleasure or disappointment experienced by consumers after comparing the actual performance of red chili products and pricing aspects at Pasar Raya Padang against their prior expectations, evaluated from the perspective of Islamic economic ethics.

Research Instrument

Primary data is gathered through the dissemination of a digital questionnaire distributed via *Google Forms*. Prior to wide-scale distribution to the full sample, a pilot test is conducted to ensure the structural integrity of the instrument through:

- Validity Test: Measures the accuracy and precision of the measuring tool (questionnaire items) in capturing the research variables using the Pearson Product-Moment Correlation.
- Reliability Test: Measures the internal consistency of the instrument when administered repeatedly over different periods, established against a minimum Cronbach's Alpha threshold of > 0.60 .

Data Analysis Techniques

The collected data is tabulated using *Microsoft Excel* and statistically processed using SPSS software. The applied analytical techniques include:

1. Descriptive Statistical Analysis

Utilized to present a demographic profile of the respondents (age, occupation, etc.) and to detail the basic statistical properties (mean, median, standard deviation) for each variable indicator.

2. Multiple Linear Regression Analysis

Utilized to test the direction and magnitude of the simultaneous and partial effects of product quality and price on customer satisfaction. The regression equation model is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

- Y = Customer Satisfaction
- A = Constant (*Intercept*)
- B_1, β_2 = Regression coefficients for each respective independent variable
- X_1 = Product Quality
- X_2 = Price
- E = *Error term* (unobserved residual variables not captured in the research model)

Hypothesis Testing

- **Partial test (t-Test):** Conducted to evaluate whether the independent variables of Product Quality (X_1) and Price (X_2) individually exercise a statistically significant influence on Customer Satisfaction (Y).
- **Simultaneous test (F-Test):** Conducted to verify whether all independent variables (X_1) and Price (X_2) collectively and simultaneously exert a significant influence on Customer Satisfaction (Y).
- **Coefficient of Determination (R^2):** Conducted to measure the percentage proportion of variance in the dependent variable, Customer Satisfaction (Y), that can be explained by the variation of the independent variables, Product Quality (X_1) and Price (X_2), while the remaining balance is attributed to external factors outside this research model.

Results and Discussion

Data collected from 100 respondents presents a dynamic and comprehensive overview of consumer satisfaction at Pasar Raya Padang. The frequency distribution findings reveal that the majority of respondents fall within the 20–30 age demographic and are predominantly housewives. This demographic breakdown confirms the target validity of the sample for assessing consumer satisfaction within a traditional daily provisions marketplace.

1. Classical Assumption Tests

a. Normality Test

The normality test evaluates whether the residual values generated by the regression model are normally distributed. This study utilizes the One-Sample Kolmogorov-Smirnov test to assess normality. A regression model satisfies the normality assumption if its asymptotic significance value is greater than 0.05 ($p > 0.05$); conversely, a value less than 0.05 indicates a non-normal residual distribution (Dr. Zainuddin Iba, S.E. et al., 2024).

Table 2. One-Sample Kolmogorov-Smirnov Normality Test Results

Parameter	Unstandardized Residual
N	100
Normal Parameters (a,b)	
Mean	.0000000
Std. Deviation	1.38484490
Most Extreme Differences	
Absolute	.069

Positive	.064
Negative	-.069
Test Statistic	.069
Asymp. Sig. (2-tailed)	.200 (c,d)

Source: SPSS Data Processing (2025).

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the statistical outputs displayed in Table 2, the Kolmogorov-Smirnov test statistic stands at 0.069 with an asymptotic significance value (*Asymp. Sig. 2-tailed*) of 0.200. Because the significance value substantially exceeds the standard alpha threshold ($0.200 > 0.05$), the null hypothesis cannot be rejected. It is thus concluded that the residual data within this regression model is normally distributed.

b. Multicollinearity Test

The multicollinearity test determines whether a linear correlation exists among the independent variables in a multiple regression model. An ideal regression model must remain free from severe multicollinearity, meaning the independent variables should not be highly correlated with one another. Multicollinearity is evaluated using the Tolerance value and the Variance Inflation Factor (VIF). The diagnostic criteria dictate that a model is free from multicollinearity if the Tolerance value is greater than 0.1 (>0.1) and the VIF value falls between 1 and 10 (Ghozali, 2013 in Indartini & Mutmainah, 2024).

Table 3. Multicollinearity test results

Model	Tolerance	VIF
1 (Constant)		
Product Quality (X1)	.930	1.075
Price (X2)	.930	1.075

Source: SPSS Output Appendix (2025).

The collinearity statistics in Table 3 demonstrate that both Product Quality (X1) and Price (X2) exhibit identical Tolerance values of 0.930, which are well above the minimum threshold of 0.1. Concurrently, both variables yield a VIF value of 1.075, which sits safely below the maximum threshold of 10. These empirical markers confirm that the multiple regression model is completely free from multicollinearity.

c. Heteroskedasticity Test

The heteroskedasticity test verifies whether the variance of the residuals remains constant across all observations in a regression model (homoskedasticity) or changes systematically (heteroskedasticity). If the significance value derived from the diagnostic test is greater than 0.05 ($p > 0.05$), the model is considered free from heteroskedasticity issues (Aminatus Zahriyah, S.E. et al., 2021).

Table 4. Heteroskedasticity test results

Variable	Significance (Sig.)
Product Quality (X1)	0.06
Price (X2)	0.20

Source: Primary Data Processing (2025).

The statistical analysis demonstrates that the product quality variable (X1) has a significance value of

0.06, and the price variable (X2) has a significance value of 0.20. Since both values are greater than the 0.05 significance threshold ($0.06 > 0.05$ and $0.20 > 0.05$), the model complies with the homoskedasticity assumption, indicating no heteroskedasticity is present.

2. Multiple linear regression analysis

Multiple linear regression analysis evaluates the functional relationship and directional influence exerted by multiple independent variables upon a single dependent variable (Aminatus Zahriyah, S.E. et al., 2021).

Table 5. Multiple linear regression coefficients

Model	Unstandardized coefficients (b)	Unstandardized std. Error	Standardized coefficients (beta)	t-statistic	Significance (sig.)
1 (Constant)	6.181	2.638		2.343	.021
Product Quality (X1)	0.122	0.024	.457	5.169	.000
Price (X2)	0.058	0.026	.195	2.207	.030

Source: SPSS Data Processing (2025).

Multiple linear regression analysis

a. Dependent variable: customer satisfaction (Y)

Based on the regression parameters generated in Table 5, the structural multiple linear regression equation is derived as follows:

$$Y = 6.181 + 0.122X_1 + 0.058X_2$$

The interpretation of this regression model is detailed below:

Constant ($\alpha = 6.181$): This indicates that if both Product Quality (X1) and Price (X2) are held at zero, the base level of Customer Satisfaction (Y) among red chili buyers at Pasar Raya Padang stands at 6.181 units.

Product Quality Coefficient ($\beta_1 = 0.122$): The positive coefficient indicates a direct, proportional relationship. For every one-unit increase in Product Quality (X1), Customer Satisfaction (Y) increases by 0.122 units, assuming the price remains constant. This shows that higher-quality physical traits in the red chili directly improve consumer satisfaction.

Price Coefficient ($\beta_2 = 0.058$): The positive coefficient indicates that for every one-unit improvement in consumer price perception (i.e., prices becoming fairer, more reasonable, and competitive), Customer Satisfaction (Y) increases by 0.058 units, assuming product quality remains constant.

a. Partial Hypothesis Testing (t-Test)

The t-test assesses the partial significance of each individual independent variable on the dependent variable. The null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted if the calculated t-value exceeds the critical t-table value ($t_{count} > t_{table}$) or if the empirical significance value falls below 0.05 ($p < 0.05$) (Ghozali in Rizayanti, 2021).

The critical t-table value is calculated based on the degrees of freedom ($df = n - k - 1$):

$$df = 100 - 2 - 1 = 97$$

At a two-tailed alpha level of $\alpha = 0.05$, the critical value is:

$$t(0.025; 97) = 1.985$$

Hypothesis 1 (Product Quality): The product quality variable (X1) yields a calculated t-statistic of 5.169 with an empirical significance value of 0.000. Comparing these values shows that $t_{count} > t_{table}$

(5.169>1.985) and $p<0.05$ ($0.000<0.05$). This statistically proves that Product Quality has a significant partial effect on Customer Satisfaction.

Hypothesis 2 (Price): The price variable (X2) yields a calculated t-statistic of 2.207 with an empirical significance value of 0.030. Comparing these values shows that $t_{count}>t_{table}$ ($2.207>1.985$) and $p<0.05$ ($0.030<0.05$). This statistically confirms that Price exerts a significant partial effect on Customer Satisfaction.

b. Simultaneous Hypothesis Testing (F-Test)

The F-test determines whether all independent variables collectively and simultaneously exert a significant influence on the dependent variable. The independent variables significantly affect the dependent variable if the calculated F-statistic exceeds the critical F-table value ($F_{count}>F_{table}$) or if the significance value is less than 0.05 (Ghozali in Rizayanti, 2021).

The critical F-table value is determined using numerator degrees of freedom ($k=2$) and denominator degrees of freedom ($n-k-1=98$):

$$F(2;98)=3.09$$

Table 6. Simultaneous analysis of variance (F-test ANOVA)

Model	Sum of Squares	df	Mean Square	F	Significance (Sig.)
1 Regression	79.138	2	39.569	20.216	.000 (b)
Residual	189.862	97	1.957		
Total	269.000	99			

a. Dependent Variable: Customer Satisfaction (Y)

b. Predictors: (Constant), Price (X2), Product Quality (X1)

Source: SPSS Data Processing (2025).

As demonstrated in Table 6, the model yields an F_{count} value of 20.216, which is significantly greater than the F_{table} value of 3.09, accompanied by a significance value of 0.000 ($p<0.05$). This proves that Product Quality (X1) and Price (X2) simultaneously and collectively exercise a highly significant impact on Customer Satisfaction (Y).

c. Coefficient of Determination (R^2)

The coefficient of determination measures how much of the variance in the dependent variable is explained by the independent variables in the model.

Table 7. Regression model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 (a)	.294	.280	1.39905

a. Predictors: (Constant), Price (X2), Product Quality (X1)

Source: SPSS Data Processing (2025).

Table 7 displays an Adjusted R^2 value of 0.280. This indicates that 28% of the variance in consumer satisfaction for red chili purchases at Pasar Raya Padang is explained by Product Quality and Price. The remaining 72% of the variance is driven by external variables that were not examined in this research model.

3. Synthesis of Findings and Discussion

a. The Influence of Product Quality on Consumer Satisfaction

The partial hypothesis test demonstrates that product quality (X1) has a positive and significant effect on consumer satisfaction (Y), with a t-statistic of 5.169 and $p=0.000$. This indicates that higher structural

and physical quality in red chili matches or exceeds consumer expectations, directly increasing market satisfaction.

This finding aligns with Rizayanti (2021), who noted that product quality plays a critical role in driving customer satisfaction. This outcome supports Tjiptono's theoretical framework (in Rizayanti, 2021), which states that product quality and price are closely linked to consumer satisfaction. Managing this relationship helps merchants understand consumer needs and expectations over the long term. This is further supported by Abigail et al. (2024), who argued that product quality builds customer satisfaction because premium items deliver an excellent consumer experience that matches or surpasses baseline expectations. In this case, the satisfaction of red chili buyers at Pasar Raya Padang depends heavily on specific physical traits, including freshness, vibrant color, firm size, and low decay rates (Gustiani, 2014).

b. The Influence of Price on Consumer Satisfaction

The empirical analysis confirms that price (X2) has a positive and significant partial effect on consumer satisfaction (Y), with a t-statistic of 2.207 and $p=0.030$. This indicates that positive consumer perceptions of price fairness and affordability directly increase satisfaction levels.

This finding is consistent with Rahmadani (2023), who identified a strong correlation between price fairness and customer satisfaction. According to Hasan (in Putranto & Kartoni, 2020), price represents the total monetary expenditure sacrificed by a customer to acquire, possess, and utilize the utility provided by a combination of goods and services. When consumers feel the price matches the benefits received, their transaction satisfaction increases.

c. The Simultaneous Effect of Product Quality and Price on Consumer Satisfaction

The simultaneous ANOVA test yields an F-statistic of 20.216 ($p=0.000<0.05$), proving that product quality and price work together to determine consumer satisfaction for red chili at Pasar Raya Padang. These two operational components serve as the primary criteria consumers use to evaluate value during transactions.

d. The Relationship Between Product Quality, Chili Prices, and Consumer Satisfaction from an Islamic Economic Perspective

The integration of quantitative metrics and sharia principles demonstrates that product quality and red chili pricing at Pasar Raya Padang align with Islamic economic ethics. This alignment is verified by the Respondent Achievement Score (TCR), where Product Quality (X1) scored 88%, Price (X2) scored 87%, and Customer Satisfaction (Y) scored 92%. These percentages show that the chili market at Pasar Raya Padang maintains high quality standards and fair pricing, which supports consumer satisfaction.

This balance aligns with Al-Ghazali's market theory (in Syafiq, 2019), which defines a just price as one that prevents exploitation, harms neither party, and reflects the true value and utility of the commodity. Setting excessive or manipulative prices is classified as market injustice (*zulm*). Similarly, Ibn Khaldun (in Moh. Mardi, 2025) argued that the value and exchange rate of an item should reflect its raw quality and the human labor involved.

From an Islamic economic perspective, product quality and pricing play a key role in ensuring market justice. High product quality reflects commercial responsibility and honesty, while a fair price must represent the commodity's true value. Deviating from these standards through price manipulation can be considered deceptive (*tadlis*) and contradicts sharia trading laws. Fair and transparent business practices support consumer satisfaction. When quality and price are balanced, it fosters trust between merchants and consumers, enhancing market reputation and long-term stability.

Consequently, transactions at Pasar Raya Padang largely reflect sharia principles. Islamic economics is an economic paradigm anchored in the Qur'an and Hadith that upholds justice, balance, and collective welfare (*maslahah*) alongside profit generation (Mawadati et al., 2025). Within market structures, Islamic economics regulates interactions based on sharia principles such as honesty (*sidq*), openness, and strict prohibitions against predatory practices like usury (*riba*), systematic uncertainty (*gharar*), and

gambling (*maysir*). The market functions as a space where buyers and sellers exchange products and services, acting as a core economic engine for Muslim communities since the era of Prophet Muhammad SAW and the Rightly Guided Caliphs (Sofiastuti et al., 2024). This study highlights that maintaining fair pricing and high quality standards is essential for building a balanced and sustainable economic ecosystem.

Conflicts of Interest

The authors declare no conflict of interest.

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Author contribution R. W. L. Y.

R. W: Conceptualization, Methodology, Formal analysis, and Software. L. Y: Data curation and Writing-Original draft preparation. L. Y.: Visualization, Investigation, and Supervision. R. W. and L. Y.: Validation, Writing-Reviewing & Editing, Resources, and Editing. L. Y: Project administration and Funding acquisition. All authors have read and agreed to the published version of the manuscript.

Declaration of generative AI in scientific writing

The author acknowledges having used the Generative AI tool Google translate for grammar/language improvement, summarizing supporting literature. The author is solely responsible for all published content and has verified the accuracy and authenticity of the AI output.

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