

# The Efforts to Create Customer Satisfaction Based on Product Quality, Service Quality and Perceived Pricing (Empirical Study on Customers of the ILUFA Tembalang Cell Phone Accessories Store)

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**Abstract:** The focus of this study is to analyze customer satisfaction based on product quality, service quality and Perceived Pricing. The population and sample in this study were buyers of cellphone accessories at the Ilufa Tembalang store. The data used is primary data with a questionnaire collection method via Google Form. Data analysis using multiple linear regression analysis. The sample used was 100 respondents who were processed using SPSS 26 based data. The population in this study were cellphone accessories customers who had been to the ilufa store. The results of this research show that product quality, service quality and Perceived Pricing have a positive and significant effect on customer satisfaction. The most dominant variable influencing customer satisfaction is Perceived Pricing.

**Keywords :** *product quality, service quality, perceived pricing, and customer satisfaction*

## INTRODUCTION

In the 5.0 era, the situation of information technology development is increasingly rapid. Therefore, human communication to carry out the wheels of life is increasingly undergoing changes, including the communication technology equipment used to communicate long distances. This rapid change has an impact on human behavior in carrying out their lives as if without limitations of space and time. Like the buying and selling process, it is now easily done using a smartphone without having to be at the buying and selling location. So that the use of smartphones is increasingly widespread and used by all groups, making smartphones a basic necessity. Not only smartphone accessories, they are also much sought after. The function of the accessories themselves is to make our cellphones more visually different. Therefore, additional accessories are needed with the aim of protecting and completing the function of the smartphone for the user.

Ilufa is one of the most complete distributors of cellphone accessories in Semarang City. Several superior product brands as Best Selling include products from Foome and Baseus, in this case related to the quality of the products sold. Supported by the Perceived Pricing of the Foome and Baseus brands which are relatively cheap so they are popular with many customers. Toko Ilufa also received an award as "Best Marketing Champion" in selling accessories which of course really pays attention to Service Quality towards Customer Satisfaction. Customer satisfaction comes from the results of the company's performance in the form of goods and services to customers who then feel satisfied by the customer with the performance results provided by the company in the form of goods and services [1]. There are various findings from the results of this study on customer satisfaction, where the results of these studies are varied.

Product quality is the ability of a product to fulfill its main functions (core benefits) as well as fulfilling consumer expectations/desires for these goods and services. Customer desires include product durability, product reliability and ease of use. Quality products will influence customer satisfaction, this is in line with previous research which shows

that product quality influences customer satisfaction [2];[3],[4], [5]; [6], [7]. However, the results of research conducted by [3] state that product quality has no effect on customer satisfaction. So there is a gap in findings on this

Service Quality is an assessment of the services provided to customers. Consumers will judge the service to be of good quality if at least what they expect is in accordance with the performance of the service provided. If the quality of service provided to customers is good/prime, then customers will be satisfied. This is in accordance with research conducted by [8], [9], [10], [11], [6] which states that service quality has a positive and significant effect on customer satisfaction. However, research conducted by [12] Jessica Ordalia Kristanto (2018) stated that service quality has no influence on customer satisfaction. So in this study there were still differences in research findings, making it possible to continue exploring this variable.

According to [13] Perceived Pricing is the consumer's perception of the relative price or sacrifice that must be made to obtain a product compared to the price or sacrifice of other similar products. Perceived Pricing can also be said to be the comparison between the prices obtained in accordance with customer expectations. Perceived Pricing certainly has a big influence on customer satisfaction. This has been shown by several previous studies, namely [14], [2], [6] [15] which states that Perceived Pricings have a significant effect on customer satisfaction. However, this research is not in line with research conducted by [3] which states that Perceived Pricing has no effect on customer satisfaction. Based on the findings of this study, there appears to be a gap in the research results on the influence of Perceived Pricing (perceived pricing) on satisfaction. Based on the arguments above, this study will examine efforts to build customer satisfaction based on product quality, service quality and Perceived Pricings with the object of customers of the ILUFA HP Store in Tembalang Semarang.

## RESEARCH METHODS

This type of research is quantitative research using questionnaires distributed to customers. The population of this research is customers of the ILUFA Tembalang HP accessories shop with a sample of 100 customers. The sampling technique in this research uses a non-probability sampling technique, namely a purposive sampling approach. The questionnaire is distributed using a Google form, which is based on customer data held by the ILUFA Store or directly when they make a transaction. Purposive sampling is a sample selection technique with certain considerations, in this study the conditions are customers who have been to the ILUFA Tembalang shop and bought products from that shop. Meanwhile, for testing the research instrument, two test tools are used, namely validity and reliability tests, while for model and hypothesis testing using Multiple Regression Analysis, using the F test (Anova), R Square Test, and t Test.

The operational variables in this research are as follows. Customer satisfaction in using a product is relatively strongly influenced by product quality, service quality, and perceptions of the price paid. According to Oliver (1998), customer satisfaction indicators (1) are feeling happy with the purchasing experience as long as it is related to the product. (2) There are no complaints during transactions or use of a product. (3) Feel that the product/place to buy is the best, (4) Feel that the product/place to buy is unmatched.

The indicators used in this study adopted the indicators proposed by (Kotler & Keller 2012) with adjustments for HP accessory products at the Ilufa Tembalang Shop which include (1) Form; (2) Features; (3) Customization; (4) Performance Quality; (5) Conformance Quality; (6) Durability; (7) Reliability; (8) Design. Furthermore, (A, Parasuraman; Valarie A. Zeithaml 1988) concluded that there are five dimensions of SERVQUAL and 22 indicators as follows:

- 1) Tangible (physical/tangible evidence), physical facilities, equipment, and personnel appearance. The indicators contained in this dimension include:
  - a. Latest equipment
  - b. Attractive physical facilities
  - c. Well-groomed employees
  - d. Physical facilities in accordance with the type of service offered
- 2) Reliability, the ability to perform the promised service accurately and reliably. The indicators contained in this dimension include:
  - a. Do something at a predetermined time
  - b. Be sympathetic
  - c. Proper delivery of services
  - d. Delivery of services in accordance with the promised time
  - e. Accurate recording system
- 3) Responsiveness willingness to help customers and provide prompt service. The indicators contained in this dimension include:

- a. Certainty of service delivery time
  - b. prompt service
  - c. Always willing to help
  - d. Respond quickly to requests
- 4) Assurance, the knowledge and courtesy of employees and their ability to inspire trust and confidence. The indicators contained in this dimension include:
- a. Trusted employees
  - b. Safe transaction
  - c. Be polite
  - d. Knowledgeable
- 5) Empathy, caring, individual attention that the company provides for its customers. The indicators contained in this dimension include:
- a. Individualized attention
  - b. Suitable operating time
  - c. Give personal attention
  - d. Pay attention to the interests of customers
  - e. Understand the specific needs of customers

Perceived Pricing Indicators according to (Kotler & Armstrong 2012) are as follows:

- 1) Affordability of price
- 2) Prices according to price competitiveness
- 3) Price match with quality
- 4) Price matches benefits

## RESULTS AND DISCUSSION

### Instruments Test.

The instrument test in this study consisted of validity and reliability tests. Ghozali (2016) explains that a validity test is a tool used to measure whether a questionnaire is valid or not. A questionnaire is declared valid if the statements in the questionnaire are able to express something that is measured by the questionnaire. The validity test was carried out involving 100 respondents. Before factor analysis is carried out, the KMO (Kaiser-Meyer-Olkin) test is first carried out. If the KMO value is  $> 0.50$  then factor analysis can be carried out, (Ghozali, 2011) then to find out whether an indicator is valid or not through the loading factor value, if The loading factor value is  $> 0.40$ , then the item in question is declared valid and suitable for testing, conversely, if the loading factor value is  $0.40$ , the item is declared invalid and the item must be discarded and is not suitable for testing.

Based on table 1 (Appendix 1) it can be explained that the results of the sample adequacy test (KMO value) for all variables (product quality, service quality and Perceived Pricing) are more than 0.5, meaning that the number of samples used is sufficient. Meanwhile, looking at the loading factor values, all the indicators in each variable have a component matrix value greater than 0.4, meaning that all the indicators are valid. So, based on the validity instrument test, all the indicators in this study are suitable for use as measurements.

### Reliability Test

Reliability testing is a tool used to measure whether research variables have the reliability to be used as measuring tools. Ghozali, 2018 states that each variable (in which there are various indicators) can be said to be reliable or reliable if there are consistent or stable results over time. The reliability measurement used in this research is the one shot method or measuring only once and then the results are compared with other questions or measuring the correlation between the answers to the questions. In carrying out this research, researchers will use the SPSS application to measure reliability with the Cronbach alpha ( $\alpha$ ) statistical test. A construct or variable is said to be reliable if it provides a Cronbach alpha ( $\alpha$ ) value  $> 0.70$  (Ghozali, 2018). Based on the instrument test results (Appendix Table 2), it is proven that all Cronbach  $\alpha$  values are greater than 0.7 for all variables (Product Quality, Service Quality, Perceived Pricing and Satisfaction) so that all variables are reliable.

## Research Model Test Results

### F test

The F test is a research model test, where this test can reveal the results of simultaneous tests of all independent variables on the dependent variable. According to Algifari (2003), testing the influence of independent variables together (simultaneously) on changes in the value of the dependent variable is carried out by testing the magnitude of changes in the value of the dependent variable which can be explained by changes in the values of all independent variables. This research was carried out by looking at ANOVA which compares mean square from the regression and mean square from the residual to obtain a result called F count. If F count is greater than F table ( $F \text{ count} > F \text{ table}$ ) or the probability value is smaller than the significance level ( $\text{Sig value} < 0.05$ ) then simultaneously The independent variable has a significant influence on the dependent variable. Based on the results of the regression test, it is known that the F Test results have a significance value smaller than 0.05, namely 0.000, so it can be concluded that this model is fit and can continue the analysis at the next level (Appendix table 3).

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

The coefficient of determination ( $R^2$  Adj Square) is the coefficient value used to describe the contribution of the antecedent/independent variable to the consequent or dependent variable. This value is perfect if it is 1, and the lowest range starts from zero. So, the closer to 1 (one) the value of the coefficient of determination indicates that it is more perfect. A value close to one means that the independent variables provide almost all the information/are able to explain variations in the dependent variable. On the other hand, if the determinant coefficient value is small, it indicates that the ability of the independent variable to explain dependent variations is very limited (Ghozali, 2018). Based on the results of the determination test, the  $R^2$  Adj square value was obtained at 0.810. (Appendix table 4) This value means that the variables product quality, service quality and Perceived Pricing are able to explain customer satisfaction of 81.0% while the remaining 19.0% (100 % -81.0%) explained by other variables not studied.

### Hypothesis Test (t Test)

Hypothesis testing basically shows how much influence an explanatory/independent variable individually has in explaining variations in the dependent variable. In carrying out this hypothesis test, it is carried out by comparing the significance with the tolerable degree of error, namely  $\alpha = 0.05$  (5%). The criteria for this significance test are that the calculated significance value is  $< 0.05$  (5%), so the hypothesis is not rejected (accepted) and this means that the independent variable has a significant effect on the dependent variable. If the significance value of the calculation results is  $> 0.05$  (5%) then the rejected hypothesis and the independent variable are declared to have no significant effect on the dependent variable at an error rate of 5% (Ghozali, 2018).

Based on the results of the regression test, it can be seen that (attachment table.5):

- 1) Hypothesis 1: The significance value is  $0.026 < 0.050$  and the beta coefficient value is 0.201 which is positive, which means that product quality (X1) significantly influences satisfaction in a positive direction, so Hypothesis 1 is not rejected (accepted).
- 2) Hypothesis 2: The significance value is  $0.003 < 0.050$  and the beta coefficient value is 0.298 which is positive. This means that Hypothesis 2 is not rejected (accepted) that service quality (X2) has a positive effect on customer satisfaction (Y).
- 3) Hypothesis 3: The significance value is  $0.00 < 0.050$  and the beta coefficient value is 0.467 which is positive. It is proven that Perceived Pricing has a significant effect in a positive direction on customer satisfaction. Thus, the third hypothesis is not rejected/accepted.

## DISCUSSION

### 1. Effect of Product Quality on Customer Satisfaction

Based on the results of hypothesis testing, product quality has a positive and significant effect on customer satisfaction. the results of hypothesis testing mean that the higher the product quality, the higher the customer satisfaction, so that the product quality variable has a significant role in increasing customer satisfaction at the HP Ilufa Tembalang accessories store. This is proven in X1.8 which has the highest mean value with the statement "a large selection of HP accessories at the Ilufa store is very interesting". The results of the multiple regression analysis test on product quality variables indicate that product quality has an influence on customer satisfaction with a beta value of 0.201 and the resulting significance value of 0.026 less than 0.05 . So it can be concluded that the product quality variable (X1) partially influences customer satisfaction variable (Y). From these results it can be concluded that H1 is accepted. So this shows that product quality has a positive and significant effect on customer satisfaction.

This is in line with previous studies which show that product quality affects customer satisfaction (Achmad Fadri and Parlagutan Silitonga, 2019; Mahira Prasetyo Hadi and Heni Nastin, 2021; Tina Kristianti and Alimudin Rizal, 2018).

## 2. The Effect of Service Quality on Customer Satisfaction

Based on the results of hypothesis testing that has been done, it shows that service quality has a positive and significant effect on customer satisfaction. This means that the better the service quality, the more satisfied the customer is with the service. It can be seen from this research that respondents' answers at X2.9 obtained the highest mean value in the form of "employees who always provide notes and orders correctly to customers" in terms of reliability. The results of the multiple regression analysis test on the service quality variable indicate that service quality has an influence on customer satisfaction with a beta value of 0.298 and the resulting significance value of 0.003 less than 0.05 . So it can be concluded that the service quality variable (X2) partially influences customer satisfaction variable (Y). From these results it can be concluded that H2 is accepted. So this shows that service quality has a positive and significant effect on customer satisfaction.

This is in accordance with research conducted by Bagas Hartomo (2020), Ignasius Irvan Widjaya (2019), Tina Kristianti and Alimudin Rizal (2018) which states that service quality has a positive and significant effect on customer satisfaction.

## 3. The Influence of Perceived Price on Customer Satisfaction

According to Schiffman et al. (Palelu et al. , 2022 ) that Perceived Pricing is a view or perception of price, how consumers perceive certain prices (high, low, reasonable) strongly influences purchase intentions and purchase satisfaction. Perceived Pricing has an important role in determining the level of consumer satisfaction with a product.

Based on the results of hypothesis testing that has been done, it shows that Perceived Pricing has a significant and positive effect on customer satisfaction. This means that the better the customer's perception of a price, the higher the level of customer satisfaction with the products offered by the HP Ilufa Tembalang accessories shop. This is evident from X3.4 with the statement "Prices are comparable to the benefits provided to Ilufa products". The results of the multiple regression analysis test on the Perceived Pricing variable indicate that Perceived Pricings have an influence on customer satisfaction with a beta value of 0.467 and the resulting significance value of 0.000 less than 0.05 . So it can be concluded that the Perceived Pricing variable (X3) partially influences customer satisfaction variable (Y). From these results it can be concluded that H3 is accepted. So this shows that Perceived Pricing has a positive and significant effect on customer satisfaction.

The results of this study are in accordance with research conducted by Gloria JM Sianipar (2023), Achmad Fadri et a.,l (2019), Katmi Novrin et al., (2019) which states that Perceived Pricing has a significant effect on customer satisfaction.

## CONCLUSIONS

Based on the results of an analysis of the effect of product quality, service quality and Perceived Pricings on customer satisfaction at the HP Ilufa Tembalang accessories shop, it can be concluded as follows:

1. Product quality has a positive and significant effect on customer satisfaction. This means that the better the quality of the product, the higher the customer satisfaction at the HP Ilufa Tembalang accessories store.
2. Service quality has a positive and significant effect on customer satisfaction. This means that the better the quality of service provided to customers, the higher customer satisfaction at the HP Ilufa Tembalang accessories store.
3. Perceived Pricing has a positive and significant effect on customer satisfaction. Which means, the better the Perceived Pricing, the higher customer satisfaction at the HP Ilufa Tembalang accessories store.

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## APPENDIX

Table 1. Validity Test Results

Variable	KMO MSA value	Items	Loading Factor	Information
Product Quality (X1)	0.900	X1.1	0.820	Valid
		X1.2	0.871	Valid
		X1.3	0.830	Valid
		X1.4	0.807	Valid
		X1.5	0.828	Valid
		X1.6	0.799	Valid
		X1.7	0.837	Valid
		X1.8	0.896	Valid
Quality of Service (X2)	0.953	X2.1	0.759	Valid
		X2.2	0.806	Valid
		X2.3	0.819	Valid
		X2.4	0.819	Valid
		X2.5	0.812	Valid
		X2.6	0.848	Valid
		X2.7	0.853	Valid
		X2.8	0.863	Valid
		X2.9	0.915	Valid
		X2.10	0.883	Valid
		X2.11	0.879	Valid
		X2.12	0.897	Valid
		X2.13	0.892	Valid
		X2.14	0.789	Valid
		X2.15	0.910	Valid
		X2.16	0.880	Valid
		X2.17	0.817	Valid
		X2.18	0.842	Valid
		X2.19	0.896	Valid
		X2.20	0.898	Valid
		X2.21	0.873	Valid
		X2.22	0.853	Valid
Perceived Pricing (X3)	0.817	X3.1	0.911	Valid
		X3.2	0.898	Valid
		X3.3	0.891	Valid
		X3.4	0.876	Valid
Customer Satisfaction (Y1)	0.786	Y1.1	0.800	Valid
		Y1.2	0.813	Valid
		Y1.3	0.816	Valid
		Y1.4	0.763	Valid

Source: Processed primary data, 2023

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Reliable Standard Figures	Information
Product Quality (X1)	0.938	0.70	Reliable
Quality of Service (X2)	0.982	0.70	Reliable
Perceived Pricing (X3)	0.915	0.70	Reliable
Customer Satisfaction (Y1)	0.911	0.70	Reliable

Source: Processed primary data, 2023

**Table 3.** F test results

Independent Variable	Dependent Variable	F	Sig
Product Quality (X1)	Customer Satisfaction (Y)	142,042	0.000

**Table 4.** Determination Coefficient Results

Independent Variable	Dependent Variable	Adjusted R Square
Product Quality (X1)	Customer Satisfaction (Y)	0.810
Quality of Service (X2)		
Perceived Pricing (X3)		

Source: Processed primary data, 2023

**Table 5.** Hypothesis Test Results

Independent Variable	Dependent Variable	Betas	Q	Sig
Product Quality (X1)	Customer Satisfaction (Y)	0.201	2,266	0.026
Quality of Service (X2)		0.298	3,072	0.003
Perceived Pricing (X3)		0.467	6,323	0.000

Source: Processed primary data, 2023