Analysis Of The Effect Of Price, Product Quality And Service Quality On Consumer Satisfaction (Case Study Of Ayam Geprek Dower Pekanbaru)

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ABSTRACT

The culinary business is one of the industrial sectors that has a fairly large level of competition that arises along with creative and innovative ideas that make the concept of marketing more developed and on target. The purpose of this study is to find out how much influence the price, product quality and quality of service have on customer satisfaction at Ayam Geprek Dower Pekanbaru. The research method used is quantitative. The data used in this study were primary data obtained from questionnaires. The sample of this study was consumers of Ayam Geprek Dower Pekanbaru which amounted to 100 respondents. The analysis technique uses multiple linear analysis. The variables of this study consist of free variables, namely price, product quality, and service quality and bound variables, namely consumer satisfaction with Ayam Geprek Dower Pekanbaru. The results of the study show that price, product quality and service quality have a positive and significant effect on consumer satisfaction simultaneously. Partial testing yielded: the price had a significant effect on consumer satisfaction indicated by the thitung 1990 calculated value and the ttabel 1,985. Product quality has a significant effect on consumer satisfaction shown by a calculated value thitung of 2,306 and a ttabel of 1,985. Service quality has a significant effect on customer satisfaction shown by the calculated value of thitung 3,452 and ttabel 1,985

INTRODUCTION

The culinary business is one of the industrial sectors that has a considerable level of competition that arises along with creative and innovative ideas that make the marketing

concept more developed and on target. The marketing concept has focused on providing satisfaction for consumers so as to provide profits and make the culinary business a basic need for everyone. There are other factors that encourage business people to establish culinary businesses, namely changes in people's consumption patterns.

Consumption patterns in society continue to change, such as getting used to eating outside the home. Eating outside the home can be used as refreshing and is considered more efficient both with family or relatives. This business opportunity is certainly well utilized by business people, one of which is Ayam Geprek Dower Pekanbaru.

Ayam Geprek Dower Pekanbaru itself is one of the businesses engaged in the culinary business that reaches all circles. Established on September 17, 2018, located on Jl. Jl. Pope, Wonorejo, Kec. Marpoyan Damai, Pekanbaru City, Riau 28124 This culinary business has its own characteristics, especially in the sauce, namely dower sauce to attract more consumers. From the various culinary varieties available at Ayam Geprek Dower, there are many things that consumers consider to arrive at the satisfaction of buying various foods in Ayam Geprek Dower. Business owners must be able to meet all the criteria that can make customers feel satisfied with the products offered.

Where product quality is concluded as the fulfillment of consumer expectations by the company. A product can be said to be of quality if the product produced is in accordance with what consumers expect from the products they consume. Meeting consumer expectations, the company must be able to create all conditions to the maximum, both the product itself that will be consumed by consumers and the services provided that accompany the product, so that in addition to the company being required to produce quality goods, it also provides good service.

Service quality also determines business development in business. Good service and as expected will provide satisfaction to consumers. Some companies do their services differently. Process (process), which includes how entrepreneurs serve their consumers and in making transactions (Imsar et al., 2021). According to Fandy Tjiptono (2012: 39) service quality is the level of excellence expected and control over the level of excellence to fulfill consumer desires (Santoso, 2019). This is the company's obligation to provide good service to consumers. The company must be able to review the things that consumers need and make maximum efforts in providing the best service. Price has an important role for consumers in considering purchases. Kotler and Armstrong (2013: 151) say that price is the amount of money charged for goods and services or the amount of money consumers exchange for the benefits of owning or using these products and services (Asaloei, 2018). Pricing in a product can be seen from the quality standards of the products produced by the company. Price is also more important because it will be a reference point for consumers to buy products (Aldilla & Lubis, 2022).Thus the company must determine the price according to the purchasing power of consumers and the quality of the food they serve.

With the increasing number of eating places that stand in the city of Pekanbaru, the stronger the competition that must be faced by each restaurant. Where there is a lot of competition that prioritizes the main ingredient is chicken, to face this competition, geprek dower is required to always be sensitive to changes that occur in the market and be able to create creative ideas so that the products and services offered can be attractive to consumers, so that what consumers want can be fulfilled and can face and survive in the midst of increasingly fierce competition. Ayam Geprek Dower restaurants in particular need to maintain elements that have been rated well by customers and need to improve things that are still deemed necessary to be improved in the future related to things that can affect customer satisfaction at Ayam Geprek Dower Pekanbaru restaurants.

Table 1 Sales Data Of Ayam Geprek Dower Pekanbaru Year 2022 (January-November)

MONTH	SALES	CHANGE
JANUARY	Rp.78.426.000	
FEBRUARY	Rp.76.921.000	-Rp.1.505.000
MARCH	Rp. 77.438.000	Rp.517.000
APRIL	RP.75.531.000	-Rp.1.907.000
MAY	Rp.80.643.000	Rp.5.112.000
JUNE	Rp.82.353.000	Rp.1.710.000
JULY	Rp.83.491.000	Rp.1.138.000
AUGUST	Rp.85.235.000	Rp.1.744.000
SEPTEMBER	Rp.87.553.000	Rp.2.318.000
OCTOBER	Rp.90.275.000	Rp.2.722.000
NOVEMBER	Rp. 94.134.000	Rp.3.859.000

Source: Ayam Geprek Dower Pekanbaru 2022

From the sales data above, it can be seen that the sales level of Ayam Geprek Dower Pekanbaru in the period January 2022 to December 2022 has an average sales level that is not stable or fluctuates every month. In January, February, March and April experienced ups and downs where in the month of February it decreased by around Rp.1,505,000, experienced an increase in March of around Rp.517,000 and experienced a decrease of around Rp.1,907,000 in April, As for the following months experienced a continuous increase, in May the increase was around Rp.5,112,000, in June the increase was around Rp.5,000,000. .112,000, in June an increase of around Rp.1,710,000, in July an increase of around Rp.1,138,000, in August an increase of Rp. 1,744,000, in September an increase of around Rp.2,318,000, in October an increase of around Rp.2,722,000 and in November an increase of around Rp.3,859,000, the data obtained is only until November 2022.

Customer satisfaction is something important. The high level of customer satisfaction is the most important main point and should be monitored by the company in an effort to make improvements to make superior competing with other companies. If customer satisfaction still does not meet the average value so there is nothing to expect, therefore consumers are likely to lose interest in the company (Eski & Yafiz, 2022). Satisfaction makes a company live and continue to grow, because consumers who are satisfied with the company's services will automatically spread good news to other consumers (Nasution, 2019).

Restaurant managers must be able to estimate what the needs, desires and tastes of customers are in the present and future. Thus, Restaurant managers can find out how to market and adjust their products so that they are better than competitors and are accepted by customers. However, the results of my interview with Andre Maulana as a consumer of Ayam Geprek Dower Pekanbaru feel that the service is not good for what is provided by the service provider, one of which consumers make complaints because they wait too long for the food they ordered to be served so that consumers get less than optimal service.

Competing in improving the quality of products, services and existing images, both by presenting a comfortable place and feel, prices that are affordable by the middle to upper class, structuring the composition of attractive food and beverage menus, the level of nutritional content, the color of food and beverages, the procedure for serving food, the level of cleanliness of the place and food and others., where comfort is one of the satisfactions for consumers.

There are several previous studies that have examined what factors affect customer satisfaction. Among them is research conducted by (Adi, 2012) showing that price, product quality and service quality give positive and significant results on customer satisfaction at

Waroeng Sambel Special Sambal Lempersari Semarang Branch. Meanwhile, according to (Nugroho et al., 2016) shows that price and service quality have no significant effect on customer satisfaction at SFA Steak & Resto Restaurant Klodran Karanganyar. Based on research conducted (Diana, 2017) shows that product quality has no significant effect on customer satisfaction at Viola Ladies Botique in Yogyakarta.

LITERATURE REVIEW

Price

Price is an important component in a company, with the price, the company will get revenue for the sustainability of the company. In addition, price is also used as a means of exchange for goods and services by consumers. Price is also used as the most important element in the product exchange process to get the product purchased to fulfill what is needed and wanted. According to Kotler and Armstrong, there are four indicators that characterize price, namely: (1) Price affordability. (2) Price compatibility with product quality. (3) Price competitiveness (4) Price compatibility with benefits (Riyono & Budiharja, 2016)

Product Quality

According to Kotler (2008: 272), product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs (Pradana et al., 2017). Quality is a guarantee of the quality of the products produced by the company or the physical characteristics that underlie the final form of the product against consumer desires. If the quality of the product does not match the wishes of consumers, it is certain that these consumers will switch to looking for new producers who can meet their needs by offering products with quality that meets consumer expectations, and the company will lose the trust of their consumers.

Service Quality

According to Tjiptono (2014: 59) "service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires (Handriningsih, 2020). From the above understanding, it can be concluded that service quality is an effort made by the company in meeting customer expectations for the services they receive so that the company can survive in the culinary field and gain consumer trust.

According to Subagyo (2013: 76) service quality is a complex matter, so that to determine the extent to which the quality of service can be seen from 5 factors such as: (1) Tangible, which describes the physical form of the service that will be received by consumers. (2) Reliability, namely the ability to provide the promised service reliably and accurately. (3) Responsiveness, namely awareness or desire to help customers in providing services quickly. (4) Certainty, namely knowledge, courtesy and ability to generate consumer confidence and trust. (5) Empathy, namely personal care and attention given to consumers (Santoso, 2019).

Consumer Satisfaction

According to marketing expert Kotler (2005: 36), consumer satisfaction is a person's feeling of pleasure or disappointment, which comes from a comparison between the two of them against the performance or results of a good and service with their expectations (Riyono & Budiharja, 2016). Business competition is increasing sharply, customer preferences and behavior are changing, information technology is developing rapidly, encouraging business organizations to focus more on responding to customer satisfaction to ensure business development. When competition is getting tougher, producers try to meet the needs and desires of consumers by offering various types of products. Tjiptono, 2008: 24 believes that the main key to winning the competition is to provide satisfaction to customers through the delivery of quality products and services at competitive prices (Sapitri et al., 2020). Manufacturers believe that the key to success

in winning the competition lies in their ability to provide total customer value that can satisfy customers through the delivery of quality products and services.

METHODS

The research method used in this research is quantitative method. Quantitative research is a research method based on the philosophy of positivism which is used to examine certain populations or samples, in which sampling is generally carried out randomly and data is collected using research instruments, then analyzed quantitatively / statistically with the aim of testing predetermined hypotheses (Sugiyono, 2018).

This research was conducted at Geprek Dower Pekanbaru which is located at Jl. Pope, Wonorejo, Kec. Marpoyan Damai, Pekanbaru City, Riau 28124. In early November to late November. Population is a generalization area consisting of objects'subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions (Sugiyono, 2018). The population in this study were consumers of Ayam Geprek Dower Pekanbaru to determine whether price, product quality and service quality can have an influence on customer satisfaction. The sample in this study were 100 respondents from the entire population. The sampling technique used is purposive sampling. Purposive sampling is sampling based on certain considerations such as the characteristics of the population or previously known characteristics (Notoatmodjo, 2010). This sampling is aimed at consumers of Ayam Geprek Dower Pekanbaru. Respondents in this study filled out a questionnaire which was distributed via social media WhatsApp, Istagram, and Link.

Data Analysis Technique
According to (Supangkat & Supriyatin, 2017) the data analysis techniques used in this study are as follows:

1.Validity Test
2.Reability Test
3.Classic Assumption Test
- Normality Test
- Multicolinerity Test
- Heteroscedasticity Test
4.Multiple Linear Regression Analysis
5.Hypothesis Test
- Simultaneous Test (Test f)
- Partial Test (t Test)
- Test the Coefficient of Determination

RESULTS

In this study, there were 100 respondents who filled out the questionnaire. The majority of respondents were women as much as 71% and men as much as 29%. Based on the results of the questionnaire, the majority are 53% students, 24% students, 13% online motorcycle taxi drivers, 10% consisting of employees, entrepreneurs, entrepreneurs, housewives and others.

Validity Test
The validity test is carried out to measure whether a questionnaire is valid or not.

Table 2 Validity Test Results

Variable	Item	r Count	r Table	Description
Price (X1)	X1.1	0.872	0.195	Valid
	X1.2	0.868	0.195	
	X1.3	0.871	0.195	
Product Quality (X2)	X2.1	0.678	0.195	Valid
	X2.2	0.835	0.195	
	X2.3	0.809	0.195	
Service Quality (X3)	X3.1	0.710	0.195	Valid
	X3.2	0.889	0.195	
	X3.3	0.879	0.195	
Consumer Satisfaction (Y)	Y1	0.694	0.195	Valid
	Y2	0.852	0.195	
	Y3	0.787	0.195	

Source: SPSS 25 results, 2022

Based on the results of the data table above, it can be seen that each statement regarding the variables of Price, Product Quality, Service Quality and Customer Satisfaction has a rcount value greater than rtable (0.195), so according to the provisions of each variable in this study it is declared valid.

Reliability Test

According to (Hawasyi et al., 2019) Reliability test is used to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and consistent if the measurement is repeated. In this study to measure reliability using the Cronbach's Alpa method.

Table 3 Reliability Test Results

Variable	Cronbach's Alpa	Normal Limits	Description
Advertising (X1)	0.834	0.60	Reliabel
COD system (X2) Variable	0.667	0.60	Reliabel

| Free Shipping Promo (X3) | 0.774 | 0.60 | Reliabel |
| Purchase Decision (Y) | 0.664 | 0.60 | Reliabel |

The Cronbach's Alpa value of the variables Price (X1), Product Quality (X2), Service Quality (X3) and Customer Satisfaction (Y) is greater than 0.60 so it can be said that

Normality Test
Table 4 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.50480095
Most Extreme Differences	Absolute	.076
	Positive	.053
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.169[c]

The results of the normality test if the research has been normally distributed which is noted by the Asymp. Sig. (2-tailed) of 0.178, which makes it possible to use multiple regression models greater than the research significance level of 0.05. So it can be said that the data is normally distributed.

Multicollinearity Test
Multicollinearity test if VIF < 10 and Tolerance value does not occur multicollinearity

Table 5 Multicollinearity Test Results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.939	1.267		2.319	.023		
	Price	.180	.090	.177	1.990	.049	.805	1.242
	Product Quality	.234	.102	.229	2.306	.023	.645	1.551
	Service Quality	.345	.100	.356	3.452	.001	.599	1.670

a. Dependent Variable: Customer Satisfaction
Source: SPSS Processing Results, 2022

From the results of the table above, if the value for the variables Price (X1), Product Quality (X2), and Service Quality (X3) in each regression model is greater than 0.1 and the VIF factor value aimed at all variables in each regression is smaller than 10. It can be concluded that there are no symptoms of multicollinearity in the regression model.

Heteroscedasticity Test
Table 6 Heteroscedasticity Test Results

Free Variable	Sig	Description
Price (X1)	0.402	No heteroscedacity
Product Quality (X2)	0.302	No heteroscedacity occurs
Service Quality (X3)	0.162	No heteroscedacity occurs

Source: SPSS 25 Processing Results, 2022

Based on the results above, it is known that the significance value of each independent variable is greater than 0.05. So it can be stated that there is no heteroscedacity.

Multiple Linear Regression Analysis
The formula for multiple linear regression equations according to (Rahmawati, R, D., Basalamah, M. R., & Hatneny, 2015) is

$$Y = a + b1.X1 + b2.X2 + b3.X3 + e$$

Table 7 Multiple Linear Analysis Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	2.939	1.267		2.319	.023
	Price	.180	.090	.177	1.990	.049
	Product Quality	.234	.102	.229	2.306	.023
	Service Quality	.345	.100	.356	3.452	<,001

Dependent Variable: Purchase Decision
Source: SPSS 25 Processing Results, 2022

Based on the results above, it is known that the multiple liner regression equation is

$$Y = 2.939 + 0.180 + 0.234 + 0.345$$

Simultaneous Test (F Test)
F test sig value. <0.05 or F count> F table, then there is a simultaneous influence of variable X on variable Y.

Table 8 F Test Results

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.262	3	47.421	20.307	,000[b]
	Residual	224.178	96	2.335		
	Total	366.440	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Price, Product Quality

Source: SPSS 25 Processing Results, 2022

Partial Test (t Test)

Test t if the sig value. <0.05 or t count> t table, the independent variable has an effect on the dependent variable.

Table 9 Results Of The T-Test

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	2.939	1.267		2.319	.023
	Price	.180	.090	.177	1.990	.049
	Product Quality	.234	.102	.229	2.306	.023
	Service Quality	.345	.100	.356	3.452	.001

Dependent Variable: Customer Satisfaction
Source: SPSS 25 Processing Results, 2022

From the table above, the t test analysis can be seen:

1. Price (X1)
   The significance score of the price variable is 0.049 smaller than 0.05. So it can be concluded that the price variable has a significant effect on customer satisfaction.

2. Product Quality (X2)
   The significance score of the product quality variable is 0.023 smaller than 0.05. So it can be concluded that the product quality variable has a significant effect on customer satisfaction.

3. Service Quality (X3)
   The significance score of the service quality variable is 0.001 smaller than 0.05. So it can be concluded that the service quality variable has a significant effect on satisfaction.

Coefficient Of Determination
Table 10 Coefficient Of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623ᵃ	.388	.369	1.528

a. Predictors: (Constant), Service Quality, Price, Product Quality
Source: SPSS 25 Processing Results, 2022

Based on the data above, it is known that the R Square score is 0.388. This means that all independent variables, namely Price, Product Quality, and Service Quality contribute together by 38.8% of Consumer Satisfaction, while the remaining 61.2% is influenced by other factors.

DISCUSSION
The Effect Of Price On Consumer Satisfaction At Ayam Geprek Dower

Based on the results of testing individually using the t test on price on customer satisfaction at Ayam Geprek Dower, the t value is 1.990 and the t table is 1.985, so t count> t table or a significant level (0.049 <0.05). These results state that the price variable has a significant effect on customer satisfaction at Ayam Geprek Dower.

The Effect Of Product Quality On Consumer Satisfaction At Ayam Geprek Dower

Based on the results of testing individually using the t test on Product Quality, Product Quality on Consumer Satisfaction at Ayam Geprek Dower obtained the t value of 2.306 and t table of 1.985, so t count> t table or significantly (0.023 <0.05). These results state that the Product Quality variable has a significant effect on Customer Satisfaction at Ayam Geprek Dower.

The Effect Of Service Quality On Consumer Satisfaction At Ayam Geprek Dower

Based on the results of testing individually using the t test on Service Quality on Customer Satisfaction at Ayam Geprek Dower, the t value is 3.452 and the t table is 1.985, so t count> t table or significantly (0.001 <0.05). This result states that the Service Quality variable has a significant effect on Customer Satisfaction at Ayam Geprek Dower.

CONCLUSION

1. The price variable has a significant effect on customer satisfaction at Ayam Geprek Dower Pekanbaru.
2. The product quality variable has a significant effect on customer satisfaction at Ayam Geprek Dower Pekanbaru.
3. Service Quality variable has a significant effect on customer satisfaction at Ayam Geprek Dower Pekanbaru.
4. Price, Product Quality, and Service Quality variables simultaneously have a significant effect on Customer Satisfaction at Ayam Geprek Dower Pekanbaru.

SUGGESTION

1. For the Company

It is hoped that Ayam Geprek Dower can maintain its quality which has given consumers satisfaction in enjoying existing food and drinks. It is hoped that in the future Ayam Geprek Dower will also be able to create new and interesting menus in order to attract new users and also retain old users.

2. For Further Researchers

For further researchers, it is hoped that they can continue this research by adding other variables that affect customer satisfaction at Ayam Geprek Dower Pekanbaru so that later this research can be further refined.

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