



The influence of service quality and price on consumer satisfaction

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ABSTRACT

This research aims to determine the effect of service quality and price on consumer satisfaction with Ayam Geprek Misu Cilenggang, both partially and simultaneously. The method used in the research is an associative quantitative method. The sampling technique used is nonprobability sampling. The sampling method used the Slovin formula, and the sample obtained in this study comprised 92 respondents. Data analysis uses multiple linear regression tests. The research results show that service quality influences consumer satisfaction, price variables influence consumer satisfaction, and service quality and price influence consumer satisfaction at Ayam Geprek Misu Cilenggang.

KEYWORDS

Service Quality; Price; Consumer Satisfaction

1. Introduction

In the current era of globalization, the business world is developing very rapidly. One of the fields experiencing rapid development is the culinary industry in Indonesia. The development of the business world can be seen from the enthusiasm of many business people who open and develop their businesses. Competition in this field is becoming stronger because many similar businesses are emerging. Therefore, business people must be able and quick to make good decisions so that the business they start can grow. Business actors must constantly observe and understand consumer needs and desires in running a business. Understanding consumer needs and desires provides essential input for companies to design marketing strategies. Consumers not only look for food and drink products when visiting a restaurant, but they also assess the quality of the service provided. When a company can provide good quality service, meeting or exceeding consumer expectations, this can create a sense of comfort for consumers.

One of the restaurants that tries to meet consumer needs is Geprek Misu Restaurant, which was established on May 17, 2018, on Jl. Cilenggang 1 Rt. 03/01 No.9 Cilenggang Serpong. Prices that are affordable for consumers and a variety of food and drink menus, especially fried chicken dishes, are their main attractions. The owner of this restaurant also pays attention to facilities.

Consumer satisfaction is an essential focus because it reacts to the product or service used. Satisfying consumer needs is the primary goal of companies or business people, especially when facing competition. Consumer satisfaction can be known after they use

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a product or service, and satisfied consumers tend to be loyal (Sutia et al., 2023), buy frequently, are less sensitive to price, and provide positive feedback to the company (Mukaromah et al., 2022).

According to Kotler and Keller (2018), consumer satisfaction is a person's happiness or disappointment after comparing performance and expected results. Based on a pre-survey regarding consumer satisfaction with service quality, the number of satisfied consumers reached 45%, while the number of dissatisfied consumers reached 55%. However, many consumers still complain about the service provided by Ayam Geprek Misu. Some of the complaints that arise are the long queue at payment, shortage of goods and products, and other complaints from consumers. Furthermore, the pre-survey results showed 98 consumer complaints regarding long queues at payment, 54 complaints regarding incomplete products, 112 complaints regarding poor service quality, and 68 complaints regarding price tags that were not updated. The service provided to consumers is a supporting factor in marketing activities for Misu Geprek Chicken. If the services provided meet consumer needs, consumers will feel satisfied. Conversely, if service is lower than expected, consumers will feel dissatisfied. Consumers dissatisfied with the service quality will automatically convey their dissatisfaction to others.

Regarding price, the results of observations show that from the price list of 25 products sold at Geprek Misu and compared with competitors' price lists, there is a difference in price for Ayam Geprek Misu for several products, which is not that low compared to its competitor, namely Geprek Benu. Therefore, based on complaint data and price comparisons, sales have fluctuated in the last four years, where, based on data, the number of consumers in 2019 has increased, with the number of consumers amounting to 1,336 compared to 2020. Meanwhile, in 2021, there has been an increase in the number of consumers, as many as 1,352. However, in 2022, it experienced a decline with 1,225 consumers and still needs to meet the annual target.

A decrease in consumers will affect the company's sales value (Fahlevi, 2021). Fluctuations in the company's sales value are related to the number of consumers who enter Ayam Geprek Misu. With these ups and downs in sales, Ayam Geprek Misu must plan a better marketing strategy in the future. Marketing strategies can include improving service quality, increasing purchases at Ayam Geprek Misu, and determining attractive prices. Based on observations of sales data for Ayam Geprek Misu from 2019 – 2022, a temporary conclusion can be drawn that the decline in sales was caused by ineffective service quality and prices, as well as competition from competitors who sell similar products around the Ayam Geprek Misu business premises. Therefore, to support the research data, researchers conducted more profound research to confirm this.

2. Research Methods

This research uses quantitative research methods based on the assumption that a symptom can be clarified and that the relationship between symptoms is casual (cause and effect). Moreover, it uses an associative problem formulation, which is a statement. This research was carried out at the Ayam Geprek Misu restaurant at Jl. Cilenggang 1 Rt.03/01 No.09 Kel. Cilenggang. This research was carried out starting in September 2023. The research was carried out in stages according to the author's needs.

In this research, there are two types of variables: the independent variables of service quality and price and the dependent variable, namely consumer satisfaction. According to Kasmir (2017:47), service quality is defined as the actions or actions of a person or organization that aim to satisfy customers or employees. According to Bashu (2020),

price is the money needed to combine goods and services. Price has different perceptions according to people's views in purchasing decisions. Meanwhile, consumer satisfaction. According to Ferrinadewi (2017), a person's happiness or disappointment comes from a comparison between his impression of the performance or results of a product and his expectations.

In this research, the population was 1225 consumers of Misu Geprek Chicken. To get a representative sample, the author took several samples with the same chance using the Slovin formula (Sugiono, 2017, p. 81). From the calculations using the Slovin formula, 92 respondents were obtained as research samples. Data collection used a Likert scale questionnaire, while data processing used multiple linear regression analysis with SPSS version 26.00.

3. Results and Discussion

3.1. Data Description

The research results were overviewed based on the primary and secondary data collection results. The collected data was then processed according to the number of respondents previously determined. The number of questionnaires distributed to respondents was 92, and all were returned. Based on field data, there were 60 male respondents, or 65.2%, while there were 32 female respondents, or 34.8%. Based on the age aspect, there were 81 respondents aged <25 years or 88.0%, those aged between 26 – 40 years were ten people or 10.9%, while those aged >40 years were one person or 1.1%; meanwhile, from the educational aspect, one person had an elementary school education or 1.1%, two people had a junior high school education or 2.2%, 45 people had a high school education or 48.9%, and 45 people had a diploma education. One person, or 1.1%, and 43 people, or 46.7%, had a Bachelor's degree. Lastly, 49 respondents were still students, or 53.3%; 29 respondents worked as private employees, or 31.5%; 10 people, or 10.9%, worked as self-employed, and as many as 10.9% worked as civil servants. Four people, or 4.3%.

3.2. Descriptive Analysis

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Service quality	92	23	50	38.61	6,761
Price	92	17	50	38.57	6,883
Consumer Satisfaction	92	18	50	38.22	6,728
Valid N (listwise)	92				

Source: Data processed 2022

From the results of the descriptive statistical tests in the table above, it can be seen that for the Service Quality variable, the lowest value is 23, while the highest value is 50, with an average value of 38.61 and a standard deviation of 6.761. Then, for the Price variable, the lowest value is 17, while the highest value is 50, with an average value of 38.57 and a standard deviation of 6.883. Then, for the Consumer Satisfaction variable, the lowest value is 18, while the highest value is 50, with an average value of 38.22 and a standard deviation of 6.728.

3.3. Validity and Reliability Test

Table 2. Validity Test Results

Item No	r table	rcount(X1)	Note	rcount(X2)	Note	rcount (Y)	Note
1	0.2050	0.742	Valid	0.836	Valid	0.725	Valid
2	0.2050	0.736	Valid	0.791	Valid	0.779	Valid
3	0.2050	0.769	Valid	0.811	Valid	0.792	Valid
4	0.2050	0.767	Valid	0.812	Valid	0.821	Valid
5	0.2050	0.765	Valid	0.789	Valid	0.841	Valid
6	0.2050	0.812	Valid	0.666	Valid	0.811	Valid
7	0.2050	0.689	Valid	0.781	Valid	0.778	Valid
8	0.2050	0.770	Valid	0.715	Valid	0.834	Valid
9	0.2050	0.794	Valid	0.797	Valid	0.526	Valid
10	0.2050	0.769	Valid	0.826	Valid	0.670	Valid

Source: SPSS output.

Based on the validity test results in the table above, it can be seen that the overall calculated r value for each variable is greater than the r table (calculated $r > r$ table). So, each statement item in each variable is declared valid.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Minimum Cronbach's Alpha	Information
Service quality	0.963	0.6	Reliable
Price	0.913	0.6	Reliable
Consumer Satisfaction	0.893	0.6	Reliable

Source: SPSS output.

Based on the reliability test results in the table above, it can be seen that the overall Cronbach's Alpha value for each variable is more significant than 0.6 (Cronbach's Alpha > 0.6), so it can be concluded that each item in the statement for each variable is declared reliable.

3.4. Classic Assumption Test

3.4.1. Normality Test

Table 4. One-Sample Kolmogorov-Smirnov Test

N	92
Normal Parameters, b Mean	.0000000
Std. Deviation	2.27309632
Most Extreme Differences Absolute	.102
Positive	.102
Negative	-.092
Statistical Tests	.102
Asymp. Sig. (2-tailed)	.020c

- Test distribution is Normal.
- Calculated from data.

c. Lilliefors Significance Correction.

Based on the test results in the table above, a significance value of $0.020 > 0.05$ was obtained. Thus, the assumed distribution of equations in this test is normal.

3.4.2. Multicollinearity Test Results

Table 5. Multicollinearity Test

Mode	(Constant)	Tolerance	VIF
1	Quality	,348	2,871
	Service		
	Price	,348	2,871

Source: SPSS output

Based on the results of the multicollinearity test in the table above, the tolerance value for the Service Quality variable is 0.348. The Price is 0.348, where both values are more significant than 0.1, and the Variance Inflation Factor (VIF) value for the Service Quality variable is 2,871, and the Price is 2,871, where the value is less than 10. Thus, this regression model does not have multicollinearity interference.

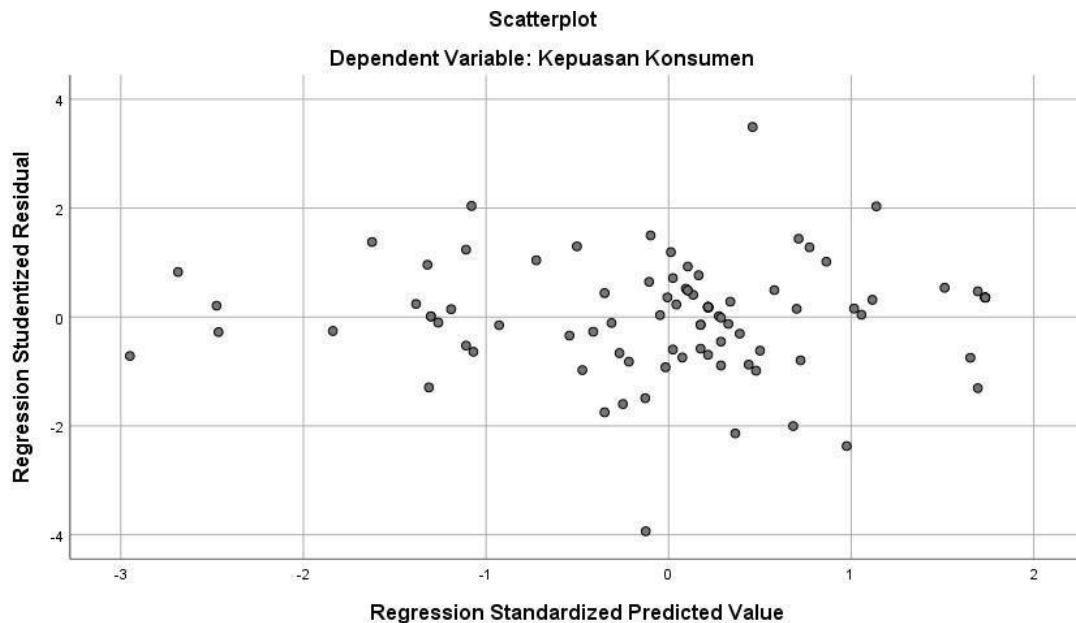


Figure 1. Scatterplot graph

Based on the results of the image above, the points on the scatterplot graph do not have a clear distribution pattern or do not form specific patterns. Thus, it is concluded that there is no heteroscedasticity interference in the regression model, so this regression model is suitable for use.

3.4.3. Autocorrelation Test

- a. Predictors: (Constant), Price, Service Quality
- b. Dependent Variable: Consumer Satisfaction

Based on the test results in the table above, the Durbin-Watson value is 2.004, where

Table 6. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.941a	.886	.883	2,298	2,004

this value is in the interval 1,550 – 2,460. Based on the test results, it can be concluded that this regression model has no autocorrelation symptoms.

3.5. Multiple Linear Regression Analysis

Table 7. Results of Multiple Linear Regression Testing

Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients	Q	Sig.
	B					
1	(Constant)	1,136	1,454	Beta	,781	,437
	Service quality	,258	,060		4,266	,000
	Price	,704	,059		11,863	,000

Based on the results of the analysis of regression calculations in the table above, the regression equation can be obtained

$$Y = 1.136 + 0.258X_1 + 0.704X_2.$$

From the equation above it can be concluded as follows:

A constant value of 1.136 means that if the variables of service quality (X1) and price (X2) are not considered, then consumer satisfaction (Y) will only be worth 1.136 points. A service quality value (X1) of 0.258 means that if the constant remains and there is no change in the price variable (X2), then every 1 unit change in the service quality variable (X1) will result in a change in consumer satisfaction (Y) of 0.258 points. Referring to the test results in the table above, the calculated t value > t table or (4.266 > 1.661) is obtained. The Sig value also confirms this. < 0.05 or (0.000 < 0.05). Thus, Ho1 is rejected, and Ha1 is accepted; this shows a significant relationship between service quality and consumer satisfaction when purchasing Misu Cilenggang fried chicken. A price value (X2) of 0.704 means that if the constant remains and there is no change in the service quality variable (X1), then every 1 unit change in the price variable (X2) will result in a change in consumer satisfaction (Y) of 0.704 points. The Effect of Price on Consumer Satisfaction Referring to the test results in the table above, the calculated t value > t table or (11.863 > 1.661) is obtained. The Sig value also confirms this. < 0.05 or (0.000 < 0.05). Thus, Ho2 is rejected, and Ha2 is accepted; this significantly influences price and consumer satisfaction with Ayam Geprek Misu Cilenggang.

Table 8. Simultaneous F Test Table

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3649,458	2	1824,729	345,391	,000b
Residual	470,194	89	5,283		
Total	4119,652	91			

- a. Dependent Variable: Consumer Satisfaction
 - b. Predictors: (Constant), Price, Service Quality
- Source: Reprocessed SPSS output, 2022

Referring to the test results in the table above, the calculated F value is > F table or (345.391 > 2.710). The Sig value also reinforces this. < 0.05 or (0.000 < 0.05). Thus, Ho3 is rejected, and Ha3 is accepted; this significantly influences Service Quality and Price on Consumer Satisfaction with Ayam Geprek Misu Cilenggang.

Table 9. Correlation and Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941a	.886	.883	2,298

a. Predictors: (Constant), Price, Service Quality

b. Dependent Variable: Consumer Satisfaction

source: data processed 2022

The results of the calculation of the correlation coefficient model analysis above can be interpreted as showing that the correlation coefficient R is 0.941, which means that the relationship between the dependent variable and the independent variable is solid. Based on the test results in the table above, the R Square value (coefficient of determination) is 0.886, so it can be concluded that the service quality variable (X1) has an influence contribution to the consumer satisfaction variable (Y) of 88.6%. The remainder is $(100-88.6\%) = 11.4\%$ influenced by other factors.

3.6. Discussion of Research Results

The test results show a significant relationship between service quality and consumer satisfaction with Ayam Geprek Misu Cilenggang. The results of this research align with research conducted by Sulaeman, Komarudin, and Rahayu (2021), which states that service quality has a positive and significant effect on consumer purchasing satisfaction. Another similar study was conducted by Juhaeri (2019), which states a positive relationship between service quality and consumer satisfaction of Gojek online motorcycle taxi users in South Tangerang City. Several factors can cause this. First, good service quality tends to provide a positive experience for consumers, such as service that is friendly, efficient, and responsive to consumer needs, thereby creating a positive perception of a particular brand or business, increasing trust, and building consumer loyalty. Second, consumer satisfaction is directly related to the business's success in meeting consumer expectations and needs, so when consumers are satisfied with the service provided, they tend to return and recommend it to others, which improves business performance. Thus, these findings provide additional evidence that improving service quality can effectively increase consumer satisfaction and, ultimately, business success.

The test results show a significant influence between price and consumer satisfaction with Ayam Geprek Misu Cilenggang. The results of this research align with research conducted by Hastono (2019), which shows a positive, strong, and significant influence between price and consumer satisfaction. Similar research was done by Lahat, Sento, and Merthanti (2021), who state that price significantly affects consumer satisfaction. This research proves that price plays a vital role in influencing consumer satisfaction; this is because prices that are competitive and by the value provided by the product or service tend to increase consumer satisfaction, so when consumers feel that the price they pay is commensurate with the benefits or quality of the product. They receive, they are likely to be satisfied with their purchase.

Furthermore, affordable prices can increase the accessibility of products or services to various consumer segments, increasing satisfaction because more people can enjoy the product. Thus, the results of this study provide strong support for the importance of appropriate pricing strategies in achieving consumer satisfaction. By paying attention to consumer values and needs and external factors such as the market and competitors, businesses can optimize their prices to create a satisfying experience for consumers and

strengthen their position in the market.

Based on the regression analysis results, there is a solid relationship between the independent and dependent variables. Hypothesis testing shows a significant simultaneous influence of service quality and price on consumer satisfaction at Ayam Geprek Misu Cilenggang. The results of this research are in line with research conducted by Sitio (2019), which states that service quality and price significantly affect consumer satisfaction simultaneously. Good service quality is one of the main elements in creating a positive consumer experience. Friendly, responsive, and professional service can increase consumer perceptions of the value provided by a business and help create strong relationships between businesses and customers. Ayam Geprek Misu Cilenggang can increase consumer satisfaction and build customer loyalty by providing quality service.

Furthermore, price is an essential factor influencing purchasing decisions and consumer satisfaction. Setting the right price, which reflects the product or service's value, can make consumers feel satisfied with their purchase. Suppose the price is considered reasonable and commensurate with the quality of the product or service received. In that case, consumers tend to feel more satisfied and are more likely to return to purchase in the future. Thus, the results of this research provide a solid basis for Ayam Geprek Misu Cilenggang to prioritize and improve its service quality and pricing strategy. By paying attention to these two factors, they can increase consumer satisfaction, strengthen their brand image, and improve their overall business performance.

4. Conclusion

The research results show that service quality and price significantly influence consumer satisfaction with Ayam Geprek Misu Cilenggang. These findings are consistent with previous research highlighting the critical role of service quality and price in influencing consumer satisfaction in various business contexts. Good service quality, which includes responsiveness, friendliness, and professionalism, provides a positive experience for consumers. This increases consumer trust and loyalty towards the business and influences their purchasing decisions. On the other hand, setting prices on the product or service's value can increase consumer satisfaction by providing the perception that the price paid is commensurate with the benefits obtained. By considering these findings, Ayam Geprek Misu Cilenggang can prioritize improving service quality and appropriate pricing strategies. In doing so, they can increase consumer satisfaction, strengthen brand image, and improve overall business performance. By optimizing service quality and prices, they can create a satisfying experience for consumers and maintain a strong position in the market.

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