

ESTABLISHMENT OF CONSUMER SATISFACTION BY ASPECTS OF SERVICEABILITY AND MIX OF MARKETING AT ONE CHICKEN OUTLET KASONGAN

Manti Apriyani¹

¹ Faculty of Bussines, Darwan Ali University, Kasongan, Indonesia
email: mantiapriyani08@gmail.com

Bambang Sutejo²

² Faculty of Bussines, Darwan Ali University, Kasongan, Indonesia
email: gandungx@yahoo.com, tejosampit@gmail.com

History of Article: received February; passed February; published February.

Abstract - The survey I conducted was basically mean to determine the consumer satisfaction formation by serviceability and mix of marketing aspects at One Chicken Outlet Kasongan. The samples used in this study were 75 respondents and the instrument in this study was a questionnaire using a Likert Scale. The data processing method uses multiple linear regressions. The results of research on serviceability show 0.691 a significance value with 0.05 significant level, so which means that H_0 is passed. H_a is declared not accepted, meaning that the serviceability variable contribute in the same direction and insignificant impact on consumer satisfaction.

The survey results on the place variable showed a significant value of 0.026 with 0.05 significant level so that H_0 was declared not accepted, H_a was passed. This means that the place variable has a significant positive impact on consumer satisfaction. The results of the study on the price variable showed 0.000 significant value with 0.05 significant level. So H_0 is declared not accepted and H_a is passed. This means that the price variable has a significant positive impact on consumer satisfaction. The results showed 0.170 significant value with 0.05 significant level so that H_0 was passed and H_a was declared not accepted. This means that the promotion variable has no significant positive impact on the consumer satisfaction variable.

Keywords: serviceability, mix of marketing, and consumer satisfaction

PRELIMINARY

As time goes by, the lifestyle of humans has recently changed according to the development of an increasingly modern era. Of course, not inferior in culinary matters, now the Indonesian culinary field has prepared fast food that is very practical and of course consumers will not wait long to eat the food that has been ordered. One of them is One Chicken, which provides fast food and is identical to its savory crispy chicken in the Central Kalimantan area. There are also several One Chicken branches that have been established, one of which is in Kasongan City.

One Chicken is one of the places to eat that is often visited by residents of Kasongan and its surroundings. One Chicken, they provide crispy fried chicken or flour fried chicken which they like because it tastes delicious and savory. This food is liked by young people, children, and the elderly. Consumer satisfaction can provide benefits such as the impact on repurchase and even become regular consumers at One Chicken and consumers can form or deliver a service provided by word of mouth for the services provided by One Chicken employees which can benefit One Chicken itself. Kotler (2001) states that consumer satisfaction is described as a layer of a person's feelings after comparing the performance or results he feels after being compared with his desired expectations. This will relate to the quality of service and the mix of marketing, namely the method used by the company to make a product offer to consumers, the mix of marketing that is meant here includes the 4P's. The term is called the mix of marketing, where in this combination will make a very good offer and right on target. According to Lopioyadi (2014), this mix of marketing is a tool that can be used for sellers in the market which consists of a marketing program that is used and this must be considered first to

determine the right position so that the plan used can run well. . serviceability is a condition of change that affects goods, services, and also the people who need services. Processes and environments that fulfill a consumer's wants and expectations. serviceability can be said to be good if the services received by consumers exceed the expectations of consumers. If the services received are lower than what consumers want, the quality of these services can be said to be less good or even not good. According to Kotler (2002), service is the behavior or action of a consumer in meeting the necessity and passion of consumers beneficial to get a fulfillment felt by the consumer himself. Kotler also said that this behavior can occur before and after the purchase transaction. Good service will result in high consumer satisfaction and frequent repeat purchases from consumers. According to Kotler (2008), price includes the number of value given by consumers to doubting or exercise a product or service. Over the past few months, the sales of crispy fried chicken at One Chicken have been relatively quiet, the visitors are greatly reduced from the previous months due to new competitors emerging and selling the same product as the product. Such as Rocket Chicken, Guppy, Orhi, Kentucky Fried Chicken, Soho, and others.

Research by Amalia and Novianti (2016) mention that price has a negative impact on consumer fulfillment. Meanwhile, product, promotion, place, person, physical environment, process have a significant impact on consumer fulfillment. Eko (2017) The results of the mix of marketing research partially have a positive and significant impact on consumer satisfaction. The Kurniawati et. al (2019) research results showed that the serviceability variable had an impact on consumer fulfillment, while price had no impact and was not significant on consumer satisfaction. According to research by Basith et. al (2014), serviceability has a significant impact on consumer fulfillment, while the research results by Ofela and Agustin (2016) show that price, product quality and serviceability have a positive impact on consumer fulfillment, as are the research results by Samhah and Suprihadi (2016).

RESEARCH METHODS

Research Design

According to Sugiyono (2013), the research method is a method used to obtain data that uses a certain method and is also used for a specific purpose to obtain a truth and the reality being studied must of course be in accordance with the rules that are currently in impact.

The design in this study uses quantitative methods, the data is obtained from a questionnaire where the data obtained in the field is processed in the form of numbers and the statistical value is determined using SPSS for windows version 23.

Population and Sample

According to Susilowarno et al. Population is a collection of individuals consisting of one species that together occupy the same area and are influenced by the same environmental factors and have a high probability of interacting with each other. According to the approach of Tabachinik and Fidel in Anggrianto (2019), the sample used is the independent variable multiplied by 10-25. The total of independent variables in this research is 5 variables. So the total sample used in this study is $5 \times 15 = 75$ samples.

Operational Definition of Research

The research variable is a trait or a value of people's activities which are certain types that have been chosen by researchers to study them and get conclusions (Sugiyono, 2007) in this research there are five variables, namely predictors which include:

Serviceability

According to Kotler (2002), serviceability is a performance that can be offered by one person to another. Meanwhile, according to Chaniotakis and Lymperopoulos (2009), service quality is a

consumer's attitude related to the results between expectations and services that differ long after they have been received.

Serviceability Indicators According to Kotler (2012), there are 5, namely:

1. Physical Evidence
2. Empathy
3. Reliability
4. Quick Response
5. Guarantee

Product

According to Kotler and Armstrong (2004), a product is something that producers can offer to consumers through the market to get the attention of potential buyers so that they are interested in buying the product and want to consume the product offered. According to Assauri (2004) a product is something that can be offered to the market to get attention and the product is used or consumed.

Product indicators according to Kotler and Armstrong (2004):

1. Variety
2. Design
3. Packaging
4. Quality

Price

According to Alma (2013), price is the value contained in a service or product in the form of nominal money so that it can get a profit from a sale. According to Kotler and Armstrong (2008), price is the total amount billed for service and/or a product to benefit from using a product.

Price indicators according to Stanton (1998):

1. Price affordability
2. Price compatibility
3. Price competitiveness

Promotion

According to Swasta (1991), promotion is an information avenue created to provide direction to a person or group of organizations that will later create an exchange of goods and money or also known as buying and selling transactions. According to Alma (2011), promotion is a communication that can explain so as to convince buyers to buy the goods being promoted.

Promotion indicators according to Kotler in Lembang (2010):

1. Promotions quality frequency of ad serving on promotional media
2. Message quality delivery in ad serving on promotional media
3. Remind

Place

According to Swastha (2002), place is the location of a business that is used to sell products that have been produced, while according to Kotler and Keller (2009), place is a layer of marketing intermediaries who will carry out some kind of way to bring the products offered to consumers.

Place indicators according to Tjiptono (2008):

1. Distance
2. Parking lot
3. Environment
4. Location

Consumer fulfillment

Kotler and Keller (2007) said that consumer fulfillment is a feeling of disappointment and pleasure that arises after someone compares products and/or performance results. Meanwhile,

according to Saladin (2003), consumer fulfillment is a pleasure feeling and dis-appointment with a product after making a comparison of the product, while according to Suprpti (2010), consumer fulfillment is all of attitude shown by consumers towards a product after consuming or using the product.

Consumer satisfaction indicators according to Tjiptono (2007):

1. Price quality
2. Quality of service
3. Product quality
4. Ease of getting products

Research Location and Time

This research was conducted at One Chicken in Kasongan. This survey period is from January to July 2021.

Data Collection Procedure

The data collection procedure was carried out using a Likert scale questionnaire.

Validity and Reliability Test

Validity is used to measure the validity or invalidity of the questionnaire (Ghozali, 2009). If the correlation between each variable and the total variable is less than 0.05, then the variable is declared valid. This test uses the help of a program from SPSS for windows version 23.

Reliability is a measuring tool, where in this measurement is to see how far the consistency of measurement of a test that has been done repeatedly on the same subject and conditions. Research is considered usable if the research results are always the same after repeated tests, but if the results are different after repeated measurements, it is considered difficult or unusable. High reliability will show that the indicator is consistent in its measurement. If the alpha is greater than 0.60, the variable is said to be reliable.

Classic Assumption Test

Before testing the multiple regression analysis on the hypothesis, it is first carried out with a test, namely the classical assumption test that will be processed.

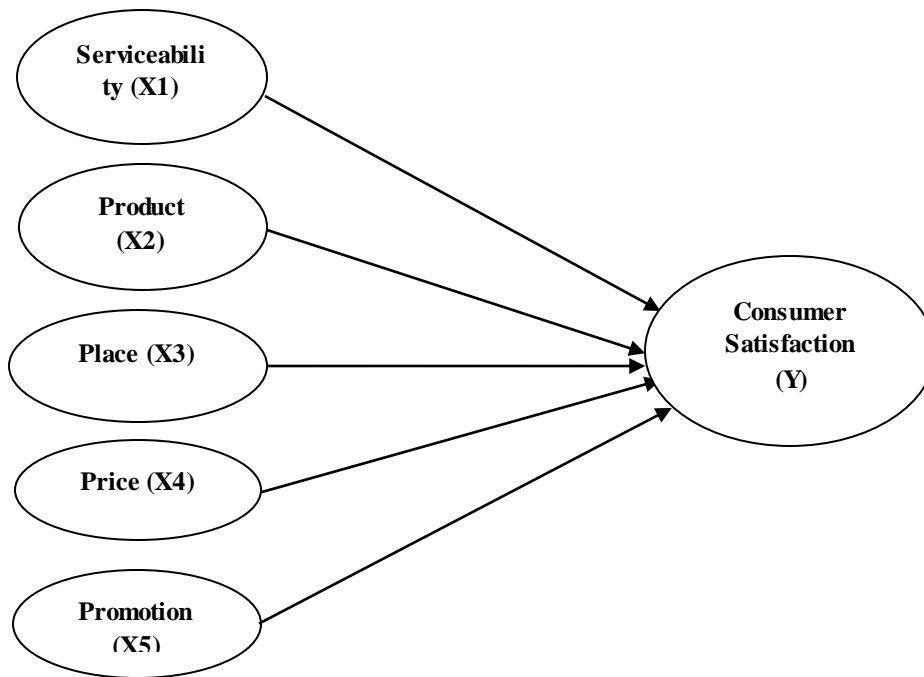
Data Analysis Techniques

Method The regression equations in this study use some linear regression equations used to determine the capabilities of the independent variables, namely Serviceability (X1) Product (X2) Place (X3) Price (X4) Promotion (X5) in forming the dependent variable, namely Consumer Satisfaction (Y).

Conceptual Framework

Based on the theory obtained, it is identified that the independent variables are Serviceability, Product, Price, Place, Promotion and the dependent variable is Consumer Satisfaction, then the conceptual framework is as follows:

Figure 1: Conceptual Framework



Source: Processed data

Hypothesis

Hypothesis testing is used to analyze data or test the results of the independent variable (X) Is there an impact on the Dependent variable (Y) The test used consists of Partial Test (t test).

RESULTS AND DISCUSSION

Research Subject Profile

This research takes place at One Chicken Outlet Kasongan which is located in Kota Kasongan.

Research Result Data Analysis

Multiple Regression

Table 1. Recapitulation of Multiple Linear Regression Calculation Results

Variabel	B	Sig
X1	0,037	0,691
X2	0,062	0,607
X3	0,226	0,026
X4	0,393	0,000
X5	0,103	0,170
(Constant)	2.220	0,143

Source: Processed data

From the table above, it is known that the multiple linear regression equation is as follows:

$$Y = 2.220 + 0,037 + x1 + 0,062 x2 + 0,226 x3 + 0,393 x4 + 0,103 x5 + e \dots\dots\dots$$

A usability variable (X_1) of 0.037 means that the usability variable has a positive impact on consumer satisfaction. If the product (X_2) is 0.062, the product variables will not have a positive impact on customer satisfaction. Location (X_3) 0.226 means that location variables have a significant positive impact on customer satisfaction. Price (X_4) 0.393 means that price variables have a significant positive impact on customer satisfaction. Supply (X_5) 0.103 means that the supply variable does not have a significant positive effect on the consumer satisfaction variable.

Hypothesis

t test

t test take a look at is used to decide whether or not or now no longer there's an effect among the impartial variable and the based variable.

Coefficient of Determination

The cost of the coefficient of dedication is among zero and 1. If the cost of the coefficient of dedication is small, it method that the capacity of the impartial variable to give an explanation for the version of the based variable could be very limited. If the cost is near 1, it method that the impartial variable has a robust influence.

Table 2. The value of the coefficient of determination

Model	R Square	Adjusted R Square
1	0.498	0,461

Source: Processed data

We can see that the coefficient of determination is 0.461 (46.1%). This means that consumer satisfaction can be explained by independent variables. The remaining 53.9% are affected by other variables not considered in this study.

Discussion

Serviceability

The serviceability variable (X_1) of 0.037 means that the usability variable has a positive impact on consumer satisfaction.

Product

Product (X_2) of 0.062 means that the product variable has a positive and negligible impact on consumer satisfaction.

Place

The place variable (X_3) 0.226 means that the place variable has a significant positive impact on consumer satisfaction.

Price

Price (X_4) 0.393 means that the price variables have a significant positive impact on consumer satisfaction.

Promotion

Promotion (X_5) 0.103 means that the promotion variable has no significant positive impact on the consumer satisfaction variable.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The conclusion of the t-test results gave a significance level of 0.691 at a significance level of 0.05. Therefore, it can be said that H_0 passed and H_a was declared unacceptable. That is, maintainability variables do not affect consumer satisfaction. The results of the t-test for the product variable showed a significance level of 0.607 with a significance level of 0.05. This indicates that H_0 has passed and C has been declared unacceptable. This means that product variables do not affect

consumer satisfaction variables. The results of the variable location t-test showed a significance level of 0.026 at a significance level of 0.05. Therefore, H_0 is declared unacceptable and C is passed. This means that location variables have a significant impact on consumer satisfaction. The result of the t-test value of the price variable showed a significance level of 0.000 at the significance level of 0.05. Therefore, H_0 is declared unacceptable and C is passed. This means that price variables have a significant impact on consumer satisfaction.

Suggestions

Suggestions for further researchers should be able to add a Brand Image variable to see how much influence it has on consumer satisfaction.

For One Chicken Outlet Kasongan, it is better to improve the quality of service and mix of marketing because consumers will be satisfied with good service and add variants in the product to make it more attractive to consumers.

THANK-YOU NOTE

The author is very aware of the many shortcomings in this research and will not be able to finish it if there is no support, assistance and input from various parties during the preparation of this thesis and the researcher expresses his deepest gratitude to all parties who helped in this research.

BIBLIOGRAPHY

- Amilia, S., & Novianti, A. (2016). *Pengaruh Bauran Pemasaran terhadap Kepuasan Konsumen pada Warung Kanasha di Kota Langsa*. 5(1), 459–468.
- Basith, A., Srikandi, K., & Kadarisman, H. (2014). *Kepuasan Pelanggan Dan Loyalitas Pelanggan (Survei pada Pelanggan De' Pans Pancake and Waffle di Kota Malang)*. 11(1).
- Kurniawati, T., Irawan, B., Prasodjo, A., Manajemen, J., Ekonomi, F., Unej, U. J., Kalimantan, J., Chicken, K. F., California, C. F. C., & Chicken, F. (2019). *Analisis Pengaruh Kualitas Pelayanan, Harga, dan Brand Image Terhadap Kepuasan Konsumen Restoran Pizza Hut Cabang Jember (Analysis of The Influence of Service Quality, Price, and Brand Image on consumer Satisfaction of Pizza Hut Restaurant Jember Bra)*. VI(2011), 147–151.
- Ofela, H., & Agustin, S. (2016). *Pengaruh harga, kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen kebab kingabi*. 5, 1–15.
- Prasastono, N., & Fajar Pradapa, S. Y. (2000). *Kualitas Produk dan Kualitas Layanan Terhadap Kepuasan Konsumen Kentucky Fried Chicken*. 13–23.
- Samhah, H., & Suprihadi, H. *Pengaruh Kualitas Layanan, Harga, Dan Lokasi Terhadap Kepuasan Pelanggan Di Ahass Z618*, Jurnal Ilmu dan Riset Manajemen (JIRM) (2016). No Title. 5.
- Sekaran, U. (2006). *Buku Metodologi Penelitian Untuk Bisnis*. 4.
- Setianingsih Eko, W. (2017). *Pengaruh Bauran Pemasaran Jasa Terhadap Kepuasan Konsumen Pada Pondok Angkringan Kang Teek Jember*. 3(1), 18–30.
- Surya Utami, I. A. I., & Jatra, I. M. (2015). *Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Restoran Baruna Sanur*, Fakultas Ekonomi dan Bisnis Universitas Udayana, Bali, Indonesia
- Utami, Ida Ayu Inten Surya & I Made Jatra. *Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Restoran Baruna Sanur*, E-Jurnal Manajemen Unud, Vol. 4, No. 7, 2015 : 1984-2000
- Windarti, T., & Ibrahim, M. (2005). *Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Konsumen Produk Donat Madu (Studi pada Konsumen CV. Donat Madu Cihanjuang–Pekanbaru)*, Jurnal Online Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Riau. No Title. 1–10.