The Influence of Taste and Price on Consumer Satisfaction

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Abstract

The purpose of this study was to analyze the influence of taste and price on consumer satisfaction at a western fast food restaurant. The research design used in this study used quantitative associative methods. Based on the results of data analysis that has been carried out on the first hypothesis (H_1) which states that taste has a positive and significant effect on consumer satisfaction, the t-count value is 22,984 which is greater than the t-table value of 1.661, testing the second hypothesis (H_2) which states that price has a positive and significant effect on consumer satisfaction, the t-count value is 23,908, which is greater than the t-table value of 1.661, which means that taste and price have a positive and significant effect on consumer satisfaction, while the R-square value obtained is 0.865 which states that the taste and price variables affect consumer satisfaction by 86.50% and the remaining 13.50% is influenced by other variables.

Keywords: taste, price, consumer satisfaction

1. Introduction

The culinary business is currently a promising business because it still provides adequate profits (Ratnanto and Hery, 2020) where the growth of the culinary business in Indonesia currently reaches 8.67% (Suherman and Charly, 2020). The high growth of the culinary business is caused by several factors including the high rate of population growth, increasing people's purchasing power (Siregar et al., 2021) and food is a basic need that must be met (Sundari et al., 2021) which resulted in the culinary business growing very rapidly (Sari, 2018) so that we find many culinary businesses ranging from restaurants to those selling their business on the side of the road (Pratama, 2020).

The high growth rate of the culinary business today has resulted in culinary business entrepreneurs having to be able to face increasingly competitive competition (Wibowo et al., 2016) which requires them to look for factors that can influence consumers in choosing the products they sell (Hadi, 2016) namely through the implementation of the right marketing strategy (Ariska et al., 2022). Where they have to be more creative and innovative in producing products (Mutiara et al., 2021) and the resulting product must have advantages compared to similar products on the market (Sudarsono, 2020) in order to meet consumer needs (Wulansari, 2013) and are required to be able to provide satisfaction to consumers (Maimunah, 2019).

Providing satisfaction to consumers is a strategy that must be carried out by culinary business entrepreneurs (Mahfud et al., 2021) in order to compete with competitors of similar products (Ransulangi et al., 2015) because if consumers are satisfied with a product, they will continue to buy the product (Bramardian, 2014) and will recommend the

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satisfaction to his relatives (Prayogo and Tandy, 2015) and vice versa if consumers are dissatisfied with a product, they will tend to switch to other products (Istianto and Tyra, 2011).

Taste is a factor that influences customer satisfaction (Mutiara et al., 2021) and can be a characteristic of a food product (Ibadurrahman and Abdul, 2022) and the taste of a food is a determining factor whether the food is acceptable to consumers or not (Ariska et al., 2022) because the first impression felt by consumers when they first make a purchase of a food product is to make an assessment of the taste of the food (Hariyanto et al., 2022) which includes smell, taste, texture (Njoto, 2016) and maturity level (Jones, 2000), where the taste for consumers is a uniqueness of the taste of each food product (Wulandari and Susanto, 2020) and tastes that are in accordance with consumer desires will greatly affect consumer satisfaction and decisions to repurchase these food products (Oktaviani and Suryana, 2005).

In addition to the taste of the food, the selling price of the food can also affect consumer satisfaction (Mutiara et al., 2021) where consumers will usually be more careful in paying attention to prices (Sari and Mayasari, 2022) of every food product they buy.

In general, the price that has been set is one of the marketing strategies (Zulkarnaen and Neneng, 2018) which can determine success in managing the business unit because the price that has been set will affect the profits to be obtained (Shartykarini et al., 2016) and price are elements of a flexible marketing mix (Tjiptono, 2000). Standardization of low prices will make it easier for culinary business entrepreneurs to provide satisfaction to consumers, because most consumers currently prefer to buy food products at relatively cheaper prices (Amanah, 2010).

Consumer satisfaction is an absolute thing that must be given by culinary business entrepreneurs to be able to compete with competitors of similar products in maintaining and developing their business, so in this study an analysis of the influence of taste and price on consumer satisfaction at a western fast food restaurant will be carried out.

2. Literature Review

2.1 Taste

Taste is the result of the work of the taste buds located on the tongue, cheeks, esophagus, and roof of the mouth which is a form of cooperation from the five kinds of human senses, namely taste, smell, touch, sight and hearing (Drummond and Brefere, 2010). The taste produced from a food will give consumers the ability to be able to make an assessment of each of these foods (Nazmudin, 2019) is it suitable for consumption or not (Melda et al., 2020) and as a differentiator from similar products (Putri et al., 2022) and will become a characteristic of a food product (Ibadurrahman and Abdul, 2022).

The taste of a food product can be identified from the aroma, taste and level of maturity (Hariyanto et al., 2022) which greatly determines the acceptance of these food products by consumers and has an important role in creating consumer satisfaction (Wuntu and Chika, 2019).

Based on the results of research conducted by (Astuti et al., 2019) states that taste has a positive and significant effect on consumer satisfaction, the same thing was also stated by (Prasasti and Putri, 2022) which states that taste has a positive and significant effect on consumer satisfaction. Based on the results of some of these studies, the hypotheses in this study are:

Hypothesis 1: Taste has a positive and significant effect on consumer satisfaction.

2.2 Price

Price is a relative cost that must be incurred by consumers (Freddy Rangkuti, 2008) with a certain nominal (Firmansyah, 2018) to obtain the desired product or service. Consumer assessment of the price of a product varies (Paris et al., 2020) and is usually used as an indicator to measure consumer satisfaction related to the benefits of consuming goods or services (Manus and Lumanauw, 2015). Price is the main factor considered by consumers in choosing goods or services to be used (Supranto and Nandan, 2011), setting a price that is too high will result in the inability of consumers to make purchases of goods or services and vice versa if the price setting is too low often the goods or services offered are considered to have poor quality by consumers (Rachman, 2017).

There are several indicators of prices that affect the level of consumer purchases, namely the affordability of the price of goods or services, the suitability of the price level for the quality of the goods or services obtained and the suitability of prices for the benefits of goods or services (Kotler and Keller, 2012). Meanwhile, in determining the selling price of an item or service, the following factors must be considered, namely price elasticity and the price set by competitors selling similar products (Tjiptono, 2014).

Based on the results of research conducted by (Astuti et al., 2019) states that price has a positive and significant effect on consumer satisfaction, the same thing is also stated by (Prasasti and Putri, 2022) which states that price has a positive and significant effect on consumer satisfaction. Based on the results of some of these studies, the hypotheses in this study are:

Hypothesis 2: Price has a positive and significant effect on consumer satisfaction.

3. Research Methods

3.1 Research Design and Sample

The research design used in this study uses quantitative associative methods, namely research that aims to determine the effect or relationship between food taste and price variables on consumer satisfaction at a western fast food restaurant.

The sample used in this study is people who have made purchases of food products sold at one of the western fast food restaurants. This is done to find out whether the taste of the food produced and the price set for each product can provide satisfaction to consumers. The number of samples in this study were 100 people while the data collection techniques carried out in this study were through interviews, questionnaires and observations (Sugiyono, 2017).

3.2 Instrument Test

3.2.1 Validity Test

Validity test is one of the procedures used to measure the research variables are valid or not. The questionnaire can be said to be valid if the statement on the questionnaire is able to reveal something that is measured by the questionnaire. To be able to find out whether each question item is valid or not by looking at the corrected item total correlation value. If the question item has r-count greater than r-table, then the question item can be said to be valid (Suharsimi Arikanto, 2006).

3.2.2 Reliability Test

Reliability test is used to determine the consistency of the measuring instrument used and shows the extent to which the measuring instrument can be trusted and relied on in conducting research. Measurement of the level of reliability of a research variable can be seen from the statistical results of cronbach's alpha (α), a research variable used is said to be reliable if it gives cronbach's alpha value greater than 0.60 (Sanjaya and Tarigan, 2018)

3.3 Classic Assumption Test

3.3.1 Normality Test

To find out the independent variable and the dependent variable have a normal distribution or cannot be detected using the Kolmogorov-Smirnov test on the observed value and the predictive value of the independent variable on the dependent variable. Normality will be fulfilled if the probability of calculating the test results is greater than the level of the research test (Mulyanto and Wulandari, 2010)

3.3.2 Heteroscedasticity Test

Heteroscedasticity test is one of the tests to determine whether in a regression model there is an inequality of variance from the residuals from one observation to another observation (Priyatno, 2011). The heteroscedasticity test in this study uses the scatter plot method, namely by looking at the pattern of the regression scatter plot points, if the points on the scatter plot spread in an irregular pattern above and below zero on the Y axis, then there is no heteroscedasticity problem (Kalesaran et al, 2014).

3.4 Hypothesis Test

3.4.1 Coefficient of Determination Test (R^2)

The coefficient of determination test is carried out to measure the extent to which the ability of the independent variable to explain the dependent variable. The coefficient of determination test is expressed in percentages whose values range from $0 < R^2 < 1$, if the R^2 value obtained is close to 1, it shows a stronger influence (Mulyani and Saputri, 2019).

3.4.2 t-Test

The t-test is one of the individual partial regression coefficient tests used to determine the independent variables affect the dependent variable (Sujarweni, 2015). To find out the truth of the hypothesis, criteria are used if the t-count obtained is greater than t-table then reject Ho and accept Ha, meaning that there is an influence between the dependent variable on the independent variable (Lussy, 2018).

4. Research Results and Discussion

4.1 Instrument Test Results

4.1.1 Validity Test Results

Validity test is one of the procedures used to measure the research variables are valid or not. The questionnaire can be said to be valid if the statement on the questionnaire is able to reveal something that is measured by the questionnaire. To be able to find out whether each question item is valid or not by looking at the corrected item total correlation value. If the question item has r-count greater than r-table, then the question item can be said to be valid (Suharsimi Arikanto, 2006).

Based on the table 1, it can be seen the results of the validity test of each variable, including the taste variable with 4 statements having an r-count value between 0.780 to 0.816 which is greater than the r-table value of 0.196, the price variable with 6 statements has a value the r-count between 0.762 to 0.907 is greater than the r-table value which is 0.196 and the consumer satisfaction variable with 5 statements has an r-count value between 0.712 to 0.836 which is greater than the r-table value which is 0.196.

Based on these results, all statement items in this research variable can be said to be valid because they have an r-count value greater than r-table, so that all statement items in this research variable can be used. The way to get the r-table value is df = n-2, where the number of respondents is 100 respondents, so 100 - 2 = 98, then the r-table value obtained is 0.196.

4.1.2 Reliability Test Results

Reliability test is used to determine the consistency of the measuring instrument used and shows the extent to which the measuring instrument can be trusted and relied on in conducting research. Measurement of the level of reliability of a research variable can be seen from the statistical results of cronbach's alpha (α), a research variable used is said to be reliable if it gives cronbach's alpha value greater than 0.60 (Sanjaya and Tarigan, 2018)

Table 1. Validity test results

Variable	Inquiry Code	Corrected Item-Total Correlation	r Table	Information
Taste	$X_{1.1}$	0.816	0.196	Valid
	$X_{1.2}$	0.792	0.196	Valid
	$X_{1.3}$	0.780	0.196	Valid
	$X_{1.4}$	0.795	0.196	Valid
Price	$X_{2.1}$	0.779	0.196	Valid
	$X_{2.2}$	0.762	0.196	Valid
	$X_{2.3}$	0.823	0.196	Valid
	$X_{2.4}$	0.771	0.196	Valid
	$X_{2.5}$	0.907	0.196	Valid
	$X_{2.6}$	0.871	0.196	Valid
Customer Satisfaction	$Y_{1.1}$	0.750	0.196	Valid
	$Y_{1.2}$	0.778	0.196	Valid
	$Y_{1.3}$	0.831	0.196	Valid
	$Y_{1.4}$	0.712	0.196	Valid
	$Y_{1.5}$	0.836	0.196	Valid

Source: Primary data processed, 2022.

Table 2. Reliability test results

Variable	Cronbach's Alpha	Cronbach's Alpha standard	Decision
Taste	0.809	0.60	Reliable
Price	0.899	0.60	Reliable
Customer Satisfaction	0.825	0.60	Reliable

Source: Primary data processed, 2022.

Based on the table 2, it can be seen from the results of the reliability test that the cronbach's alpha value for each variable is 0.809 for taste, 0.899 for price and 0.825 for consumer satisfaction. The cronbach's alpha value obtained from each research variable is greater than the comparison cronbach's alpha value, so it can be concluded that all variables used in this study are reliable and have good measurement consistency.

4.2 Classic Assumption Test Results

4.2.1 Normality Test Results

To find out the independent variables and the dependent variable are normally distributed or cannot be detected using the Kolmogorov-Smirnov test on the observed value and the predictive value of the independent variable on the dependent variable. Normality will be fulfilled if the probability of calculating the test results is greater than the level of the research test (Mulyanto and Wulandari, 2010).

Based on the table 3, it can be seen that the results of the normality test obtained the Asymp Value value. Sig. on each variable, namely taste of 0.167, price of 0.173 and customer satisfaction of 0.181. Asymp Value. Sig. obtained from each research variable is greater than 0.05, so it can be concluded that all variables used in this study are normally distributed.

Table 3. Normality test results

One-Sample Kolmogorov-Smirnov Test

		Taste	Price	Customer Satisfaction
N		100	100	100
Normal Parameters[a,b]	Mean	11.040	15.810	16.470
	Std. Deviation	2.419	3.690	3.580
Most Extreme Differences	Absolute	.094	.093	.093
	Positive	.093	.093	.081
	Negative	-.094	-.086	-.093
Test Statistic		.094	.093	.093
Asymp. Sig. (2-tailed)		.167[c]	.173[c,]	.181[c]

Source: Primary data processed, 2022.

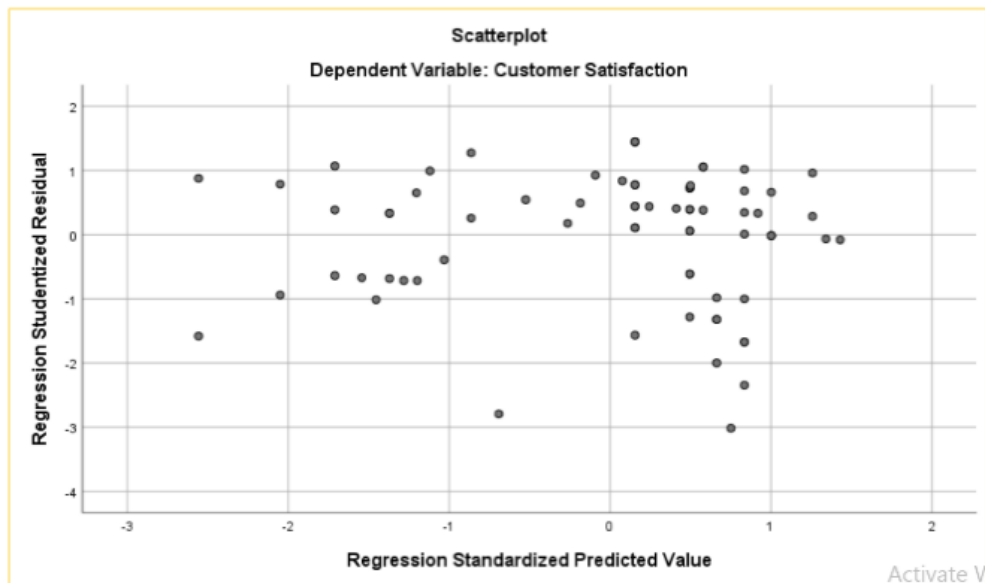*4.2.2 Heteroscedasticity Test Results*

Figure 1. Heteroscedasticity Results

Figure 1 shows that the points on the scatter plot graph spread in an irregular pattern above and below zero on the Y axis or do not form a certain pattern. This shows that there is no heteroscedasticity in the regression model.

4.3 Hypothesis Test Results

4.3.1 Coefficient of Determination Test Results (R^2)

The value of the coefficient of determination (R^2) ranges from $0 < R^2 < 1$. A small value of R^2 means that the ability of the independent variable to explain the variation of the dependent variable is very limited. Conversely, if the value is close to 1, it means that the independent variable provides all the information needed to predict the dependent variable.

Table 4. Coefficient of determination test results

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	0.930[a]	0.865	0.861	0.983

Source: Primary data processed, 2022.

Based on the table 4, it can be seen that the results of the coefficient of determination test (R^2) obtained an R-square value of 0.865 which means that the variability of the independent variable can explain the dependent variable of 86.50% or the value states that the taste and price variables affect consumer satisfaction and the remaining 13.50% is influenced by other variables.

4.3.2 t-Test Results

Hypothesis testing with t test is used to determine which partial hypothesis is accepted. The first hypothesis (H_1) states that taste has a positive and significant effect on consumer satisfaction.

Table 5. The results of the hypothesis test of taste on the consumer satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.525	.487		1.980	.000
	Taste (X_1)	.765	.033	.970	22.984	.000

Source: Primary data processed, 2022.

Based on the table 5, it can be seen that the results of the first hypothesis test (H_1) obtained the t-count value of 22,984 which is greater than the t-table value of 1.661. Thus, the first hypothesis proposed can be accepted, namely taste has a positive and significant effect on consumer satisfaction. This is in accordance with the results of the coefficient of determination test (R^2) that has been carried out, where 86.50% of consumer satisfaction is influenced by taste and price.

The second hypothesis (H_2) states that price has a positive and significant effect on consumer satisfaction.

Table 6. The results of the hypothesis test of price on the consumer satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.490	.591		1.828	.000
	Price (X_2)	.977	.041	.972	23.908	.000

Source: Primary data processed, 2022.

Based on the table 6, it can be seen that the results of the second hypothesis test (H_2) obtained the t-count value of 23,908 which is greater than the t-table value of 1,661. Thus the second hypothesis proposed can be accepted, namely the price has a positive and significant effect on consumer satisfaction. This is in accordance with the results of the coefficient of determination test (R^2) that has been carried out, where 86.50% of consumer satisfaction is influenced by taste and price.

5. Conclusion

The research that has been done aims to analyze the effect of taste and price on consumer satisfaction. Based on the results of the research that has been done, the following conclusions can be drawn:

1) Based on the results of data analysis that has been carried out on the first hypothesis (H_1), the t-count value is 22,984 which is greater than the t-table value, which is 1.661 and in the second hypothesis (H_2), the t-count value is 23,908 which is greater than the t-table value, which is 1,661 which means that taste and price have a positive and significant effect on consumer satisfaction.

2) The R-square value obtained is 0.865 which states that the taste and price variables affect consumer satisfaction by 86.50% and the remaining 13.50% is influenced by other variables.

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