



The Effect of Service Quality and Price on Consumer Satisfaction at the Coto Makasar Nusantara Restaurant, Wayame Village, Teluk Ambon District

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Abstract

This study aims to determine how the influence of service quality and price on consumer satisfaction at the Coto Makasar Nusantara Restaurant in Wayame Village, Teluk Ambon District. The method in this study uses a quantitative approach through the SPSS program with data collection techniques are observation, questionnaires and documentation. Based on the results of the data analysis test, it shows that simultaneously (F test) the independent variables of service quality (X1) and price (X2) together or simultaneously have a positive and significant effect on consumer satisfaction (Y) at the Coto Makasar Nusantara Restaurant, Wayame Village, Ambon Bay District. The influence of service quality and price is 65.3%, while the remaining 34.7% is influenced by other variables not examined in this study.

Keywords: Quality Of Service, Price and Customer Satisfaction



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INTRODUCTION

In the current era of globalization, the business world is developing very rapidly, one of which is business in the culinary field. The number of businesses that have sprung up has resulted in an increase in the number of similar businesses causing increasingly fierce competition. So to face such situations and circumstances, entrepreneurs must be able and quick and responsive in making decisions so that the business they founded can develop properly.

In opening a restaurant business, it must be with products, management, production processes to circulation or distribution processes within a halal framework. Especially on food substances given to consumers. In relation to human needs the most basic is the need for food in which every human being will try to meet those needs in various ways. The strength of this food product business is how its consumers, each restaurant will try to provide different satisfaction with the price and quality of service which is given to its consumers.

Service quality is a strategic advantage to attract more new consumers, retain existing consumers, avoid consumer movement and create special advantages. Companies that prioritize good service quality will have an impact on customer satisfaction. Service quality as an effort to realize comfort for consumers so that consumers feel that they have more value than expected. Consumer expectations are an important factor, the quality of service closer to consumer satisfaction will give more expectations and vice versa. With the quality of service that has been provided, indirectly customer satisfaction will be realized.

Consumers usually view price as an indicator of the assessment of the quality of a product then Consumers tend to use price as the main basis for product quality and also consumers tend to assume that the price is higher represents high quality. Situational and personal factors, can affect the level of satisfaction of a person with the goods or services he consumes, this must be considered by the owner of the restaurant by analyzing complaints



from consumers, such as the cleanliness of the dining table, friendliness in service, the price of food pegged. Referring to the economic condition of the community at that time during the pandemic, it experienced a decline, which had an impact on the purchasing power of consumers.

Coto Makasar Nusantara Restaurant is one of the typical makasar culinary that is already popular and familiar to the ears of the Indonesian people, so that coto makasar has spread widely in various regions in Indonesia, especially in Maluku, especially Ambon City. Coto makasar is one of the important cultural assets to be preserved and developed. Because coto makasar is a typical food that has long been known and made by ancestors, then taught for generations. Therefore, coto makasar is classified as a cultural product that needs to be maintained and preserved into a product that has a high history and culture.

From the explanation related to the quality of service provided to consumers, there are still delays in serving food so that consumers have to wait, then the dining table that is still dirty when other visitors want to enter and eat at the Coto Makasar Nusantara Restaurant, coupled with a relatively high price and a smaller volume of food portions compared to other restaurants that sell with the same menu. So this will result in consumers thinking again about visiting or visiting the Coto Makasar Nusanatra Restaurant, from here we can conclude that when there is a restaurant that sells the same product but different ways of service (quality of service) and relatively high prices, consumers will definitely be more interested in good service. The purpose of this study is to see the effect of service quality and price on consumer satisfaction at the coto makasar nusantara restaurant in wayame village, Teluk Ambon district.

Consumers usually view price as an indicator of the assessment of the quality of a product then Consumers tend to use price as the main basis for product quality and also consumers tend to assume that higher prices represent high quality. Situational and personal factors, can affect the level of satisfaction of a person with the goods or services he consumes. Situation factors such as conditions and experiences will require consumers to come to a provider of goods or services, this will affect expectations of the goods or services they will consume. The following data on visits at the Coto Makasar Nusantara Restaurant can be seen in the following table:

Table 1. Visitor Data of Coto Makasar Nusantara Restaurant in 2021

No	Month	Monthly Consumers
1	January	2340
2	February	2375
3	March	2490
4	April	2200
5	May	2250
6	June	2100
7	July	2037
8	August	1950
9	September	1875
10	October	1860
Total		21.477
Average Number of Consumers per month		2.147,7
Average Number of Consumers per Day		71,59

Source: Warung Makan Coto Makasar Nusantara

Based on the table above, it can be seen that consumers at the Coto Makasar Nusantara Restaurant tend to decrease. This decrease in the number of consumers occurred from June 2021 to October 2021 with a total number of 21,477, the average monthly visitors reached



2,147.7 while the average visitors per day was 71.59 consumers. this must be considered by the owner of the restaurant by analyzing complaints from consumers, such as the cleanliness of the dining table, hospitality in service, the price of food that is pegged. Referring to the economic condition of the community at that time during the pandemic, it experienced a decline, which had an impact on the purchasing power of consumers.

RESEARCH METHODS

The place and subject of the study where the research site is located is a restaurant in wayame village, ambon bay district. The subjects of this study were all people who happened to be met at the Makasar Nusantara Coto House that day used as samples. The types and sources of data discussed in this study are primary data and secondary data. Primary data and research were obtained from interviews and questionnaires filled out by respondents. In this study, the population is consumers who are buying Coto Makasar Nusantara. In this study, the number of samples based on the provisions using axidental sampling, which is a technique of determining samples based on the coincidence of being encountered is suitable as a data source. The population size is taken from the average number of visitors per day in October 2021 to the Coto Makasar Nusantara Restaurant, which is 100 people / day. So the sample used was 69 respondents. The data collection method technique used to collect data in this study was carried out by questionnaire techniques, observation, interviews, and documentation.

Research instruments

Quantitative Analysis emphasizes on testing theories of measuring variables in research with numbers and conducting data analysis with statistical procedures: Validity Test AND Reability test.

Test Classical assumptions

Classical assumption tests are conditions that must be met in a linear regression model, in order for a study to get decent and reliable regression results. The classical assumption test includes: Normality Test, Multicholineritas Test and Heteroskedasticity Test.

Data Analysis Techniques

Multiple Regression Analysis: Data analysis in question is an analysis to submit hypotheses and answer the formulation of problems that have been proposed.

Hypothesis Test

Decision-making methods based on data analysis, both from controlled experiments and from observation (uncontrolled): Partial Test (T Test), Simultaneous Test (F Test) and Determination Test (R2).

RESULTS OF RESEARCH AND DISCUSSION

Analysis of Respondent Characteristics

The characteristics that the researchers used in this study were consumers found at the Coto Makasar Nusantara Restaurant in Wayame Village. The results of the distribution of the questionnaire as many as 69 respondents obtained the characteristics of respondents based on gender, occupation, and frequency of visiting the Coto Makasar Nusantara Restaurant, Wayame Village. The characteristics of respondents from the table above show that the consumers who consume the most coto makasar nusantara are respondents who are male, which amounts to 37 respondents with a percentage of 53.62%. While the least were

respondents who were female, namely 32 respondents with a percentage of 46.37% of the total number of 69 respondents.

Research Instrument Test Results

Data Validity Test

Quality of Service (X1)

Table 2. Service Quality Validity Test Results (X1)

Question Item	R_{Hitung}	R_{Tabel}	Information
1	0,717	0,1966	Valid
2	0,724	0,1966	Valid
3	0,741	0,1966	Valid
4	0,754	0,1966	Valid
5	0,437	0,1966	Valid
6	0,676	0,1966	Valid
7	0,804	0,1966	Valid
8	0,705	0,1966	Valid
9	0,773	0,1966	Valid
10	0,694	0,1966	Valid

Source: Data Processed by the Author Using SPSS V.26 in 2022

Price (X2)

Table 3. Price Validity Test Results (X2)

Question Item	R_{Hitung}	R_{Tabel}	Information
1	0,799	0,1966	Valid
2	0,747	0,1966	Valid
3	0,856	0,1966	Valid
4	0,654	0,1966	Valid
5	0,624	0,1966	Valid

Source: Data Processed by the Author Using SPSS V.26 in 2022

Consumer Satisfaction (Y)

Table 4. Results of Consumer Satisfaction Validity Test (Y)

Question Item	R_{Hitung}	R_{Tabel}	Information
1	0,744	0,1966	Valid
2	0,779	0,1966	Valid
3	0,769	0,1966	Valid
4	0,841	0,1966	Valid
5	0,796	0,1966	Valid
6	0,804	0,1966	Valid

Source: Data Processed by the Author Using SPSS V.26 in 2022

Based on the entire table above, it can be seen that the calculated r value of the entire statement tested is positive and greater than the table's r value. Then it can be interpreted that the entirety of the statement items used in this study passed the validity test and was declared valid.

Data Reability Test

After testing the validity, the next stage is to conduct a reliability test. The papat reliability test is carried out to determine the consistency of respondents' answers in answering questions that measure the characteristic variables of an individual. A variable construct is said to be reliable if it gives a Cronbach Alpha value > 0.60.

Quality of Service (X1)

Table 5. Service Quality Data Reability Test Results

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,886	,886	10

Source: Data Processed by the Author Using SPSS V.26 in 2022

It can be seen in the table above that the results of testing the reliability of the questionnaire resulted in a Cronbach's Alpha figure of 0.886 > 0.60. then it can be said that of all the statements of the variable Quality of Service (x1) is declared reliable.

Price (X2)

Table 6. Price Data Reability Test Results (X2)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,793	,790	5

Source: Data Processed by the Author Using SPSS V.26 in 2022

It can be seen in the table above that the results of testing the reliability of the questionnaire resulted in a Cronbach's Alpha figure of 0.793 > 0.60. then it can be said that of all the statements of the variable Price (x2) is declared reliable.

Consumer Satisfaction (Y)

Table 7. Consumer Satisfaction Data Reability Test Results (Y)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,878	,879	6

Source: Data Processed by the Author Using SPSS V.26 in 2022

It can be seen in table 7 above that the results of testing the reliability of the questionnaire resulted in a Cronbach's Alpha figure of 0.878 > 0.60. then it can be said that of all the statements of the consumer satisfaction variable (Y) is stated to be reliable.

Test of Classical Assumptions

Data Normality Test

Normality testing is carried out to determine whether or not a data distribution is normal. This is important to know because it is related to the accuracy of the selection of test techniques to be used. The normality test of the data in this study researchers used the kolmogrov- Smirnov one- Sample test. The basis for decision making in this study is if the value of Asymp.sig. (2-tailed) at a level of significant 5% (0.05) then it can be said that the variable is normally distributed. Based on the management of data carried out by researchers in this study, the results of the normality test are as follows.

Table 8. Data Normality Test Results Kolmogrov- Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		69
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,08116825

Most Extreme Differences	Absolute	,051
	Positive	,051
	Negative	-,047
Test Statistic		,051
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data Processed by the Author Using SPSS V.26 in 2022

Based on the results of data processing in table 8 above conducted for normality tests using kolmogrov- Smirnov one- Sample tests, it can be found that the value of Asymp, sig. (2-tailed) is $0.200 > 0.05$ then the data is normally distributed.

Data Multicholnearity Test

The Multicholnearity Test aims to test whether a regression model finds a choleration between independent variables. A good regression model should not have any correlations between independent variables. To detect the presence or absence of multicollinearity by looking at the tolerance and VIF values. The detection of non-occurrence of multicollinearity is seen in collinearity statistics, provided that if the tolerance value of each independent variable is above 0.1 (10%) and the variance inflation factor (VIF) of each independent variable is below 10, then there is no multicollinearity.

Table 9. Data Multicholnearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,000	,000		.	.		
	Quality of Service	1,000	,000	1,000	.	.	,401	2,492
	Price	,000	,000	,000	.	.	,401	2,492

a. Dependent Variable: Customer Satisfaction

Source: Data Processed by the Author Using SPSS V.26 in 2022

Based on the results of data processing in table 9 above, it can be seen that the tolerance and VIF values show that there is no one independent variable that has a VIF value greater than 10 and there is not one independent variable tolerance value that meets the tolerance value, which is less than 0.1, which means that the data does not occur multicollinearity, which means that the data is good.

Data Heteroskedasticity Test

The Heteroskedasticity Test aims to test whether the regression model occurs the inequality of variants from the residuality of one observation to the observation of another observation. According to Ghozali 2012), that if the variant of the residual data of one observation to another observation remains, then it is called homocheasticity and if it is different it is called heteroskedasticity or there is no heteroskedasticity. A good regression model is that heteroskedesicity does not occur. The way to detect by looking at the scatterplots chart between the predicted values of bound variables (ZPRED) and residual (SRESID).

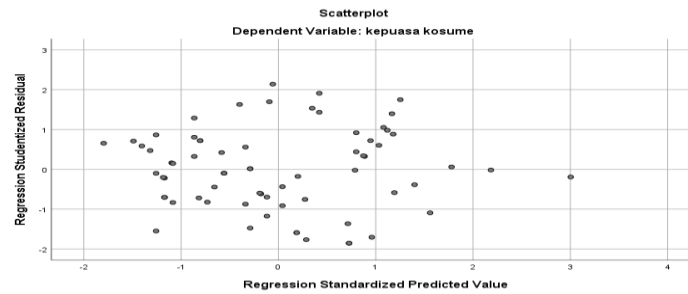


Figure 1 Heteroskedasticity Test Results

Source: Data Processed by the Author Using SPSS V.26 in 2022

From the scatterplot chart image above, it can be concluded that the dots spread above or below the number 0 on the Y axis, which means that there is no heteroskedasticity or also called homochedasticity because the variance from the residual one observation to another remains.

Multiple Regression Analysis Results

The data analysis method used in this study is multiple linear regression analysis. The goal is to test the relationship as well as the influence of independent variables on dependent variables selected by the study. To know whether the relationship is positive or negative is determined by the regression direction coefficient which symbolizes the letter b if b is positive then the relationship is positive anyway. That is, the higher (high) the value of X, the higher the value of Y. Vice versa.

Table 10. Multiple Regression Equations

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,572	1,597		2,863	,006
	Quality of Service (X1)	,210	,065	,326	3,219	,002
	Price (X2)	,665	,124	,545	5,379	,000

a. Dependent Variable: Customer Satisfaction (Y)

Source: Data Processed by the Author Using SPSS V.26 in 2022

Hypothesis Test

Partial Test (T Test)

The results of the T test are intended to determine the influence of individual variables (partial) independent variables (service quality and price) on dependent variables (consumer satisfaction) or test the significantity of constants and dependent variables. When the value is significant. < a (0.05), then Ho is rejected Ha is accepted. And vice versa if the value is significant. > a (0.05), then Ho accepted Ha is rejected. The results of the T test calculation can be seen in the table below:

Table 11. Partial Test Results (T Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,572	1,597		2,863	,006
	Quality of Service (X1)	,210	,065	,326	3,219	,002
	Price (X2)	,665	,124	,545	5,379	,000

a. Dependent Variable: Customer Satisfaction (Y)

Source: Data Processed by the Author Using SPSS V.26 in 2022

Based on the results of data processing in table 11 above, it can be seen that the magnitude of the influence of each independent variable (service quality and price) on the dependent variable (consumer satisfaction) can be seen from the significant value of each variable:

1. Variable Quality of Service (X1) p value (sig) generated $0.002 < \alpha 0.05$. Then this means H_0 is accepted. Service Quality Variables have a positive and significant effect on partial customer satisfaction.
2. Variable Price (X2) the resulting p value (sig) is $0.000 < \alpha 0.05$. Then this means that H_{a2} is accepted. Price Variables have a positive and significant effect on partial consumer satisfaction.

Simultaneous Test (F Test)

Test F is intended to find out how influential the independent variables (Quality of Service (X1) and Price (X2) are simultaneously or equally on the dependent variables (Consumer Satisfaction) The results of the F test calculation can be seen in the table below:

Table 11. Simultaneous Test results (Test F)

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	554,634	2	277,317	62,144	,000 ^b
	Residual	294,526	66	4,463		
	Total	849,159	68			
a. Dependent Variable: Customer Satisfaction (Y)						
b. Predictors: (Constant), Price (X2), Quality of Service (X1)						

Source: Data Processed by the Author Using SPSS V.26 in 2022

Based on the results of data processing in table 4.19 above, it can be seen that the Quality of Service and Price are jointly influenced. It can be seen with a significance value of $0.000 < 0.05$. So this means that the Quality of Service and Price together or simultaneously have a positive and significant effect on Consumer Satisfaction at the Coto Makasan Nusantara Restaurant, Wayame Village, Teluk Ambon District.

Determination Test (R2)

The coefficient of determination is used to calculate the magnitude of the independent variable (Service Quality and Price) against the dependent variable (Consumer Satisfaction).

Table 12. Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,808 ^a	,653	,643	2,112
a. Predictors: (Constant), Price (X2), Quality of Service (X1)				

Source: Data Processed by the Author Using SPSS V.26 in 2022

Based on the results of data processing in table 4.20 above, it can be seen that the amount of adjusted R square is 0.653. This result shows that 65.3% indicates that the variables of Service Quality (x1) and Price (X2) have an effect on Consumer Satisfaction (Y). While the remaining 34.7% of consumer satisfaction values were influenced or explained by other factors that were not studied in this study.



Discussion

The Effect of Service Quality on Consumer Satisfaction at the Coto Makasar Nusantara Restaurant, Wayame Village

This research proves that the first hypothesis is accepted, namely the quality of service has a positive and significant effect on the satisfaction of consumers who come to the Coto Makasar Nusantara Restaurant to enjoy Coto Makasar Nusantara food. Since the regression coefficient has a positive value and a significant value of less than 0.05, thus H_{a1} received and variables The quality of service has a positive and significant effect on the satisfaction of consumers who come to the house of Makna Coto Makasar Nusantara Wayame Village.

From the results of the study using questionnaires from 69 respondents in the first question item of service quality that employees of the Coto Makasar Nusantara restaurant provided fast service in the presentation, there were 7 people who stated that they strongly agreed, and 35 people agreed while 25 other people expressed neutrality and the remaining 2 people expressed disapproval. And in the second question item that employees immediately serve when they are visiting, there are 11 people who strongly agree, 29 people express agreement and 28 other people who state neutral or ordinary, while those who express disapproval are 1 person. The third question item is not too long to wait in line from ordering until the food is served and 7 people expressed strong agreement, 25 people agreed and 32 people expressed neutrality while the other 5 people disagreed. The fourth item question is that employees are friendly and always give smiles when providing services to visitors, 5 people expressed strong agreement and 19 people agreed while 18 other people expressed neutrality. The fifth question item is that the food provided by coto makasar Nusantara is hygienic / healthy, 7 people strongly agree 42 people agree and 19 others declare neutral or ordinary and 1 person expresses disapproval. The sixth question item was an interesting room and the table available was clean with the result that 4 people strongly agreed 13 people agreed and 24 people expressed neutrality while 28 others expressed disapproval. In the seventh question item with the question employees always look neat and attractive, then 11 people expressed agreement and 30 people stated neutral or ordinary, 28 others disagreed. Then in the eighth question item that the employees of coto makasar Nusantara provide the same service without discriminating against consumers, and the result is that 6 people strongly agree, 22 people agree, 37 people declare neutral and the remaining 4 people disagree with the question. In the ninth question item that the employees of coto makasar Nusantara paid serious attention When the place was full of results that 3 people strongly agreed 17 people agreed 26 people declared neutral while 23 others expressed disapproval. And in the tenth question item with the question that the employee of coto makasar Saudara provides a suggestion box or telephone number that can be contacted to submit suggestions or consumer complaints then the result is 1 person strongly agreed, 4 people agreed, 21 people expressed neutrality and 37 people expressed disapproval while the other 6 people disagreed.

Effect of Price on Consumer Satisfaction at Coto Makasar Nusantara Restaurant, Wayame Village

This study also proved that the second hypothesis was accepted, namely the price had a positive and significant effect on consumer satisfaction at the Coto Makasar Nusantara Restaurant in Wayame Village. Because the regression has a positive and significant value of less than 0.05, H_{a2} , the price variable has a positive and significant effect on consumer satisfaction who come to the Coto Makasar Nusantara Restaurant, Wayame Village, the overall price pegged to the Coto Makasar Nusantara Restaurant, Wayame Village is Coto for Rp. 38,000 while Kondro is at a price of Rp. 48,000, and from the results of the study using a



questionnaire from 69 respondents on a price variability with grains the first question is that the price of the food is affordable then 3 people expressed strong agreement, 26 people said that they agreed, 21 people expressed neutrality while 18 others disagreed with the price set at the restaurant. Then on the second question item that the price corresponds to the quality of taste with the result is that 10 people strongly agree, 36 people agree, 20 people declare neutral and 3 others express disapproval. And in the third question item that the price corresponds to the portion, 5 people strongly agree, 29 people agree, 24 people declare neutral and 11 others express disapproval. The fourth question item is that the price of the food is cheaper compared to similar restaurants, 4 people agreed, 23 people were neutral and 41 people disagreed. Then in the fifth question item that the price according to vasility got the result, namely 2 people strongly agreed, 7 people agreed, 41 people were neutral and 19 other people expressed disapproval.

This price is one of the factors that concern consumers in buying an item, prices that are too high without being balanced by good quality can cause disappointment in consumers. therefore, producers must be good at setting the selling price of a product so as not to cause disappointment to consumers. This is in line with the opinion of Hurriyati (2010), that the cheapness or highness of a product is very relative in nature, cheap or expensive but with product quality that matches the price so that it will have an impact on consumer satisfaction.

Effect of Service Quality and Price Together on Consumer Satisfaction at Coto Makasar Nusantara Restaurant, Wayame Village, Teluk Ambon District

Consumer satisfaction is influenced by several factors. In this study, researchers analyzed the variables of service quality and price to consumer satisfaction. Simultaneously both free variables in this study had a positive and significant influence on the bound variables. The results of this study are in accordance with research conducted by Lina Sari Situmeang, that the variables of service quality and price affect simultaneously on consumer satisfaction. Service quality and price are important things that can affect customer satisfaction. According to Zeithaml and Bitner in Fitriyanur, consumers who are satisfied with the products that have been purchased and used will return to buy and use the products offered by the company, this will create loyalty to consumers. and Consumers who are satisfied will tend to repurchase the product and will also give a good assessment of the service or company to others.

In a restaurant business, it is expected to be able to provide good service to consumers as a whole Although the food is quite delicious and satisfying, the service provided is good, but there is a mistake, although it is a small mistake, of course consumers will think again about coming back to the place. Related to the existing data on the background of problems with the decrease in the number of consumers every month who visit to enjoy Coto Makasar Nusantara dishes, here researchers observe that the owner of the Coto Makasar Nusantara Restaurant must further improve its services and pay attention to setting the price of its food. This step is also expected to make consumers satisfied with the services provided so that consumers will visit again.

CONCLUSION

Based on the research that has been carried out, conclusions can be drawn on the test The effect of service quality and price has a simultaneous influence on Consumer Satisfaction at the Coto Makasar Nusantara Restaurant, Wayame Village, Teluk Ambon District, as follows: Service Quality has a positive and significant effect on consumer satisfaction because the calculated value of $t > t_{table}$ or $3.219 > 1.660$ and the resulting signification value of $0.000 < 0.05$. Price has a positive and significant effect on Consumer Satisfaction because the



calculated value > t_{table} or $5.379 > 1.660$ and the significant value produced is $0.000 < 0.05$. Based on the results of data processing in table 4.17 above, it can be seen that the amount of adjusted R square is 0.653. This result shows that 65.3% indicates that the variables of Service Quality (X₁) and Price (X₂) have an effect on Consumer Satisfaction (Y). While the remaining 34.7% of consumer satisfaction values were influenced or explained by other factors that were not studied in this study. The variable that most affects customer satisfaction is the Price variable because the calculated value > t_{table} or $5,379 > 1,660$ and is greater than the influence of the service quality variable.

Based on the results of research and conclusions that have been carried out by the author at the Coto Makasar Nusantara Restaurant in Wayame Village, the suggestions that the author can convey in this study are as: Coto Makasar Nusantara Restaurant, it is hoped that the Coto Makasar Nusantara Restaurant will further improve the quality of service, so that it can retain existing consumers and attract more visitors who come to the Coto Makasar Nusantara Restaurant, so that it can exist and can survive in the fierce competition of the restaurant business in the future and it is hoped that the Coto Makasar Nusantara Restaurant will reduce the price of food per portion which researchers value the price of relatively high compared to other similar restaurants that sell with the same menu. For subsequent researchers, in the next study, it is hoped that it can add other variables that are more in-depth related to consumer satisfaction, in order to further increase the satisfaction of consumers who come to the Coto Makasar Nusantara Restaurant, and this study was only carried out for 69 respondents. And it would be nice for the next researcher to further consider the sample that will be used to be his research because there are still many more consumers who come and visit to enjoy the dishes at the Coto Makasar Nusantara Restaurant.

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