

Effect of Product Quality, Service and Price on Consumer Satisfaction (Case Study on Warung Tengah Sawah Restaurant Business)

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ABSTRACT

In this research, service and price are partially and together on consumer satisfaction. With product quality, service and price as independent variables and customer satisfaction as the dependent variable. The type of research used was quantitative, the population in this study were customers who had eaten at the Warung Tengah Sawah Restaurant with a sample of 55 people. Data analysis used is Multiple Linear Regression, instrument test and classical assumption test. The results of the research on product quality have a t-count value of 2.625 (sig. 0.019 <0.05) service has a t-count value of 2.114 (sig. 0.052 > 0.05) prices have a t-count value of 0.256 (sig. 0.612 > 0.05) which indicates that product quality partially has a significant effect on customer satisfaction, while service and price partially have an insignificant effect on customer satisfaction. As well as together the quality of products, services and prices have a significant effect on customer satisfaction. Evidenced by the large F count of 5.492 with a sig. F (0.006 <0.05).

INTRODUCTION

Along with the development of the era or civilization and globalization, human life and culture are increasing, including the increase in the food business. The increase in the food business is currently increasingly reaching all levels of society, the food business answers all people's demands for practicality in meeting food needs. Increasing business competition requires business actors to be sensitive to changes in business competition conditions that occur in the surrounding environment and increase orientation towards the ability to attract consumers' purchasing power in the products being sold.

Another factor that influences customer satisfaction is the service provided by the company to consumers, excellent service will result in customer satisfaction and loyalty which will ultimately protect sales and business profits. Poor service will cause consumer dissatisfaction, with customer dissatisfaction it will create a bad image for future businesses, so consumers will not only leave, but also ask other consumers to visit other places.

According to Assegaf (2014) "quality of service is an economic activity that produces or produces time, place, form, and psychological needs or needs". In fact, it costs more to acquire new customers than to retain existing ones. Therefore, it is very important for businesses to provide the best company service to consumers and be able to solve problems.

The next factor that can affect consumer satisfaction is price, which is a determining factor that influences purchasing choices. Price is the value given by business actors to consumers for the sale of their products. This Warung Tengah Sawah Restaurant is a traditional restaurant that is well known among the people of Sidoarjo and its surroundings. This restaurant is famous because there are various types of traditional food. Of all the menus, consumers have the right to choose according to their individual tastes and needs. Based on these facts, the title of this study is: The Influence of Product Quality, Service, and Price on Consumer Satisfaction (Case Study in the Culinary Business of Warung Tengah Sawah Restaurant).

LITERATURE REVIEW

Marketing

Marketing expresses clearly the meaning and significance of marketing. Marketing is a process of planning and implementing conception, pricing, product process determination, promotion and place or distribution, as well as a social and managerial process to achieve goals. The American Marketing Association (AMA) states that marketing is the process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to satisfy customers and company goals.

Product

According to Adisaputro (2012), Products are everything that is offered to the market to be observed, liked, and purchased to satisfy a need or desire.

Service

According to Suryana (2014), "customer service is the provision of labor and other resources aimed at increasing the benefits received by customers as a result of purchases made and from the process leading to the occurrence of buyers".

Price

According to Adisaputro (2010), price is one of the elements in the marketing mix that generates sales revenue, while other elements of the mix generate costs.

Consumer Satisfaction

According to Kotler and Keller (in Ratnasari and Aksa, 2013) satisfaction is expressed as the level of feeling where a person states the results of a comparison of the performance of the product or service received and expected.

METHODOLOGY

Research Design

(Lutfi & Irwanto, 2017) This type of research is quantitative research by looking for causal relationships, according to Sugiyono "Causal relationships are causal relationships. So here there are independent variables (variables that influence) and dependent (variables that are influenced).

Research Object

This research was conducted on customers of the Warung Tengah Sawah Restaurant which is in located Jemirahan Village, Sidoarjo Regency, East Java.

Data Source

The definition of data according to Oei (2010) is information produced by marketing research which is the result end of the processing process during the research. Information basically ends up starting from raw materials called data so that it is often also referred to as raw data.

Data Type

The data source used in this study is the primary data source. (Oei, 2010) "Primary data is original data collected by researchers themselves to specifically answer their research problems". The primary data used in this study is the result of filling out questionnaires by respondents, namely consumers of the Warung Tengah Sawah Restaurant.

Population and Sampling Techniques

The population in this study were customers who made purchases at the Warung Tengah Sawah Restaurant, around 150 buyers per day.

Data Collection Technique

Surveys

The interviews conducted in this study were consumers who bought at the Warung Tengah Sawah Restaurant.

Observation

Observations were made by making direct observations of respondents who gave a good assessment of consumer satisfaction at the Warung Tengah Sawah Restaurant.

Documentation

The documents used in this study were collected, recorded, copied documents at the research location and by reading the literature as input material related to data relevant to the research variables.

Questionnaire

In obtaining research data, a questionnaire is needed to obtain it according to (Sugiyono 2015) "Questionnaires are data collection techniques that are carried out by giving a set of questions or written statements to respondents to answer".

RESULTS

Based on the discussion that has been described in the previous section, it appears that in this study customer satisfaction is the dependent variable and the variables of product quality, service and price are independent variables. In this study, the results of the variables of product quality, service and price together affect consumer satisfaction variables. Partially, product quality variables have a significant effect on customer satisfaction, while service and price variables have no significant effect on customer satisfaction.

1. Effect of Product Quality on Consumer Satisfaction

Based on the results of multiple linear regression tests, it shows that the independent variables are partial effect on the dependent variable. In this study found a significant effect of product quality on consumer satisfaction, this can be explained that the Warung Tengah Sawah Restaurant has a taste that is unquestionable with the enjoyment provided by its traditional menus according to consumer tastes.

2. The Effect of Service on Consumer Satisfaction

The results of hypothesis testing prove that partially service has no effect significant to customer satisfaction Warung Tengah Sawah Restaurant. This shows that the services provided by the employees of the Warung Tengah Sawah Restaurant are not in accordance with the standard procedures and working procedures of the existing services so that the research results obtained have no significant effect on customer satisfaction.

3. Effect of Price on Consumer Satisfaction

The results of hypothesis testing prove that partially the price has no significant effect on customer satisfaction at Warung Tengah Sawah Restaurant. This shows that the higher the price offered, the lower the demand for Warung Tengah Sawah Restaurant because price determines consumer satisfaction. If the customer is satisfied, the customer will give loyalty to Warung Tengah Sawah Restaurant so that customers will make purchases again at Warung Restaurant Middle of Rice Field.

4. Effect of Product Quality, Service and Price on Customer Satisfaction

The results of hypothesis testing prove that simultaneously product quality, service and price have a significant effect on customer satisfaction at Warung Tengah Sawah Restaurant. From these three variables it can be stated that product quality, service and price simultaneously have a significant effect on customer satisfaction, this indicates that customer satisfaction will increase with good product quality, excellent service and prices that are right in the pocket, this will be inversely directly with increased customer satisfaction. The better the quality of the product, the better the service provided and the more affordable the price, the customer will be satisfied with Warung Tengah Sawah Restaurant.

DISCUSSION

Research that leads to consumer satisfaction, especially in restaurants, is not fixated on product quality, service, and price variables, but there are other variables that might affect consumer satisfaction so that it can become more of an attraction for future research or sources of reference by people who like to read existing articles as additional material for the knowledge they need.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. Based on the results of this study indicate that the variable Product Quality partially has a significant effect on Consumer Satisfaction.
2. Based on the results of this study indicate that the service variable partially has no significant effect on consumer satisfaction.
3. Meanwhile, the Facility variable shows that the Price variable partially has no significant effect on Consumer Satisfaction.
- 4 Based on the results of this study, the F value indicates that the variables of product quality, service and price together have a significant effect on consumer satisfaction.

Recommendations

1. The quality of the products provided by the Warung Tengah Sawah Restaurant is in accordance with what is expected and desired by patients, but the product quality is better for innovation and new breakthroughs to anticipate new competitor strategies so that the Warung Tengah Sawah Restaurant can survive firmly in the meatball business competition.
2. For service employees of the Warung Tengah Sawah Restaurant have provided good service, but this service does not have a high impact on customer satisfaction, so the Warung Tengah Sawah Restaurant must carry out updates and provide even better service in accordance with excellent service standards.
3. For the price of the Warung Tengah Sawah Restaurant, it is better to provide prices according to the ability and purchasing power of consumers, and it is advisable to carry out a new strategy in setting prices to match the target market, as to increase profits and customer satisfaction.

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