

THE INFLUENCE OF PRODUCT QUALITY, PRICE & SERVICE QUALITY ON CONSUMER SATISFACTION AT PALEKKO SIDENRENG EATING HOUSES IN SIDRAP DISTRICT

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Abstract

This research aims to determine the partial influence of product quality, price and service quality on consumer satisfaction at the Palekko Restaurant in Sidenreng Rappang Regency. The number of samples taken was 100 respondents. The results of the research show that service quality, price and product quality have a significant effect on consumer satisfaction at the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency, based partially on the calculation results that the t-calculated value of the product quality variable is (6.435), the t-calculated value of the price variable is (3.223) and the t-calculated value of the service quality variable (3.752) is greater than the t-table value (1.660) and the sig value of all variables is smaller than 0.05. Simultaneously, service quality, price and product quality have a significant effect on consumer satisfaction at the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency. The calculation results show that the F-count value = 30,946 is greater than the F-table value = 2.70 (30,946 > 2.70) and significance value = 0.000 (smaller than $\alpha = 0.05$). ($0.000 < 0.05$).

Keywords: *Product Quality, Price, Service Quality, and Consumer Satisfaction*

1. INTRODUCTION

Attention to consumer interests by looking at needs and desires as well as satisfaction with services is a key factor for the success of a business amidst this increasingly fierce competitive climate. Therefore, companies are required to be able to provide something valuable and can make a deep impression on consumers by providing satisfaction through their performance in accordance with the quality of the products and services offered.

The relationship between product quality and customer satisfaction is very close. Usually, if the product offered by the company is of good quality, then consumers buy and consume it directly and the product exceeds consumers' expectations, then it can be said that they are satisfied with the product. On the other hand, if they tend to be disappointed when they consume it, they will switch to another product. Consumer satisfaction itself arises from the quality of the products provided by the company, the better the quality the more customers it has, the company must maintain the quality it already has or add better quality so that consumers are not influenced by other competitors and remain loyal to the company the.

Apart from product quality, price is also another factor that influences consumer satisfaction. Price is an important factor in sales. Many companies go bankrupt because they set inappropriate prices. The price set must be in accordance with the consumer's economy, so that consumers can buy the goods. Meanwhile, for consumers, price is a consideration in

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making purchasing decisions. Because the price of a product influences consumer perceptions of the product. According to Walton, price and quality have a high influence on customer satisfaction, there is still little empirical evidence exploring this relationship. This is one of the factors that companies do not pay enough attention to, so that consumers will think again about using the product and will feel dissatisfied after buying or using the goods or services.

Another factor that influences customer satisfaction is service quality, which is a profit strategy to attract more new customers, retain existing customers, avoid customer turnover and create special advantages. Companies that prioritize good service quality will have an impact on customer satisfaction. Service quality is an effort to create comfort for consumers so that consumers feel they have more value than expected. Consumer expectations are an important factor, service quality that is closer to consumer satisfaction will provide more expectations and vice versa. With the quality of service provided, consumer satisfaction will indirectly be realized.

Nasu Palekko Sidenreng Restaurant offers prices that are affordable and varied for consumers. The food and drink menu is also varied, especially the Nasu Palekko dish which is their mainstay. Apart from a diverse menu, the owners of this restaurant also pay attention to the facilities. There are several choices of restaurants located around the Nasu Palekko Sidenreng Restaurant, there are many things that consumers consider when arriving at the decision to choose a particular restaurant. The restaurant management tries to meet the criteria that are taken into consideration by consumers, be it service quality, price, or the quality of the product itself, so that it can provide satisfaction for consumers.

The following is data on the number of visitors to the Nasu Palekko Sidenreng Restaurant in 2022

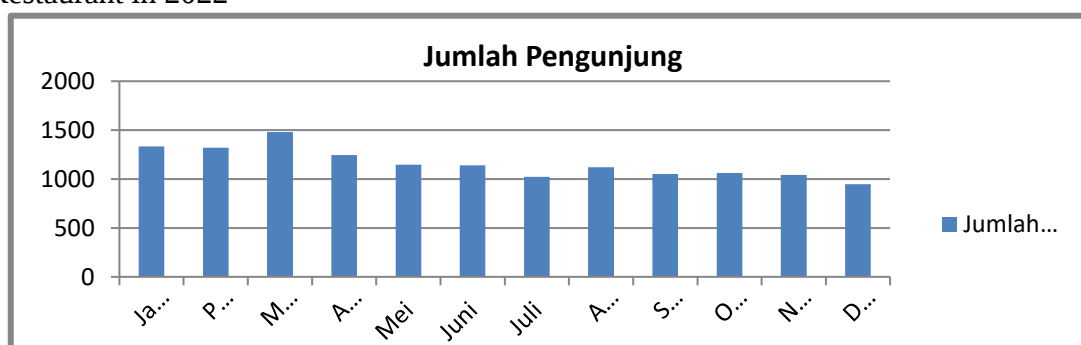


Figure 1: Graph of the Number of Visitors to the Nasu Palekko Sidenreng Restaurant in 2022

Based on the data above, it shows that the number of visitors for the period January - December 2022 tends to decrease. The owner of the Nasu Palekko Sidenreng Restaurant must pay attention to this, by analyzing customer complaints such as friendliness of service, price, product quality. Realizing the important role of consumers and the influence of consumer satisfaction on profits, the owner of Nasu Palekko Sidenreng Restaurant is trying to find what can increase consumer satisfaction.

2. METHODS

This research uses quantitative research methods. Quantitative research is empirical research whose data is in the form of numbers. Quantitative research is a research method that produces discoveries that can be achieved using statistical procedures or other methods of quantification (measurement), (Sugiyono, 2018).

The population in this study were consumers who visited the Palekko Sidenreng Rappang Restaurant. The sampling technique in this research is a nonprobability sampling technique. Nonprobability sampling is a sampling technique that does not provide an equal opportunity or chance for each element or member of the population to be selected as a sample. By using the Slovin formula, the sample taken for this research was 96 respondents. In order for this research to be fit, the sample was taken to be 100 respondents provided that the sample size is not less than the minimum sample that has been determined. From these calculations, the author took a sample of 100 people.

Hypothesis testing

1. Determinant Test (R²)

To find out what percentage influence the independent variables (X₁, X₂ and X₃) have on the dependent variable (Y). If (R²) is getting bigger (approaching one), then it can be said that the ability to explain the independent variables (X₁, X₂ and X₃) is greater than the dependent variable (Y). This means that the model used is increasingly powerful in explaining the influence of the independent variable on the dependent variable. On the other hand, if (R²) is getting smaller (approaching zero) then it can be said that the influence of the independent variables (X₁, X₂ and X₃) on the dependent variable (Y) is getting smaller. This means that the model used is not strong enough to explain the influence of the independent variable studied on the dependent variable.

2. Partial Test (T Test)

The partial test is used to determine the effect of each independent variable on the dependent variable. By using the following steps:

- a. H₀ is accepted, if t count < t table at $\alpha = 0.05$
- b. H_a is accepted if t count > t table at $\alpha = 0.05$

3. Simultaneous test (F test)

The simultaneous test is used to find out whether the independent variables jointly or simultaneously influence the dependent variable. Through statistical tests with the following steps:

- a. If the calculated F value > F table, then the hypothesis is accepted.
- b. Conversely, if the calculated F value < F table, then the hypothesis is rejected.

4. Multiple Linear Regression Analysis

After interval scale data, to find out the influence of the three independent variables, namely product quality (X₁), price (X₂) and service quality (X₃) on the dependent variable, namely consumer satisfaction (Y), a data technique using the multiple regression statistical analysis formula is used. as follows :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

3. RESULTS AND DISCUSSION

Determinant Test (R²)

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To find out what percentage influence the independent variables (Service Quality, Price and Product Quality) have on the dependent variable (Consumer Satisfaction). If (R²) is getting bigger (approaching one), then it can be said that the ability to explain the independent variables (product quality, price and service quality) is greater for the dependent variable (consumer satisfaction).

Determinant test using the SPSS 25.0 program. The following are the results of the determinant test in this research:

Table 5: Determinant Test Results (R²)

<i>Model</i>	<i>R</i>	<i>R Square</i>
1	0.701a	0.492

Source: Questionnaire Data Processing Results, SPSS 25 (2023)

In the results of the statistical tests above using a multiple linear regression model using SPSS 25, it can be seen that the influence of Service Quality, Price and Product Quality on Consumer Satisfaction is obtained by a correlation coefficient (R Square) of 0.492, so it can be said that Service Quality, Price and Product Quality has a relationship with Consumer Satisfaction of 49.2%, and the rest is influenced by other variables outside this research.

Partial Test (T Test)

The partial test is used to determine the effect of each independent variable on the dependent variable. By using the following steps:

1. The hypothesis is rejected if $t \text{ count} < t \text{ table}$ at $\alpha = 0.05$, or $\text{sig value} > 0.05$.
2. The hypothesis is accepted if $t \text{ count} > t \text{ table}$ at $\alpha = 0.05$, or $\text{sig value} < 0.05$.

Partial test (T-Test) using the SPSS 25.0 program. The following are the results of the partial test (T-Test) in this study:

Table 6: Partial Test Results (T-Test)

Variable	t-count	t-table	Sig.	Tolerance Limit Value	Information
Product quality	6,435	1,660	0,000	0.05	Significant Influence
Price	3,223	1,660	0.002	0.05	Significant Influence
Service quality	3,752	1,660	0,000	0.05	Significant Influence

Source: Questionnaire Data Processing Results, SPSS 25 (2023)

Based on table 6 with the help of the SPSS 25 program above, it can be concluded that:

1. The Influence of Product Quality (X1) on Consumer Satisfaction (Y) of the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency.

Based on the table above, the t-calculated value = 6.435 is greater than the t-table value = 1.660 ($6.435 > 1.660$) and the significance value (sig) of 0.000 is smaller than 0.05 ($0.000 < 0.05$), so we get an idea that there is There is a significant influence

between product quality on consumer satisfaction at the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency, in other words the hypothesis (H_a) is accepted.

2. The Influence of Price (X_2) on Consumer Satisfaction (Y) of the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency.

Based on the table above, the t -calculated value = 3.223 is greater than the t -table value = 1.660 ($3.223 > 1.660$) and the significance value (sig) of 0.002 is smaller than 0.05 ($0.002 < 0.05$), so we get an idea that there is There is a significant influence between price on consumer satisfaction at the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency, in other words the hypothesis (H_a) is accepted.

3. The Influence of Service Quality (X_3) on Consumer Satisfaction (Y). Palekko Sidenreng Restaurant in Sidenreng Rappang Regency.

Based on the table above, the t -calculated value = 3.752 is greater than the t -table value = 1.660 ($3.752 > 1.660$) and the significance value (sig) of 0.000 is smaller than 0.05 ($0.000 < 0.05$), so we get an idea that there is There is a significant influence between service quality on consumer satisfaction at the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency, in other words the hypothesis (H_a) is accepted.

Simultaneous test (F test)

The simultaneous test is used to find out whether the independent variables jointly or simultaneously influence the dependent variable. Through statistical tests with the following steps, (Ghozali, 2018)

1. If the calculated F value $>$ F table, then the hypothesis is accepted.
2. Conversely, if the calculated F value $<$ F table, then the hypothesis is rejected.

Simultaneous test (F-Test) using the SPSS 25.0 program. The following are the results of the partial test (T-Test) in this study:

Table 7: Simultaneous Test Results (F-Test)

<i>Model</i>	<i>F</i>	<i>Sig.</i>
1 Regression	30,946	0,000

Source: Questionnaire Data Processing Results, SPSS 25 (2023)

From table 4.16 above, it can be seen that the F -Calculated value = 30.946 is greater than the F -table value = 2.70 ($30.946 > 2.70$) and the significance value = 0.000 (smaller than $\alpha = 0.05$). ($0.000 < 0.05$), so we get an idea that there is a significant joint (partial) influence between service quality, price and product quality on consumer satisfaction at the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency. in other words the hypothesis (H_a) is accepted.

Multiple Linear Regression Analysis

Multiple linear regression analysis using the SPSS 25.0 program. The following are the results of multiple linear regression analysis in this research:

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Table 8: Results of Multiple Linear Regression Analysis

Variable	B
(Constant)	4,415
Product quality	0.915
Price	0.429
Service quality	0.342

Source: Questionnaire Data Processing Results, SPSS 25 (2023)

Based on table 8 above, the regression model used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$\text{Consumer Satisfaction} = 4.415 + 0.915X_1 + 0.429X_2 + 0.342X_3 + e$$

The constant values with regression coefficients in Table 4.17 can be explained as follows:

1. Constant (α) or (absolute value of Y), if all independent variables (service quality, price and product quality) do not change, or the independent variables (service quality, price and product quality) are zero (0) then consumer satisfaction is worth 4.415 .
2. The product quality variable coefficient is 0.915, meaning that for every 1 point increase in product quality, consumer satisfaction will also increase by 0.915.
3. The coefficient of the service quality variable is 0.342, meaning that for every 1 point increase in service quality, consumer satisfaction will also increase by 0.342.
4. The price variable coefficient is 0.429, meaning that for every 1 point increase in price, consumer satisfaction will also increase by 0.429.

Discussion

Based on the research results, it can be concluded that partially and simultaneously there is a significant influence between service quality, price and product quality on consumer satisfaction at the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency.

The quality of the products offered by Palekko Sidenreng Restaurant also has a significant influence on consumer satisfaction. Consumers will buy a product if they are interested and find it suitable, therefore the product must be adjusted to the buyer's desires or needs in order for product marketing to be successful. In other words, product manufacturing is better oriented towards market desires or consumer tastes.

The food products at the Palekko Sidenreng Restaurant that are served are quite attractive so they are appetizing, they also taste good and delicious, have very good maturity standards and comply with food production standards. This good quality product will make consumers satisfied and trust Palekko Sidenreng Restaurant. According to Lupiyoadi (2013), one of the main factors that companies must pay attention to is product quality. Customers will feel satisfied if the results of their evaluation show that the products they use are of high quality. The product price factor also plays a major role, where products that have the same quality but set relatively cheap prices will provide higher value to customers.

Apart from product quality, price is also an important attribute evaluated by consumers so managers need to really understand its role in influencing consumer attitudes.

Price as an attribute can be interpreted as meaning that price is a diversity concept that has a different meaning for each consumer, depending on the characteristics of the consumer, situation and product. In other words, at a certain price level, consumers can feel the benefits of the product they have purchased. And consumers will feel satisfied if the benefits they get are comparable or even higher than the nominal money they spend.

The prices offered by the Palekko Sidenreng Restaurant are affordable, the prices at the Palekko Sidrap Restaurant are also in accordance with the quantity (portions), cheaper than other places, apart from that the prices at the Palekko Sidenreng Restaurant are in accordance with the taste provided. The owner of the Palekko Sidenreng Restaurant offers prices to consumers that are in accordance with the consumer's abilities, this is what makes consumers feel satisfied with the prices offered by the Palekko Sidenreng Restaurant. The results of this research are in line with research by Novi Wahyu Worodiy nti (2016), and Rayi Endah (2008) who concluded that price has a significant effect on consumer satisfaction.

Service quality can be seen when customers receive service. Because customers are consumers and are the ones who experience the service, they are the ones who evaluate and decide on the quality of the service. If the service received or felt is in accordance with what is expected, then the quality of the service is considered good and satisfactory. Conversely, if the service received is lower than expected, then the quality of the service is considered poor. Therefore, good or bad service quality depends on the service provider's ability to consistently meet the expectations of the community (service recipients).

The quality of service provided by Palekko Sidenreng in Sidenreng Rappang Regency makes an impression on consumers to come back to the restaurant. Companies that prioritize good service quality will have a positive impact on consumer satisfaction. There are several things that Palekko Sidenreng Restaurant does, such as; provide fast service in serving, customers don't queue too long to order food, the taste of the menu served always tastes the same every time they visit, employees are friendly and always give a smile when providing service to visitors, the room is attractive and the tables available are clean. The results of this research are in line with research by Rayi Endah (2008) which concluded that service quality has a positive and significant influence on customer satisfaction. Wulandari (2013), Novi Wahyu Worodiyanti (2016) also concluded that the better the quality of service, the greater the increase in customer satisfaction..

4. CONCLUSION

- a. Product quality has a positive and significant effect on consumer satisfaction at the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency.

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- b. Price has a positive and significant effect on consumer satisfaction at the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency.
- c. Service quality has a positive and significant effect on consumer satisfaction at the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency.
- d. Product quality, price and service quality simultaneously have a significant influence on consumer satisfaction at the Palekko Sidenreng Restaurant in Sidenreng Rappang Regency.

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