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The Influence of Service Quality and Product Price on Customer Satisfaction at AB Chicken, Cirebon Regency

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KEYWORDS

Quality Service, Price Product And Satisfaction Consumer

ABSTRACT

The world economy, including the food industry, is experiencing very rapid development in this era of globalization. Understanding customer desires at low prices is key to being able to outperform competitors. This study was conducted with the aim of determining customer satisfaction at the AB Chicken fast food restaurant in Cirebon Regency which is influenced by the variables of service quality and product price. Purposive sampling , a type of associative quantitative research, is the sampling strategy chosen for this study. The data used in the study are primary data from a sample of one hundred respondents who are customers of AB Chicken fast food in Cirebon Regency. Multiple linear regression analysis is method Which used. Findings study disclose that quality service (X1) And price product (X2) own influence in a way positive And significant to satisfaction customer (Y). Besides That, findings more further demonstrate that in AB Chicken Regency Cirebon, satisfaction consumer can influenced by quality services and product prices simultaneously

INTRODUCTION

The current rapid development of business is the result of very fast and comprehensive interconnected developments, one of which is the fast food business, this very rapid business development has an impact on the increase in similar businesses, matter This result in competition Which very strict (Yelvita, 2022). In every In the current competition, every business person carries out various strategies to fulfill the needs and desires of their consumers in order to create maximum consumer satisfaction (Sari & Marlius, 2023).

As explained by the Central Statistics Agency (BPS) in 2020 throughout Indonesia spread as much as 11,223 business culinary. Business culinary the divided in several categories that is in the form of business restaurant a number of 8,042 business (71.65 percent), business catering as many as 269 businesses (2.40 percent), and the remainder are included in other businesses as many as 2,912 businesses (25.95 percent). percent) (bps.go.id). Points important in world business that is from How draft customer satisfaction Which used For can interesting consumer. Give quality service the best capable grow trust Which tall on consumer. Evaluation Which carried out by consumers regarding service quality is carried out to increase service quality by synchronizing pricing (Ghofur, 2022).

Impact positive Which given from existence quality service level satisfaction Consumers. Satisfying service quality will increase satisfaction and loyalty, as well as fulfill consumer expectations, thereby encouraging repeat purchases *(* Sari & Marlius, 2023) . Physical evidence, responsiveness, and politeness of employees And employee, as well as empathy become component from dimensions quality service. If each component is done well, it will influence customer satisfaction through service. Which promising with as soon as possible, accurate, satisfying And certainty (Pearl et et al., 2020).

In addition to service excellence, price also influences customer satisfaction. Consumers' perceptions of prices, whether excessive or low and acceptable, significantly impact their purchasing intentions and satisfaction (Maimunah, 2020). According to Tjiptono (2014), a prerequisite for a company to succeed in competition is to strive to retain all its customers. To achieve this goal, all companies must work together to meet customer demand for goods and services at reasonable prices (Tijjang & Putra, 2020).

AB Chicken is one of the business units of the Al Bahjah Islamic Propagation Development Institute (LPD) Al (Bahjah) in field *core business food and bevarge* . AB Chicken carry fast food serving nuanced Islamic, AB Chicken was founded on 6th August 2017, above base to help the economy of the Al Bahjah Islamic missionary institution, until now AB Chicken outlets are spread across Cirebon, Indramayu, Majalengka, Brass, Greater Jakarta, Bandung, Cianjur with total amount 39 outlet. From many restaurant Which sell *fried chicken* , AB Chicken become one of the restaurants that has affordable prices compared to several other restaurants.

However, as some consumers have pointed out in pre-surveys, there is a gap between service quality and product prices, which tend to be expensive, thus not meeting customer expectations and desires. Customers consider various factors. factor moment choose restaurant. They Which involved in industry restaurant must continuously strive to meet the requirements that influence customer considerations, both related to price and quality of service.

From background behind the writer emphasize importance price And service consumers. So that researchers take Which in accordance with topic influence Which caused by Because quality of service and price on consumer satisfaction. This research was conducted to analyze whether quality service own connection to satisfaction consumer in a way partial or simultaneously.

Formulation Problem

1. Can the level of customer satisfaction at AB Chicken Cirebon Regency be influenced by the quality of service?
2. Can the level of customer satisfaction of AB Chicken Cirebon Regency be influenced by product price?
3. Can the level of customer satisfaction at AB Chicken Cirebon Regency be influenced by the quality of service and product price?

LITERATURE REVIEW

a. **Marketing Management**

Kotler and Keller (2009) also stated in their research (Widyatama, 2018) that marketing management is the act of organizing and implementing ideas, pricing, advertising, and distribution of products and services to create a buying and selling process that satisfies both consumer and company goals. Marketing encompasses the company's initial efforts to determine consumer demand to be met, the products to be created, the appropriate product price, and the methods of product distribution and promotion (Wahyuni, 2021).

b. **Quality of Service**

Service quality is the anticipated standard of excellence and the level of control over applicable provisions to meet consumer needs (Wibowanti, 2020). The SERVQUAL (Service Quality) model is the most widely used service quality model. often used in study about marketing. As for dimensions SERVQUAL or according to Tjipjono (2012) is an indicator of service quality consisting of physical facilities (*tangibles)* , reliability , responsiveness , assurance and *empathy* towards consumers .

c. **Price**

Price that is amount Which must paid or exchanged buyer on product the In order to receive something. Payment can be in the form of cash or other goods or services (Maulidina, 2019). According to Swastha and Sukotjo (2000) in their research (Asti & Ayuningtyas, 2020), price is an amount of money (added to the product, if possible). Which needed in produce something combination from product or services. Tjiptono (2014) in his research (Permata Sari, 2021) explained that prices can be influenced by the following factors:

1. Price sale
2. Compliance price
3. Comparison price

Kotler and Armstrong in their research (Yelvita, 2022) stated that prices are determined by four indicators, namely:

1. Price affordability, where a seller has the ability to set prices, so that the price can be afforded by anyone.
2. Prices that match the quality of the goods, manufacturers consider a number of factors when determining how much to charge for their products, including the quality of the goods.

3. Competitive prices, meaning that the price of a product is expected to be able to compete with other products. other Which produced by manufacturer other, in matter This goods yng intended are similar items.
4. Benefits and prices are appropriate, in setting a price a seller or producer must consider what the buyer will receive from the goods.

d. **Customer Satisfaction**

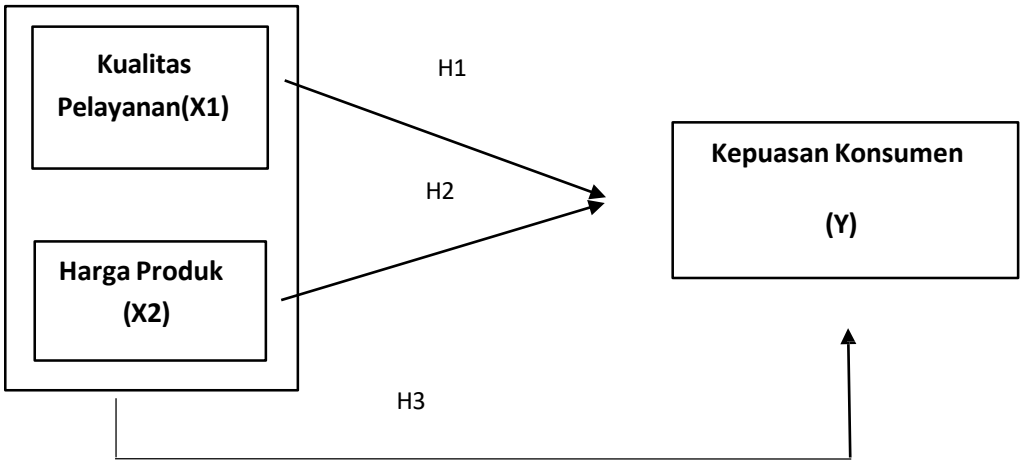
The definition of satisfaction proposed by Kotler (2010) is when someone says that the performance of the goods and services they received has met their expectations, they are expressing their level of satisfaction (Saputra, 2021). According to Kotler (2014) in research (Maimunah, 2020), customer satisfaction refers to how satisfied or dissatisfied a customer is with a result or the expected performance of a company. This is expressed by Tjiptono (2014) who stated that the indicators of consumer satisfaction are as follows:

a. A product's performance meets or exceeds what customers feel they should expect.
b. Interest come to return, referring to on desire customer For come return or purchase related items.
c. Willingness to recommend to others: this describes the consumer's readiness For give know person Which they love about things Which has they use.

Framework Thinking and Hypothesis

In accordance with definition quality service according to Tjiptono (2012) that standard anticipated excellence and the ability to set standards of excellence to satisfy consumer needs. If service quality is deemed acceptable and satisfactory, then the service provided has met consumer expectations (Rahmah, 2020). Relevant research by (Ghofur, 2022) revealed that customer satisfaction consumer influenced by quality service in a way positive, as proven by a study conducted by (Sari & Marlius, 2023) that the quality of service that is measured, responsiveness, guarantee, empathy, And dependence everything important and in a way positive influence consumer satisfaction.

Kotler and Armstrong (2009) stated that the price of goods or services can be likened to the total money needed to obtain it, or can be a value that No The same Which given to customer For use or have it (Yelvita, 2022). Results study (Pearl et al., (2020) claim that impact price Which The impact on consumer satisfaction is positive and substantial. This demonstrates how responses can be made more satisfying by matching price to the quality provided and the perceived usability. The research framework:



Picture 1: Framework

Hypothesis

H1: There is connection ynag positive between quality service to satisfaction AB consumers Chicken Cirebon Regency.

H2: There is connection Which positive between price product to satisfaction consumer in a way positive AB Chicken Cirebon Regency.

H3: There is connection Which positive in a way simultaneous between quality service And price product towards consumer satisfaction.

RESEARCH METHODS

Research This various associative with approach quantitative. As expressed by Sugiyono (2017), association is something study Where questioning whether existence correlation between two or more variables (Ghofur, 2022). This indicates whether there is a correlation between the dependent variable and the independent variable, namely consumer satisfaction.

Population is a collection of data, it can also be said to be objects and subjects. which is the focus of a study conducted over a specific timeframe and scope (Sujarweni, 2022). The population defined in this study is all AB Chicken consumers. The sample definition proposed by Sugiyono (2013) stated that the research sample was a part of data from amount overall population on study the (Sugiyono, 2013). In this study, the sample consisted of all AB Chicken consumers in Cirebon Regency, totaling 100 respondents. To clarify the relationship between variables, a Likert scale was used, ranging from 1 (strongly disagree) to 5 (strongly agree).

Non-Probability Sampling, specifically *Purposive Sampling* , is a sample preparation method. *Non-probability sampling* is something form technique in take sample with not giving incentive to somebody or group where even in taking part in the sample. *Purposive sampling* is method election sample with consider certain factors (Sujarweni, 2022). In determining the sampling, the author included criteria, namely domicile in Regency Cirebon, know restaurant fast serving AB Chicken And Once make a minimum of 2 purchases of AB Chicken products Purchases. Distributing questionnaires to consumers was the step taken by the author in collecting data for the research.

RESULTS AND DISCUSSION

Characteristics Respondents

In order to find out the identity of the respondents, the author grouped them into 3 aspects in this study, which consisted of the respondent's gender, the respondent's age which was divided into four groups and the respondent's occupation which was divided into 4 groups. also. Matter This aim so that make things easier writer in grouping For more specific.

Table 1: Respondent Characteristics

Type Sex		**Age**		**Work**	
Description	**Amount**	**Description**	**Amount(%)**	**Description**	**Amount**

	(%)				**(%)**
Man	31%	15-20 Year	13%	Students	49%
Woman	69%	20-25 Year	59%	Employee Private	24%
-	-	25-30 Year	8%	Self-employed	7%
-	-	>30 Year	20%	Other	20%

Source: Results Processing Data Questionnaire, 2024

The data above is a description of the results of distributing questionnaires to consumers. who visited AB Chicken Cirebon Regency directly.

Test Validity and Reliability

Table 4 describes the results of the validity test for each element used as an indicator for each element. variables. With level significance 5%, researchers employ 100 respondents for a test called a validity test. If the significance is 0.05, the calculated r value > the table r value, then it is considered original. From table the, mark significance from every indicator more from 0.05 Meanwhile, the calculated r value of each indicator is greater than the table r value (0.196). Therefore, the indicators used for each variable are declared acceptable.

Table 4: Validity Test Results

Quality of Service		**Price Product**		**Satisfaction Consumer**	
Indicator	**Mark**	**Indicator**	**Mark**	**Indicator**	**Mark**
KP1	0.640	HP1	0.689	KK1	0.761
KP2	0.737	HP2	0.568	KK2	0.818
KP3	0.762	HP3	0.586	KK3	0.753
KP4	0.585	HP4	0.726	KK4	0.746
KP5	0.681	HP5	0.556	KK5	0.762
KP6	0.707	HP6	0.715	KK6	0.730
KP7	0.714				
KP8	0.589				

Source: SPSS version 29.0 (Data Processed, 2024)

Table 5 show results test reliability Which with purpose For measure level dependency or trustworthiness something tool measuring (Amanda et al., 2019). Provision Which valid is A variable can be declared reliable if its *Cronbach's alpha value* is greater than 0.60. Therefore, the variable used is declared reliable overall because it is >0.60.

Table 5: Reliability Test Results

Variables	**Cronbach Alpha Value**		**SPSS Reliability Coefficient Results**	**Information**
Quality Service (X 1)	0.60	<	0.830	Reliable
Price (X 2)	0.60	<	0.711	Reliable
Satisfaction Consumer (Y)	0.60	<	0.855	Reliable

Source: SPSS version 29.0 (Data Processed, 2024)

Test Assumptions Classic

From test assumptions classic that consists of from test normality, multicollinearity, The heteroscedasticity and linearity tests for each of the test results indicate that overall the variables in this study are suitable for use as measuring instruments and research models. Thus, study This has in accordance with condition assumptions classic so that can done hypothesis testing through multiple linear regression analysis.

Analysis Regression Multiple Linear

Data management using SPSS 29.0, the results of the test are as follows:

Table 6: Results Analysis Regression Multiple Linear

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.012	1,747		1,152	.252		
	Quality of Service	.374	.077	.435	4,885	<,001	.691	1,447
	Price	.394	.104	.338	3,790	<,001	.691	1,447
a. Dependent Variable: Satisfaction Consumer								

Source: SPSS version 29.0 (Data Processed, 2024)

As seen in the table, the linear regression equation describes the interrelated variables as follows:

Satisfaction Consumer = 2,012 + 0.374 Quality Service + 0.394 Product Price

The multiple linear regression analysis test above reveals a constant value of 2.012, so if the independent variable has a constant value, then so does the variable. satisfaction consumer AB Chicken will positive. For mark from coefficient variables service quality (X1) is 0.374, so if there is an increase of 1 point in the service quality variable, it will also increase the consumer satisfaction variable by 1 point, with assume that variables that other Still The same And No changed (variable others are likened to with zero). For results coefficient variables price product that is as big as 0.394 meaning every increase Which experienced by variables price that is 1 points so that satisfaction consumer by 1 point increases as well, assuming that the other variables remain the same (other variables are likened to zero).

Coefficient Determination (R Square)

Table 7: Results Test Coefficient Determination

Model Summary [b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.684 a	.467	.456	2.93997	1,843
a. Predictors: (Constant), Price, Quality Service					
b. Dependent Variable: Satisfaction Consumer					

Source: SPSS version 29.0 (Data Processed, 2024)

Table 7 above reveals that the coefficient of determination test yields an R2 value [of] 0.456. Thus, it can be stated that there is a contribution of service quality and price variables of 45.6% to consumer satisfaction at the AB Chicken fast food restaurant in Cirebon Regency, and the remaining 54.4% is influenced by other factors.

Hypothesis Testing

a. Test Partial (Test t)

Table 8: Test Results t

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.012	1,747		1,152	.252		
	Quality of Service	.374	.077	.435	4,885	<,001	.691	1,447
	Price	.394	.104	.338	3,790	<,001	.691	1,447
a. Dependent Variable: Satisfaction Consumer								

Source: SPSS version 29.0 (Data Processed, 2024)

On table 8 show results Which obtained on test partial disclose that the service quality variable is heading towards a positive number, where the calculated T value is 4.885 > T table 1.660 and the significance value is 0.001, which states Ha accepted H o not accepted. With so disclose that quality service influence satisfaction consumers in general positive as well as significant on restaurant fast serving AB Chicken Regency Cirebon. Meanwhile, the price variable shows that the results of the hypothesis obtained a calculated T value. of 4,885 > T table 1.660 and significant 0.001, so H a accepted H o rejected. This shows that product price affects consumer satisfaction at the AB Chicken fast food restaurant in Cirebon Regency.

b. Test F statistic (Simultaneous Test)

As for results examiner statistics F study This is as following:

Table 9: Results F test

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	735,875	2	367,938	42,568	<,001 b
	Residual	838,414	97	8,643		
	Total	1574.289	99			
a. Dependent Variable: Satisfaction Consumer						
b. Predictors: (Constant), Price, Quality Service						

Source: SPSS version 29.0 (Data Processed, 2024)

Findings Which obtained from Table 3 explain that significance 0.001 < The 0.05 model feasibility test (F test) yielded a calculated F value of 42.568 > F table 3.94. This regression model can be used to predict customer satisfaction at the AB Chicken fast food restaurant in Cirebon Regency because the probability value is <0.05. This indicates that on AB Chicken fast food restaurant in Cirebon Regency, customer satisfaction is influenced jointly by service quality and price.

Discussion

Results test partial (test t) And test simultaneous (test F) show that satisfaction Consumers are significantly influenced by service quality and price, with a significant simultaneous effect of 0.001 < 0.05 and a calculated F value > F table (42.568 > 3.94), proven through regression analysis tests, as supported by research (Sari & Marlius, 2023) and (Mutiara et al., 2020). Quality service And price influence in a way positive This is indicated by a positive value generated by the regression coefficient. These two dependent variables are considered influential, accounting for 45.6% of the impact, while the remaining 54.4% indicates that other factors influence consumer satisfaction outside of the research.

In this way, it can be proven that the quality of service and product price influence "customer satisfaction". consumer" on restaurant fast serving AB Chicken, Which in matter This Also prove the hypothesis in this study. With this, this study can overcome the gap that occurs between quality service And price Which given with always Pay attention to and understand the needs of its consumers well by improving the quality of service and maximizing pricing. So that if it has been implemented well, it will be able to increase consumer satisfaction and create high customer loyalty. In addition, the price offered for the products sold must be understood and well considered by the company owner, offering competitive prices accompanied by promotions that can attract those who see it, and if there will be a price change, it is necessary to confirm first with consumers to avoid disappointment with the price offered.

CONCLUSION

As results from analysis in conclusion that is on House Eat fast serving AB Chicken in Regency Cirebon Good price and quality service influence significant simultaneous and partial customer satisfaction. Furthermore, companies should further improve and maximize service quality by more Good And done in a way continously so that give comfort And trust Which tall for consumer, company Also must consider on When setting pricing policies that are aligned with other competitors, this will increase sales. This research can be further explored in the future by further researchers.

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