ANALYSIS OF PRODUCT QUALITY, PRICE, AND QUALITY OF SERVICE TO CUSTOMER SATISFACTION AT SPECIAL SAMBAL (SS) SAMIRONO AND VETERANS YOGYAKARTA BRANCH

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ABSTRACT

This research is causal associative research because it analyzes the effect and causes relationship, the independent variable or the x variable will be influenced by the dependent variable, namely the y variable. The approach that will be used in this research is quantitative. Samples were taken as many as 128 people. Data collection methods used are observation and questionnaires. Data were analyzed using multiple linear regression analysis with the help of SPSS 20.0 software. The results of this study indicate that (1) product quality has no significant effect on customer satisfaction. This is shown from the results of the t-test of $0.298 > 0.05$. Then H0 is accepted, Ha is rejected. (2) Price has a positive and significant effect on customer satisfaction. This is shown from the t-test results, which are significant $0.006 < 0.05$, so H0 is rejected, Ha is accepted. (3) Service quality has a significant effect on customer satisfaction. This is shown from the results of the t-test of $0.000 < 0.05$ then H0 is rejected, Ha is accepted.

Keywords: Product Quality, Price, Service Quality, Customer Satisfaction

BACKGROUND

The influence of the times is the emergence of many products and services that offer different benefits and uniqueness of each of these products and services. This gives consumers many choices when using goods or services offered by producers. But for producers, this is a kind of threat, because the more goods and services offered, the tougher the competition in the business world. Due to increasingly fierce competition, entrepreneurs must be able to maximize the company's performance to compete in the market. To overcome this, companies need to have a strong marketing strategy to sell their products and services to survive in their business competition.

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An intense competitive environment makes consumers very vulnerable to change, so every business must keep up with changing consumer needs. So that there is a change in the way of thinking, including in marketing where what was originally transactional marketing turned into relationship marketing. Marketing is the institution and process of a series of activities for creating, transmitting, providing, and exchanging products of value to customers, customers, partners, and society as a whole. (Kotler and Keller 2016: 27). Therefore, business actors must be able to create products that match the needs and tastes of consumers. Demands that cannot meet customer expectations require businesses to respond quickly. In other words, it is necessary to develop products that meet customer expectations. (Assauri, 2012: 167).

Not only product quality, but also the price factor is an important factor that consumers consider. According to Kotler & Armstrong (2011: 345), the price is the amount of money set on a product or service or the amount of the value set by customers in order to benefit when having or using products and services.

Consumer satisfaction benefits business people, especially those engaged in the culinary field. By maintaining and prioritizing customer service, consumers tend to repurchase the goods and services they consume. Consumer satisfaction will also lead to positive news. The communication provided by satisfied consumers with the services provided is a form of referral to other potential customers, and they can say good things about the company. (Daryanto and Setyobudi, 2014: 39-40)

According to Daryanto and Setiabudi (2014: 53-54), things that encourage consumer satisfaction are the quality of the product, the price set, the quality of service, cost, emotional factors, and convenience. The owners of a business, especially in the culinary field, should really pay attention to the factors driving customer satisfaction. This satisfaction factor will create satisfaction for consumers when using and consuming goods and services in a company.

In Yogyakarta, there is a food stall or the first place to eat which is called the SS stall or Warung Special Sambal. Waroeng SS is a variety of food accompanied by various and varied side dishes. This shop is also equipped with various types of chili sauce that can be ordered by the customer with a predetermined level of spiciness. The main product from Waroeng SS is various types of chili sauce with different levels of spiciness and various types of chili sauce. With this shop, spicy food lovers are very satisfied with the various types of chili sauce in this shop. Waroeng SS is a kind of franchise business that is spread in various cities, especially on the island of Java.

With the importance of consumers and the influence of consumer satisfaction on profits, companies are trying to find ways to increase customer satisfaction. Likewise with Waroeng SS provides food services and is demanded continuously in order to increase the number of customers who come. Judging from the complaints and criticisms from customers of Waroeng SS, therefore the researcher wants to be able to do research and raise the title "ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE AND SERVICE QUALITY, ON CUSTOMER SATISFACTION".

METHOD

The number of samples in this study was determined based on the criteria provided by Roscoe (in Sugiyono, 2015: 91), where the appropriate sample size in the study was between 30 to 500. Researchers used questionnaires as a data collection technique. The independent variables in this

study are the dimensions of the Restaurant Atmosphere, namely Ambient condition, spatial layout, sign of symbol, and artifact. The dependent variable used in this study is customer satisfaction. Data were analyzed using multiple linear regression analysis with the help of SPSS 20.0. software.

RESULT

The results of the hypothesis test show a significant value of the product quality variable of 0.298, this indicates that the sign value is 0.298 > 0.05, it can be concluded that there is no significant effect between the Product Quality variable (X1) on customer satisfaction (Y) in special chili sauce.

The results of the hypothesis test show a significant value of the price variable of 0.006, this indicates that the sign value is 0.006 < 0.05, it can be concluded that the hypothesis Ha is accepted and H0 is rejected, which means that there is a significant effect between the price variable (X2) on customer satisfaction (Y) in special chili.

The results of the hypothesis test show a significant value of the service quality variable of 0.000, this indicates that the sign value is 0.000 <0.05, it can be concluded that the hypothesis Ha is accepted and H0 is rejected, which means that there is a significant influence between the Service Quality variable (X3) on customer satisfaction (Y) in special sambal.

DISCUSSION

The first hypothesis states that the Product Quality variable has no significant effect on Customer Satisfaction. This can be shown by a significant value (P Value) of 0.298 > 0.05. Thus, it can be concluded that the Product Quality variable (X1) has no significant effect on customer satisfaction. With these results, it can be compared with previous research that the Product Quality variable on customer satisfaction with significant results or Ha is rejected. This comparison shows that there is a decrease between the variables of Product Quality and Customer Satisfaction.

The second hypothesis statement is that the price variable (X2) has a significant effect on customer satisfaction. This can be shown by a significant value of 0.006 < 0.05. Thus, it can be concluded that the price variable (X2) has a significant effect on customer satisfaction at special chili sauce. In previous research, the price also has an effect on customer satisfaction. Therefore, these results show that there is no change between price and customer satisfaction.

The third hypothesis statement is that the Service Quality variable (X3) has a significant effect on customer satisfaction. This can be shown by a significant value of 0.000 <0.05. Thus, it can be concluded that the Service Quality variable (X3) has a significant effect on customer satisfaction at special chili sauce. In previous research, service quality also has an effect on customer satisfaction. Therefore, these results indicate that there is no change between Service Quality and Customer Satisfaction.

CONCLUSION

1. Product quality has no significant effect on customer satisfaction. This is shown from the results of the t-test of 0.298> 0.05. Then H0 is accepted, Ha is rejected.
2. Price has a positive and significant effect on customer satisfaction. This is shown from the t-test results which are significant 0.006 <0.05, then H0 is rejected, Ha is accepted.

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3. Quality of service has a significant effect on customer satisfaction. This is shown from the results of the t-test of 0.000 <0.05 then H0 is rejected, Ha is accepted.

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