

Analysis of the Effect of Price, Product, Cleanliness, and Service Quality on Customer Satisfaction

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ABSTRACT

This research is motivated by the emergence of competition among the restaurants the old and the emergence of many new restaurants that enliven the market competition. Given that food is a staple goods that must be fulfilled people's daily lives must lead to increasing competition among restaurants to be able to attract the attention of consumers to want to use and remain loyal to their restaurants. In particular, this study reviews the efforts made O'Mamamia steak house Steak n Ice Cream to satisfy their customers by optimizing price factor, product, cleanliness and service quality, because the four factors O'Mamamia steak house Steak n Ice Cream try encourage customers to satisfied when eating in a restaurant steak Steak n O'Mamamia Ice Cream. The problem this research is "how much influence the price factor, product, cleanliness, and quality service to customer satisfaction in the restaurant Mamamia Madiun Branch". The purpose of this study was to analyze the influence of factor prices, products, cleanliness, and quality service to customer satisfaction in the restaurant Mamamia Madiun Branch. Through the questionnaire method by using accidental sampling of 100 respondents who had visited the restaurant Mamamia Madiun Branch. While the population of respondents in this study were visitors at the restaurant Mamamia Hyderabad Branch Where variables Prices, Products, Hygiene, Quality Service, Customer Satisfaction. Hypothesis testing using t test showed that the four independent variables under study is found to significantly affect the dependent variable Customer Satisfaction. Then through the F test can be seen that all the independent variables is feasible to test the variables dependen Customer Satisfaction. Figures Adjusted R Square of 0.500 indicates that 50.0 percent of Customer Satisfaction variation can be explained by four independent variables in the regression equation. The remaining 50 percent is explained by other variables outside of the five variables used in this study.

Keywords: pricing, products, cleanliness, service quality, customer satisfaction¹.

INTRODUCTION

Every company, be it the manufacturing industry or the service industry, in marketing its products has a purpose. In general, the company's goal is to achieve and increase profits through profitable sales volume, meaning that profits can be obtained through customer satisfaction. With this profit the company can grow and develop, can use greater capabilities, can provide a greater level of satisfaction to consumers and can strengthen overall economic conditions. The development of restaurants, one of which is in Mamamia, which is located on Jl. Madiun Student Army who wants to fulfill the wants and needs of its consumers. For example, affordable prices, selected products, cleanliness, and quality of service. Good and satisfying customer service must be the main mission for a restaurant where customer satisfaction is the main focus for many companies in deciding strategies to win the competition (Lastianti et al., 2018). The quality of service and products offered at low prices supported by facilities are also the main capital to attract

consumer interest. According to Suarhana (2006: 23) a restaurant is: "a commercial place of business whose scope of activities is to provide food and beverage services to the public in its place of business".

Meanwhile, according to Sihite (2000: 16) a restaurant is: "a place where someone who come as guests who will get service to enjoy food, either morning, afternoon, or evening according to the opening hours and by guests who enjoy the dish must pay according to the price determined according to the list provided at the restaurant. From the above understanding, it can be concluded that the restaurant is a place of business that serves guests who come with the scope of its activities to provide food and beverages of a commercial nature. According to RI Law no. 34 Years 2000, A restaurant is a place to eat food and drinks provided for a fee, not including catering or catering businesses. Definition of restaurant According to Marsum (2004), a restaurant is a place or building that is organized commercially that provides good service to all its guests in the form of eating and drinking. The increasingly widespread restaurant business is indicated by the development of the number of restaurants from year to year. Based on data from the Ministry of Tourism and Transportation of Madiun, the following table 1.1 shows the number of restaurants in 2016-2019:

Table 1. Number of Restaurants in Madiun City in 2016-2019

Year	Amount
2016	17.905
2017	18.889
2018	21.278
2019	23.667

Source: Ministry of Tourism and Transportation Madiun, 2011

Mamamia Restaurant is a trading business engaged in the service industry, which was established in 2005. The concept applied by the company in marketing its products is a restaurant that offers various types of steak (meat). In addition, this restaurant also offers other types of food and drinks that can be ordered through the menu list. Mamamia Madiun Restaurant is one of the restaurants facing tight competition in the restaurant business at this time. In the capital city of Central Java, small-scale restaurants have emerged that are more customer-oriented. This concept makes people feel reluctant to travel far to fulfill their daily needs, with the same taste and relatively cheaper prices. The emergence of these competitors greatly complicates the position of Mamamia Madiun Restaurant. The problem of decreasing visitors is also caused by a decrease in the number of customers which is shown in table 1.3 below:

Table 2. Number of Visitors to Mamamia Madiun Restaurant

Year	Number of visitors
2016	12.324 people
2017	11.894 people
2018	11.256 people
2019	11.155 people

Source: primary data processed, 2019

One thing that must be considered in competition is how after consumers receive and feel the benefits or value of a product, the consumer already has loyal behavior, a sense of satisfaction and commitment to the product (Mowen and Minor, 2007). 2002). Similarly, Mamamia Madiun Restaurant which is more oriented towards efforts to direct customers and prospective customers to be more satisfied with the restaurant. Customer satisfaction is influenced by the factors of price, product, cleanliness, and quality of service on customer satisfaction, because satisfied customers the product has the potential to repurchase the product. Nuryadi (2001) states that if a company already has loyal customers, the company's economic income will be guaranteed with regular cash flow.

RESEARCH METHODS

Research Variables and Operational Definitions

Research variable is an attribute or nature or value of people, objects or activities that have certain variations that are applied by researchers to be studied and drawn the conclusion (Sugiyono, 2004). In general, variables are divided into two types, namely the independent variable and the dependent variable.

Operational Definition

The operational definition of a variable is a definition given to a variable by giving meaning or specifying activities or justifying an operation needed to measure these variables (Sugiyono, 2004). Based on the literature review and hypothesis formulation, the identification and definition of the variables in this study are: Independent Variables - Price (X1) is the amount of value that must be paid by consumers to get an item at Mamamia Madiun Restaurant. The goods in question are food and drink. - Product (X2) is anything that is offered to a market to satisfy a want or need. This product is in the form of food and drinks in restaurants Madiun Mamamia. Cleanliness (X3) is a state free from dirt, including dust, garbage, and odors. In this case the Mamamia restaurant must maintain the cleanliness of the place and the food. Service Quality (X4) Is the level of excellence given by the restaurant consistently to meet consumer expectations,

Dependent Variable The dependent variable in this study is customer satisfaction, he felt compared to his expectations.

Generally, customer expectations are estimates or beliefs of customers about what they will receive when they buy or consume a product at a restaurant. Madiun Mamamia. While the perceived performance is the responsiveness of customers to what is received after consuming the purchased product.

Population and Sample

In a study, it is necessary to have an object to be studied, namely the population. Definition of population according to Suharsimi Arikunto (2006:190), Population is the whole object of research. While the notion of population according to Sugiyono, (2006:83) Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then a conclusion is drawn. The population in this study were consumers who happened to visit Mamamia Madiun Restaurant.

Sample

A study sometimes has a population that is so large that it is not possible to conduct a comprehensive study. For that we need a portion of the population that can represent the entire existing population. According to Sugiyono, (2006: 81) "The sample is part of the number and characteristics possessed by the population". Roscoe in Sugiyono, (2006: 90) provides suggestions about the appropriate sample size in the study is 30 to 500. Based on this and for energy, time and cost efficiency, the sample size used in this study was 100 respondents.

Multiple Regression Analysis

Multiple regression analysis is a development of simple regression analysis. In this analysis, the number of independent variables calculated is more than 2. This analysis is used to examine the effect of several independent variables X on the dependent variable Y (Singgih Santoso, 2000). In this study, a multiple linear regression model was used. The formula is as follows:

$$Y = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + \dots + b_k X_k$$

Information :

Y = Customer satisfaction. b_0 = Constant.

x_1 = Variable price. x_2 = Product variable.

x_3 = Cleanliness variable.

x_4 = Service quality variable.

b_1 = Regression coefficient between price and customer satisfaction.

b_2 = Regression coefficient between product and customer satisfaction.

b_3 = Regression coefficient between cleanliness and customer satisfaction. b_4 = Regression coefficient between service quality and customer satisfaction. Hypothesis test

Individual Parameter Significance Test (t-Statistical Test) is a partial regression coefficient test individually used to determine whether the independent variable (X_i) is individually the dependent variable (Y). The test steps are as follows:

- Determine the formulation of H_0 and H_1 .

H_0 = There is no effect between variable X and variable Y. H_1 = There is an influence between variable X and variable Y.

- Significance level used = 0.05 (5 percent).

Sample $n = 100$

$t_{table} = t(\alpha / 2, n-k)$

- Determine criteria (testing).

H_0 is accepted if $t_{count} < t_{table}$. H_1 is rejected if $t_{count} > t_{table}$.

- Conclusions and decisions, where if $t_{count} < t_{table}$, then H_0 accepted, meaning that there is no effect between variable X and variable Y. Meanwhile, if $t_{count} > t_{table}$, then H_0 is rejected, meaning that there is an influence between variable X and variable Y.

Simultaneous Significance Test (F Statistics Test)

The F test is a test of the significance of the equation used

to find out how much influence the independent variables (x_1, x_2, x_3, x_4), namely the variables of price, product, cleanliness and service quality together on the dependent variable (Y), namely customer satisfaction. The steps used in this test (Singgih Santoso, 2000) are as follows:

- Determine the formulation of H_0 and H_1 .

H_0 = There is no influence between the variables of price, product, cleanliness and service quality on customer satisfaction.

H_1 = There is an influence between the variables of price, product, cleanliness and service quality to customer satisfaction.

- Real level = 95%

- Degrees of freedom F table = $(\alpha k, n-k-1)$.

Where, $\alpha = 0.05$.

k = Number of independent variables. n = Number of samples.

- Determine (criteria (test. H_0 is accepted if $F_{count} < F_{table}$. H_1 is rejected if $F_{count} > F_{table}$.

Coefficient of Determination Test (R^2) The coefficient of determination can be used to determine changes in the dependent variable (Y) caused by the independent variable (X) (Singgih Santoso, 2000). Pada prinsipnya, koefisien determinasi dapat mengukur tentang seberapa jauh kemampuan model dalam menerangkan variasi variabel dependen.

RESULTS AND DISCUSSION

Validity and Reliability Test

Validity testing was carried out using the Factor Analysis method. The calculation is done with the help of the SPSS program. The significance value is below 0.05 shows as a valid item. The full validity test can be seen at Tabel 3

Table 3. Indicator Validity Test Results r count r table Description

No	Indicator	R count	R tabie	Information
1	Price			
	- Indicator 1	0,822	0,197	Valid
	- Indicator 2	0,788	0,197	Valid
	- 3 indicator	0,792	0,197	Valid
2	Product			
	- Indicator 1	0,841	0,197	Valid
	- Indicator 2	0,724	0,197	Valid
	- 3 indicator	0,877	0,197	Valid
3	Cleanliness			
	- Indicator 1	0,882	0,197	Valid
	- Indicator 2	0,915	0,197	Valid
	- 3 indicator	0,914	0,197	Valid
	- 4 . indicator	0,917	0,197	Valid
4	Service Quality			
	- Indicator 1	0,836	0,197	Valid
	- Indicator 2	0,839	0,197	Valid
	- 3 indicator	0,741	0,197	Valid
	Satisfaction			
	Consumer	0,752	0,197	Valid
	- Indicator 1	0,717	0,197	Valid
	- Indicator 2	0,614	0,197	Valid
	- 3 indicator	0,715	0,197	Valid
	- 4 . indicator			

Sumber: Data primer yang diolah, 2011

Table 3 shows that all indicators used to measure the variables used in this study have a larger correlation coefficient from r table for a sample of 100 people that is 0.197. From these results, it shows that all these indicators are valid.

Reliability Test

Reliability testing in this study is to use the Cronbach formula Alpha. Reliability test results! for each variable summarized in the table

following:

Table 4. Reliability Test Results

Variable	Alpha	Information
Price	0,719	Reliabel
Product	0,750	Reliabel
Cleanliness	0,927	Reliabel
Service quality	0,731	Reliabel
Customer satisfaction	0,641	Reliabel

Source: Processed primary data, 2019

The results of the reliability test. Shows that all variables have a large enough Alpha coefficient that is above 0.60 so it can be said that all measuring concepts each variable from the questionnaire is reliable, which means that the questionnaire used in this study is a reliable questionnaire.

Classical Assumption Test

A good regression model must be free from the problem of deviation from classical assumptions. The following is a test of the classical assumptions in the regression model.

Multicollinearity Test

A variable showing symptoms of multicollinearity can be seen from the value of VIF (Variance Inflation Factor) which is high on the independent variables of a regression model. A VIF value greater than 10 indicates the presence of multicollinearity symptoms in the regression model. The results of the multicollinearity test with the VIF value are as follows:

Table 5. Multicollinearity Test

Variabel	Tolerance	VIF	Information
Price	0.744	1.345	Multicollinear Free
Product	0.880	1.136	Multicollinear Free
Cleanliness	0.799	1.252	Multicollinear Free
Service quality	0.773	1.293	Multicollinear Free

Source: Processed secondary data, 2011

The test results show that all the variables used as predictors of the regression model show a fairly small VIF value, where all of them are below 10. This means that the independent variables used in the study do not show any symptoms of multicollinearity, which means that all of these variables can be used as mutually independent variables.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used in this study with the aim of proving the hypothesis regarding the effect of price, product, cleanliness, and service quality variables partially or jointly on customer satisfaction at Mamamia Madiun Restaurant. Statistical calculations in multiple linear regression analysis used in this research is to use the computer program SPSS for Windows version 16.0. The results of data processing using the SPSS program in full are in the appendix and are further explained in Table 4.14 below:

Table 6. Results of Multiple Linear Regression Analysis

	Unstandardized Coefficients		Standardize d	t	Sig,	Collinerity Statistics	
	B	Std.Error	Beta			Tolera	VIF
1 (Constant)	4.0511	1.209		3.352	.001		
Product	.233	.077	.250	3.032	.003	.744	1.345
Price	.207	.073	.216	2.849	.005	.880	1.136
Cleanliness	.160	.043	.293	3.686	.000	.799	1.252

a. Dependent Variable: customer satisfaction

Results of Multiple Linear Regression Analysis The regression equation model that can be written from these results in the form of a regression equation is as follows: (Standardized Coefficients)

$$Y = 0.250 X_1 + 0.216 X_2 + 0.293 X_3 + 0.331 X_4$$

The regression equation can be described as follows:

- The coefficient of the price variable is 0.250 with a positive coefficient direction. This means that the price has a positive and significant effect on customer satisfaction.
- The product variable coefficient is 0.216 with a positive coefficient direction. This matter means, the product has a positive and significant effect on customer satisfaction.
- The coefficient of cleanliness variable obtained is 0.293 with a positive coefficient direction. This means that cleanliness has a positive and significant effect on customer satisfaction.
- The service quality variable coefficient is obtained at 0.331 with a positive coefficient direction. This means that service quality has a positive and significant effect on customer satisfaction.

From the results of the multiple regression coefficients that have been described in the description above, then Hypothesis testing will be carried out partially or simultaneously.

Hypothesis test

T test (Partial hypothesis testing) To partially test the significance of the regression model for each variable, it can be obtained using the t test.

The following will explain the partial test of each variable.

a. Price Variable

The test results show the regression coefficient is positive at 0.250 and the t-count value for the price variable shows the t-count value = 3.032 with a significance value of $0.003 < 0.05$. A significance value smaller than 0.05 indicates that at a significance level of 5%, the hypothesis which states that price has a positive and significant effect on customer satisfaction is acceptable.

b. Product Variables

The test results show the regression coefficient is positive at 0.216 and the t-count value for the product variable shows the t-count value = 2.849 with a significance value of $0.005 < 0.05$. A significance value that is smaller than 0.05 indicates that at a significance level of 5%, then the hypothesis which states that the product has a positive and significant influence on customer satisfaction can be accepted. Cleanliness variable The test results show the regression coefficient is positive at 0.293 and the t-count value for the cleanliness variable shows the t-count value = 3.686 with a significance value of $0.000 < 0.05$. A significance value smaller than 0.05 indicates that at a significance level of 5%, the hypothesis which states that cleanliness has a positive and significant effect on customer satisfaction is acceptable.

d. Service Quality Variables

The test results show the regression coefficient is positive at 0.331 and the t-count value for the service quality variable shows the t-count value = 4.093 with a significance value of $0.000 < 0.05$. A significance value smaller than 0.05 indicates that at a significance level of 5%, the hypothesis which states that service quality has a positive and significant effect on customer satisfaction is acceptable.

Table 7. Results of Regression Analysis Together with ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	148.698	4	37.175	25.714	.000a
Residual	137.342	95	1.446		

a. Predictors: (Constant), service quality, product, cleanliness, price

b. Dependent Variable: customer satisfaction

Testing the effect of independent variables together on the dependent variable is carried out using the F test. The results of statistical calculations show the calculated F value = 25,714 with a significance of $0.000 < 0.05$. With a significance value below 0.05 shows that together price, product, cleanliness, and service quality have a positive and significant effect on customer satisfaction.

Coefficient of Determination

The coefficient of determination is used to determine how much influence the independent variables have on the dependent variable. The value of the coefficient of determination is determined by the value of adjusted R square

Tabel 8. Koefisien Determinasi Model Summary^b

Model	R	R Square	Adjusted R	Std. Error of the
1	.721 ^a	.520	.500	1.20237

a. Predictors: (Constant), service quality, product, cleanliness, price

b. Dependent Variable: customer satisfaction

The results of the regression calculation can be seen that the coefficient of determination (adjusted R²) obtained is 0.500. This means 50% customer satisfaction at Mamamia Madiun Restaurant can be explained by the variables of price, product, cleanliness, and service quality while the remaining 50% customer satisfaction is influenced by other variables that are not investigated in this study.

CONCLUSION

The results of the analysis show that the price variable (X1) has a regression coefficient of 0.250 (positive sign) on customer satisfaction (Y) and a tcount value of 3.032 with significance level of 0.003 (< 0.05). This means that the price (X1) has a positive effect on customer satisfaction (Y). Thus, Hypothesis 1 which states that price (X1) has a positive and significant effect on customer satisfaction (Y) can be accepted. The results of the analysis show that the product variable (X2) has a regression coefficient of 0.216 (positive sign) on customer satisfaction (Y) and tcount value of 2.849 with a significance level of 0.005 (< 0.05). This means that the product (X2) has a positive effect on customer satisfaction (Y). Thus, Hypothesis 2 which states that the product (X2) has a positive and significant effect on customer satisfaction (Y) can be accepted. 3. The results of the analysis showed that the cleanliness variable (X3) had a regression coefficient of 0.293 (positive sign) on customer satisfaction (Y) and a tcount of 3.686 with a significance level of 0.000 (<0.05). This means that cleanliness (X3) has a positive effect on customer satisfaction (Y). Thus, Hypothesis 3 which states that cleanliness (X3) has a positive and significant effect on customer satisfaction (Y) can be accepted. 4. The results of the analysis show that the service quality variable (X4) has a regression coefficient of 0.331 (positive sign) on customer satisfaction (Y) and a t-value of 4.093 with a significance level of 0.000 (<0.05). This means that service quality (X4) has a positive effect on customer satisfaction (Y). Thus Hypothesis 4 which states that service quality (X4) has a positive effect.

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