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The Influence of Service Quality and Price on Consumer Satisfaction at Okinawa Sushi Pakuwon Mall Surabaya City

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Abstract

Competition in the restaurant industry is getting tighter, especially in premium shopping centers such as Pakuwon Mall, Surabaya. This research aims to analyze the influence of service quality and price on consumer satisfaction at Okinawa Sushi. The research method used was quantitative with a causal approach, involving 100 respondents using a purposive sampling technique. Data analysis was carried out using multiple linear regression tests. The research results show that service quality and price have a significant effect on consumer satisfaction, both partially and simultaneously. Apart from that, the price variable has a more dominant influence compared to service quality. These findings provide implications for restaurant management in improving service strategies and pricing policies to maintain customer loyalty in the premium restaurant segment.

Keywords: Service quality, price, consumer satisfaction,

INTRODUCTION

In the era of globalization, competition in the food and beverage industry is increasingly fierce, both in local and international markets. Restaurants as culinary service providers must be able to offer the best combination of product quality, service and prices to remain competitive. The main factors that consumers consider in choosing a restaurant are service quality and price, especially in restaurants that operate in premium shopping centers such as Pakuwon Mall, Surabaya City.

Okinawa Sushi, as one of the well-known Japanese restaurants in Surabaya, faces stiff competition in this industry. To survive and increase customer loyalty, this restaurant

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must ensure that the quality of service and prices offered are in line with consumer expectations. Quality of service not only includes speed and accuracy of serving, but also creates a comfortable atmosphere and maintains the consistency of the taste of food. Meanwhile, competitive prices can be an important factor influencing customer satisfaction.

LITERATURE EXPLORATION AND RESEARCH GAPS

Previous research shows that service quality plays an important role in building customer loyalty. According to Tjiptono (2019), good service quality can provide a positive experience for customers and increase their satisfaction. Meanwhile, Kotler & Keller (2016) emphasized that customer satisfaction is positively correlated with the level of service received. Satisfied customers are more likely to return and recommend a restaurant to others

Apart from service quality, price is also an equally important factor. Zeithaml et al. (2018) stated that prices that are fair and in accordance with the quality received can increase customer satisfaction. Qomariah et al. (2022) also found that competitive prices can increase customers' perceived value and significantly influence their satisfaction. However, in the context of a premium restaurant such as Okinawa Sushi at Pakuwon Mall, there are higher expectations from customers regarding service quality and price.

Although previous research has widely discussed the relationship between service quality, price, and customer satisfaction, there is still a research gap regarding how these factors influence specifically premium restaurants in large shopping centers. There are not many studies that analyze in depth how Okinawa Sushi as a Japanese restaurant in Surabaya manages these two aspects to maintain its competitiveness.

Research Problems and Objectives

Based on this background, this research aims to answer two main questions:

1. Do service quality and price partially influence consumer satisfaction at Okinawa Sushi at Pakuwon Mall Surabaya City?
2. Do service quality and price simultaneously influence consumer satisfaction at Okinawa Sushi at Pakuwon Mall Surabaya city?

This research is expected to provide a new contribution in understanding effective strategies in increasing customer satisfaction in premium restaurants, especially in the context of Japanese restaurants in large shopping centers. Apart from that, this research

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can also be a reference for other restaurant owners in establishing policies regarding service quality and optimal pricing strategies to increase customer loyalty.

LITERATURE REVIEW

This literature review provides an analysis of scientific sources in the last ten years that are relevant to this research. The main focus is service quality, price, and customer satisfaction in the restaurant industry.

Service Quality

Service quality has long been a determining factor in the success of the service industry, including restaurants. Tjiptono (2019) states that service quality reflects the company's ability to meet or exceed customer expectations. Parasuraman et al. (1988) developed the SERVQUAL model which includes indicators of reliability, responsiveness, assurance, empathy, and physical evidence as a measure of service quality. Several recent studies show that high service quality is positively correlated with customer loyalty and repurchase intentions (Zeithaml et al., 2018).

Price and Consumer Satisfaction

Price is an important element in the marketing mix that influences customers' perceptions of the value they receive (Kotler & Armstrong, 2018). Research by Qomariah et al. (2022) found that competitive prices increase perceived value and have a significant impact on customer satisfaction. Zeithaml et al. (2018) stated that price transparency and a balance between price and service quality contribute to consumer satisfaction (Wulandari, 2019).

The Relationship between Service Quality, Price and Consumer Satisfaction

Several previous studies highlighted the relationship between service quality, price and customer satisfaction. Oliver (2015) defines satisfaction as the result of customer evaluation of the product or service purchased. If the quality of service and price meet expectations, then customer satisfaction increases. Kotler & Keller's (2016) research also emphasizes that satisfied customers tend to recommend services to others and make repeat visits.

In the context of premium Japanese restaurants, a study conducted by Zhang et al. (2020) shows that customer experience, raw material quality and menu innovation have a big influence on customer satisfaction. However, this research focuses more on

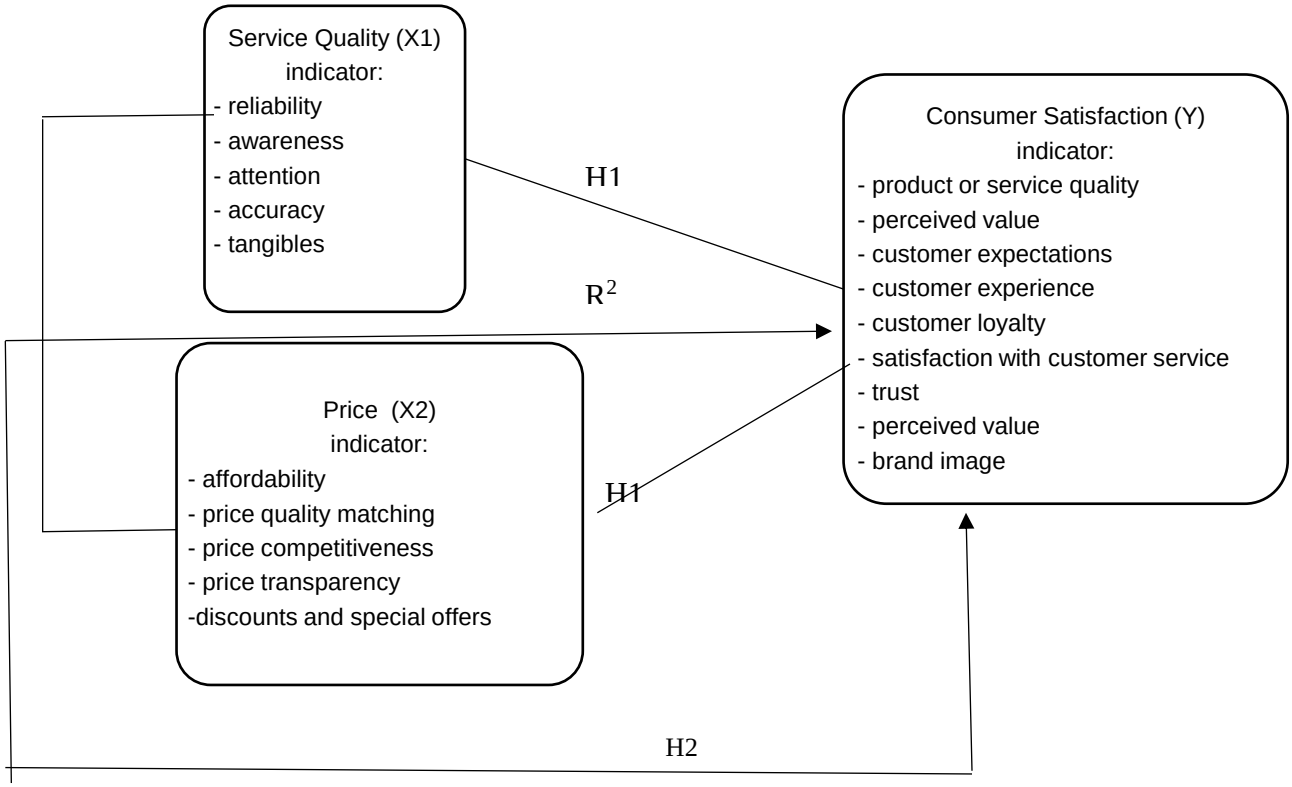
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restaurants outside Indonesia. Therefore, this research aims to examine these factors in the context of Japanese restaurants in Surabaya, especially Okinawa Sushi Pakuwon Mall.

Thus, this research seeks to explain empirically how service quality and price influence consumer satisfaction at Okinawa Sushi Pakuwon Mall Surabaya. It is hoped that the research results can contribute to restaurant managers in improving service quality and determining pricing strategies that are in line with customer expectations.

Conceptual Framework



Information:
H1 : The influence of variables X1 and X2 on Y partially
H2: The simultaneous effect of variables X1 and X2 on Y

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Based on the conceptual framework displayed in the image, this study formulates the following hypotheses: (H1) It is suspected that service quality and price partially have a positive influence on consumer satisfaction at Okinawa Sushi Pakuwon Mall Surabaya.

(H2) It is suspected that service quality and price simultaneously have a positive influence on consumer satisfaction at Okinawa Sushi Pakuwon Mall Surabaya.

RESEARCH METHODS

The research approach used in this research is a quantitative approach. According to Sugiyono (2018), quantitative research methods are used to examine certain populations or samples with the aim of testing hypotheses and obtaining generalizations based on the data collected. The type of research used is causal research, which aims to identify cause-and-effect relationships between independent variables and dependent variables. In the context of this research, service quality and price (independent variables) are analyzed for their influence on consumer satisfaction (dependent variable)

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test

Item	R value	R table	Result
X1.1	0,816	0,195	Valid
X1.2	0,835	0,195	Valid
X1.3	0,742	0,195	Valid
X1.4	0,754	0,195	Valid
X1.5	0,641	0,195	Valid
X2.1	0,803	0,195	Valid
X2.2	0,785	0,195	Valid
X2.3	0,861	0,195	Valid
X2.4	0,816	0,195	Valid
X2.5	0,824	0,195	Valid
Y1.1	0,752	0,195	Valid
Y1.2	0,824	0,195	Valid
Y1.3	0,799	0,195	Valid
Y1.4	0,782	0,195	Valid
Y1.5	0,804	0,195	Valid

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Item	R value	R table	Result
Y1.6	0,814	0,195	Valid
Y1.7	0,815	0,195	Valid
Y1.8	0,724	0,195	Valid
Y1.9	0,812	0,195	Valid

Based on the results of the validity test above, it is known that each item in each variable has a calculated r value that is greater than the r table with a significance level of 0.05. So it can be concluded that the research instrument has been declared valid and can be used in research.

Reliability Test

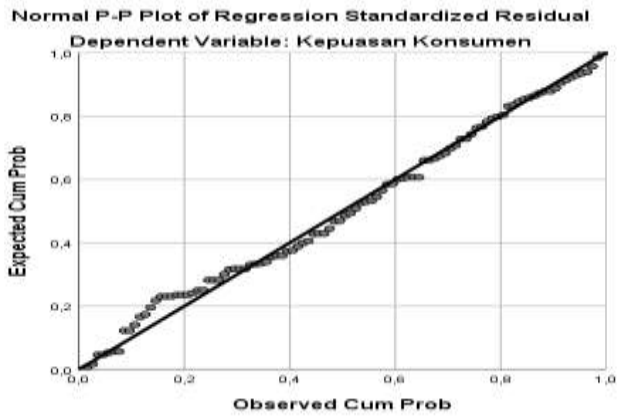
Table 2 Reliability Test

Variable	Alpha	Keterangan
Service quality (X1)	0,813	Reliabel
Price (X2)	0,874	Reliabel
Consumer Satisfaction (Y)	0,925	Reliabel

Based on the reliability test results above, it can be seen that each research instrument variable succeeded in getting a Cronbach'ch Alpha value above 0.6. So it can be said that the questionnaire used in the research is reliable

Classical Assumption Test

Normality Test



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Based on the test results via the P-P Plot graph above, it can be seen that the points are spread straight near the diagonal line, so it can be concluded that the research data is normally distributed. To strengthen the two results above, testing was carried out using the One Sample Kolmogorov-Smirnov Test. The normality test is carried out by testing the unstandardized residual value (the difference between the predicted value and the actual value) of the regression model using the One Sample Kolmogorov-Smirnov Test. Data is said to be normal if the significance value is greater than 0.05.

Multicollinearity Test

Coefficients[a]

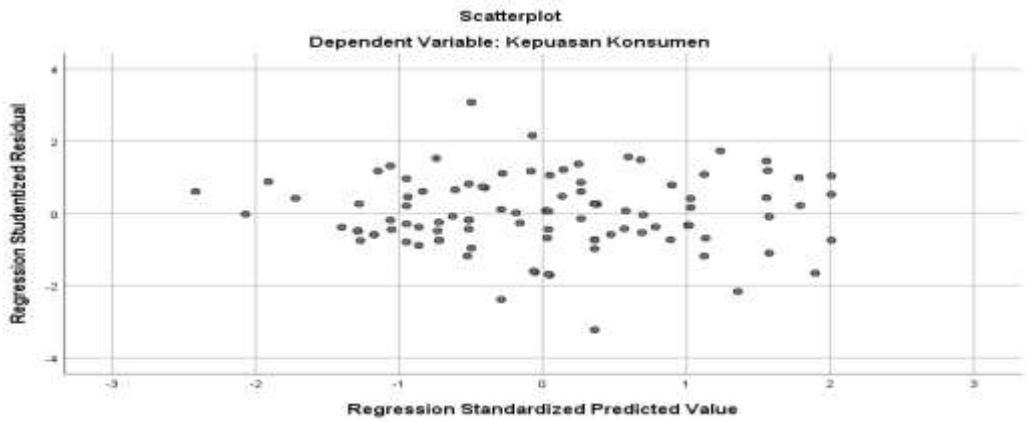
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10,908	2,659		4,103	0,000		
	Kualitas Pelayanan	0,411	0,130	0,262	3,151	0,002	0,813	1,230
	Harga	0,789	0,127	0,518	6,223	0,000	0,813	1,230

a. Dependent Variable: Kepuasan Konsumen

Based on the calculation results in the table above, it can be seen that the tolerance value is more than 0.1 and the VIF value is less than 10. So it can be concluded that there are no symptoms of multicollinearity in the research data

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Homoscedasticity Test



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Based on the results of the homoscedasticity test via the scatterplot graph above, the results show that the dots spread above and below the value 0 and spread away from the Y axis. Apart from that, the dots spread without forming a particular pattern. Thus, it can be concluded that there are no symptoms of homoscedasticity in the research data

Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10,908	2,659		4,103	0,000		
	Kualitas Pelayanan	0,411	0,130	0,262	3,151	0,002	0,813	1,230
	Harga	0,789	0,127	0,518	6,223	0,000	0,813	1,230

a. Dependent Variable: Kepuasan Konsumen

Based on the calculation table for the results of the multiple linear regression test above, the following regression equation is obtained:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + ... + \beta_n X_n + e$$
$$Y = 10{,}908 + 0{,}411\ X_1 + 0{,}789\ X_2$$

From the analysis model formulation equation above, it can be concluded as follows:

a. The constant value 10.908 indicates that if service quality and price are 0, then the level of consumer satisfaction is 10.908.
b. The service quality coefficient value is 0,411. a positive value. This can be interpreted as meaning that every time there is an increase in service quality, the level of consumer satisfaction increases by 0,411.
c. The price coefficient value is 0,789, a positive value. This can be interpreted that every time. There is an increase in price, the level of consumer satisfaction increases by 0,789.

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Hyphotesis Test

Partial Test (T-Test)

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10,908	2,659		4,103	0,000		
	Kualitas Pelayanan	0,411	0,130	0,262	3,151	0,002	0,813	1,230
	Harga	0,789	0,127	0,518	6,223	0,000	0,813	1,230
a. Dependent Variable: Kepuasan Konsumen								

Based on the results of the table above, it can be explained as follows :

1. The service quality variable has a significance value of 0,000, which is less than 0,05, which means that service quality partially has a significant influence on consumer satisfaction.
2. The price variable has a significance value of 0,000 which is less than 0,05 which means that price partially has a significant influence on consumer satisfaction.

Simultaneous Test (F-Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1310,985	2	655,493	40,370	,000b
	Residual	1575,015	97	16,237		
	Total	2886,000	99			
a. Dependent Variable: Kepuasan Konsumen						
b. Predictors: (Constant), Harga , Kualitas Pelayanan						

Based on the table above, the results of the F Test above, it can be seen that the significance value is 0.000 which is smaller than 0.05, which means that Service Quality and Price together (simultaneously) have a significant influence on Consumer Satisfaction.

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Simultaneous Coefficient of Determination Test (R^2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,674a	0,454	0,443	4,030
a. Predictors: (Constant), Harga , Kualitas Pelayanan				
b. Dependent Variable: Kepuasan Konsumen				

From the test results above, an R^2 value of 0,443 or 44,3% was obtained. This shows that consumer satisfaction can be influenced by 44,3% by the independent variables, namely service quality and price. Meanwhile 55,7% of consumer satisfaction is influenced by other variables outside the research model used in this research.

DISCUSSION

The results of this research show that service quality and price have a significant effect on Okinawa Sushi consumer satisfaction at Pakuwon Mall, both partially and simultaneously. This finding is in line with previous research which states that service quality is one of the main factors in determining customer satisfaction (Tjiptono, 2019). Customers expect service that is not only fast and precise, but also creates a comfortable dining experience. The SERVQUAL model from Parasuraman et al. (1988) which includes indicators of reliability, awareness, attention, accuracy, and physical evidence are relevant in explaining how these factors contribute to customer satisfaction.

On the other hand, price is also proven to have a significant influence on customer satisfaction. Research by Zeithaml et al. (2018) stated that perceptions of fair prices can increase customer satisfaction. In the context of Okinawa Sushi, prices commensurate with the quality of food and service received by customers are important factors influencing their decision to return. The study by Qomariah et al. (2022) also supports this finding by stating that competitive prices can increase customers' perceived value and strengthen their loyalty.

This research provides a new contribution by proving that in the premium restaurant industry such as Okinawa Sushi at Pakuwon Mall, service quality and price not only influence individual customer satisfaction, but also simultaneously shape brand perceptions. This shows that premium restaurants need to balance service quality with appropriate pricing strategies to maintain competitiveness in a competitive market.

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However, although the results of this study confirm previous findings, there are some interesting differences. In the context of Okinawa Sushi, the influence of price on customer satisfaction is stronger than service quality, as can be seen from the higher regression coefficient value on the price variable. This suggests that customers in premium restaurants are more sensitive to price compared to service quality, which may be due to their high expectations of exclusive dining experiences.

CONCLUSION AND SUGGESTIONS

Conclusion

1. Service quality and price have a significant influence on customer satisfaction at Okinawa Sushi Pakuwon Mall partially or simultaneously. This shows that customers pay attention to both service and price aspects in assessing their experience at this restaurant
2. Price has a more dominant influence than service quality on customer satisfaction, indicating that in premium restaurants, consumers consider the suitability of price to the quality of service they receive.
3. This research provides implications for the management of Okinawa Sushi and other premium restaurants that a balance between service quality and price must be the main strategy in maintaining customer loyalty.

Suggestions

- Okinawa Sushi is advised to continue to improve service quality by training employees to be more friendly, responsive and professional in serving customers. Efficiency in serving time also needs to be considered so that customers do not wait too long. In addition, companies need to adjust prices to the quality of food and service provided so that customers feel that the price they pay is commensurate with the experience gained. Offering promo or discounts at certain moments and providing various menu choices with more varied price ranges can be a strategy to reach more customers.
- Companies are advised to innovate by adding new menu variations, implementing a customer feedback system for service evaluation, and developing loyalty programs such as membership or rewards for loyal customers. Apart from that, Okinawa Sushi needs to strengthen its brand image by maintaining consistent food and service quality, holding special events such as Japanese culinary festivals,

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and utilizing digital marketing and collaboration with influencers to increase brand awareness.

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