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Analysis Of Customer Satisfaction In Terms Of Price, Product Quality And Service Quality At Sate Taichan Aciin Sidoarjo

Muhamad Jagat Gunadharma[1], Nur Farida[2], Nuryadi[3], Priyo Utomo[4]

[1,2,3,4] STIE PEMUDA Surabaya

Email Corresponding Author:
jagatgunadharma1412@gmail.com,nurfarida@stiepemuda.ac.id,nuryadi.stiepemuda@gmail.com, priyoutomo.stiepemuda@gmail.com

Abstract

The increasingly tight competition in the culinary business requires business actors to pay attention to price, product quality, and service quality to maintain customer satisfaction. This study aims to analyze the effect of price, product quality, and service quality on customer satisfaction at Sate Taichan Aciin Sidoarjo partially and simultaneously. The study used a quantitative approach with a purposive sampling technique on 105 respondents who had purchased or visited. Data were collected through a Likert scale questionnaire using Google Forms and analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS). The results showed that price had a positive and significant effect on customer satisfaction ($\beta = 0.328$; $t = 4.142$; $p < 0.001$), product quality had a positive and significant effect ($\beta = 0.349$; $t = 4.330$; $p < 0.001$), and service quality also had a positive and significant effect ($\beta = 0.287$; $t = 3.769$; $p < 0.001$). The model explains 49.0% of the variation in customer satisfaction. In conclusion, product quality is the most dominant factor, followed by price and service quality.

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

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INTRODUCTION

Competition in the culinary world is increasingly fierce, with the emergence of various businesses with diverse concepts, menus, and marketing strategies. This provides consumers with numerous choices, requiring businesses to prioritize pricing, product quality, and service to maintain customer satisfaction.

Customer satisfaction is formed from an assessment of the experience after using a product or service. Nurramaadhanti and Yulia (2021) state that customer satisfaction is a post-purchase evaluation that reflects the product or service's ability to meet expectations, while Kurniawati et al. (2022) view it as a perception formed after a customer uses a product or experiences a service.

Price, product quality, and service quality are factors related to customer satisfaction. According to Kotler & Keller (2016), price is the only element in the marketing mix that directly influences customer satisfaction, while competitive prices that align with the benefits received can increase positive perceptions and customer satisfaction.

Besides price, product quality and service are also issues that require attention. Kotler and Keller (2016) explain that product quality relates to a product's ability to meet or even exceed customer needs. Meanwhile, Parasuraman (in Santoso, 2019) explains that service quality is the result of comparing customer expectations and the actual service received. Mismatches in price, product quality, and service can reduce customer satisfaction.

This situation is evident in culinary businesses that have been unable to reopen due to minimal customer satisfaction stemming from inadequate attention to pricing, product quality, and service. At Sate Taichan Aciin Sidoarjo, the business strives to maintain prices, use premium ingredients, and provide service in accordance with standard operating procedures (SOPs) to ensure customer satisfaction. This situation serves as the basis for examining the influence of these three factors on customer satisfaction.

This study aims to determine the effect of price, product quality, and service quality on customer satisfaction at Sate Taichan Aciin Sidoarjo, both partially and simultaneously. This research is important because of differences in previous research results. Santoso (2019) found that product quality had no effect on satisfaction, while price and service did. Ofela and Agustin (2016) found all three variables to have a positive and significant effect, while Nurramaadhanti and Yulia (2021) found that price had no significant effect. Fauzyah et al. (2021) also showed that all three variables had

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a positive and significant effect simultaneously. The novelty of this study lies in the object of Sate Taichan Aciin Sidoarjo, which differs from previous research.

METHOD

This study uses quantitative methods to analyze the influence of price, product quality, and service quality on customer satisfaction at Sate Taichan Aciin Sidoarjo. Sugiyono (2022) explains that quantitative methods are scientific methods that meet the criteria of being real, factual, evaluable, tangible, and structured. The data used are quantitative data that can be measured or calculated directly and expressed in numerical form (Ningrum et al., 2022).

The population of this study was all consumers of Sate Taichan Aciin Sidoarjo related to the research focus. Wiguna and Padmantyo (2023) and Sugiyono (2022) explain that a population is all elements that have certain characteristics and serve as the basis for drawing conclusions. The sample was determined using a nonprobability sampling method with a purposive sampling technique, namely sampling based on certain considerations or criteria (Sugiyono, 2022). Based on the guidelines of Sa'diyah et al. (2023), the number of samples was determined by multiplying 15 indicators by 7 parameters to obtain 105 respondents.

The research instrument used a questionnaire compiled based on price, product quality, service quality, and customer satisfaction indicators. Primary data was obtained from responses from Sate Taichan Aciin Sidoarjo consumers via Google Form, while secondary data was obtained from books, journals, undergraduate theses, academic articles, and other relevant sources. According to Sugiyono (2022), a questionnaire is a data collection technique through written questions or statements given to respondents. Measurements used a Likert scale with a score of 5 for strongly agree to a score of 1 for strongly disagree (Riduwan & Sunarto, 2017).

Validity testing is conducted to determine the extent to which an instrument is able to measure the variables being studied. Testing is done by correlating items with the total item score, and an item is declared valid if it has a significance level of less than 5% (Kerpen, 2016). Reliability testing is used to determine the instrument's consistency in generating data. This study used Cronbach's Alpha with the help of PLS, with the instrument declared reliable if the Cronbach's Alpha value is greater than 0.60 (Togelang & Susila, 2024; Susanto, 2018).

Data analysis used Structural Equation Modeling based on Partial Least Square (SEM-PLS). PLS is used to analyze the relationship between price, product quality,

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service quality, and customer satisfaction. Zeithaml et al. (2018) explain that PLS-SEM is recommended for developing or predicting relationships between latent variables, especially in complex models, while Kotler and Armstrong (2018) explain that PLS-SEM is more flexible when there are limited statistical assumptions. The analysis was carried out through evaluation of the outer and inner models and hypothesis testing using bootstrapping.

Outer model evaluation was conducted to determine the validity and reliability of indicators in measuring research variables. Testing included convergent validity, discriminant validity, reliability, and Variance Inflation Factor (VIF). Convergent validity was assessed through loading factors and AVE, discriminant validity through cross-loading, the Fornell-Larcker Criterion, and HTMT, while reliability was assessed through Cronbach's Alpha and Composite Reliability. A loading factor value greater than 0.70, AVE greater than 0.50, reliability greater than 0.70, and VIF should be below 5.

Inner model evaluation is used to determine the strength of the relationship between latent variables and the ability of independent variables to explain the dependent variable. Testing is carried out using R-Square, F-Square, and path coefficient. R-Square is used to determine the ability of price, product quality, and service quality to explain customer satisfaction, F-Square is used to determine the magnitude of the influence of each variable, while the path coefficient is used to determine the direction and strength of the relationship between variables.

Hypothesis testing was conducted using a bootstrapping procedure to obtain t-statistic and p-value values. The hypothesis is accepted if the t-statistic is greater than 1.96 and the p-value is less than 0.05, while the hypothesis is rejected if the t-statistic is less than 1.96 or the p-value is greater than 0.05. The original sample value is used to determine the direction of the influence between variables. The hypotheses tested include the effect of price on customer satisfaction, the effect of product quality on customer satisfaction, the effect of service quality on customer satisfaction, and the simultaneous effect of price, product quality, and service quality on customer satisfaction.

The research procedure was carried out through several stages, namely determining the object and focus of the research, compiling instruments based on variables and indicators, collecting data through questionnaires to consumers of Sate Taichan Aciin Sidoarjo, conducting instrument validity and reliability tests, then processing and analyzing the data using SEM-PLS. Next, an evaluation of the outer model and inner model was carried out as well as bootstrapping to test the hypothesis.

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The results of the analysis were used to determine the effect of price, product quality, and service quality on customer satisfaction at Sate Taichan Aciin Sidoarjo.

RESULTS AND DISCUSSION

Respondent Data Frequency

Table1.Respondent Gender

Gender	Frequency	Percentage (%)
Man	52	49.52
Woman	53	50.48
Total	**105**	**100.00**

Based on Table 1, respondents consisted of 53 women (50.48%) and 52 men (49.52%). This relatively balanced composition indicates that the data reflects the perceptions of both gender groups proportionally.

Table2.Respondent Age

Age	Frequency	Percentage (%)
17–20 years	20	19.05
21–25 years	45	42.86
26–30 years	23	21.90
31–35 years	10	9.52
> 35 years	7	6.67
Total	**105**	**100.00**

Based on Table 2, the majority of respondents were aged 21–25 years (45 people) (42.86%), followed by those aged 26–30 years (23 people) (21.90%), and those aged 17–20 years (20 people) (19.05%). This indicates that the study respondents were predominantly young.

Table3Respondent's Occupation

Work	Frequency	Percentage (%)
Students	45	42.86
Private employees	29	27.62
Self-employed	11	10.48

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State-Owned Enterprises	7	6.67
Government employees	7	6.67
Teacher	6	5.71
Total	**105**	**100.00**

Based on Table 3, the majority of respondents were students (45 people) (42.86%), followed by private sector employees (29 people) (27.62%). This indicates that the respondents were predominantly young and active workers.

Table4.Respondents' Purchasing Experience

Purchase/Visiting Experience	Frequency	Percentage (%)
Once	105	100.00
Never	0	0.00
Total	**105**	**100.00**

Based on Table 4, all 105 respondents (100%) had purchased or visited Sate Taichan Aciin Sidoarjo. This indicates that all respondents had direct experience, making their answers relevant to the research objective.

Table5.Number of Respondent Purchases

Purchase Frequency	Frequency	Percentage (%)
1 time	24	22.86
2–3 times	42	40.00
4–5 times	24	22.86
> 5 times	15	14.29
Total	**105**	**100.00**

Based on Table 5, most respondents have purchased Sate Taichan Aciin Sidoarjo products 2–3 times, namely 42 people (40.00%). Respondents who purchased once and 4–5 times each numbered 24 people (22.86%), while those who purchased more than 5 times were 15 people (14.29%). This indicates that most respondents have repeat purchasing experience.

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Table6.Where Respondents Get Information

Resources	Frequency	Percentage (%)
Social media	41	39.05
Friends/Family	30	28.57
See the location/business premises directly	21	20.00
Food delivery app	13	12.38
Total	**105**	**100.00**

Based on Table 9, 41 respondents (39.05%) cited social media as their primary source of information, followed by friends/family (30) (28.57%), business locations (21) (20.00%), and delivery apps (13) (12.38%). This indicates that social media is the most widely used source of information by respondents.

Respondents' Response Frequency

Table7Frequency Distribution of Respondents' Answers on the Price Variable

Item	1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)	Mean
X1.1	9 (8.6%)	20 (19.0%)	35 (33.3%)	27 (25.7%)	14 (13.3%)	3.16
X1.2	5 (4.8%)	21 (20.0%)	37 (35.2%)	28 (26.7%)	14 (13.3%)	3.24
X1.3	6 (5.7%)	21 (20.0%)	32 (30.5%)	34 (32.4%)	12 (11.4%)	3.24
Average Price variable						**3.21**

In item X1.1, the average value of 3.16 indicates that the price perception tends to be neutral towards agreeing, so that the price is quite acceptable to customers.

In item X1.2, the average value of 3.24 indicates a fairly positive price perception, although some respondents were still neutral.

In item X1.3, the average value of 3.24 indicates a positive perception, so the price is considered quite reasonable and not a major obstacle for customers.

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Table8Respondents' Answer Results for Product Quality Variable (X2)

Item	1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)	Mean
X2.1	11 (10.5%)	13 (12.4%)	41 (39.0%)	24 (22.9%)	16 (15.2%)	3.20
X2.2	7 (6.7%)	20 (19.0%)	39 (37.1%)	24 (22.9%)	15 (14.3%)	3.19
X2.3	10 (9.5%)	22 (21.0%)	32 (30.5%)	28 (26.7%)	13 (12.4%)	3.11
Average Product Quality Variable						**3.17**

In item X2.1, the average value of 3.20 indicates that respondents' assessment of product quality tends to be neutral towards agreeing, so that the product quality is considered quite good even though it is not completely strong.

In item X2.2, the average value of 3.19 indicates that respondents' perceptions of product quality tend to be neutral towards agreeing, although some respondents still have not given a firm assessment.

In item X2.3, the average value of 3.11 was the lowest compared to other items, indicating that the product quality aspect in this item received a relatively lower rating and still requires attention.

Table9.Respondents' Answer Results for Service Quality Variable (X3)

Item	1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)	Mean
X3.1	9 (8.6%)	19 (18.1%)	30 (28.6%)	32 (30.5%)	15 (14.3%)	3.24
X3.2	7 (6.7%)	18 (17.1%)	39 (37.1%)	24 (22.9%)	17 (16.2%)	3.25
X3.3	5 (4.8%)	19 (18.1%)	36 (34.3%)	27 (25.7%)	18 (17.1%)	3.32
X3.4	12 (11.4%)	12 (11.4%)	41 (39.0%)	24 (22.9%)	16 (15.2%)	3.19
X3.5	11 (10.5%)	16 (15.2%)	37 (35.2%)	28 (26.7%)	13 (12.4%)	3.15
Average Service Quality Variable						**3.23**

In item X3.1, the average value of 3.24 indicates that the service quality tends to be neutral towards agreeing and is considered quite good by customers.

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In item X3.2, the average value of 3.25 indicates a fairly positive perception of service, although some respondents still gave a neutral assessment.

In item X3.3, the average value of 3.32 was the highest, indicating that the service aspect in this item received the most positive assessment from respondents.

In item X3.4, the average value of 3.19 indicates that the service quality tends to be neutral towards agreeing, but still needs to be improved to be more in line with customer expectations.

In item X3.5, the average value of 3.15 is the lowest in the service quality variable, so this aspect needs further attention and evaluation.

Table10Respondents' Answer Results for Customer Satisfaction Variable (Y)

Item	1 F (%)	2 F (%)	3 F (%)	4 F (%)	5 F (%)	Mean
Y1	10 (9.5%)	21 (20.0%)	32 (30.5%)	28 (26.7%)	14 (13.3%)	3.14
Y2	7 (6.7%)	20 (19.0%)	39 (37.1%)	23 (21.9%)	16 (15.2%)	3.20
Y3	9 (8.6%)	18 (17.1%)	38 (36.2%)	25 (23.8%)	15 (14.3%)	3.18
Y4	5 (4.8%)	22 (21.0%)	36 (34.3%)	25 (23.8%)	17 (16.2%)	3.26
Average Customer Satisfaction Variable						**3.20**

In item Y1, the average value of 3.14 indicates that customer satisfaction tends to be neutral towards agreeing, so it still needs to be improved to be more in line with customer expectations.

In item Y2, the average value of 3.20 indicates that customer satisfaction tends to be quite positive, although some respondents still gave a neutral assessment.

In item Y3, the average value of 3.18 indicates that customer satisfaction tends to be neutral towards agreeing, with more positive ratings than negative ratings.

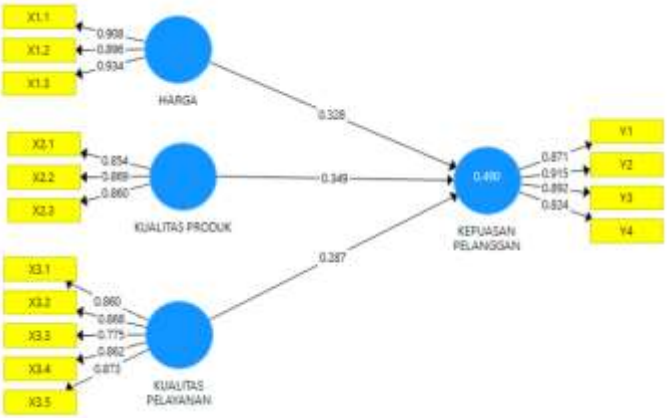
In item Y4, the average value of 3.26 was the highest, indicating that the satisfaction aspect of this item received the most positive assessment from respondents.

Overall, the average customer satisfaction variable of 3.20 indicates that customer satisfaction is in the fairly good category, but still requires improvement.

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Data Analysis and Hypothesis Testing



Picture1Outer Model Evaluation

Table11Convergent Validity Test Results

Variables	Indicator	Loading Factor Value	AVE value	Information
Price	X1.1	0.908	0.833	Valid
	X1.2	0.896	0.833	Valid
	X1.3	0.934	0.833	Valid
Product Quality	X2.1	0.854	0.741	Valid
	X2.2	0.869	0.741	Valid
	X2.3	0.860	0.741	Valid
	X3.1	0.860	0.720	Valid
Quality of Service	X3.2	0.868	0.720	Valid
	X3.3	0.775	0.720	Valid
	X3.4	0.862	0.720	Valid
	X3.5	0.873	0.720	Valid
Customer satisfaction	Y1	0.871	0.768	Valid
	Y2	0.915	0.768	Valid
	Y3	0.892	0.768	Valid
	Y4	0.824	0.768	Valid

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Based on Table 11, all indicators have loading factor values above 0.70 and AVE values for each variable above 0.50. Thus, all indicators are declared to meet convergent validity and are suitable for further analysis.

Table12Discriminant Validity Test Results Based on the Fornell-Larcker Criterion

Variables	Price	Customer satisfaction	Quality of Service	Product Quality
Price	0.913	-	-	-
Customer satisfaction	0.489	0.876	-	-
Quality of Service	0.275	0.505	0.848	-
Product Quality	0.235	0.531	0.366	0.861

Based on Table 12, all AVE values are greater than the correlation between variables. Thus, all variables are declared to meet discriminant validity and have distinct, non-overlapping concepts.

Table13Reliability Test Results

Variables	*Cronbach's Alpha*	*rho_A*	*Composite Reliability*	Information
Price	0.900	0.905	0.937	Reliable
Customer satisfaction	0.899	0.902	0.930	Reliable
Quality of Service	0.903	0.926	0.928	Reliable
Product Quality	0.827	0.836	0.896	Reliable

Based on Table 13, all variables had Cronbach's Alpha and Composite Reliability values above 0.70. These results indicate that all constructs have good internal consistency, thus declaring the research instrument reliable.

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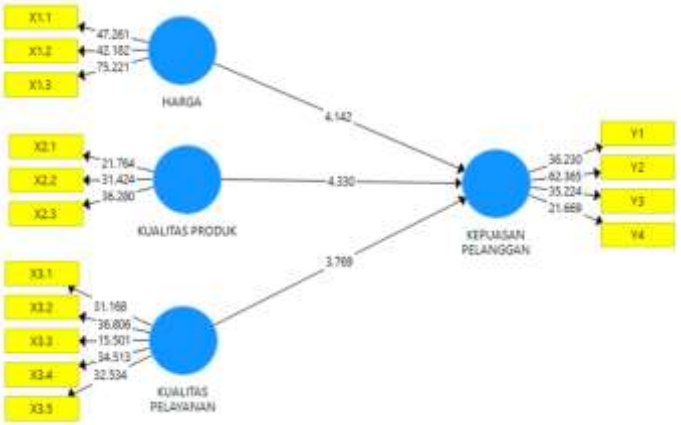
Table14Variance Inflation Factor Test Results or Outer VIF Values

Variables	Indicator	VIF value	Information
Price	X1.1	2,727	There is no multicollinearity
	X1.2	2,626	There is no multicollinearity
	X1.3	3,297	There is no multicollinearity
Product Quality	X2.1	2,019	There is no multicollinearity
	X2.2	1,832	There is no multicollinearity
	X2.3	1,821	There is no multicollinearity
Quality of Service	X3.1	2,695	There is no multicollinearity
	X3.2	2,402	There is no multicollinearity
	X3.3	1,976	There is no multicollinearity
	X3.4	2,666	There is no multicollinearity
	X3.5	2,981	There is no multicollinearity
Customer satisfaction	Y1	2,641	There is no multicollinearity
	Y2	3,255	There is no multicollinearity
	Y3	2,995	There is no multicollinearity
	Y4	2,043	There is no multicollinearity

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Based on the test results, all indicators had VIF values below 5, with the highest value of X1.3 being 3.297 and the lowest value of X2.3 being 1.821. Thus, there were no multicollinearity issues, and all indicators were suitable for use in the analysis.



Picture2Inner Model Evaluation

Table15R-Square Test Results

Variables	*R-Square*	*R-Square Adjusted*	Information
Customer satisfaction	0.490	0.475	Currently

Based on the test results, the R-Square value for customer satisfaction was 0.490 and the Adjusted R-Square was 0.475. This means that price, product quality, and service quality can explain 49.0% of customer satisfaction, while 51.0% is explained by other factors outside the model. These values indicate the model's sufficient ability to explain customer satisfaction.

Table16F-Square Test Results

Variable Relationship	F-Square Value	Information
Price → Customer Satisfaction	0.190	Moderate influence
Service Quality → Customer Satisfaction	0.134	Little influence

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Product Quality → Customer Satisfaction	0.202	Moderate influence

The F-square value for price on customer satisfaction was 0.190 and for product quality, 0.202, which is considered a moderate influence. Meanwhile, service quality had a small influence of 0.134. Thus, product quality has the largest influence on customer satisfaction, followed by price and service quality.

Table17Path Coefficient Test Results

Variable Relationship	Path Coefficient Value	Direction of Influence	Information
Price → Customer Satisfaction	0.328	Positive	One way
Service Quality → Customer Satisfaction	0.287	Positive	One way
Product Quality → Customer Satisfaction	0.349	Positive	One way

Based on the test results, all path coefficients were positive, namely price at 0.328, service quality at 0.287, and product quality at 0.349. This indicates that all three variables have a unidirectional influence on customer satisfaction, with product quality having the strongest influence.

Hypothesis Testing

Table18Hypothesis Test Results Based on Bootstrapping and R-Square

Hypothesis	Variable Relationship	Testing Basics	Mark	Information
H1	Price → Customer Satisfaction	*T-Statistic*= 4.142 and P-Value = 0.000	0.328	Accepted

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H2	Product Quality → Customer Satisfaction	*T-Statistic*= 4.330 and P-Value = 0.000	0.349	Accepted
H3	Service Quality → Customer Satisfaction	*T-Statistic*= 3.769 and P-Value = 0.000	0.287	Accepted
H4	Price, Product Quality, and Service Quality → Customer Satisfaction	*R-Square*	0.490	Accepted

The results of the hypothesis test show that H1, H2, and H3 are accepted because the t-statistic value is > 1.96 and p-value < 0.05. Price, product quality, and service quality have a positive and significant effect on customer satisfaction with coefficients of 0.328, 0.349, and 0.287, respectively. H4 is also supported, with an R-Square of 0.490 indicating that the three variables together explain 49.0% of customer satisfaction, while 51.0% is influenced by other factors outside the model.

DISCUSSION

Research findings indicate that customer satisfaction at Sate Taichan Aciin Sidoarjo is influenced by price, product quality, and service quality. All three have a positive influence, so the better the customer's perception of these three aspects, the higher the perceived satisfaction. Satisfaction is formed through a comparison between customer expectations and the actual experience received, both in terms of price, product, and service.

Price has a positive and significant effect on customer satisfaction, with a path coefficient of 0.328, a t-statistic of 4.142, and a p-value of 0.000. These results indicate that the more customers perceive prices to be reasonable, affordable, and commensurate with the benefits received, the higher their satisfaction. Therefore, Sate Taichan Aciin Sidoarjo needs to maintain prices that are proportional to the product's quality, portion size, and benefits.

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Product quality has a positive and significant effect on customer satisfaction, with a path coefficient of 0.349, a t-statistic of 4.330, and a p-value of 0.000. This variable is the most dominant factor, so consistency of taste, ingredient quality, doneness, cleanliness, appearance, and menu variety need to be maintained. These results indicate that product quality is a key aspect in shaping customer satisfaction.

Service quality also has a positive and significant effect on customer satisfaction, with a path coefficient of 0.287, a t-statistic of 3.769, and a p-value of 0.000. Fast, friendly, accurate, and responsive service can enhance customer comfort and experience. Therefore, service consistency needs to be maintained to strengthen customer satisfaction.

Product quality is the most dominant variable with an F-Square of 0.202 and a path coefficient of 0.349, followed by price with an F-Square of 0.190 and a path coefficient of 0.328, and service quality with an F-Square of 0.134 and a path coefficient of 0.287. This indicates that product quality is the top priority, but price and service still play a role in shaping the overall customer experience.

The R-Square value of 0.490 indicates that price, product quality, and service quality together explain 49.0% of the variation in customer satisfaction, while 51.0% is influenced by factors outside the model. These factors include location, atmosphere, promotion, business image, cleanliness, experience, and consumer preferences. Overall, customer satisfaction is achieved through a combination of appropriate prices, quality products, and good service.

CONCLUSION

This study shows that price, product quality, and service quality have a positive and significant effect on customer satisfaction at Sate Taichan Aciin Sidoarjo. Price has a path coefficient of 0.328 with a t-statistic of 4.142 and a p-value of 0.000, product quality has a path coefficient of 0.349 with a t-statistic of 4.330 and a p-value of 0.000, while service quality has a path coefficient of 0.287 with a t-statistic of 3.769 and a p-value of 0.000. Product quality is the most dominant factor with an F-Square of 0.202, followed by price of 0.190 and service quality of 0.134. The three variables together are able to explain 49.0% of the variation in customer satisfaction based on the R-Square value, while 51.0% is explained by other factors outside the model. These findings provide practical implications that the management of Sate Taichan Aciin Sidoarjo needs to prioritize product quality consistency, maintain prices that are in line with the benefits

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and quality received by customers, and increase the speed, friendliness, accuracy, and responsiveness of service to strengthen customer satisfaction.

This study has limitations in the use of a sample of 105 respondents with a purposive sampling technique and the research object that only focuses on Sate Taichan Aciin Sidoarjo, so the results cannot be generalized to all culinary businesses or different customer characteristics. In addition, the research model only includes price, product quality, and service quality, while the R-Square value shows that there is still 51.0% of customer satisfaction variation influenced by other factors outside the study. Future research is recommended to expand the scope of objects and the number of respondents, use more diverse consumer characteristics, and consider other variables such as place atmosphere, promotion, location, business image, cleanliness, customer experience, and consumer preferences. The development of this model is expected to provide a more comprehensive understanding of the factors that shape customer satisfaction in the culinary business.

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