



THE EFFECT OF PRICING, TASTE, AND SERVICE QUALITY ON CUSTOMER SATISFACTION (CASE STUDY OF RESTAURANT BUNDER LAB BOGOR)

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Abstract

This study aims to determine how the effect of Pricing, Taste, and Service Quality on Consumer Satisfaction of Resto Bunder Lab. The research method used in this research is a quantitative approach. This data collection technique is carried out using several methods such as: Library method by collecting data using several books and journals, survey method through distributing questionnaires, interview method with respondents or research subjects directly, and online method data obtained from several websites, social media, or other platforms.

Keywords: Pricing, Taste, Service Quality, and Consumer Satisfaction

Introduction

The culinary business has now become the most popular concern for some people, especially business people or business people, because this culinary business, for example a café or restaurant, has promising prospects, and this culinary business is one of the most contributing to Indonesia's gross domestic product (GDP). According to the Indonesian Ministry of Industry (Ministry of Industry, 2021) states that: "In the third quarter of 2021 the food and beverage industry grew by 38.91% per year. This positive trend continued until the first quarter of 2022 which experienced an increase of 3.75% per year from the previous year".

According to data (databoks.katadata.co.id, 2021) states that: "The number of restaurants that meet business eligibility in Bogor Regency is 2,493 restaurants. Of these, more than 1,000 restaurants are located in the peak area. While the largest number is in Cibinong District, totaling 667 restaurants". With this number, it is very likely that the number of restaurants will increase every year in the Bogor Regency area. In order to compete with other restaurants, Resto Bunder Lab must always organize and develop creative and innovative strategies in terms of marketing its products, especially in providing the best price, taste, and service quality with the aim of getting satisfaction from consumers.

Resto Bunder Lab is located in the Mount Salak Endah Pamijahan Tourism area in Bogor. Resto Bunder Lab is certainly not the only restaurant in the Gunung Salak Endah



Tourism area, there are several small, medium and large restaurants or cafes. By being in a tourist area which of course many visitors come from Bogor or from outside Bogor or the most distant tourists from abroad, all restaurants in this area are required to provide the best in order to get satisfaction from consumers and cafes or restaurants must have their own advantages and strategies in terms of marketing their products. For example, the advantages possessed by Resto Bunder Lab are in addition to restaurants or cafes in which there are places for Camping Ground, Villas, Horse Riding, Hydroponics, photo spots, and playgrounds. Of course, with these advantages, Bunder Lab Resort is the main choice for consumers to vacation with family or close relatives. This is the background for the author in conducting research on the Effect of Pricing, Taste, and Service Quality on Consumer Satisfaction (Case Study of Resto Bunder Lab Bogor).

Research Methods

Data Type

The data used in this research is quantitative data. Quantitative data is a type of data that can be measured and expressed in numerical form. This data allows statistical and mathematical analysis to identify patterns, trends, and relationships between variables. Quantitative data allows researchers to conduct more objective and measurable analysis, such as supporting data-based decision making using statistical methods that can be repeated and verified.

Data Collection Technique

According to Sugiyono (2013), “data collection techniques as a method or procedure used to obtain data in a study”. Here are some methods of data collection techniques from this research:

1. Library Study Method.

The library study method is data collection based on analyzing and reviewing relevant written sources to answer research questions or explore the information needed.

2. Questionnaire Survey Method.

The questionnaire survey method is one of the most common data collection techniques used to collect information from respondents. Questionnaire surveys involve distributing questionnaires to respondents who represent a certain population.

3. Interview Method



The interview method is one of the data collection techniques that involves direct interaction between the researcher or interviewer and the respondent to obtain in-depth information on a particular topic.

4. Online Documentation Method

The online documentation method refers to a data collection technique that involves the use of digital information sources that can be accessed online.

Population and Sample

1. Population

The population in this study is the Resto Bunder Lab Company, a company engaged in a culinary business based on natural laboratory education. During the 2021-2022 period, people who visited Resto Bunder Lab were around 1,250 people, so the population of this study was 1,250 people aged 14 years and over.

2. Sample

The sample of this study were 100 respondents who had visited Resto Bunder Lab during the one-year period.

Results and Discussion

Classical Assumption Test

1. Normality Test (P-P Plot)

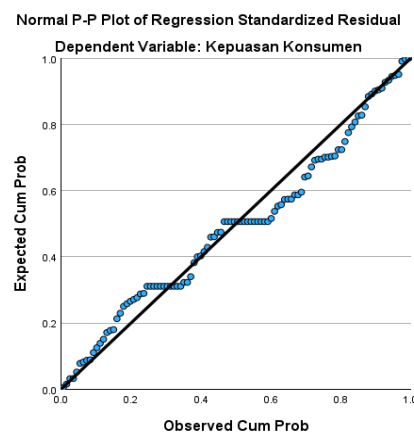


Figure 1. P-Plot Normality test



Data Analysis: The distribution of data points in the figure above is spread and follows the diagonal line, so it can be concluded that the data is normally distributed.

2. Normality Test (Kolmogrov Smirnov)

Table 1. Normality Test

		Unstandardized Residual
N		104
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.57174416
Most Extreme Differences	Absolute	.096
	Positive	.096
	Negative	-.074
Test Statistic		.096
Asymp. Sig. (2-tailed) ^c		.020
Monte Carlo Sig. (2-tailed) ^d		.020
	99% Confidence Interval	Lower Bound .017
		Upper Bound .024

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Data Analysis: The asymp.sig (2tailed) value obtained is 0.20 (>0.05), it can be concluded that the data is normally distributed because the significance value obtained is greater than 0.05.



3. Multicollinearity Test (Tolerance & VIF)

Table 2. Multicollinearity test result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.341	1.089		3.987	<,001		
Penetapan Harga	.053	.072	.051	.732	.466	.409	2.446
Cita Rasa	.288	.069	.324	4.159	<,001	.323	3.097
Kualitas Pelayanan	.543	.073	.578	7.414	<,001	.321	3.112

Data Analysis: Independent Variables, Pricing (0.409), Taste (0.323), and Service Quality (0.321) have a Tolerance Value greater than large (>0.100). Independent Variables, Pricing (2.446), Taste (3.097), and Service Quality (3.112) VIF less than (<10.00). So it can be concluded that the Multicollinearity Assumption has been met or there are no symptoms of multicollinearity.

4. Heteroscedasticity Test (Scatterplot)

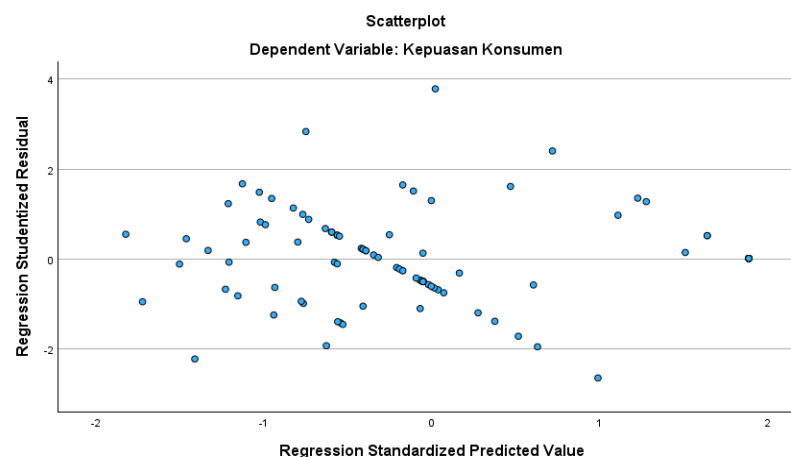


Figure 2. Scatterplot

Data Analysis: There is no clear pattern and the distribution of data spreads above and below or around the number 0, it can be concluded that the data does not occur



symptoms of heteroscedasticity or the assumptions of the heteroscedasticity test have been met.

5. Heteroscedasticity Test (Glejser)

Table 3. Heteroscedasticity test result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.217	.715		4.501	<.001
Penetapan Harga	-.078	.048	-.246	-1.647	.103
Cita Rasa	.045	.045	.166	.988	.325
Kualitas Pelayanan	-.059	.048	-.205	-1.221	.225

Dependent Variable: ABS_RES

Sumber: SPSS

Conclusion: From all the Independent Variables the table above has a significant value greater than 0.05, it can be concluded that there are no symptoms of heteroscedasticity or the assumptions of the heteroscedasticity test have been met.

4.2. Multiple Linear Analysis

Table 4. Multiple Linear analysis

Coefficients ^a						
Model		Unstandardized		Standardized	T	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	4.341	1.089		3.987	<,001



Penetapan Harga	.153	.072	.251	3.732	<,001
Cita Rasa	.288	.069	.324	4.159	<,001
Kualitas Pelayanan	.543	.073	.578	7.414	<,001

Dependent Variable: Kepuasan Konsumen

$$Y = 4.341 + 0.153 X1 + 0.288 X2 + 0.543 X3$$

Y = Consumer Satisfaction

X1 = Pricing Variable

X2 = Taste Variable

X3 = Service Quality Variable

From the results of the multiple linear equation it can be concluded:

1. Constant value of 4,341 which means that if pricing (X1), taste (X2), and service quality (X3) have a value equal to zero, then customer satisfaction (Y) has a value of 4,341.
2. The X1 coefficient is 0.153, which means that every time there is an increase in variable X1 (pricing) by 1%, customer satisfaction will increase by 0.153 (15.3%) or vice versa, every time there is a decrease in variable X1 (pricing) by 1%, customer satisfaction will decrease by 0.153 (15.3%). The coefficient is positive, which means that there is a positive relationship between pricing and customer satisfaction.
3. The X2 coefficient is 0.288, which means that every time there is an increase in the X2 variable (taste) by 1%, customer satisfaction will increase by 0.288 (28.8%) or vice versa, every time there is a decrease in the X2 variable (taste) by 1%, customer satisfaction will decrease by 0.288 (28.8%). The coefficient is positive, which means that there is a positive relationship between taste and customer satisfaction.
4. The X3 coefficient is 0.543, which means that every time there is an increase in variable X3 (service quality) by 1%, customer satisfaction will increase by 0.543 (54.3%) or vice versa, every time there is a decrease in variable X3 (service quality) by 1%, customer satisfaction will decrease by 0.543 (54.3%). The coefficient is positive, which means that there is a positive relationship between service quality and customer satisfaction.



From this description, it can be concluded that Pricing, Taste, and Service Quality affect Customer Satisfaction.

4.3. Coefficient of Determination

Table 5. R Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.805	.799	1.59515

Predictors: (Constant), Kualitas Pelayanan , Penetapan Harga, Cita Rasa

Data Analysis: It is known from the table that the R Square value is 0.805, which means that the Pricing, Taste, and Service Quality Variables have a simultaneous (joint) influence of 80.5% on the Consumer Satisfaction variable and the remaining 19.5% is influenced by other variables outside this study, for example such as promotion, location, product quality and others.

4.4. Hypothesis Test

1. T Test (Partial)

Table 6. T Test Partial

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	4.341	1.089		3.987
	Penetapan Harga	.153	.072	.251	3.732
	Cita Rasa	.288	.069	.324	4.159
	Kualitas Pelayanan	.543	.073	.578	7.414

Dependent Variable: Kepuasan Konsumen



Based on the table above, it can be interpreted as follows:

1. H01: accepted if $t \text{ count} < t \text{ table}$ (no effect / not significant).
2. Ha1: Pricing has a positive and significant effect on Customer Satisfaction.
Because based on the regression results, the value of $t \text{ count} > t \text{ table}$ ($3.732 > 1.984$) and a significance value of $0.001 < 0.05$. it can be concluded that H0 is rejected and Ha1 is accepted.
3. Ha2: Taste has a positive and significant effect on Customer Satisfaction.
Because based on the regression results, the value of $t \text{ count} > t \text{ table}$ ($4.259 > 1.984$) and a significance value of $0.001 < 0.05$. it can be concluded that H0 is rejected and Ha2 is accepted.
4. Ha3: Service quality has a positive and significant effect on customer satisfaction.
Because based on the regression results, the calculated $t \text{ value} > t \text{ table}$ ($7.414 > 1.984$) and a significance value of $0.001 < 0.05$, it can be concluded that H0 is rejected and Ha3 is accepted.
5. Ha4: Service Quality, Taste and Service Quality have a positive and significant effect on Customer Satisfaction.
Because based on the regression results obtained the value of $t \text{ count} > t \text{ table}$ ($3.732, 4.159, \text{ and } 7.414 > 1.984$).

2. F Test (Simultaneous)

Table 7. F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1048.311	3	349.437	137.331	<.001 ^b
	Residual	254.449	96	2.544		
	Total	1302.760	99			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Kualitas Pelayanan , Penetapan Harga, Cita Rasa

Data Analysis: From the results of the F Test (Simultaneous) between the independent variables of Pricing (X1), Taste (X2), and Service Quality (X3) on Consumer Satisfaction (Y). Obtained the value of $f \text{ count} > t \text{ table}$ ($137.331 > 3.09$)



and a significance value of $0.001 < 0.05$. f the table is obtained from the formula f $(n-k) f (100-3) = 97$.

n: number of samples

k: number of independent variables

So it can be concluded that H_0 is rejected and H_a is accepted, which means that the Independent Variables Pricing, Taste, and Service Quality simultaneously have a positive and significant effect on the dependent variable Consumer Satisfaction.

4.5. Discussion and Results

1. The Effect of Pricing on Consumer Satisfaction

The results of this study indicate that the Independent Variable Pricing obtained a t value of $= 3.732 > t \text{ table } 1.984$ with a significance value of 0.001 smaller than 0.05 ($0.001 < 0.05$).

The coefficient value has a value of 0.153, then H_1 is accepted and H_0 is rejected. Which means that every time there is an increase in variable X_1 (Pricing) by 1%, customer satisfaction will increase by 0.153 (15.3%) or vice versa, every time there is a decrease in variable X_1 (Pricing) by 1%, customer satisfaction will decrease by 0.153 (15.3%).

So it can be concluded that this study proves that the first hypothesis which states that "Pricing has a significant effect on Customer Satisfaction at Resto Bunder Lab" is proven.

2. The Effect of Taste on Consumer Satisfaction

The results of this study indicate that the independent variable Taste obtained a t value of $= 4.159 > t \text{ table } 1.984$ with a significance value of 0.001 smaller than 0.05 ($0.001 < 0.05$).

The coefficient value has a value of 0.288 from this value, H_2 is accepted and H_0 is rejected. Which means that every time there is an increase in variable X_2 (Taste) by 1%, customer satisfaction will increase by 0.288 (28.8%) or vice versa, every time there is a decrease in variable X_2 (Taste) by 1%, customer satisfaction will decrease by 0.288 (28.8%).

So it can be concluded that this study proves that the second hypothesis which states that "Taste has a significant effect on Customer Satisfaction at Resto Bunder Lab" is proven.

3. Effect of Service Quality on Consumer Satisfaction

The results of this study indicate that the Independent Variable Service Quality obtained a t value of $= 7.414 > t \text{ table } 1.984$ with a significance value of 0.001 smaller than 0.05 ($0.001 < 0.05$).

The coefficient value has a value of 0.543, so H_3 is accepted and H_0 is rejected. Which means that every time there is an increase in variable X_3 (Service Quality) by 1%, customer satisfaction will increase by 0.543 (54.3%) or vice



versa, every time there is a decrease in variable X3 (Service Quality) by 1%, customer satisfaction will decrease by 0.543 (54.3%).

So it can be concluded that this study proves that the third hypothesis which states that “Service Quality has a significant effect on Customer Satisfaction at Bunder Lab restaurant” is proven.

4. The Effect of Pricing, Taste, and Service Quality on Customer Satisfaction

The results of this study indicate that the t value of the variable Pricing X1 (0.153), Taste X2 (0.288), and Service Quality X3 (0.543) > t table 1.984 with a significance value of 0.001 smaller than 0.05 (0.001 < 0.05).

The coefficient of determination of the R Square value of 0.805, this value states that the variables of pricing, taste, and service quality have a simultaneous (joint) influence of 80.5% on the customer satisfaction variable and the remaining 19.5% is influenced by other variables outside this study.

So it can be concluded that this study proves that the fourth hypothesis which states that “Pricing, Taste, and Service Quality have a significant effect on Customer Satisfaction at Bunder Lab restaurant” is proven.

Conclusions

Pricing, Taste and Service Quality Partially have a positive and significant effect on Customer Satisfaction at Resto Bunder Lab Bogor. Pricing, Taste, and Service Quality simultaneously have a positive and significant effect on Customer Satisfaction at Resto Bunder Lab Bogor.

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