THE EFFECT OF SERVICE QUALITY, PRODUCT, PRICE AND HALAL LABEL ON CUSTOMER SATISFACTION; A STUDY AT THE COFFEE SHOP MELIPIR KARAWACI, TANGERANG BANTEN

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Abstract

This study aims to determine the effect of service quality, product, price and halal label on consumer satisfaction at Kedai Melipir Kopi Karawaci. The method used in this study is a quantitative method with the research instrument in the form of a questionnaire. The analytical technique used in this research is descriptive quantitative by using the Partial Least Square (PLS) analysis technique. Respondents in this study amounted to 100 respondents who were determined using purposive sampling technique. The results show that the service quality variable (X1) has no effect on consumer satisfaction (Y) as evidenced by the calculation of p-values worth 0.878, the product variable (X2) affects the consumer satisfaction variable (Y) as evidenced by the calculation of p-values worth 0.020, the variable price (X3) has an effect on the consumer satisfaction variable (Y) as evidenced by the calculation of p-values worth 0.023, and the halal label variable (X4) has no effect on consumer satisfaction (Y) as evidenced by showing the results of the calculation of p-values worth 0.471 so that the hypothesis test H0 accepted, H4 is rejected, this indicates that the halal label has no effect on consumer satisfaction.

Keywords: *Service Quality, Product, Price, Halal Label and Consumer Satisfaction*

Introduction

National economic growth is largely determined by the dynamics and development of the regional economy, while the regional economy is generally supported by small and medium-scale economic activities. Business units categorized as Micro, Small and Medium Enterprises (MSMEs) are the lifeblood of regional and national economic development. The Micro, Small and Medium Enterprises (MSMEs) sector is a resilient business in the midst of the economic crisis that occurred (Aditya, 2020). One of the businesses that can provide benefits in creating decent jobs and reducing unemployment is the culinary business. The rapid development of culinary businesses sharpens competition (Dicky, 2022). So, with a competitive advantage, it is expected to be able to maximize sales in seeking profit and fame for its products, in other words, a system is needed to plan, determine prices, products to be offered, as well as halal labels, services, and places to distribute products (Fandy, 2014).

THEORETICAL BASIS AND HYPOTHESIS DEVELOPMENT

Service is the foundation for service marketers, because the core of the product being

marketed is a quality performance and it is performance that is needed by customers (Tjiptono, 2014). Business owners must know the right and appropriate marketing strategy (product, price, promotion and location) so that it can be implemented in their business, so that it will provide satisfaction for consumers (Agustinawati and Samsidar, 2021). Service quality has a significant influence on customer satisfaction. However, there is little actual evidence of this relationship being investigated. Only a few consumers still pay attention to what is meant by quality service for consumers. In addition to service quality, without a product a company cannot make anything out of a business, so it has important implications for the company. Consumers buy products when they feel interested and suitable, so successful product marketing requires customizing products to meet buyers' needs and needs, but not desires. There are still many culinary companies that do not offer products. Not fresh based on the ingredients used and undesirable consumer tastes (Novi Susanti, 2020). Apart from products that are safe for consumers, companies also need many product variants that consumers like. Product variants are one of the important supports that can foster consumer satisfaction, product variants are not only not always about the type of product but also about product quality, design, excellence, cover, service levels, guarantees and returns that must be observed by the company for the various goods created as a whole (Indriana Maha Resti, 2021).

Although service, product and price are important in culinary business companies, halal products are also one of the benchmarks for consumers in deciding to buy something. Consuming halal food can provide benefits to the body and avoid raw materials that are prohibited by Islamic law. Although a product is protected by BPPOM MUI regarding the distribution of halal products, especially for Muslims, currently the level of awareness of Muslims to choose, buy and consume halal products is still low. Public awareness about halal food products must still be highlighted and familiarized in food selection, so that people know the content in these products (Arif Prasetiyo, 2018). Halal awareness is known based on whether a Muslim understands what halal is, knows the correct slaughter process, and prioritizes halal food for their consumption. Based on the above understanding, it can be concluded that halal awareness is a Muslim's knowledge about the concept of halal, the halal process, and considers that consuming halal food is important for him (Ahmad Izzuddin, 21018).

Because consumers are currently faced with a variety of restaurants that meet their needs. Consumers not only buy products, but also the services that accompany them. In general, consumers are happy if their confidence in buying goods and services is considered polite, friendly, attentive and important until they are loyal to their business. Consumer confidence in a company is closely related to the strategy in advertising used, the quality of the products offered, and the quality of service contained in the company itself. Indeed, to achieve customer satisfaction, businesses must carefully examine the needs and desires of customers, which often change. Buyers act after understanding the value of negotiations. Post-purchase satisfaction depends on the performance and expectations of the negotiation.

Buyer satisfaction is the level of emotion after comparing perceived performance (performance or results) with their expectations. Consumers can feel one of three things overall satisfaction. Consumers are disappointed when their working capacity is below expectations, but customers are satisfied when performance meets expectations, and

customers are very satisfied when performance exceeds expectations. I feel good or happy. Buyer satisfaction is a brand that consumers use to summarize a series of actions or actions found in relation to a product or service. Consumer satisfaction is a form of positive consumer feelings about products / services during or after service or product use (Ajiz Setiawan, 20219). A situation of dissatisfaction occurs when a consumer has used a product or experienced a purchased service and feels that the product performance does not meet expectations. Dissatisfaction can lead to a negative attitude towards the brand or manufacturer or service provision. Reduced likelihood of repeat purchases, brand switching and various kinds of complaint behavior (Tutik Sriwahyuni, 2021).

RESEARCH METHODS

This study uses quantitative research methodology. Research that can be achieved (obtained) using statistical techniques or other quantification methods is called quantitative research (measurement). Quantitative methods focus on symptoms that have specific characteristics found in human existence, which the author refers to as variables. In the quantitative approach, objective theory is used to investigate the nature of the relationship between variables.

The method used is quantitative method with statistical testing using associative method which is used to explain the effect of Service Quality (X1), Product (X2), Price (X3) and Halal Label (X4) on Consumer Satisfaction (Y) at Kedai Melipir Kopi Karawaci, Tangerang Banten.

RESULTS AND DISCUSSION

Based on the hypothesis test, it can be seen that product and price affect customer satisfaction at Kedai Melipir Kopi.

1. The Effect of Service Quality on Consumer Satisfaction at Kedai Melipir Kopi.

    The results of the test analysis of the Service Quality variable on customer satisfaction obtained a p-value of 0.878 <0.05, thus the service quality variable has no effect on customer satisfaction at the coffee shop melipir 0.018. The results of this study are different from previous research conducted by Riska Wahyuni in 2020 where the results of her research explain that the results of the calculation of Service Quality (X2) the t value is greater than the t table, namely (4.366> 2.159) and a significance value of 0.000 <0.05, so Ho is rejected and Ha is accepted. Where in previous studies it showed that consumers in purchasing food products at Roti Ani Hanim Sipin, Jambi City really pay attention to Service Quality and are able to influence Muslim consumer satisfaction. Based on the results of the research above, it can be concluded that there are some consumers who pay less attention to service quality, due to the insignificance between the p-value which should be less than 0.05.

2. The Effect of Products on Consumer Satisfaction at Kedai Melipir Kopi.

    The results of the analysis of the product variable test on customer satisfaction obtained a p-value of 0.023 <0.05, thus the product variable has an effect on customer satisfaction at the coffee shop melipir 0.263. The results of this study are in line with those

conducted by Dita Amanah in 2017 where the results of her research explain that product variables have an influence on customer satisfaction with the results of research on product quality variables (X2) affecting customer satisfaction by 0.517 or 51.7% is the influence that comes from other factors. Where previous research shows that consumers in purchasing food products at Majestyk Bakery & Cake Shop, H.M. Yamin Medan Branch really pay attention to products and are able to influence customer satisfaction. Based on the results of this study, it shows that the product has a very good significant effect, namely 0.023, which means that the product on customer satisfaction is highly considered by consumers of coffee folding shops.

3. The Effect of Price on Consumer Satisfaction at Kedai Melipir Kopi.

The results of the test analysis of the Price variable on customer satisfaction obtained a p-value of 0.020 <0.05, thus the price variable has an effect on customer satisfaction at the coffee shop melipir 0.374. The results of this study are in line with those conducted by Dita Amanah in 2017 where the results of her research explain that the price variable has an influence on customer satisfaction with the results of research on the price variable affecting customer satisfaction of 0.483 or 48.3% is the influence that comes from other factors. Where in previous studies it showed that consumers in purchasing food products at Majestyk Bakery & Cake Shop, H.M. Yamin Medan Branch really pay attention to products and are able to influence customer satisfaction. Based on the results of this study, it shows that price has a very good significant effect, namely 0.020, which means that the price of consumer satisfaction is highly considered by consumers of coffee folding shops.

4. The Influence of Halal Label on Consumer Satisfaction at Kedai Melipir Kopi.

The results of the analysis of the Halal Label variable test on customer satisfaction obtained a p-value of 0.471 <0.05, thus the Halal Label variable has no effect on customer satisfaction at the coffee shop melipir 0.072. The results of this study are different from previous research conducted by Shilachul Alfinul Alim in 2018 where the results of his research explained that the results of the calculation of the Halal Label (X1) of 0.306 indicate that the Perception of the Halal Label affects Purchasing Decisions by 30.6% in Muslim Fashion (Survey on Zoya Muslim Product Customers in Malang City). Based on the results of the research above, it can be concluded that there are some consumers who still pay less attention to the halal label on a food product that will be consumed. Where consumers are more concerned with the taste of the food than the Halal Label that is listed.

Tabel 1. T-Statistics (Bootstrapping)

	T-statistics	P-values
Service Quality -> Consumer Satisfaction	0.154	0.878
Product -> Customer Satisfaction	2.280	0.023
Price -> Customer Satisfaction	2.338	0.020
Halal Label -> Consumer Satisfaction	0.721	0.471

Source : Output Smart PLS versi 0.3

Tabel 2. *R-Square*

	R-*Square*
Consumer Satisfaction	0.421

Conclusions

1. The results showed that the Service Quality variable (X1) as an exogenous variable had no direct effect on Customer Satisfaction (Y) as evidenced by showing the results of the calculation of p-values worth 0.878 so that the H0 hypothesis test was accepted, H1 was rejected.

2. The research results of the Product variable (X2) as an exogenous variable have an effect on the Consumer Satisfaction variable (Y) as evidenced by the p-values of 0.020, resulting in the hypothesis H0 being rejected and H2 being accepted.

3. The research results of the Price variable (X3) as an exogenous variable have an effect on the Consumer Satisfaction variable (Y) as evidenced by the respective p-values of 0.023, resulting in the hypothesis H0 rejected H3 accepted.

4. The results showed that the Halal Label variable (X4) as an exogenous variable had no direct effect on Consumer Satisfaction (Y). This matter is proven by showing the results of the calculation of p-values worth 0.471 so that the H0 hypothesis test is accepted, H4 is rejected, this indicates that the halal label has no effect on customer satisfaction.

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