



The Effect of Service Quality and Price on Consumer Satisfaction at Ayam Penyet Ria Restaurant on Jl. Jendral Sudirman Pekanbaru

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ABSTRACT

The purpose of this study was to determine the effect of service quality and price on customer satisfaction at Ayam Penyet Ria Restaurant, Jl. Jendral. Sudirman Pekanbaru. The sample in this study was 100 consumers. Data analysis used was validity test, reliability test, classical assumption test, multiple linear regression, hypothesis test and determination coefficient test. Based on the results of the study, it is known that through partial test (t-test) there is a significant effect of service quality on customer satisfaction with the test results known t count (2.048) > t table (1.984) and Sig. (0.000) < 0.05. There is a significant effect of price on customer satisfaction with the test results known t count (3.724) > t table (1.984) and Sig. (0.000) < 0.05. Simultaneously shows that service quality (X1) and price (X2) together affect customer satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru with the test results known Fcount (324.507) > Ftable (3.09) with a significance of 0.000 < 0.05. In terms of the determination coefficient, the service quality and price variables have an influence of 87.3% on consumer satisfaction while the remaining 12.7% is explained by other factors not studied by the author.

Keywords: Service Quality; Price; Customer Satisfaction

Field: Accounting, Management, Finance

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INTRODUCTION

In today's business era, the business world is growing very rapidly, one of which is in the culinary field, the many businesses that have emerged have resulted in an increase in the number of similar businesses causing increasingly tight competition. So, to be able to face such situations and circumstances, companies must be able to be fast and responsive in making decisions so that the business that is established can develop well, business actors are required to be able to maintain the market and win the competition, companies must be able to understand the needs and desires of consumers. By understanding the needs and desires of consumers, then designing a marketing strategy in order to create satisfaction for consumers and be able to survive in market competition (Gazali et al., 2022; Habibi et al., 2022; Kersiati et al., 2023). Pay attention to the interests of consumers by seeing the needs and desires and satisfaction with the service are key factors in producing a business in the midst of this increasingly tight competition. Therefore, companies are required to be able to provide what is valuable and can give a deep impression to consumers is to provide satisfaction through their performance (Elfita et al., 2022; Nyoto, Sudarno, Priyono, et al., 2023) that is in accordance with the quality of the services and services offered.

According to Sinambela (2016) service quality is everything that is able to fulfill the desires or needs of consumers. The services that must be carried out towards consumers, for example, serving consumers in a friendly, fast and precise manner, being polite to consumers, the ability and reliability to provide reliable services so that consumers feel satisfied with the services provided by a company. Service quality is a profit strategy to attract more new consumers, retain existing consumers, avoid consumer switching and create special advantages. Companies that prioritize good service quality will have an impact on consumer satisfaction. Service quality as an effort to realize consumer satisfaction so that consumers feel they have more value than expected (Chandra et al., 2024; Junaedi, Renaldo, et al., 2024; Zulkifli et al., 2023). Consumer expectations are an important factor, service quality that is closer to consumer satisfaction will provide more hope and vice versa, with the quality of service that has been provided, it will indirectly be realized (Chandra et al., 2018; Renaldo & Murwaningsari, 2023).

According to Mukti & Aprianti (2021), if consumers feel satisfied with the price offered, they will tend to make repeat purchases for the same product. According to Rozi & Khuzaini (2021), price is the amount of money consumers pay to enjoy a product. According to Margareha (2017), consumer satisfaction is something that is very valuable in order to maintain the existence of consumers to continue the running of a business or company (Goh et al., 2022; Junaedi et al., 2023; M. Panjaitan et al., 2023). According to Sangadji and Sopiah (2013), consumer satisfaction is a post-purchase evaluation where the alternative chosen is at least the same or exceeds consumer expectations, disappointment arises if the actual performance does not meet consumer expectations (Hadi et al., 2023; H. P. Panjaitan et al., 2024; Purwati et al., 2023). So, it can be concluded that the determining factor for consumer satisfaction or dissatisfaction is by providing good service and a suitable product price can meet consumer expectations and create satisfaction for consumers compared to existing competitors (Junaedi, Suhardjo, et al., 2024).

Ayam Penyet Ria Restaurant located on Jalan Jendral Sudirman No. 88 Pekanbaru has been established since October 5, 2014, is one of the restaurants with the main menu of Ayam Penyet Ria. This restaurant sells various types of food and drinks. The data of consumers who visited the Ayam Penyet Ria Restaurant on Jl. Jendral. Sudirman Pekanbaru in 2019-2023 is as follows:

Table 1. Consumer Data Visiting Ayam Penyet Ria Restaurant on Jl. Jendral. Sudirman Pekanbaru in 2019-2023

| No | Year | Number of Consumers |
|----|------|---------------------|
| 1 | 2019 | 6,065 people |
| 2 | 2020 | 4,450 people |
| 3 | 2021 | 3,985 people |
| 4 | 2022 | 5,268 people |
| 5 | 2023 | 7,168 people |

Source: Ria Penyet Chicken Restaurant, 2023

Based on the table, it can be concluded that consumers who visited the Ayam Penyet Ria Restaurant on Jl. Jendral. Sudirman in 2018-2022 experienced a decrease and increase. The sales turnover obtained by the Ayam Penyet Ria Restaurant on Jl. Jendral. Sudirman Pekanbaru from 2019 to 2023 is as follows.

Table 2. Sales Turnover Table of Ayam Penyet Ria Restaurant, Jl. Jend. Sudirman Pekanbaru in 2019-2023

| No | Year | Turnover |
|----|------|----------------|
| 1 | 2019 | Rp 357,190,000 |
| 2 | 2020 | Rp 252,234,500 |
| 3 | 2021 | Rp 362,127,500 |
| 4 | 2022 | Rp 482,387,000 |
| 5 | 2023 | Rp 526,123,000 |

Source: Dapoer Marpoyan Pre-survey, 2023

Based on the table above, it can be seen that sales revenue at the Ayam Penyet Ria Restaurant on Jl. Jendral. Sudirman Pekanbaru in the 2020 period experienced a decline in sales. This is due to the Covid-19 outbreak which required all residents to lockdown to break the chain of the virus, so that restaurants were quiet, but the Ayam Penyet Ria Restaurant on Jl. Jendral. Sudirman Pekanbaru continued to survive and think of ways for the business to still run and get a stable turnover. In 2021 to 2023, the Ayam Penyet Ria Restaurant on Jl. Jendral. Sudirman Pekanbaru had several visitors and the situation had started to improve, so that the turnover obtained increased. To find out the problems that occurred at the Ayam Penyet Ria restaurant on Jalan Jendral Sudirman Pekanbaru, the author has conducted a temporary survey of 15 consumers. Consumer satisfaction at the Ayam Penyet Ria restaurant on Jl. Jendral. Sudirman Pekanbaru, there are several indicators that are experiencing problems, namely:

Table 3. Consumer Survey Results from Service Quality Problem Indicators at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru

| No | Service Quality Problem Indicators | Survey Results | Information |
|----|--|----------------|-------------|
| 1 | Building And interior room along with facility other interesting | 53.33% | Don't agree |
| 2 | Employee fast and appropriate in presentation | 46.67% | Don't agree |
| 3 | Employees accept criticism and suggestions well | 20% | Don't agree |
| 4 | Employees are easy to reach when needed | 93.33% | Don't agree |
| 5 | Employees smile and greet during service | 66.67% | Don't agree |

Source: Prasurvey Data, 2023

Based on the table 3, it can be seen that the problem of customer satisfaction must be a concern for the management of Ayam Penyet Ria Restaurant, Jl. Jendral. Sudirman Pekanbaru, because if this problem is not immediately resolved, it will affect the company's performance. Customer satisfaction can also be influenced by other factors, one of which is the price factor given by the restaurant company (Kurnia et al., 2024; Supriadi et al., 2024). Based on the survey results, the following is a comparison of several main menus from the many menus available at Ayam Penyet Ria Restaurant, Jl. Jendral Sudirman Pekanbaru with similar Ayam Penyet Restaurants, as follows:

Table 4. Main Food Menu Prices at Ayam Penyet Ria Restaurant, Jl. Jend. Sudirman Pekanbaru with other Restaurants

| Restaurant Name | Main Food Menu Prices | | | |
|---|---|---------------------------|---|-------------------------------|
| | Penyet chicken / Fry (per pcs) | Grilled chicken (per pcs) | Crushed Gurame Fish/Fry (per pcs) | Grilled Gurame Fish (per pcs) |
| X | Rp. 17,000 | Rp. 20,000 | Rp. 40,000 | Rp. 42,000 |
| Y | Rp. 19,000 | Rp. 21,000 | Rp. 43,000 | Rp. 46,000 |
| Ria's Crushed Chicken on Jl. Jend. Sudirman | Rp. 20,000 | Rp. 22,000 | Rp. 45,000 | Rp. 48,000 |
| Cause of Price Differences at Restaurant X, Y and Ayam Penyet Ria Jl. Jend. Sudirman | There is an additional tax price at the Ayam Penyet Ria restaurant on Jl. Jend. Sudirman and the size of the chicken pieces at the Ayam Penyet Ria restaurant on Jl. Jend. Sudirman is smaller. | | There is an additional tax price at the Ayam Penyet Ria restaurant on Jl. Jend. Sudirman and the size of the fish at the Ayam Penyet Ria restaurant on Jl. Jend. Sudirman is smaller. | |

Source: Prasurvey Data, 2023

Based on the price table for fried chicken, grilled chicken, fried gourami and grilled gourami set by restaurants X and Y, it is cheaper when compared to the price at the Ayam Penyet Ria restaurant on Jl. Jendral. Sudirman Pekanbaru. This can certainly affect consumer satisfaction. Likewise, a temporary survey conducted by the author on the prices applicable at the Ayam Penyet Ria restaurant on Jl. Jend. Sudirman Pekanbaru. The following are the results of the temporary survey obtained data that there are several problematic price indicators.

Table 5. Consumer Survey Results from Price Problem Indicators at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru

| No | Price Issue Indicator | Survey Results (%) | Information |
|----|---|--------------------|-------------|
| 1 | Prices are in accordance with the taste provided | 46.67 % | Don't agree |
| 2 | The prices of food and drinks are a reason to come back | 46.67% | Don't agree |
| 3 | Prices are in line with the quality of food and drinks | 40% | Don't agree |

Source: Prasurvey Data, 2023

Based on the table, the problem of consumer satisfaction with prices must be a concern for the management of Ayam Penyet Ria Restaurant, Jl. Jendral. Sudirman Pekanbaru, because if this problem is not immediately solved, it will affect the restaurant company's income.

LITERATURE REVIEW

Marketing Management

According to Sofjan Assauri (2015) marketing management is the activity of analyzing, planning, implementing and controlling programs that are arranged in the formation, development, and maintenance of profits from exchanges/transactions through market targets with the hope of achieving organizational (company) goals in the long term. According to Kotler and Keller (2014) Marketing management as the art and science of choosing target markets and getting, maintaining, and growing consumers through Create Account delivering, and communicating superior consumer value.

According to Hasan Ali (2014) explains that marketing is a scientific concept in business strategy that aims to achieve sustainable satisfaction for stakeholders (consumers, employees, shareholders) (Tohan et al., 2022). From the definition of the experts above, it can be concluded that Marketing Management is a series of planning processes, implementation and control of total marketing operations, including the purpose of formulating marketing objectives, marketing policies, marketing programs and marketing strategies, which are intended to create exchanges that can meet goals.

Quality of Service

According to Kotler (2014) service quality is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership. Service quality is the level of expected excellence and control over that level of excellence to meet consumer desires for the services they receive.

Characteristics of Quality Service

Fitzmmons (2016), mentions four characteristics of service, namely:

1. Simultaneity, the fact that services are made to be used simultaneously, so services are not stored. This inability to store services challenges the use of traditional manufacturing strategies in storing to anticipate demand fluctuations.
2. Services are directly used and used up (service perishability), services are commodities that are quickly used up. This can be seen in airplane seats that run out, hospital rooms or hotels that are not full. In each case, it has caused lost opportunities.
3. Intangibility, service is a product of the mind in the form of ideas and concepts. Therefore, service innovation cannot be patented. To maintain the benefits of new service concepts, companies must expand quickly and get ahead of competitors.
4. Heterogeneity, the combination of the intangible nature of services and consumers as participants in the delivery of service systems results in services varying from consumer to consumer. The interaction between consumers and the employees who provide the service creates the possibility of a more complete human work experience.

Benefits of Service Quality

Service quality has been widely used as a competitive strategy for various organizations. In principle, consistency and superiority of service quality have the potential to create consumer satisfaction which in turn will provide a number of benefits such as:

1. A long-term mutually beneficial relationship is established between the company and consumers.
2. Opening up growth opportunities through cash purchases, cross-selling, and up-selling
3. Consumer loyalty can be formed
4. The occurrence of word of mouth communication which has the potential to attract new consumers
5. Consumer and public perception of corporate reputation is increasingly positive
6. The profits obtained are increasing

Indicator Quality Service

According to Kotler (2014) there are five indicators of service quality, namely:

1. Physical evidence is the physical appearance of a company's services, such as the appearance of physical facilities, equipment, cleanliness, neatness and communication media.
2. Reliability is the ability to provide services as promised accurately and reliably.
3. Responsiveness is the company's responsiveness in providing services to consumers and providing services quickly and responsively in serving and handling consumer complaints.
4. Assurance, namely the company's ability to provide service guarantees which are the knowledge and courtesy of employees and their ability to instill trust and confidence in consumers.
5. Empathy, which is the willingness of employees to care more and provide sincere personal attention to consumers.

Understanding Price

Price is a substitute for a value, the amount that must be paid, or exchanged by consumers to get something offered for a product, payment can be in the form of money, goods, services/services . Pricing is one of the most important decisions in marketing. Price is the only element of the marketing mix that generates income or revenue for the company, while the other three elements (product, distribution, and promotion) cause costs (expenses). According to Kotler and Armstrong (2014) price is the amount of money charged for a product or service, or the amount of consumer exchange value for the benefits of having or using the product or service paid by consumers for the product.

Meanwhile, according to Tjiptono (2016), price is the only element of the marketing mix that provides income or revenue for the company. Based on the definition of price above, it can be concluded that price is the amount of money that must be spent by consumers to obtain the product or service they buy to fulfill their needs or desires. Meanwhile, from the consumer's perspective, price is often used as an indicator of value when the price is associated with the perceived benefits of a good or service. At a certain price level, if the benefits obtained by consumers increase, then the value will also increase, and vice versa.

Factors That Influence Price

According to Maulana (2016), he explains by adapting Nagle's opinion that there are nine factors that influence price determination, namely:

1. The unique value effect, where consumers are less sensitive to price if the product is rarer.
2. The effect of awareness of substitute products, where consumers are less price sensitive if they are not aware of the existence of substitute products.
3. Difficult comparison effect, where consumers are less price sensitive if they cannot easily compare the quality of substitute products.
4. The effect of total expenditure, where consumers become less sensitive to price as expenditure decreases compared to total income.
5. The final benefit effect, where consumers become less price sensitive as the expenditure becomes smaller relative to the total cost of the final product.
6. The effect of shared costs, where consumers become less price sensitive if some of the costs are borne by another party.
7. The effect of invested capital, where consumers are less sensitive to price if the product is used together with previously purchased assets.
8. The price-quality effect, where consumers are less sensitive to price if the product is perceived to have quality, prestige or exclusivity.
9. Inventory effect, where consumers are less price sensitive if they do not stock the product.

Purpose of Price Assessment

According to Nasution (2019), the objectives of price assessment are:

1. Profit-oriented means that every company always chooses the price that can generate the highest profit.
2. Volume-oriented, namely pricing oriented towards a certain volume.
3. Image-oriented, namely that the company's image can be formed through price.
4. Price stabilization is the determination of prices that aims to maintain a stable relationship between the company's prices and the market leader's prices (Marliza et al., 2022; Nyoto, Sudarno, Sriadmitum, et al., 2023; Nyoto et al., 2024; Sriadmitum et al., 2022).
5. Other objectives include setting prices with the aim of preventing the entry of competitors, maintaining consumer loyalty, supporting repeat sales or avoiding government intervention.

Price Indicator

According to Kotler and Armstrong (2014), there are 4 indicators that characterize prices:

1. Affordability

It is an aspect of pricing carried out by producers or sellers that is in accordance with consumer purchasing power.

2. Price conformity with product quality

Pricing aspects carried out by producers or sellers that are in accordance with the quality of the product that consumers can obtain.

3. Price competitiveness

The price offered by a producer or seller is different and competitive with that offered by other producers for the same type of product.

4. Price match with product benefits

The pricing aspect is carried out by the producer or seller according to the benefits that consumers can obtain from the product purchased.

Customer Satisfaction

According to Tjiptono (2016), satisfaction is an attitude that is decided based on the experience gained, while consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception of the performance (results) of a product with their expectations (Prasetya et al., 2023; Rafizal et al., 2022; Sari et al., 2022).

According to Bachtiar (2018), consumer satisfaction is a positive feeling of consumers related to a product or service while using or after using the product or service. Therefore, consumer satisfaction is the main driver for consumer retention and loyalty.

Factors That Determine Consumer Satisfaction Levels

There are five main factors that companies must pay attention to in determining the level of customer satisfaction, namely:

a. Product quality

Consumers will feel satisfied if the results of their evaluation show that the products they use are of high quality.

b. Quality of Service

Consumers will feel satisfied if they get the service they expect.

c. Emotional

Consumers will feel proud and be confident that other people will be impressed with them if they use a particular brand that tends to have a higher level of satisfaction.

d. Price

Products that have the same quality but set relatively low prices will provide high value to consumers.

e. Cost

Consumers do not need to spend additional costs or waste time to get a product or service and tend to be satisfied with the product or service.

According to Kotler (2014), there are 4 methods identified, namely:

1. Complaints and suggestions system

Every customer-oriented organization/company needs to provide ample opportunity for customers to submit their suggestions, opinions, and complaints. The media used can be in the form of suggestion boxes placed in strategic places (easily accessible or frequently passed by customers), comment cards (which can be filled in directly or sent via post to the company), special toll-free telephone lines, and others.

2. Ghost Shopping

One way to get an idea of customer satisfaction is to employ several people (ghost shoppers) to act or behave as potential customers/buyers of the company's and competitors' products.

3. Lost customer analysis

Companies should contact customers who have stopped buying or have changed suppliers to understand why this happened and to take further corrective/improvement policies.

4. Customer satisfaction survey

In general, many studies have been conducted on customer satisfaction and also provide positive signals that the company is paying attention to its customers.

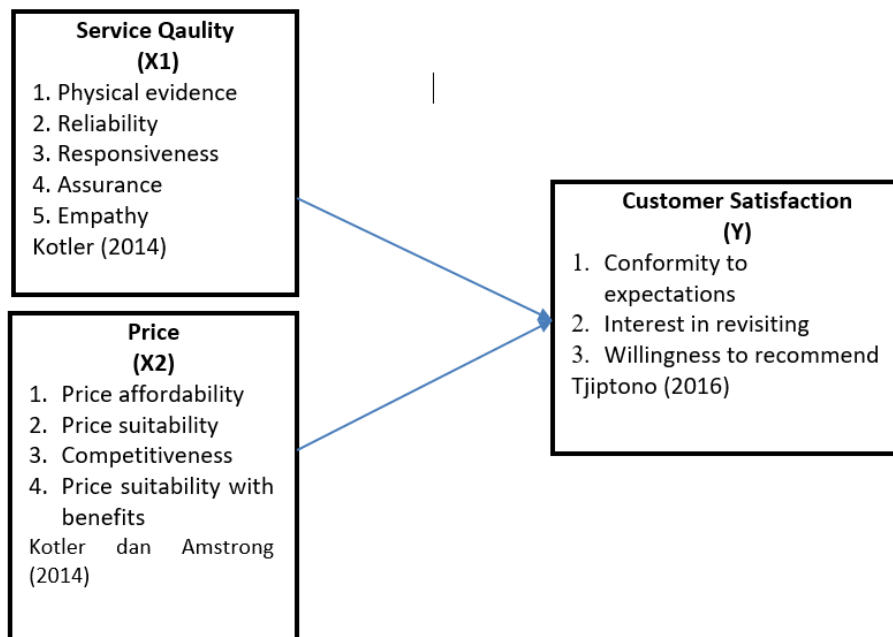
Consumer Satisfaction Indicators

According to Tjiptono (2016), indicators that form consumer satisfaction consist of:

1. Conformity to expectations is the level of conformity between the product performance expected by consumers and that perceived by consumers.

2. Return intention is the consumer's willingness to return or make repeat purchases of related products.
3. Willingness to recommend is the consumer's willingness to recommend what they have experienced to friends or family.

Framework Study



Source: Processed Data, 2023

Picture 1. Framework Study

METHODOLOGY

This research was conducted at Ayam Penyet Ria Restaurant, Jl. Jendral. Sudirman No.88 Pekanbaru. While the research period started from April to June 2024.

According to Sugiyono (2018) population is a generalization area consisting of objects or those that have certain qualities or characteristics that are determined by researchers to be studied and then conclusions are drawn (Junaedi, Panjaitan, et al., 2024; Renaldo, Junaedi, Suhardjo, Jahrizal, et al., 2024; Renaldo, Tavip, et al., 2024). The population in this study were consumers of Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru in 2023, totaling 7,168 people.

According to Sugiyono (2018), a sample is part of the number and characteristics of a population (Agusta & Yusnidar, 2024; Renaldo, Junaedi, Suhardjo, Veronica, et al., 2024; Yenni et al., 2024). Considering the considerable time and cost involved in collecting data from respondents, the researcher applied Slovin's theory to determine the number of samples to be used in this study.

Formula:

$$n = \frac{N}{1 + Ne^2}$$

Where:

n: number of samples

N: population size

e: error tolerance limit (with a tolerance limit of 10%)

From this formula, the sample calculation is as follows:

$$n = \frac{7,168}{1 + 7,168 \times 0.1^2} = 98.62$$

Based on the calculation results, the number of samples in this study was 100 respondents. While the sampling method used was the purposive sampling method, namely the method in which anyone who was sampled by researchers and was considered to meet the criteria as a population was used as a research sample.

RESULTS AND DISCUSSION

Multiple Linear Regression Test

The calculation results for the regression analysis of respondents can be seen in the table below:

Table 6. Multiple Linear Regression Results

| Model | Coefficients ^a | | | | |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 19,605 | 2,807 | | 6,984 | ,000 |
| Quality of Service | ,203 | ,162 | ,005 | 2,048 | ,000 |
| Price | ,584 | ,367 | ,267 | 3,724 | ,008 |

a. Dependent Variable: Consumer Satisfaction

Source: Processed Data, 2024

Based on the table above, the resulting regression equation is:

$$\hat{Y} = a + bX_1 + bX_2$$

$$\hat{Y} = 19.605 + 0.203 X_1 + 0.584 X_2$$

$$\text{Consumer Satisfaction} = 19.605 + 0.203 \text{ Service Quality} + 0.584 \text{ Price}$$

The results and discussion of the regression equation above are:

1. The constant value (a) is 19.605. This means that if the Quality of Service and Price at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru is assumed to have a value of zero (0). Then the Quality of Service and Price at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru remains at 19.605.
2. The regression coefficient value of 0.203 states that the Quality of Service on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru has increased by 0.203.
3. The regression coefficient value of 0.548 states that the Price on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru has increased by 0.548.

Coefficient of Determination (R²)

The value of the Determination Coefficient (R²) is used to explain the proportion of variation in the dependent variable explained by the independent variables together. The results of the determination test can be seen as follows:

Table 7. Results of Determination Coefficient Test (R²)

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .933 ^a | .870 | .867 | 1.07205 |

a. Predictors: (Constant), Price, Service Quality

b. Dependent Variable: Consumer Satisfaction

Source: Processed Data, 2024

Based on table 7, the correlation value (R) produced is 0.933. So, it can be concluded that there is a high relationship between the independent variables and the dependent variable.

While the R Square value is 0.870. This shows that the variables of Service Quality and Price as a whole have an influence of 87.0% on Consumer Satisfaction while the remaining 13.0% is influenced by other variables not examined in this study, for example: Promotion, Brand Image, etc.

Hypothesis Test (t-Test)

The t-test shows how far the influence of an explanatory or independent variable individually in explaining the variation of the dependent variable. Decision making can be done with the following criteria:

- If $t_{count} > t_{table}$ then H_1 is accepted and H_0 is rejected, meaning the independent variable has a significant effect on the dependent variable.
- If $t_{count} < t_{table}$ then H_1 is rejected and H_0 is accepted, meaning that the independent variable does not have a significant effect on the dependent variable.

The t-table value is known at a significance level of 5% (2-tailed) with the following equation:

$$\begin{aligned}
 t_{table} &= n - k - 1: \alpha/2 \\
 &= 100 - 2 - 1: 0.05/2 \\
 &= 97: 0.025 \\
 &= 1,984
 \end{aligned}$$

Description:

n: number of samples

k: number of independent variables

l: constant

Based on the results in table 6, the t-test results can be explained as follows:

1. Service Quality with known value $t_{count} (2.048) > t_{table} (1.984)$ and $Sig.(0.000) < 0.05$. This means that the Service Quality variable has a significant effect on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru.
2. Price with known value $t_{count} (3.724) > t_{table} (1.984)$ and $Sig. (0.008) < 0.05$. This means that the Price variable has a significant effect on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru.

Simultaneous Test (F Test)

To find out whether the independent variables together have a significant influence on the dependent variable at a significance level of 5%, the F test is used where the F-calculated value will be compared with the F-table value where a model is considered feasible if the F-calculated value $>$ F-table value and the sig value $<$ α . The following are the results of the ANOVA test to test the accuracy of the model used:

$$\begin{aligned}
 F_{table} &= n - k - 1 ; k \\
 &= 100 - 2 - 1 ; 2 \\
 &= 97 ; 2 \\
 &= 3.09
 \end{aligned}$$

Information:

n: Number of Samples

k: Number of independent variables

l: Constant

Simultaneous Test Results Table (F Test)

Table 8. ANOVA Test

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|---------|-------------------|
| | Model | Sum of Squares | df | Mean Square | F | Sig. |
| | Regression | 745,909 | 2 | 372,954 | 324,507 | .000 ^b |
| 1 | Residual | 111,481 | 97 | 1.149 | | |
| | Total | 857,390 | 99 | | | |

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Price, Service Quality

Source: Processed Data, 2024

Based on table 8 explained above, it is known that F_{count} is 324.507 with a significance of 0.000 and the number of F_{tables} is 3.09. Thus, it is known that $F_{count} (324.507) > F_{table} (3.09)$ with a significance of 0.000 $<$ 0.05. This shows that Service Quality (X1) and Price (X2) together have an effect on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru.

Discussion

The Influence of Service Quality on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru

Service quality is a profit strategy to attract more new customers, retain existing customers, avoid customer switching and create special advantages. Companies that prioritize good service quality will have an impact on customer satisfaction.

The results of this study indicate that the results of the partial test (t-test) are known to be $t_{count} (2.048) > t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the Service Quality variable has a significant effect on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru. The results of the study above are in line with the research conducted by Safrizal (2015). The researcher analyzed the effect of service quality and price on consumer satisfaction. The results of the study indicate that service quality has a positive and significant effect on purchasing decisions. So, it can be concluded that the research conducted by Safrizal supports the current research.

The Influence of Price on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru

Price is a value or nominal that must be spent by consumers to transact to enjoy a product. If consumers feel that the price offered is suitable, then they will tend to make repeat purchases for the same product. In general, price is one of the benchmarks for the success of a business. The results of this study indicate that the results of the partial test (t-test) are known to be $t_{count} (3.724) > t_{table} (1.984)$ and $Sig. (0.008) < 0.05$. This means that the Price variable has a significant effect on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru.

The results of the study above are in line with the research conducted by Safrizal (2015). The researcher analyzed the influence of service quality and price on consumer satisfaction. The results of the study showed that price has a positive and significant effect on purchasing decisions. So it can be concluded that the research conducted by Safrizal supports the current research.

CONCLUSION

Conclusion

Based on the results of the research that has been conducted, it can be concluded:

1. Simultaneously shows that service quality and price have a significant effect on consumer satisfaction. This is proven by the results of the f test where it is known that $F_{count} (324.507) > F_{table} (3.09)$ with a significance of $0.000 < 0.05$. This shows that Service Quality (X1) and Price (X2) together have an effect on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru.
2. There is a significant influence of service quality on consumer satisfaction, as evidenced by the results of $t_{count} (2.048) > t_{table} (1.984)$ and $Sig. (0.000) < 0.05$. This means that the Service Quality variable has a significant influence on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru
3. There is a significant influence of price on consumer satisfaction, as evidenced by the results of $t_{count} (3.724) > t_{table} (1.984)$ and $Sig. (0.008) < 0.05$. This means that the Price variable has a significant influence on Consumer Satisfaction at Ayam Penyet Ria Jl. Jendral. Sudirman Pekanbaru.
4. Based on the calculation of the Determination coefficient (R2), it is known that R Square is 0.870. This shows that the variables of Service Quality and Price as a whole have an influence of 87.0% on Consumer Satisfaction while the remaining 13.0% is influenced by other variables not examined in the study.

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