



The influence of service quality, location, price and taste on consumer satisfaction at the 99 meatball stall in Sidorukun

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ABSTRACT

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This research aims to find out how much influence service quality, location, price and taste have on consumer satisfaction at Warung Bakso 99 in Sidorukun. Sampling in this study used accidental sampling with a random sampling technique with a sample size of 103 respondents. This research uses Samrt-PLS 4.0 (Partial Least Square). The results of this research conclude that service quality, location, price and taste through a two-way hypothesis test have a significant effect on consumer satisfaction at Warung Bakso 99 in Sidorukun. The results of this research provide the implication that the factors of service quality, location, price and taste are variables that need to be maintained and improved to increase consumer satisfaction at Warung Bakso 99 in Sidorukun.

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1. INTRODUCTION

In the current era of globalization, the business world is developing very rapidly and one of them is the culinary business. The large number of small and medium businesses that are currently established has also led to an increase in the number of similar businesses, resulting in increasingly fierce competition. To deal with situations and circumstances like that, entrepreneurs must be able to make decisions quickly and responsively, so that the business they establish can develop well. Entrepreneurs are required to be able to maintain the market and win competition, one of which is the meatball business.

Meatballs have been a famous food from ancient times until now and meatballs are well accepted by all age groups in society. Meatballs even have a special place in the hearts of their fans. Entrepreneurs create various types of meatballs that can be enjoyed by the public, including firecracker meatballs, mushroom meatballs, rib meatballs, fish meatballs and others. Meatballs are a type of food consisting of ground meat with a fine texture. Then mixed with other ingredients to create an elastic consistency and delicious taste. Adding noodles and sauce to meatballs can be an option for consuming them. Generally, meatballs are served warm.

Currently, competition between culinary entrepreneurs in the meatball business is increasing. Entrepreneurs must be able to compete with other competitors and create new

products that suit current trends and are popular with the public, without copying competitors' products. This competition cannot be avoided in the business world, both large and small. To remain relevant in this modern era, entrepreneurs must develop consumer-centered strategies by prioritizing consumer satisfaction (Wicaksono, Dani A., 2022).

Consumer satisfaction is one of the key factors for the success of a culinary business. Business people who work in the culinary industry certainly understand that customer satisfaction is the most important thing. If consumers are satisfied with the service and food served, they will most likely make repeat purchases. According to Kotler in (Handoko, 2017) consumer satisfaction is a person's feeling of happiness or disappointment that arises from a comparison between his impression of the performance or results of a product and his expectations.

According to Mowen and Minor in (Mutiara et al., 2021) Consumer satisfaction is the general attitude expressed by consumers towards goods and services after purchasing and using them. Consumer confidence in meatball stalls really depends on the level of cleanliness of the food. Meatball stall 99 in Aek Nabara is still operating today. Of course, the 99 meatball stall cannot be separated from the loyalty of its customers. Until now, the meatball stall 99 continues to maintain the authenticity of its taste and meatball menu choices. In this way, the 99 meatball stall has convinced its consumers to remain loyal to it. This event will definitely have a positive impact on the 99 meatball stall, namely it will increase its good reputation among the community.

There are several factors that influence consumer satisfaction, namely service quality, price, location and taste. To increase consumer satisfaction, entrepreneurs are required to make efforts to improve service quality. According to (Muslichati & Wartini, 2015) Service quality can be explained by what consumers feel or what consumers receive regarding the services provided by the company, so that the quality of service among consumers varies because of their respective opinions. Service quality can be measured by how well the level of service provided meets consumer needs. Providing good service is the main factor that determines the success of a company. If the service can meet consumer expectations and needs, this will have an impact on consumers' desire to buy the product or service provided. Service quality is a series of processes that occur in direct relationships between other individuals with the aim of meeting needs and providing satisfaction to consumers with the services provided (Muzaki et al., 2022). Based on the author's observations at the 99 meatball stall, when the visitors are busy, the waiters are still careless in taking orders, making customers feel uncomfortable waiting too long.

Apart from service quality, another thing that can influence consumer satisfaction is location. According to (Cynthia et al., 2022) location is the place where a business carries out activities aimed at generating economic profits from the goods or services sold. For all customers, it will be more practical for them to reach a place if the location is easily accessible. Better than consumer expectations, so consumers feel satisfied and impressed with the products they buy from the company. Success in providing products that are easy to access and meet or even exceed consumer expectations can result in consumer satisfaction that naturally arises (Asih, 2016). The problem experienced by the 99 meatball stall is that the 99 meatball stall is facing obstacles in terms of location where the parking area is still small so that consumers who come to visit have difficulty finding a parking space.

Price is a factor that influences consumer satisfaction and is also an important factor in sales. According to Lupiyoad in (Ariyanti et al., 2022) price plays an important role in the marketing mix, because price determination is directly related to the income received by the company. For business people, pricing must be consistent with the consumer economy so that consumers can buy the goods. The phenomenon that occurs regarding the prices at the meatball 99 stall is that the prices offered by meatball 99 are inconsistent, there are price changes at certain times, such as when basic commodities increase.

According to Drummond and Brefere (2010:3) in research (Husna et al., 2021), food selection must be distinguished from the taste of the food. Taste refers to the sensation felt when food is consumed, and the main determinant of taste in food is the tongue. Warung Bakso 99 has a delicious and delicious taste where the meatballs have a denser texture. Meatball 99 has a soft and chewy texture resulting from a combination of beef and chicken.

2. RESEARCH METHOD

An operational variable is a characteristic, attribute, or value that exists in an individual, object, or activity that will be studied by researchers. These operational variables are identified by researchers and may be used in the analysis process or drawing conclusions. Operational variables briefly explain these variables. And in this research there are two research variables, namely the dependent variable is the consumer satisfaction variable (Y) and the independent variables are service quality (X1), location (X2), price (X3), and taste (X4). This research was conducted at meatball shop 99 located at Sidorukun. The research used in this research is a quantitative approach. In this research, consumers who had visited and purchased meatballs at the 99 meatball stall in Sidorukun were used as the population in Wibisono's research in (Ariska et al., 2022). The research variables in this study are independent variables consisting of Service Quality (X1), Location (X2), Price (X3), Taste (X4) and Consumer Satisfaction (Y). The data collection technique uses a questionnaire that is distributed as a measuring tool in obtaining answer scores from respondents and giving scores using a scale, then the results of the respondents' answers will be analyzed using validity tests, reliability tests, structural model tests, and R-square tests with Smart-Pls. According to Sugiyono in (Rachmadani & Yulianto, 2023) Population is a generalization area consisting of objects and subjects that have certain characteristics and quantities determined by researchers to study and make conclusions. The population used in this research are customers who enjoy the products or services provided by Warung Bakso 99 located in Sidorukun. If we look at the number included in the population, it is not known with certainty (infinite). The sample is part of the number and characteristics of the population, such as limited funds, time and energy, researchers can also use samples from this population (Rachmadani & Yulianto, 2023). This research uses a non-probability sampling technique with a purposive sampling technique. The exact population size is not known because it will be very large and there are no limits. Therefore, to be able to determine the number of samples using the Lemeshow formula in (Rachmadani & Yulianto, 2023).

3. RESULTS AND DISCUSSIONS

The validity test in this research aims to measure whether a questionnaire is valid or not. According to (Rachmadani & Yulianto, 2023) Shows the degree of accuracy between the questionnaire data that actually occurs on the object and the data collected by the researcher. Validity testing uses Pearson correlation in this case to test the validity of this research instrument of 0.05. If the significant value is less than 0.05 then the statement item is valid.

Table 1: Outer Loading – Matrix

	KP.	L.	H.	CR.	K.K.
KP.1		0.822			
KP.2		0.869			
KP.3		0.716			
KP.4		0.814			
KP.5		0.758			
L.1			0.828		

L.2	0.802		
L.3	0.757		
L.4	0.853		
L.5	0.764		
H.1		0.777	
H.2		0.866	
H.3		0.830	
H.4		0.866	
H.5		0.847	
CR.1			0.818
CR.2			0.805
CR.3			0.819
CR.4			0.729
CR.5			0.843
KK.1			0.816
KK.2			0.718
KK.3			0.818
KK.4			0.749
KK.5			0.799

Based on table 1, it states that each indicator has met the requirements for convergent validity. If the value is above 0.5-0.6, it is considered sufficient to meet the requirements for convergent validity. The score value for each indicator above shows between 0.713 to 0.877. Thus, the indicators used are sufficient to meet the validity test requirements.

The reliability test is a measuring tool used to measure the results of the questionnaire whether this research can be trusted or not. If a questionnaire can be said to be reliable, the respondents' answers to a question are stable or consistent from time to time. According to (Rachmadani & Yulianto, 2023) the reliability test is a test of the respondent's consistency in answering questionnaire questions. If the Cronbach alpha value is > 0.60 then the questionnaire is considered reliable.

Table 2: Construct Reliability and Validity – Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Service quality	0.856	0.86	0.897	0.636
Location	0.861	0.868	0.90	0.643
Price	0.894	0.898	0.922	0.702
Taste	0.863	0.870	0.901	0.646
Consumer Satisfaction	0.840	0.849	0.886	0.610

Based on table 2, it shows that each variable has a Cronbach's alpha value above 0.60, so it can be said that the questionnaire in this study is reliable. To strengthen the Cronbach's alpha value, the reliability test can also be seen from the composite reliability value above 0.70, so it is said to be reliable, which means the questionnaire in this study has met the requirements for the reliability test.

Table 3: Path Coefficients – Mean, STDEV, T Value, P Values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Service Quality -> Consumer Satisfaction	0.177	0.178	0.088	2,023	0.043
Location -> Consumer Satisfaction	0.261	0.257	0.126	2,075	0.038
Price -> Consumer Satisfaction	0.261	0.261	0.106	2,455	0.014

Taste -> Consumer Satisfaction	0.281	0.285	0.110	2,544	0.011
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Based on table 3, it is known that the Path Coefficients of the direct influence test can be interpreted as follows: (1) the original sample value of Service Quality on consumer satisfaction is positive at 0.177 and based on T Statistics it is found to be $2.023 > 1.96$. Shows that Service Quality has a positive and significant effect on Consumer Satisfaction at Warung Bakso 99. (2) the original sample location value for Consumer Satisfaction is positive at 0.261 and based on T Statistics $2.075 > 1.96$. Shows that location has a positive and significant effect on consumer satisfaction at Warung Bakso 99. (3) the original sample value of price on consumer satisfaction is positive at 0.261 and based on T statistics it is found to be $2.455 > 1.96$. Shows that Price has a positive and significant effect on Consumer Satisfaction at Warung Bakso 99. (4) the original sample value of Taste on Consumer Satisfaction is positive at 0.281 and based on T Statistics it is found to be $2.544 > 1.96$. Shows that consumer satisfaction has a positive and significant effect on consumer satisfaction at Warung Bakso 99.

Based on the results of data analysis, it can be seen that the quality of service provided by Warung Bakso 99 to consumers has a positive and significant influence on consumer satisfaction. The research results are in accordance with research (Husna et al., 2021) which states that service quality has a positive and significant influence on consumer satisfaction at the Endus Sibuya Rantauprapat stall. The same results were also found in research (Handoko, 2017) which stated that service quality can influence company customer satisfaction. The better and more appropriate the quality of service provided by Warung Bakso 99, the higher the level of consumer satisfaction with Warung Bakso 99.

Based on the results of data analysis, it can be seen that the location of Warung Bakso 99 has a positive and significant influence on consumer satisfaction at Warung Bakso 99. The research results are in accordance with research (Kambey et al., 2021) which states that location has a positive and significant influence on consumer satisfaction. The same thing was also found in research (Ratnasari & Harti, 2016) which stated that location can influence consumer satisfaction. The better and more suitable the location of Warung Bakso 99, the higher the level of consumer satisfaction with Warung Bakso 99.

Based on the results of data analysis, it can be seen that the price of Warung Bakso 99 offered to consumers has a positive and significant influence on consumer satisfaction. These results are supported by research (Rachmadani & Yulianto, 2023) which states that price has a positive and significant influence on consumer satisfaction with the Royal Surabaya meatball depot. The same results were also found in research (Pantilu et al., 2018) which stated that price can influence consumer satisfaction with bendito stalls. The better and more appropriate the prices offered by Warung Bakso 99 to consumers, the higher the level of consumer satisfaction with Warung Bakso 99.

Based on the results of data analysis, it can be seen that the taste of Warung Bakso 99 has a positive and significant influence on consumer satisfaction. These results are supported by research (Idris et al., 2019) who said that taste has a significant influence on Tanjung Sebauk restaurants. The same results were also found in research (Sian & Brandinie, 2022) which states that taste can influence consumer satisfaction. The higher the taste that Warung Bakso 99 produces, the higher the consumer satisfaction at Warung Bakso 99.

4. CONCLUSION

Based on the results of research regarding the influence of service quality, price location and taste on consumer satisfaction at Warung Bakso 99 in Sidorukun, several conclusions can be drawn as follows: Service Quality (X1) has a positive and significant effect on Consumer Satisfaction (Y) at Warung Bakso 99 in Sidorukun. Location (X2) has a positive and significant effect on Consumer Satisfaction (Y) at Warung Bakso 99 in Sidorukun. Price (X3) has a positive and significant effect on Consumer Satisfaction (Y) at Warung Bakso 99 in Sidorukun. Taste (X4) has a positive and significant effect on Consumer Satisfaction (Y) at Warung Bakso 99 in Sidorukun.

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