

The Influence of Waiter Quality, Price and Taste on Customer Satisfaction at Salamae Tolitoli Restaurant

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Abstract

This study aims to determine the influence of service quality, price and taste on customer satisfaction at the salamae Tolitoli restaurant. This study uses quantitative research using an associative approach. The results of this study show that the variable of service quality partially has a positive and significant effect on customer satisfaction. Price variables partially have a positive and significant effect on customer satisfaction. The taste variable partially has a positive and significant effect on customer satisfaction and together the quality of service, price, and taste simultaneously have a positive and significant effect on customer satisfaction at the salamae Tolitoli restaurant. The results of the t-test showed that the three variables partially had a significant effect, while the f-test proved the effect simultaneously. Square's R-value of 0.506 indicates that 50.6% of the variation in customer satisfaction can be explained by all three variables. The remaining 49.4% was influenced by other factors outside the model. The Adjusted R Square value of 0.489 indicates that the model is quite good despite adjustments to the number of variables.

Keywords: *Quality of Service; Pricing; taste; Customer Satisfaction*

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INTRODUCTION

The rapid development of the business world in Indonesia requires business people, especially in the culinary sector, to be able to improve business performance to remain competitive in the midst of fierce competition. In the era of globalization, customer satisfaction is a key factor that determines the success and sustainability of a business, because high satisfaction can form loyalty and a positive image for the company (Kotler & Keller, 2016; Tjiptono, 2016; Sesaria, 2020). Various studies show that service quality, price perception, and taste are the main determinants of customer satisfaction in the food and beverage industry (Hanim, 2022; Maimunah, 2019; Surya, 2021).

In the current era of globalization, which is full of business competition, business actors in the culinary sector are required to always provide optimal service to maintain consumer satisfaction and loyalty. Consumer satisfaction is an important factor that affects the success and survival of business actors. One of the most effective strategies to achieve consumer satisfaction is to improve the quality of service, set competitive prices, and manage the taste of the product to suit the taste of the consumer.

Customer satisfaction is something that must be considered by business actors. In addition to creating a good service, it can also improve a good reputation for business owners. Building and maintaining customer satisfaction is a long-term investment that is very important for business sustainability. Salamae Restaurant serves a variety of home-cooked menus ranging from fried rice, fried noodles and sauces as well as other menus at economical prices. The employees at the salamae restaurant are three people, also provide good and clean facilities so that customers feel comfortable when in the restaurant, because the price of food and drinks is quite high but still affordable for some customers, but by presenting a reasonable price that is considered too high without a proportionate portion ratio or quality, it can reduce the potential of regular customers.

Salamae Tolitoli Restaurant as one of the culinary businesses that serves home cooking menus at affordable prices has tried to provide clean and comfortable facilities and maintain the consistency of taste that suits customer tastes. However, there are still several problems such as suboptimal service speed, unfriendly employee attitudes, and price perceptions that are not fully proportional to the portion or quality received by customers, which has the potential to reduce interest in repeat visits. Therefore, it is important to empirically examine the influence of service quality, price, and taste on customer satisfaction of Salamae Tolitoli Restaurant in order to provide a basis for more precise and sustainable managerial decision-making (Fahriani & Febriyanti, 2022; Sugiyono, 2020; Wardani & Diharto, 2022; Yanto et al, 2022; Nur J. et al, 2024).

From the background that has been described and the phenomena that occur, the author is interested in analyzing "The Influence of Service Quality, Price and Taste on Customer Satisfaction at Salamae Tolitolo Restaurant". From the above background, the researcher formulated the following problems: 1) Does the quality of service have

a significant influence on customer satisfaction?; 2) Does the price have a significant effect on customer satisfaction?

METHODOLOGY

This research is included in quantitative research. According to (Sekaran and Bougie, 2017), quantitative research is a scientific method whose data is in the form of questionnaires or numbers that can be processed and analyzed using mathematical or statistical calculations. The location in this study is located at the Salamae Restaurant, Jl. Siswoyo, Baru, Tolitoli regency. The time needed for researchers to conduct research is estimated to be approximately 3 (three) months, starting from December 2024 to February 2025. The population in this study is customers of the Salamae Tolitoli Restaurant. In this study, 15 indicators were used multiplied by 6, so the number obtained was 90. This study will use 90 samples because it is considered representative. The data collection technique in this study is to use questionnaire data, which is data in the form of questions collected through the questionnaire collection method by the respondent, where the respondent chooses one of the answers provided in the list of questions.

Data Analysis Methods

Validity and Reality Test and Classical Assumption Test

The classical assumption test in this study includes the normality test, the multicollinearity test, and the heteroscedasticity test which aims to ensure the feasibility of multiple linear regression models. Normality tests are performed to ensure normally distributed data, multicollinearity tests to ensure that there are no strong relationships between independent variables, and heteroscedasticity tests to ensure that residual variance is constant (homoskedastic). With the fulfillment of these three tests, the regression model is considered suitable for use in research analysis.

Multiple Linear Regression Analysis

After the classical assumption test is performed and the data is declared eligible, the next step is to perform multiple linear regression analysis to test the influence of independent variables on dependent variables.

The following regression model is used:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Description :

Y = Customer satisfaction
X1 = Service quality
X2 = Taste
X3 = Price
 β_0 = error
 β_0 = Konstanta (intercept)

$\beta_1, \beta_2, \beta_3$ = Regression coefficients that show the influence of each independent variable on the dependent variable.

RESULTS AND DISCUSSION

Data Validity Test

a. Quality of Service (X1)

Table 1. Variable Validity Test X1

No. Item	r hitung	r tabel	sig	kriteria
1.	0,706	0,361	0,01	Valid
2.	0,705	0,361	0,01	Valid
3.	0,821	0,361	0,01	Valid
4.	0,839	0,361	0,01	Valid
5.	0,796	0,361	0,01	Valid
6.	0,845	0,361	0,01	Valid
7.	0,815	0,361	0,01	Valid
8.	0,861	0,361	0,01	Valid
9.	0,701	0,361	0,01	Valid
10.	0,658	0,361	0,01	Valid

Based on the results of the validity test of the X1 variable (Quality of Service), there are 10 statements, all of which are valid because the r value is calculated $>$ the r value of the table and the sig value < 0.05 So that the data is stated that every statement in the X1 variable is suitable for use in this study.

b.Price (X2)

Table 2. Variable Validity Test X2

No. Item	r hitung	r tabel	sig	kriteria
1.	0,909	0,361	0,01	Valid
2.	0,875	0,361	0,01	Valid
3.	0,917	0,361	0,01	Valid
4.	0,918	0,361	0,01	Valid
5.	0,933	0,361	0,01	Valid
6.	0,927	0,361	0,01	Valid
7.	0,922	0,361	0,01	Valid
8.	0,813	0,361	0,01	Valid

Based on the results of the validity test of the X2 variable (Price), there are 8 statements, all of which are valid because the r value is calculated $>$ the r value of the table and the sig value < 0.05 . So the data is stated that every statement in the X1 variable is suitable for use in this study.

c. Taste (X3)

Table 3. Variable Validity Test X3

No. Item	r hitung	r tabel	sig	kriteria
1.	0,835	0,361	0,01	Valid
2.	0,902	0,361	0,01	Valid

3.	0,900	0,361	0,01	Valid
4.	0,849	0,361	0,01	Valid
5.	0,836	0,361	0,01	Valid
6.	0,869	0,361	0,01	Valid

Based on the results of the validity test of the variable X3 (Taste), there are 6 statements, all of which are valid because the r value is calculated $>$ the r value of the table and the sig value < 0.05 .

d. Customer Satisfaction (Y)

Table 4. Variable Validity Test Y

No. Item	r hitung	r tabel	sig	kriteria
1.	0,810	0,361	0,01	Valid
2.	0,909	0,361	0,01	Valid
3.	0,881	0,361	0,01	Valid
4.	0,799	0,361	0,01	Valid
5.	0,691	0,361	0,01	Valid
6.	0,773	0,361	0,01	Valid

Based on the results of the validity test of variable Y (Customer Satisfaction), there are 6 statements that are all valid because the r value is calculated $>$ the r value of the table and the sig value < 0.05 .

2. Reliability Test

Table 5. Reliability Test

Varibel	Cronbach' Alpha	Rule of Thumb	Keterangan
Quality of Service (X1)	0,881	0,7	Reliabel
Pricing (X2)	0,917	0,7	Reliabel
Taste (X3)	0,969	0,7	Reliabel
Consumer Satisfaction (Y)	0,937	0,7	Reliabel

Based on the results of the reliability test, it was obtained that the variables of Service Quality, Price, Taste, and Consumer Satisfaction were realistic because the Alpha Cronbach value was > 0.7 .

Classical Assumption Test Results

Based on the results of the classical assumption test that has been carried out, it can be concluded that the regression model meets all the requirements of the analysis. The normality test shows an Asymp value. Sig of 0.200 which is greater than 0.05, so the data is normally distributed. The multicollinearity test showed that all independent variables, namely service quality, price, and taste, had a tolerance value of > 0.10 and VIF < 10 , which indicates that multicollinearity did not occur. Furthermore, the heteroscedasticity test through the scatterplot and the Glejser test showed that the significance value of each variable was greater than 0.05, so it can be concluded that there are no symptoms of heteroscedasticity. Thus, the regression model is feasible to use for subsequent analysis.

Hypothesis Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,750	2,440		,717	,475
KUALITAS PELAYANAN	,145	,052	,226	2,772	,007
HARGA	,140	,061	,243	2,311	,023
CITA RASA	,450	,120	,404	3,750	<.001

a. Dependent Variable: KEPUASAN PELANGGAN

Based on the results obtained above, the following regression equations can be made:

$$Y = 1.750 + 0.145X_1 + 0.140X_2 + 0.450X_3 + e$$

The results of multiple linear regression analysis showed that service quality, price, and taste had a positive and significant effect on customer satisfaction, as shown by the regression equation ($Y = 1.750 + 0.145X_1 + 0.140X_2 + 0.450X_3 + e$), with taste as the most dominant variable. The results of the partial (t) and simultaneous (F) tests confirmed that the three variables individually or together contributed significantly to customer satisfaction, while the determination coefficient value (R^2) of 0.506 showed that 50.6% of the variation in customer satisfaction could be explained by the model, and the rest was influenced by other factors outside the study.

CONCLUSION

Based on the results of the research, it can be concluded that the quality of service, price, and taste partially or simultaneously have a significant effect on customer satisfaction of Salamae Tolitoli Restaurant, with taste as the most dominant factor. Therefore, management is advised to continue to improve the quality of service, adjust prices to the quality provided, and maintain and develop flavor through recipe consistency, use of quality ingredients, menu innovation, and periodic evaluations based on customer feedback to increase customer satisfaction and loyalty in the future.

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