



The Influence of Service Quality and Price on Customer Satisfaction at Roti Bakar 88 Kemayoran, Jakarta

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ABSTRACT

This study aims to find out the influence of service quality and price on the customers' satisfaction at Roti Bakar 88 Kebayoran, Jakarta. This research is a quantitative study using descriptive quantitative methods. Data collection was carried out through questionnaires distributed to 150 respondents. Data analysis methods used are validity test, reliability test, descriptive statistical test, determinant coefficient test, multiple linear regression test, T test, and F test. Based on the research results, it shows that service quality has a significant and positive influence on customers' satisfaction with a magnitude of 0.291, which means that if the service quality increases, the level of customers' satisfaction will be higher. Price has a significant and positive effect no customers' satisfaction with magnitude of 0.419, which means that if the price increases, the level of customers satisfaction will decrease.

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1. Introduction

The lifestyle of the community that continues to develop has made business people more creative in running a business. The culinary sector is a business opportunity that is currently soaring in the market. The presence of new culinary businesses that are increasingly mushrooming is a challenge for culinary business managers who have been running a business since this sector is less attractive to the general public.

According to Sukmawati (2018) factors that can encourage customer satisfaction are product quality, price, service quality, emotional factors, costs, and convenience. Business owners can pay attention to these driving factors, so that satisfaction for consumers after consuming goods or services can be achieved. The most important thing for business actors is winning the competition by providing satisfaction to customers through the delivery of quality products and services at competitive prices.

Satisfaction is a measure of the customer's experience with a product or service that is experienced. Through this experience, customers can build a certain scale. This scale will have an impact on customers to compare the competitors of the product or service they have experienced. If the company provides a good quality product or service, then customer expectations will be fulfilled and in the end it can provide satisfaction for customers compared to existing competitors.

Providing good service to customers by a company will create customer satisfaction. If customers are satisfied, they will make repeat purchases and recommend others to buy at the same place. Therefore, companies must think about the importance of customer service in a more mature manner through service quality. In addition, price plays an important role in the marketing mix because pricing is directly related to the revenue that the company will earn. Pricing is also important regarding the extent to which services are valued by customers.

One of the culinary businesses that is experiencing the impact of the current competition is Roti Bakar 88. This business has been running since 2015 with its initial location in Tangerang. Over time, Roti Bakar 88 opened franchise partnership programs in several areas, including in Kebayoran, Jakarta. Location Roti Bakar 88 Kebayoran is located at Jln. Ciledug Raya No. 47, Kebayoran Lama, South Jakarta. The emergence of similar types of businesses around Kebayoran is evidence of the increasingly intense culinary competition. The service and price factors offered by business owners are an advantage in competing in similar business fields. This requires the manager of Roti Bakar 88 Kebayoran to create a strategy to be able to compete with its competitors.

Before conducting research at Roti Bakar 88 Kebayoran, researchers had made observations at Roti Bakar 88 Kebayoran. From the results of these observations, it was found that several factors reduce the level



of customer satisfaction, including the response of long waiters when serving customers, a lack of knowledge of the products being sold or so-called product knowledge, and determining the selling price that is not in accordance with the services provided.

According to the results of an interview with Bpk. Saiful as the Supervisor at Roti Bakar 88 Kebayoran, the number of customer visits and sales at Roti Bakar 88 Kebayoran has tended to fluctuate since it first started operating in 2016. This has an impact on the unstable revenue sector for Roti Bakar 88 Kebayoran. This needs special attention so that the number of visitors to Roti Bakar 88 Kebayoran can increase. For this reason, this study intends to reveal the effect of service quality and price on customer satisfaction of Roti Bakar 88 Kebayoran

2. Literature Review

2.1 Service quality

Technological developments can result in intense competition for reaching and retaining customers. Service quality is an obligation that the company needs to do in order to survive and still earn customer trust. The lifestyle and consumption patterns of customers force the company to provide quality services. In general, service quality is very important in contributing to service-based companies, because optimal service quality will result in maximum profit for the company. Kapo (2016) states that the success of companies in providing quality services can be determined by the Service Quality approach that has been developed by Parasuraman.

Service quality can be defined as an effort to fulfill consumers' fulfillment and the accuracy of its delivery in balancing consumer expectations. Service Quality is the difference between the expectations and the reality of the customers for the services they receive. Service Quality can be found by comparing customer perceptions of the service they actually receive with the actual service they expect (Anggara, 2018; Sunarsi, 2020; Salengo, 2020)

Abdul Basit (2018) states that service quality refers to customer assessments of the core of the service, namely the service provider himself or the entire service organization, most people are now starting to show demands for excellent service, they no longer just need quality products but they prefer to enjoy the convenience of service.

Service is a very important aspect, especially for companies engaged in the service sector. In this case, the physical product is usually supported by a variety of product initials. The core product in question is generally a specific service. Therefore, it is important theoretically to understand the limitations, meanings, and factors that affect the service itself.

Retno Yuliatri (2015) argues that service quality is a long-term cognitive evaluation of customers towards the delivery of services of a company. In general, the excellent service provided by a company will be directly proportional to customer satisfaction and high repurchase decisions. Lupiyoadi (2008) argues that service quality can be seen from five dimensions, including:

- a. Tangibles, or physical evidence, namely the company's ability to show its existence to external parties. What is meant is that the appearance and capability of the company's physical facilities and infrastructure and the condition of the surrounding environment are tangible evidence of the services provided.
- b. Reliability, or reliability, namely the company's ability to provide services as promised accurately and reliably.
- c. Responsiveness, or responsiveness, which is a willingness to help and provide fast and accurate service to customers, by delivering clear information.
- d. Assurance, or assurance and certainty, namely the knowledge, politeness, and ability of company employees to foster customers' trust in the company.
- e. Empathy, namely giving sincere and individual or personal attention given to customers by trying to understand customer desires.

2.2 Price

Chusnul Ayu (2018) states the factors that affect prices are as follows:

- a. Selling price, is the final price applied by the producer after calculating all production costs.
- b. Price suitability, the level of price determined in accordance with the quality of the product.
- c. Price Comparison, a comparison of prices with similar products or substitutes so that consumers will be able to make their choice of several alternative products.

2.3 Customer Satisfaction

Efendi (2016) argues that satisfaction is a feeling of pleasure or disappointment for someone that comes

from a comparison of his impressions of the performance (or results) of a product and expectations. Meanwhile, Linda (2020) states that customer satisfaction is defined as a customer response to the mismatch between the previous level of importance and the actual performance it feels after use. Through the expert's opinion, it can be concluded that satisfaction is the level of one's perception in showing the benchmark results of the product (service) performance obtained and expected. When the performance is lower than expected, the customer is dissatisfied. Furthermore, if the performance meets expectations, the customer will be satisfied. Furthermore, when the performance exceeds expectations, the customer is very satisfied. Customer perceptions of service quality greatly affect the level of customer satisfaction. Qin (2010) states that indicators of customer satisfaction are:

- a. Recommendation is recommending products that have been purchased to other consumers.
- b. Intention is the intention to repurchase.
- c. Say good things are saying good things after buying.

3. Research Method

This study uses a descriptive analysis method with a quantitative approach to systematically and factually describe the facts and relationships between the variables investigated through data collection, processing, analyzing, and interpreting data in statistical hypothesis testing. The unit of analysis that is observed and discussed further in this study is consumers who come to Roti Bakar 88 Kebayoran, Jakarta. In this study, the independent variables studied were service quality (X1) and price (X2). The indicators that the writer will use to measure service quality according to Lupiyoadi (2006) are: tangible, reliability, responsiveness, assurance, and empathy. Meanwhile, the indicators that the author will use to measure prices according to Chusnul Ayu (2019) are: selling price, price suitability, and price comparisons.

4. Result and Discussion

Male participants who filled out the questionnaire were 30 (36.1 percent) while for female participants were 53 (63.9 percent). So it can be concluded that the majority of participants are women.

There were 11 participants aged 17 years (13.3 percent), 57 participants aged 18 years (68.7 percent), 13 participants aged 19 years (15.7 percent), and 2 participants over 19 years old (2.4 percent). So it can be concluded from the majority of 83 participants aged 18 years with a total of 57 people.

The number of participants adhering to Christianity / protestants is 19 people (22.9 percent), 22 people are Buddhists (26.5), 20 people are Catholic (24.1 percent), 21 people are Muslim. (25.3 percent), who adhere to Hinduism amounted to 1 person (1.2 percent). So it can be concluded that from a total of 83 participants, only 1 participant adheres to the Hindu religion while the rest is fairly evenly distributed.

The number of participants whose parents' income ranged from 1,000,000 - 5,000,000 was 23 people (27.7 percent), whose parents had an income ranging from 5,000,000 - 10,000,000, totaled 30 people (36.1 percent), and whose parents income of more than 10,000,000 is 30 people (36.1 percent). It can be concluded that the distribution of the number of participants is evenly distributed in terms of parents' income.

The domicile of participants from several regions originating from the Sumatra region is 19 people (22.9 percent), 44 people from the Java region (53 percent), 14 people from the Kalimantan region (16.9 percent), who 2 people from the Sulawesi region (2.4 percent), 2 people from the Bali region (2.4 percent) and 2 people from Papua (2.4 percent). So it can be concluded that the majority of participants came from the Java region, amounting to 44 out of 83 participants.

4.1 Validity test

The validity test will test each variable that will be used in this study, where all research variables contain 22 statements that must be answered by the respondent. The criteria used in determining whether or not the statements used in this study are as follows:

Significance level (level of confidence) = 90%

Degree of freedom (df) = n - 2

$150 - 2 = 148$, then the r table obtained is 0.160

Based on the results of the validity test, where $N = 148$ and r table is 0.160, it shows that all statement items can be used because r count is greater than r table so that it can be declared to meet the validity requirements.

4.2 Reliability Test

The reliability level of a construct / variable can be seen from the Cronbach Alpha (α) statistical results of a variable that is said to be reliable if it gives a Cronbach Alpha value > 0.70 (Ghozali, 2016). The results of reliability testing in the table above show that the variable X and variable Y have a Cronbach's Alpha value greater than 0.70 (Ghozali, 2016). So it can be concluded that the measuring instrument used in this study is reliable or consistent and can be answered by the respondent

4.3 Descriptive Statistical Analysis

a. Variable Quality of Service

Descriptive analysis aims to clarify the visualization of the research variables. The service quality variable has five indicators, namely Tangible (Physical Evidence), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Guarantee), and Empathy (Attention)

1) Tangible (Physical Evidence)

Most of the respondents agreed with the statement that "Roti Bakar 88 Kebayoran has a wide and sturdy building". This can be seen from 150 respondents, 56.7% stated that they agreed that Roti Bakar 88 Kebayoran had a wide and sturdy building, 30.7% stated that they strongly agreed that Roti Bakar 88 Kebayoran had a spacious and sturdy building, 12% stated that they did not agree that Roti Bakar 88 Kebayoran has a spacious and sturdy building, and 0.7% stated that they disagreed with the statement that Roti Bakar 88 Kebayoran had a spacious and sturdy building.

Most of the respondents agreed with the statement that "Roti Bakar 88 Kebayoran employees are in clean and tidy uniforms". This can be seen from 150 respondents, 52.7% agreed that the employees of Roti Bakar 88 Kebayoran were in clean and tidy uniforms, 32% stated that they strongly agreed that the employees of Roti Bakar 88 Kebayoran were in clean and tidy uniforms, 14% stated that they did not agree that the employees of Roti Bakar 88 had clean and tidy uniforms. Uniformed Kebayoran are clean and tidy, and 1.3% disagree with the statement of employees of Roti Bakar 88 Kebayoran in uniforms that are clean and tidy.

2) Reliability

Respondents agreed with the statement that "Purchases at Roti Bakar 88 Kebayoran can be done quickly". This can be seen from 150 respondents, 48% agreed that purchases at Roti Bakar 88 Kebayoran were carried out quickly, 33.3% stated strongly that purchases at Roti Bakar 88 Kebayoran were carried out quickly, 16.7% stated that they did not agree that purchases at Roti Bakar 88 Kebayoran were made quickly. Roti Bakar 88 Kebayoran is done quickly, and 2% disagree that purchases at Roti Bakar 88 Kebayoran are done quickly.

Most of the respondents agreed with the statement that "Roti Bakar 88 Kebayoran employees are careful in completing payment transactions". This can be seen from 150 respondents, 48.7% agreed that the employees of Roti Bakar 88 Kebayoran were careful in completing payment transactions, 38% stated that they strongly agreed that the employees of Roti Bakar 88 Kebayoran were careful in completing payment transactions, 12.7% stated that they did not agree that Roti Bakar 88 Kebayoran employees are careful in completing payment transactions, and 0.7% disagree that Roti Bakar 88 Kebayoran employees are careful in completing payment transactions.

3) Responsiveness (Responsiveness)

Most of the respondents agreed with the statement "Roti Bakar 88 Kebayoran employees serve new customers who come quickly". This can be seen from 150 respondents, 49.3% agreed that the employees of Roti Bakar 88 Kebayoran to serve customers who had just arrived quickly, 36.7% stated that they strongly agreed that the employees of Roti Bakar 88 Kebayoran to serve customers who had just arrived quickly, 12% stated that it was not enough. agree that Roti Bakar 88 Kebayoran employees serve new customers who come quickly, and 2% disagree that employees of Roti Bakar 88 Kebayoran serve new customers who come quickly.

Most of the respondents agreed with the statement that "Roti Bakar 88 Kebayoran employees are always responsive to the problems faced by customers". This can be seen from 150 respondents, 45.3% agreed that the employees of Roti Bakar 88 Kebayoran were always responsive to the problems faced by customers, 30.7% stated that they strongly agreed that Roti Bakar 88 Kebayoran employees were always responsive to the problems faced by customers, 21, 3% disagree with Roti Bakar 88 Kebayoran employees who are always responsive to the problems faced by customers, and 2.7% disagree with the statement of Roti Bakar 88 Kebayoran employees who are always responsive to the problems faced by customers.

4) Assurance

Most of the respondents agreed with the statement that "I am easy to contact Roti Bakar 88 Kebayoran in terms of providing criticism, suggestions, comments, questions, and complaints". This can be seen from 150 respondents, 48.7% agreed with the statement of ease for respondents to



contact Roti Bakar 88 Kebayoran in terms of delivering criticism, suggestions, comments, questions, and complaints, 26% stated strongly agree with the statement of ease for respondents to contact Roti Bakar 88 Kebayoran in terms of delivering criticism, suggestions, comments, questions, and complaints, 21.3% expressed disagreement with the statement of ease for respondents to contact Roti Bakar 88 Kebayoran in terms of delivering criticism, suggestions, comments, questions, and complaints, 2.7% disagreed with the statement of convenience for respondents to contact Roti Bakar 88 Kebayoran in terms of delivering criticism, suggestions, comments, questions, and complaints, and 1.3% stated strongly disagreed with the statement of ease for respondents to contact Roti Bakar 88 Kebayoran in terms of delivering criticism, suggestions, comments, questions and complaints.

Most of the respondents agreed with the statement that "Roti Bakar 88 Kebayoran employees are able to explain customer problems". This can be seen from 150 respondents, 49.3% stated that they agreed that Roti Bakar 88 Kebayoran employees were able to explain customer problems, 28% stated that they strongly agreed that Roti Bakar 88 Kebayoran employees were able to explain customer problems, 20% stated that they did not agree with Roti Bakar 88 employees. Kebayoran is able to explain customer problems, and 2.7% disagree that Roti Bakar 88 Kebayoran employees are able to explain customer problems.

5) Empathy (Attention)

Most of the respondents agreed with the statement that "Roti Bakar 88 Kebayoran employees care about customer desires". This can be seen from 150 respondents, 46% agreed that Roti Bakar 88 Kebayoran employees cared about customer desires, 39.3% stated that Roti Bakar 88 Kebayoran employees cared about customer desires, 13.3% stated that they did not agree with Roti Bakar 88 Kebayoran employees care about customer desires, and 1.3% stated that Roti Bakar 88 Kebayoran employees do not care about what customers want.

Most of the respondents agreed with the statement that "Roti Bakar 88 Kebayoran employees maintain good relationships with customers". This can be seen from 150 respondents, 50.7% agreed that the employees of Roti Bakar 88 Kebayoran maintain good relationships with customers, 36% stated that they strongly agreed that the employees of Roti Bakar 88 Kebayoran maintain good relationships with customers, 11.3% stated that they did not agree Roti Bakar 88 Kebayoran employees maintain good relationships with customers, and 2% say Roti Bakar 88 Kebayoran employees do not maintain good relationships with customers.

b. Price Variable

1) Selling price

Respondents stated that they strongly agreed with the statement that "The price offered for Roti Bakar 88 Kebayoran is affordable for me". This can be seen from 150 respondents, 47.3% stated strongly that the price offered for Roti Bakar 88 Kebayoran was affordable by the respondent, 42.7% agreed that the price offered for Roti Bakar 88 Kebayoran was affordable by the respondent, and 10% stated that they did not agree. The price offered for Roti Bakar 88 Kebayoran is affordable to the respondents.

Most of the respondents stated that they strongly agreed with the statement that "The price offered for Roti Bakar 88 Kebayoran varies according to the size of the product". This can be seen from 150 respondents, 48.7% stated that they strongly agree that the price offered for Roti Bakar 88 Kebayoran varies according to the size of the product, 43.3% agrees that the price offered for Roti Bakar 88 Kebayoran varies according to the size of the product, 7, 3% stated that the price offered for Roti Bakar 88 Kebayoran varied less according to the size of the product, and 0.7% stated that the price did not vary according to the size of the product.

2) Price Match

Most of the respondents agreed with the statement that "The price offered for Roti Bakar 88 Kebayoran is in accordance with the quality of the product". This can be seen from 150 respondents, 50% agreed that the price offered for Roti Bakar 88 Kebayoran was in accordance with the quality of the product, 42% stated that they strongly agreed that the price offered for Roti Bakar 88 Kebayoran was in accordance with the quality of the product, 7.3% stated that they did not agree with the price offered offered Roti Bakar 88 Kebayoran according to product quality, and 0.7% stated that the price offered for Roti Bakar 88 Kebayoran was not in accordance with the quality of the product.

Most of the respondents agreed with the statement that "The price offered for Roti Bakar 88 Kebayoran is in accordance with the desired result". This can be seen from 150 respondents, 48.7% agreed that the price offered for Roti Bakar 88 Kebayoran was in accordance with the desired results, 39.3% stated that they strongly agreed that the price offered for Roti Bakar 88 Kebayoran

was in accordance with the desired results, and 12% disagree with the price offered for Roti Bakar 88 Kebayoran according to the desired result.

3) Price comparison

A large number of respondents agreed with the statement that "The price offered by Roti Bakar 88 Kebayoran is cheaper than other competitors". This can be seen from 150 respondents, 45.3% agreed that the price offered by Roti Bakar 88 Kebayoran was cheaper than other competitors, 32.7% stated that they strongly agreed that the price offered by Roti Bakar 88 Kebayoran was cheaper than other competitors, 20% stated that they do not agree that the price offered by Roti Bakar 88 Kebayoran is cheaper than other competitors, and 2% stated that the price offered by Roti Bakar 88 Kebayoran is more expensive than other competitors.

Most of the respondents agreed with the statement that "The price offered by Roti Bakar 88 Kebayoran can compete with other competitors". This can be seen from 150 respondents, 46.7% agreed that the price offered by Roti Bakar 88 Kebayoran could compete with other competitors, 42% stated that they strongly agreed that the price offered by Roti Bakar 88 Kebayoran could compete with other competitors, and 11.3% disagree that the price offered for Roti Bakar 88 Kebayoran can compete with other competitors.

c. Customer Satisfaction Variables

1) Recommendation

Most respondents strongly agreed with the statement that "Roti Bakar 88 Kebayoran deserves to be recommended to other customers". This can be seen from 150 respondents, 47.3% stated strongly agreed Roti Bakar 88 Kebayoran deserves to be recommended to other customers, 43.3% agreed Roti Bakar 88 Kebayoran deserves to be recommended to other customers, and 9.3% stated that Roti Bakar 88 Kebayoran is worthy to be recommended to other customers.

Most respondents agreed with the statement that "I would recommend Roti Bakar 88 Kebayoran to other customers". This can be seen from 150 respondents, 52% agreed that respondents would recommend Roti Bakar 88 Kebayoran to other customers, 42% strongly agreed that respondents would recommend Roti Bakar 88 Kebayoran to other customers, and 6% disagreed that respondents would recommend Roti Bakar 88 Kebayoran to other customers.

2) Intention

Most respondents strongly agreed with the statement that "I will come back to Roti Bakar 88 Kebayoran". This can be seen from 150 respondents, 46% strongly agreed to come back to Roti Bakar 88 Kebayoran, 43.3% stated that respondents agreed to come back to Roti Bakar 88 Kebayoran, and 10.7% of respondents stated that they did not necessarily come back to Roti Bakar 88 Kebayoran.

Most respondents agreed with the statement that "I intend to repurchase at Roti Bakar 88 Kebayoran". This can be seen from 150 respondents, 48.7% stated that respondents agreed to intend to make a repurchase at Roti Bakar 88 Kebayoran, 42% stated that respondents strongly agreed to intend to make a repurchase at Roti Bakar 88 Kebayoran, 7.3% of respondents stated that they had no intention of repurchase at Roti Bakar 88 Kebayoran.

3) Say Good Things

Most respondents agreed with the statement that "I applaud Roti Bakar 88 Kebayoran after the trade transaction". This can be seen from 150 respondents, 50.7% stated that respondents agreed to praise Roti Bakar 88 Kebayoran after the trade transaction, 37.3% stated that respondents strongly agreed to praise Roti Bakar 88 Kebayoran after the trade transaction, 11.3% stated that respondents did not necessarily praise Roti Bakar 88 Kebayoran after the sale transaction, and 0.7% of respondents did not praise Roti Bakar 88 Kebayoran after the sale transaction.

Most respondents agreed with the statement that "I told someone else about Roti Bakar 88 Kebayoran". This can be seen from 150 respondents, 51.3% of respondents agreed to tell good things about Roti Bakar 88 Kebayoran to others, 38% of respondents expressed strongly agreed to tell good things about Roti Bakar 88 Kebayoran to others, 10% of respondents stated not necessarily to tell good things about Roti Bakar 88 Kebayoran to others, and 0.7% stated that they would not tell good things about Roti Bakar 88 Kebayoran to others.

4.4 Descriptive Statistical Test

Descriptive statistical tests are useful for describing the real situation.

Roti Bakar 88 Kebayoran has a mean value of 4.13 for variable quality of service, 4.29 for variable price, and 4.34 for variable customer satisfaction. So, it can be stated that Roti Bakar 88 Kebayoran has good service quality, affordable price, and has a level of satisfaction of satisfied customers. The lowest value is owned by the assurance indicator or guarantee with a mean value of 3.99 and the highest value is owned by

the empathy or attention indicator with a mean value of 4.22. The total mean of the variable quality of service is 4.13, then according to the interval table that has been obtained in table 3.5, the quality of service in Roti Bakar 88 Kebayoran is relatively good.

The mean result for the price variable, the lowest value is owned by the price comparison indicator with a mean value of 4.2 and the highest value is owned by the selling price indicator with a mean value of 4.39. The total mean of the variable price is 4.3, then according to the interval table that has been obtained in table 3.5, the price in Roti Bakar 88 Kebayoran is very affordable for customers.

For The Customer Satisfaction variable, the mean obtained, the lowest value is owned by the say good things indicator with a mean value of 4.26 and the highest value is owned by the recommendation indicator with a mean value of 4.37. The total mean of customer satisfaction variable is 4.32, then according to the interval table that has been obtained in table 3.5, the customer satisfaction level of Roti Bakar 88 Kebayoran is classified as very satisfied.

4.5 Determinant Coefficient Test

The result of the coefficient of determination in table 4.37 above, the amount of Adjusted R Square is 0.656. The result of this statistical calculation means the ability of independent variables (Service Quality and Price) in describing changes in dependent variables (Customer Satisfaction) of 65.6%, the remaining 34.4% described by other variables outside the regression model analyzed.

4.6 Multiple Linear Regressions

Multiple linear regression equations can be arranged as follows:

$$Y = 3.090 + 0.291X_1 + 0.419X_2 + e$$

- Constant value of 3,090, this indicates if the variable Service Quality and Price, if considered constant (0), then Customer Satisfaction is 3,090.
- Variable regression coefficient of Service Quality (X_1) of 0.291. This means that every increase in Service Quality by 1 unit will increase Customer Satisfaction by 0.291 units.
- Variable price regression coefficient (X_2) of 0.419. This means that each price increase of 1 unit will increase Customer Satisfaction by 0.419 units.

4.7 Hypothesis Test

a. Partial Test (t Test)

Service Quality has a value of $t_{hitung} = 7,615 > t_{tabel} = 1,976$ with a significant rate of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. So that the Quality of Service affects Customer Satisfaction. Price has a value of $t_{hitung} = 6,605 > t_{tabel} = 1,976$ with a significant level of $0.000 < 0.05$, then H_0 is rejected and H_2 is accepted. So the Price affects Customer Satisfaction. Simultaneous Test (Test F) ANOVA test results show the value of $F_{hitung} 143,231 > 3.06 F_{tabel}$ and significant for Service Quality and Price, is 0.000 or less than 0.05. It can then be decided to reject H_{03} and accept H_{a3} , so it can be concluded that:

- H_{03} rejected, there is no influence of quality of service and price on customer satisfaction at Roti Bakar 88 Kebayoran.
- H_{a3} accepted, there is an influence of quality of service and price on customer satisfaction at Roti Bakar 88 Kebayoran.

5. Conclusion

The quality of service significantly and positively affects customer satisfaction at Roti Bakar 88 Kebayoran, Jakarta. The magnitude of the influence is 0.291 which means that if the quality of service increases then the level of customer satisfaction is higher. The price has a significant and positive effect on customer satisfaction at Roti Bakar 88 Kebayoran, Jakarta. The magnitude of the influence is 0.419 which means that if the price increases then the level of customer satisfaction will decrease. The quality of service and price has a significant influence on customer satisfaction. The magnitude of the influence was 65.6%, where the other factors were 34.4% and were not studied in this study.

The manager of Roti Bakar 88 Kebayoran needs to review the quality of service, especially on the assurance indicator. Customers have difficulty contacting Roti Bakar 88 Kebayoran in terms of submitting criticisms, suggestions, comments, questions, and complaints. In addition, employees of Roti Bakar 88 Kebayoran are less able to explain customer problems. The need for knowledge for employees to explain the various products sold and available at Roti Bakar 88 Kebayoran. In addition, the management needs to provide media for customers to easily convey criticism and suggestions for Roti Bakar 88 Kebayoran. Furthermore, researchers are expected to be able to add other variables that are thought to affect customer satisfaction, such as product quality, product marketing, and company image. So that the complete information is obtained related to the factors that affect customer satisfaction in Roti Bakar 88 Kebayoran.

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