

## THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION BAKSO SONHAJI SONY LAMPUNG

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### ABSTRACT

Based The food and beverage industry can survive and increase during the time of covid-19. The culinary sector is the largest contributor to PDB in the creative industry. In the midst of the people's weakening purchasing power, the contribution of Indonesian consumer spending on food spending is still the largest, because of this the culinary business in Indonesia continues to grow, one of which is in Lampung. Lampung has a variety of famous culinary. One of the legendary and famous culinary is Bakso Sonhaji Sony Lampung. Sales of Bakso Sonhaji Sony Lampung increased in 2019 - 2020, therefore, customer reviews also increased. There are positive reviews and not a few negative reviews and low ratings given by customers regarding products and services of Bakso Sonhaji Sony Lampung. Finding out how product and service quality affects consumer satisfaction of Bakso Sonhaji Sony Lampung is the aim of this study. Primary data are obtained from the distribution of questionnaires using a Likert scale with 100 respondents. The SPSS (Statistical Program for Science) application was used to perform multiple linear regression on the data in this study. From the results of questionnaires and data processing, this study shows that product quality has a partial effect on customer satisfaction. service quality has a partial effect on customer satisfaction. There is a simultaneous influence on product quality and service quality on customer satisfaction.

Keywords : Product Quality; Service Quality; Customer Satisfaction

### ABSTRAK

*Industri makanan dan minuman dapat bertahan dan mengalami kenaikan pada saat covid-19. Sektor kuliner menjadi penyumbang PDB terbesar pada industri kreatif. Ditengah daya beli masyarakat yang melemah, kontribusi pengeluaran konsumen Indonesia untuk belanja makanan masih menjadi yang paling besar, karena hal tersebut bisnis kuliner di Indonesia terus berkembang salah satunya di Lampung. Salah satu kuliner yang legendaris dan terkenal yaitu Bakso Sonhaji Sony Lampung. Penjualan Bakso Sonhaji Sony Lampung mengalami kenaikan pada tahun 2019 – 2020, maka dari itu bertambah juga ulasan dari pelanggan. Terdapat ulasan positif dan ulasan negatif serta rating rendah yang diberikan pelanggan terkait produk dan pelayanan Bakso Sonhaji Sony Lampung. Mengetahui bagaimana pengaruh kualitas produk dan pelayanan terhadap kepuasan konsumen Bakso Sonhaji Sony Lampung merupakan tujuan dari penelitian ini. Teknik pengumpulan data yang digunakan adalah data primer dari penyebaran kuesioner dengan menggunakan skala likert sebanyak responden sebanyak 100 responden. Aplikasi SPSS (Statistical Program for Science) digunakan untuk melakukan regresi linier berganda pada data dalam penelitian ini. Dari hasil kuesioner dan pengolahan data, penelitian ini menunjukkan bahwa kualitas produk berpengaruh secara parsial terhadap kepuasan pelanggan. Kualitas pelayanan*

*berpengaruh secara parsial terhadap kepuasan pelanggan. Kemudian, secara simultan kualitas produk dan kualitas pelayanan terhadap kepuasan pelanggan.*

*Kata Kunci : Kualitas Produk; Kualitas Pelayanan; Kepuasan Pelanggan*

## INTRODUCTION

Covid-19 has an impact on the global economy (Purwanto, 2021) and has made the survival of various industries in the world threatened and experiencing a downturn, including in Indonesia (Pulungan, 2020). However, the food and beverage industry is one of the industries that can survive the Covid-19 conditions. This is evidenced in the first quarter 2021 report, where the food and beverage industry growth increased by 2.45% and the food and beverage industry is said to be one of the highest manufacturing industries.(Yudhisthira, 2021). The Central Statistics Agency (BPS) noted that three main sub-sectors in Indonesia, namely culinary, fashion, and craft, were the biggest contributors to the 16 creative economy sectors. Culinary provides 41.69% of the PDB of the creative economy and is the largest because it is one of the basic and main needs of the Indonesian people. In Indonesia, 68% of the 8.2 million creative industries units are involved in the culinary industry and have significant growth potential. (Lina, 2018). It is supported by many people starting the culinary business because of its convenience in terms of manufacturing, service and consumption (Ananda, 2021). Even though people's purchasing power at the time of Covid-19 was relatively weak, it did not stop the community's enthusiasm to open a culinary business.

As a result of Covid-19, people's purchasing power has weakened, recorded in the first quarter of 2021, according to BPS, the purchasing power of the people was minus 2.23% (Supriyatna, I., & Djailani, 2021). Even so, the contribution of Indonesian consumers to food spending is still the highest at 22%. This proves that many people spend money to buy food, in addition to opening a culinary business in Indonesia. One area that is growing rapidly in the culinary industry is Lampung (Trihendrawan, 2020). This can be proven from the number of restaurants to cafes, which continue to appear in Lampung. Some culinary tours in Lampung are cheap and delicious, one of them is Bakso Sonhaji Sony Lampung, which is recognized by many tourists and is the most popular. (Globaldrafnnews.com, n.d.). Bakso Sonhaji Sony Lampung is one of the most delicious and sought-after meatball stalls in Lampung (Haryadi, 2016). In addition, Bakso Sonhaji Sony Lampung is a culinary icon in Lampung that is in demand by

people inside and outside Lampung (Pardiana, 2021). This is evident in the 2.1% increase in sales of Bakso Sonhaji Sony Lampung from 2019 to 2020. This indicates that at the time of Covid-19, Bakso Sonhaji Sony Lampung experienced an increase in sales.

In the current Covid-19 era, the culinary trend in Lampung is developing into online culinary, which can be used as an alternative to marketing. Consumers today like to look for culinary references and order via the internet, one of which is by looking at reviews on the internet and ordering through applications. The same goes for Bakso Sonhaji Sony Lampung. On Google, Bakso Sonhaji Sony Lampung received a rating of 4.3/5.0 from 8,679 reviews. From these reviews, some customers are satisfied with product quality and service quality, giving them a rating of 4 to 5.

However, not a few people also give low ratings and reviews because they are dissatisfied with the product quality and service quality of Bakso Sonhaji Sony Lampung. From the positive and negative reviews given by customers of Bakso Sonhaji Sony Lampung, it can reflect the differences in the sense of satisfaction and dissatisfaction from customers. In negative reviews, customers give a bad impression regarding products and services. This proves that there are problems related to product quality and service quality owned by Bakso Sonhaji Sony Lampung. With this, it is necessary to review the product quality and service quality.

Product quality is the perception of the benefits of consumers on the product and services quality that are in accordance with consumer expectations (Priansa, 2017). Service quality is the standard of excellence you set for yourself and determines the standard of excellence that satisfies the needs and preferences of your customers. (Tjiptono, 2016). Product Quality and Service Quality are one of the factors in obtaining customer satisfaction (Handoko, 2017, Yanuar et al., 2017 & Uzir et al., 2021). Based on this, this study aims to determine the influence of product quality and service quality on customer satisfaction Bakso Sonhaji Sony Lampung.

## **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### **Marketing Management**

According to K. Kotler, P., & Keller (2016) Marketing management is describe as the social process by which an individual or group creates, delivers, or exchanges valuable products or services to get what they need or want. According to Priansa (2017) Marketing Management is a science that carries out functions related to planning,

organizing, implementing, and controlling the value of a product and its producers to consumers, marketing management is a process of providing value and building relationships with consumers.

### **Consumer Behavior**

According to Priansa (2017) Consumer Behavior is a process that involves consumers, namely by choosing, buying, using or disposing of goods and services or experiences felt by consumers such as satisfying their needs or desires. Several factors, such as the following, have an impact on consumer behavior:

#### a. Cultural Factor

Cultural factors have a broad and profound effect on consumer behavior. It consists of culture, subculture and social class.

#### b. Social Factor

Social factors are influenced by multiple factors such as group, family, and social status.

#### c. Personal Factor

Personal factors that influence consumer behavior are age, life cycle, occupation, economy, lifestyle, personality, and self-concept.

#### d. Psychological Factor

Psychological factors are influenced by motivation, perception, learning and memory

### **Product Quality**

According to Priansa (2017) Product Quality is the perception of benefits from consumers on the products and services quality, is it in accordance with consumer expectations.

According to Tjiptono (2016) it is said that product quality has several dimensions that influence it, including:

#### a. Performance

Performance refers to the functional aspects of a product. Here, refers to the range in which the product works.

#### b. Features

Product diversity can complement the basic function of a product which is related to the characteristics, features or product choices.

#### c. Reliability

Reliability is the possibility that a product will not experience failure or damage within a specific time frame.

d. Conformance

Conformity is the level of units produced and meets specifications or conformity in the shape, size, color, or weight specified and based on the wishes of consumers.

e. Durability

Durability as a metric for service or longevity The shelf life of a product under any circumstances is referred to as its life.

f. Serviceability

Serviceability is a relationship where users can handle the product by themselves. This dimension looks at the quality of the product, ease of use and availability of replacement components.

g. Aesthetics

Aesthetics is beauty, suitability or relevance that can attract consumers. This dimension assesses in terms of appearance, taste, style, attractiveness, and others.

h. Perceived Quality

Perceived Quality is a quality taken from the customer's experience or impression of the product. This dimension relates to customer perception.

**Service Quality**

Service quality, according to Tjiptono (2016), is the standard of excellence that prioritizes meeting the expectations and demands of the customers.

According to (Bordoloi et al., 2019) Service quality has five dimensions, including:

a. Reliability

Reliability is the capacity to precisely provide the service promised in order to satisfy customer needs.

b. Responsiveness

Responsiveness is an intention or willingness to help and provide services to customers quickly, such as not making customers wait for no apparent reason.

c. Assurance

Assurance is the courtesy, behavior or ability of employees who can convey trust and confidence so that customers will feel safe and comfortable.

d. Empathy

Empathy is the provision of individual or customer attention through the ability to understand a customer's problems and understand their needs.

e. Tangibles

Tangibles are the appearance of physical facilities, equipment, and others that are tangible evidence of the attention and service shown to customers.

### **Customer Satisfaction**

Customer satisfaction, according to K. Kotler, P., & Keller (2016), is the degree of consumer satisfaction following a comparison of the performance or outcome of a good or service with what the customer had anticipated. Customer satisfaction is the level of feeling happy or disappointed after comparing the services/products received and expected (Zulkarnaen, W., Amin, N. N., 2018:109).

According to (Tjiptono, F & Diana, 2015) Customer Satisfaction Measurement has several methods in measuring customer satisfaction, namely:

a. Overall Customer Satisfaction

Evaluate customer satisfaction with a product or service and compare it to overall customer satisfaction with competing products.

b. Dimensions of Customer Satisfaction

Identify the dimensions of customer satisfaction, by selecting the product/service based on its dimensions and asking the customer to determine the most important dimension

c. Confirmation of expectations

Satisfaction is not measured directly but is concluded from the confirmation between customer expectations and the company's product/service performance.

d. Repurchase Intention

Customer satisfaction is measured through behavior by determining if a customer is willing to buy the same product again.

e. Willingness to recommend

Customers willingness to recommend products to people close to them is important for analysis.

f. Customer Dissatisfaction

There are several aspects that can determine customer dissatisfaction such as complaints, returns, switching customers and others.

## Hypothesis

This research framework and hypothesis are based on previous research. that according to Handoko (2017), Uzir et al. , (2021), Slack & Singh (2020), Amin (2016) Customer satisfaction impacted by the quality of the product and the services. According to Shartykarini et al. , (2016), Yanuar et al. , (2017), Arianty (2015), Siregar & Trenggana (2016) Customer satisfaction is positively and significantly impacted by service quality. According to a survey by Razak (2019), Syafarudin (2021), and Wantara & Tambrin (2019), Customer satisfaction is positively and significantly impacted by product quality. Based on several previous studies, customer satisfaction is achieved through product quality and service quality. Product quality and service quality can satisfy customers. Product quality has eight instruments, namely performance, features, reliability, suitability, durability, serviceability, aesthetics and perceived quality. Meanwhile, service quality has five instruments, namely reliability, responsiveness, assurance, empathy and tangibles. Therefore, the hypothesis of this study and the research framework are as follows:

*H1: Product quality (X1) has a positive and significant effect on customer satisfaction at Bakso Sonhaji Sony Lampung.*

*H2: Service Quality (X2) has a positive and significant effect on customer satisfaction at Bakso Sonhaji Sony Lampung.*

*H3: Product Quality (X1) and Service Quality (X2) have a positive and significant effect on customer satisfaction at Bakso Sonhaji Sony Lampung.*

The framework in this research can be seen in: Figure 1.

## Research Design

In this study, quantitative research methods were used. Considering the aim of this study's causal investigation, specifically the relationship between variables. Based on the units of analysis, this study uses an individual units of analysis. Based on the researcher's involvement, this research is included in minimal intervention. Based on the research strategy, this study used a survey with data collection techniques through questionnaires. Based on the background, this research is included in the Non Contrived Setting. Based on time, this study used a cross section. In this study, we use primary data that comes from distributing questionnaires with questions concerning the quality of the products, the quality of the services, and the quality of the customers. The Likert



scale for this survey has five possible responses, with one representing "Strongly Disagree" and five representing "Strongly Agree" (5).

### **Population, Sample, and Sampling Technique**

The population used in this study is the Indonesian people who buy Bakso SonHaji Sony Lampung products. The number of buyers of Bakso Sonhaji Sony Lampung s is unknown. So, The study's population is not known. In this case, this study uses non-probability sampling with purposive sampling in determining the number of samples. The criteria are that the respondent has purchased the Bakso Sonhaji Sony Lampung product. Therefore, Bernoulli's formula was implemented in this study, and the results of this study are samples from 100 respondents.

### **Data Analysis**

To determine consumer perceptions of Sonhaji's Bakso Sony Lampung's product and service quality, descriptive statistical analysis was employed as the data analysis method in this study. Classical assumption test to determine the results of normality test, multicollinearity test and heteroscedasticity test. Multiple linear regression analysis to determine the relationship between two variables X, that is product quality and service quality to variable Y, namely customer satisfaction. Hypothesis testing to find out the results of the t test and f test. To determine the extent of variable X such as the product and service quality variables influence on variable Y such as customer satisfaction , which represents customer satisfaction, test the coefficient of determination. Data processing is carried out using SPSS.

## **RESULT AND DISCUSSION**

### **Respondent Characteristics**

After distributing the questionnaires, this study received various characteristics of the respondents. Characteristics of respondents will be classified based on gender, age, and occupation. (can be seen as follows by: Table 1).

### **Descriptive Analysis**

According to the analysis of the questionnaire data, the product quality variable had an average score of 414.9 and an 83.0%. Thus, the overall product quality variable falls into the "Good" category. The indicator "Quality Sonhaji Sony Lampung Meatball Products" has the highest score with a score of 91.20%, while the indicator "Attractive product packaging design" has the lowest score with a score of 77.6%.



The service quality variable shows an average score of 402.4 with a percentage of 80.5%. so that overall it is included in the "Good" category. The indicator "Easy ordering process" has the highest score with a score of 84.4%, while the indicator "Quickly responds to customer complaints" has the lowest score with a score of 75.0%.

The customer satisfaction variable appear an average score of 412.7 with a percentage of 82.5%. So, overall it is included in the "Good" category. The indicator "Repurchase Sonhaji Sony Lampung meatball products" has the highest score with a score of 86.6%, while the indicator "Easy to complain to Sonhaji Sony Lampung meatballs if there is dissatisfaction" has the lowest score with a score of 77.4%.

### **Normality Test**

The purpose of the normality test is to determine whether the remaining or confounding variables in the regression model have a normal distribution. Kolmogorof-Smirnov test was used as a normality test. In the Kolmogorof-Smirnov test, If the significance value is 0.05, the data are assumed to be regularly distributed, if it is  $<0.05$ , the data are regarded to be non-normally distributed.

According to the findings of the aforementioned normality test, the data significance value is 0.062, or greater than 0.05. The data is therefore said to be regularly distributed. It means that the residual value of the variable is normally distributed and can be interpreted against the parameters in the population. (can be seen as follows by: Table 2)

### **Multicollinearity Test**

To find out whether there are independent variables in the model that are comparable to one another, the multicollinearity test is utilized. Taking into account the outcomes of the multicollinearity test in table 3, the product and service quality variable tolerances are greater than 0.10 and the VIF value are less than 10. This indicates that there is no multicollinearity between the variables. As a result, the independent variables in the model do not have a high correlation. High correlations can cause large fluctuations in the regression coefficient values, which can make test results unreliable. (can be seen as follows by: Table 3)

### **Heteroscedasticity Test**

In this study, a scatter plot was used to perform a non-uniform dispersibility test. If the points on the scatter plot above and below 0 on the Y-axis are widespread and do

not form a particular pattern, then there is no non-uniform variance. (can be seen as follows by: Fig 2)

### **Multiple Linear Regression Analysis**

The relationship between product and service quality is one of the two factors X in this study, which is discovered in the variable Y customer satisfaction. Based table 4, the multiple linear regression equations obtained from this study are:

$$Y = 0.170 + 0.342 X_1 + 0.452 X_2$$

The X1 variable, or product quality, has a positive regression coefficient of 0.342. This shows that there is a one-way relationship between consumer satisfaction and product quality. Also, the service quality of the X2 variable has a positive regression coefficient of 0.452. This shows that there is a one-way relationship between quality of service and customer satisfaction. (can be seen as follows by: Table 4)

### **T-Test (Partial Hypothesis)**

To test the hypothesis, the partial significance test (t-test statistics) was applied. The hypothesis test using the T-test is utilized to ascertain if the variable (X) has a partially significant relationship with the variable (Y). The criteria for testing the partial hypothesis are if t-count > t-table, or significant value > 0.05, then H0 is accepted and H1 is rejected, and if t-count < t-table, or significant value < 0.05, then H0 is rejected and H1 is accepted.

#### **1. Product Quality**

Product quality variables can be t-count (7.079) > t-table (2.276) or significant values (0.000) > (0.05). So, H0 is rejected and H1 is accepted. This shows that there is a partial influence between the product quality variable and the customer satisfaction variable.

#### **2. Service Quality**

Service quality variable can be t-count (8.815) > t-table (2.276) or significant value (0.000) > (0.05). So, H0 is rejected and H1 is accepted. This shows that there is a partial influence between the quality of service variable and the customer satisfaction variable.

(can be seen as follows by: Table 5)

### **F-Test (Simultan Hypothesis)**

The F-test is a simultaneous or collaborative test of regression coefficients performed to find out the impact of all independent variables, product quality and service quality, on the dependent variable, customer satisfaction. The F-test is performed by comparing the calculated F-count to the F-table and showing a significance of 0.05. If  $F\text{-count} > F\text{-table}$  or probability significant ( $\text{Sig} > 0.05$ ), the survey model cannot use this.

Based on Table 6, the F-count value is 251.696, so it can be concluded that  $F\text{-count} (251.696) > F\text{-table} (3.090)$  and the significance value is 0.000, then the significant value ( $0.000 < 0.05$ ). This indicates that  $H_0$  is rejected and  $H_1$  is accepted. Therefore, the customer satisfaction variable is simultaneously affected between the product quality variable and the service quality variable. (can be seen as follows by: Table 6)

#### **Coefficient of Determination test ( $R^2$ )**

The coefficient of determination is used to analyse how the dependent variable, customer satisfaction, is affected by the independent variables, product quality and service quality. From table 7, As you can see,  $R^2$  has a value of 0.580. Then calculate this value to get the coefficient value. You can see that the  $R^2$  value is 0.838. Then calculate this value and use the following formula to find the value of the determination coefficient:

$$K_d = R^2 \times 100\%$$

$$K_d = 0,838 \times 100\%$$

$$K_d = 83,8\%$$

The coefficient of determination of the calculation result is 83.8%, This demonstrates how customer satisfaction is influenced by 83.8% by the variables' product and service quality. The other 16.2% are influenced by other variables than the regression model in this study. (can be seen as follows by: Table 7)

## **DISCUSSIONS**

### **A. The Effect of Product Quality on Customer Satisfaction**

The study's results show that the customer satisfaction variable is influenced by the product quality variable. This shows that Bakso Sonhaji Sony Lampung innovates in improving the quality of its products, has a variety of products, presents products carefully, provides portions according to what is offered, has good durability when outdoors all day, has an attractive product design with good packaging and safe, and

have a good impression on the product received, then the customer satisfaction of Bakso Sonhaji Sony Lampung will increase. This is the same as the results of Razak's research (2019) related to Aqua customer satisfaction at Transmart Carrefour Kalimalang, East Jakarta, Andalusi (2018) regarding customer satisfaction of Laboratory Support Instruments at PT Laborindo Sarana Jakarta, Syafarudin (2021) regarding customer satisfaction in the Covid-19 era. and Wantara & Tamnirin (2019) regarding customer satisfaction at Madura Batik.

### **B. The Effect of Service Quality on Customer Satisfaction**

The study's results show that the customer satisfaction variable is influenced by the service quality variable.. This shows that if Bakso Sonhaji Sony Lampung provides excellent service, easy ordering process, quick response to customer complaints, prompt service, proper and courteous service, keeping the place clean, Keep the staff clean. This is the same as the results of Handoko's research (2017) regarding customer satisfaction at JNE Express Custody in Medan, Yanuar et al. (2017) related to customer satisfaction at Optik Marlin Jember Branch, Uzir et al (2021) related to customer satisfaction with home delivery personnel, Slack & Singh (2020) related to customer satisfaction at Fuji supermarkets, and Amin (2015) related to internet banking customer satisfaction.

### **C. The Effect of Product Quality and Service Quality on Customer Satisfaction**

According to the study's findings, the customer satisfaction variable is simultaneously influenced by the variables of product quality and service quality. This demonstrates that Bakso Sonhaji Sony Lampung product and service quality both simultaneously or together have a significant influence on customer satisfaction. This is the same as the results of Andalusi research (2018) regarding customer satisfaction of Laboratory Support Instruments at PT Laborindo Sarana Jakarta and Yanuar et al. (2017) related to customer satisfaction at Optik Marlin Jember Branch, Syartikartini et al (2016) related to cafe customer satisfaction in Banjarbaru, and Arianty (2015) related to Samsung mobile phone customer satisfaction.

## **CONCLUSION**

The following conclusions can be taken from the analysis and discussion of how product and service quality influences customer satisfaction in order to provide formalized answers:

1. From the descriptive analysis received, it can be concluded that the customer's rating for the quality of Bakso Sonhaji Sony Lampung products is in the "good" category at a rate of 83.0%. This is a respondent's rating based on product quality indicators. Following customer evaluation of quality of service, Bakso Sonhaji Sony Lampung are in the good category with a share of 80.5%. This is a respondent's rating based on quality of service indicators. From this, we can conclude that our customers rate Bakso Sonhaji Sony products and services as superior in terms of quality.
2. Product quality partially influence customer satisfaction. From this, we can conclude that towering the value of product quality, the higher the customer satisfaction.
3. Service quality has a partially influence on customer satisfaction. From this, we can conclude that towering the value of quality of service, the higher the customer satisfaction.
4. Product quality and service quality simultaneously have an influence on customer satisfaction of 83.8%.

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FIGURES AND TABLES

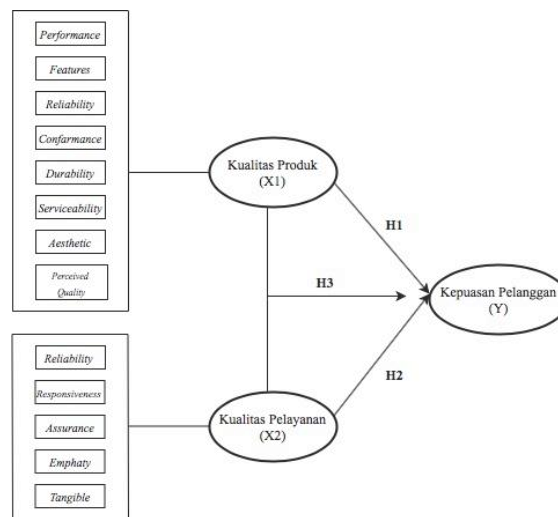
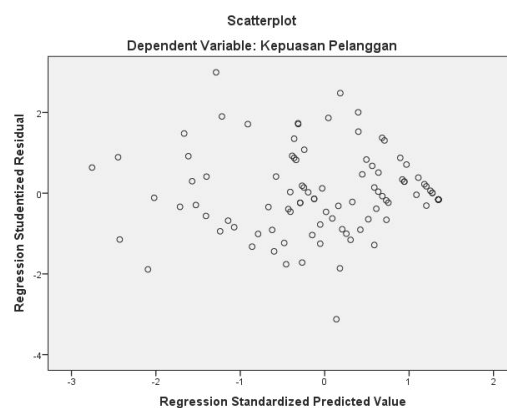


Figure 1. Research Framework



Source: Ariyanti (2015), Uzir Et al (2021), Andalusi (2018)

Figure 2. Heteroscedasticity Test



Table 1. Respondent Characteristics

| Variable        | Category             | Frequency | Percentage % |
|-----------------|----------------------|-----------|--------------|
| Jenis Kelamin   | Laki-laki            | 45        | 45%          |
|                 | Perempuan            | 55        | 55%          |
| Usia            | 17-21 tahun          | 26        | 26%          |
|                 | 22-26 tahun          | 16        | 16%          |
|                 | 27-31 tahun          | 4         | 4%           |
|                 | 31-35 tahun          | 4         | 4%           |
|                 | >35 tahun            | 50        | 50%          |
| Jenis Pekerjaan | Pelajar/mahasiswa    | 40        | 40%          |
|                 | Pegawai negeri sipil | 24        | 24%          |
|                 | Pegawai swasta       | 14        | 14%          |
|                 | Pengusaha            | 8         | 8%           |
|                 | Lainnya              | 14        | 14%          |

Table 2. Normality Test

| One-Sample Kolmogorov-Smirnov Test |                |                         |
|------------------------------------|----------------|-------------------------|
|                                    |                | Unstandardized Residual |
| N                                  |                | 100                     |
| Normal Parameters                  | Mean           | 0,000                   |
|                                    | Std. Deviation | 2,097                   |
| Most Extreme Differences           | Absolute       | 0,087                   |
|                                    | Positive       | 0,087                   |
|                                    | Negative       | -0,069                  |
| Test Statistic                     |                | 0,087                   |
| Asymp. Sig. (2-tailed)             |                | 0,062                   |

Source: Data processed by researchers.

Table 3. Multicollinearity Test

| Model           | Collinearity Statistics |       |
|-----------------|-------------------------|-------|
|                 | Tolerance               | VIF   |
| Product Quality | 0,439                   | 2,275 |
| Service Quality | 0,439                   | 2,275 |

Source: Data processed by researchers.

Table 4. Multiple Linear Regression Analysis

| Model             | Unstandardized Coefficients |            | Standardized Coefficients |
|-------------------|-----------------------------|------------|---------------------------|
|                   | B                           | Std. Error | Beta                      |
| <i>(Constant)</i> | 0,170                       | 1,352      |                           |
| Product Quality   | 0,342                       | 0,048      | 0,436                     |
| Service Quality   | 0,452                       | 0,051      | 0,543                     |

Source: Data processed by researchers.

Table 5. T-Test T (Partial Hypothesis)

| Model             | t     | Sig.  |
|-------------------|-------|-------|
| <i>(Constant)</i> | 0,126 | 0,900 |
| Product Quality   | 7,079 | 0,000 |
| Service Quality   | 8,815 | 0,000 |

Source: Data processed by researchers.

Table 6. F-Test (Simultaneous Hypothesis)

| Model      | df | F       | Sig.  |
|------------|----|---------|-------|
| Regression | 2  | 251,696 | 0,000 |
| Residual   | 97 |         |       |

Source: Data processed by researchers.

Table 7. Coefficient of Determination (R<sup>2</sup>)

| Model | R     | R Square |
|-------|-------|----------|
| 1     | 0,916 | 0,838    |

Source: Data processed by researchers.