Analysis Of Product Quality, Price, Service Quality, Promotion And Place On Customer Loyalty And Customer Satisfaction Special Sambal (SS) Samirono Branch And Yogyakarta Veterans

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Abstract

In the era of globalization, this is what has happened to the development of the restaurant and restaurant business. Now the paradigm of restaurants and restaurants has changed, which previously only provided a menu of dishes (food and drinks) for sale but has now become a modern concept that offers a variety of services. In addition to satisfying the hunger of customers, restaurant and restaurant businesses also provide a comfortable, calm atmosphere in eating dishes.

The level of consumer satisfaction with an item or service will reflect the company's level of success in marketing its products. A product or service will fail if it cannot provide satisfaction to consumers. However, efforts to satisfy consumers are very difficult because competition is so intense and changes in the social environment affect consumer behavior and the rate of economic growth is getting higher.

The purpose of this study is to obtain in-depth knowledge and description and provide empirical evidence regarding product quality, price, service quality, promotion and location on customer loyalty and customer satisfaction at Stall SS (Special Sambal):

The type of research used in this study is causal associative research because it analyzes causal relationships, namely the independent variable (X) affects the dependent variable (Y). The approach used in this research is a quantitative approach. The

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quantitative approach is research that uses numbers, starting from data collection, interpretation of the data, and the appearance of the results.

The results of this study indicate that (1) there is no positive effect of product quality on customer satisfaction with special chili sauce (SS). (2) There is a positive effect of price on special chili sauce (SS) customer satisfaction. (3) There is a positive effect of service quality on special chili sauce customer satisfaction (SS). (4) There is a positive effect of promotion on customer satisfaction (SS). (5) there is a positive effect of place on customer satisfaction (SS). (6) there is a positive influence of product quality, price, place, promotion, customer satisfaction on customer loyalty (SS).

Keywords: Product quality, Price, Promotion, Place, Quality of service, Satisfaction and Loyalty

INTRODUCTION

In the current era of globalization, a lot of progress and changes have occurred in the modern business world. The changes that occur are marked by the mindset of a growing society, technological advances, and lifestyles that cannot be separated from the influence of globalization. With this progress and change indirectly requires us to be able to balance it in everyday life. The influence of the times is that there are lots of goods and services that offer various advantages and uniqueness of each of these products and services. This makes consumers have many alternative choices in using the products and services offered by producers. But for manufacturers This is a form of threat because the more goods and services offered, the tighter the competition will be in the business world. This increasingly fierce competition requires business people to be able to maximize the performance of their companies in order to compete in the market. To overcome this, companies must have a strong marketing strategy in marketing their goods and services so that they can survive in business competition. The conditions of intense competition make consumers very vulnerable to change, so that every company is required to be able to keep up.

constantly changing consumer desires. So that there is a change in the way of thinking, including in marketing where initially transactional marketing has changed to relationship marketing. Marketing is the activity, governing institution and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. (Kotler and Keller 2016: 27)

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This is what happened to the development of the restaurant business in the era of globalization. Now the paradigm of restaurants and restaurants has changed, which previously only provided a menu of dishes (food and drinks) for sale but has now become a modern concept that offers a variety of services. In addition to satisfying the hunger of customers, restaurant and restaurant businesses also provide a comfortable, calm atmosphere in eating dishes. One of the businesses that is growing rapidly and experiencing intense competition today is the food business, also known as culinary. The increasingly fierce competition is marked by the many businesses in the culinary field that produce products of the same type, but prices and services vary. Therefore, Culinary business actors are required to create strategies that can attract consumers to consume the products and services offered in order to be able to compete and be superior to their competitors. Culinary business actors must always make changes or innovations and provide the best service to consumers so that consumers feel satisfied with the goods or services they have purchased.

To achieve the desired product quality, we need a standardization of quality. This aims to ensure that the products produced meet the standards that have been set so that consumers will not lose confidence in the product in question. The consumer's experience in buying a good or bad product will influence the consumer to make a repurchase or not. Therefore, business players must be able to create products that suit the needs and tastes of consumers. Needs that cannot meet customer expectations must be responded quickly by the company, namely by developing products according to customer expectations (Assauri, 2012: 167).

A part from being viewed from the quality of a product, the price factor is also an important thing to consider by consumers. According to Kotler & Armstrong (2011: 345) Price is the amount of money billed for a product or service, or the amount of value exchanged by customers to obtain the benefits of having or using a product or service.

Consumer satisfaction will provide benefits for companies, especially businesses in the culinary field. By maintaining and providing satisfaction to consumers, they tend to repurchase the goods and services they have consumed. Satisfaction will also encourage positive word of mouth communication. Communication deliveredby satisfied consumers can be in the form of recommendations to other potential customers and say good things about the company (Daryanto and Setyobudi, 2014: 39-40)

Factors that can drive consumer satisfaction according to Daryanto and Setyobudi (2014: 53-54) include product quality, price, service quality, emotional factors, costs, and convenience. It is hoped that business owners, especially in the culinary field, will really

pay attention to the factors driving satisfaction. This will create satisfaction for consumers after consuming goods or services of a company.

The level of consumer satisfaction with an item or service will reflect the company's level of success in marketing its products. A product or service will fail if it cannot provide satisfaction to consumers. However, efforts to satisfy consumers are very difficult because competition is so intense and changes in the social environment affect consumer behavior and the rate of economic growth is getting higher. According to Kotler andArmstrong (2017: 17) marketing mix is a set of tactical marketing tools that the company integrates to produce the desired response in the target market.

Waroeng Spesial Sambal or often referred to as Waroeng SS is a stall or restaurant that was first established in Jogjakarta. Waroeng SS serves various kinds of food with various side dishes and is equipped with various types of chili sauce that can be ordered according to the level of spiciness desired. As the name implies, the main products offered by Waroeng SS are various types of chili sauce, starting from the not-so-spicy chili sauce to the very spicy chili sauce. With Waroeng SS, spicy food lovers can be spoiled with the various types of chili sauce they offer. Waroeng SS is a type of franchise business that is spread in various placescities especially in Java Island.

Customer satisfaction

Consumer satisfaction according to Tjiptono (2015: 25) is the consumer's sense of comfort when getting the results of selected products of better quality than the results of products that are not selected with poor or worse quality.

The definition of customer satisfaction according to Kotler (2014: 150) is: Feelings of pleasure or disappointment that arise after comparing the performance (results) of the product in question with the performance (or results) expected. From this definition it can be said that if the product performance does not match the expectations of hotel guests and if the expectations set are too low, then the hotel guests will feel dissatisfied and end up disappointed, if the performance is in line with expectations then the hotel guests will feel satisfied, but if the product performance exceed expectations, hotel guests will feel happy and very satisfied. According to Lovelock and Wirtz (2011: 74) "Satisfaction is an attitude that is decided based on the experience gained. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs. Consumer satisfaction can be created through quality, service and value. The key to generating customer loyalty is delivering high customer value.

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According to Tjiptono (2012: 310-311), customer satisfaction has become an obligation for every business organization, marketing researcher, business executive, and even politicians. Superior and consistent service quality can foster customer satisfaction and will provide various benefits

Price

Every company always pursues profits for the continuity of production. The profit earned is determined by the pricing offered. The price of a product is determined from the sacrifices made to produce services and the expected profit or profit. Therefore, determining the price of a company's products is an important issue.

According to Suparyanto and Rosad (2015: 141), price is the amount of something that has value, generally in the form of money that must be sacrificed to get a product. According to Suparyanto and Rosad (2015: 142), there are several purposes for setting the price of a product, including:

a. Achieving profits Profit is the result of multiplying the turnover and the selling price and then deducting the cost of production, marketing costs and distribution costs. Thus the price becomes one of the indicators to achieve a certain profit level.

b. Achieving a sales level The company can set a certain price, for example, with a low selling price it is expected to achieve a high sales level.

c. Achieving market share Market share is the number of potential customers owned by the company. Price can be used as a strategy to achieve a high market share. If the company sets the lowest selling price compared to all competitors' product prices, it is expected to achieve a large turnover and even become a market leader.

d. Creating a good image Consumers do not rule out the possibility of giving a good assessment of the company's products. When a company sets a high product price, it indirectly provides information that the product has high quality as well.

e. Reducing product inventory When inventory of certain products is still piling up in the warehouse even though it is nearing its expiration date, the company can sell it at a lower price so that the amount of inventory can be reduced and the company still earns income.
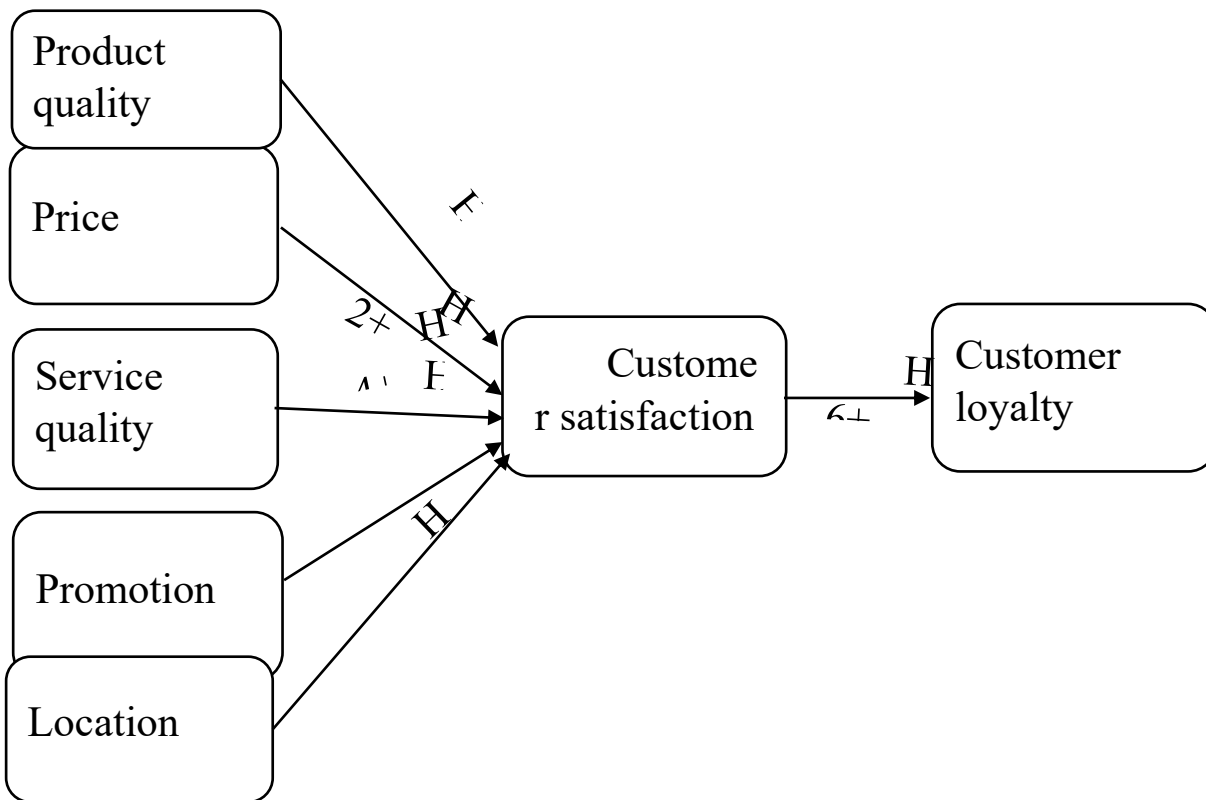
Product quality

The definition of product according to Fandy Tjiptono (2015: 231) is as follows: "Producer's subjective understanding of 'something' that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires, in accordance with organizational competence and capacity as well as market purchasing power".

Meanwhile, according to Kotler & Keller, Bob Sabran's translation (2012: 4) defines products as follows: "Products are anything that can be offered to the market to satisfy a want or need, including physical goods, services, experiences, events, people, places, , property, organization, information, and ideas"

FRAMEWORK

HYPOTHESIS

H1 : The higher the product quality, the higher the customer satisfaction.

H2 : The more competitive the price, the higher the customer satisfaction.

H3: The Higher the Service Quality, The Higher the Customer Satisfaction.

H4: The wider the promotion, the higher the customer satisfaction.

H5: The more strategic the location, the higher the customer satisfaction.

H6 : The higher the customer satisfaction, the higher the customer loyalty.

RESEARCH METHODS

Population

The population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2015: 80). The population in this study were all consumers who were buying at the Special Sambal shop.

Sample

In this study, the number of respondents used was 100 consumers of Special Sambal stalls. The number of samples in this study was determined based on the opinion of Roscoe (in Sugiyono, 2015: 91), where an appropriate sample size in research is between 30 and 500.

Data Types and Sources

1. The type of research used in this study is causal associative research because it analyzes causal relationships, namely the independent variable (X) affects the dependent variable (Y). The approach used in this research is a quantitative approach. The quantitative approach is research that uses numbers, starting from data collection, interpretation of the data, and the appearance of the results (Arikunto, 2015: 12).

2. Lift method or questionnaire

Questionnaire is a set of written questions used to obtain information from respondents. The questionnaire method was used in this study because the number of respondents was large and the respondents could read well and were able to disclose confidential matters. The questionnaire used in this study was a closed questionnaire, which is a questionnaire that has provided alternatives so that the respondent's answers only mark the

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answers that have been chosen. The questionnaire method or questionnaire in this study was used to collect data regarding product quality, price, service quality, and customer satisfaction at the special chili shop. Questionnaires in the form of questions were distributed to respondents according to the problems studied to obtain data in the form of respondent statements.

3. According to Sugiyono (2015: 102), "a research instrument is a tool used to measure observed natural and social phenomena." The instrument used in this study was a questionnaire or questionnaire which was compiled based on the indicators of the research variables. The indicator contains statement items that will be answered by respondents. Determining the score of the questionnaire or questionnaire instrument uses a Likert scale which has five alternative answers (Sugiyono, 2015: 93). With a Likert scale, the variables to be measured are translated into variable indicators. These indicators are then used as a starting point for compiling instrument items in the form of questions or statements. The answers to each instrument item using a Likert scale have a gradation from very positive to very negative.

Alternative answers	Statement score
Strongly agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly disagree (STS)	1

DISCUSSION

In the following discussion, a description of the data obtained in the study will be presented. The description of the data referred to in this study is a description of the characteristics of the score distributors and the research subjects of each subject studied. The number of respondents in this study were 100 consumers who came to Waroeng Special Sambal "SS" in the city of Yogyakarta. To get a sample, the authors use a questionnaire distributed to a number of 30 consumers. The author again distributed the questionnaires and took the results of the questionnaires as many as 100 consumers who

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had been filled out by the respondents. From the number of questionnaires, research data were obtained as follows:

Characteristics of Respondents Based on Gender

The research results obtained the characteristics of respondents based on gender.

Table.1 Characteristics of Respondents by Gender

Gender	Amount	Percentage
Man	36	36%
Woman	64	64%
Number of Respondents	100%	100%

Based on the research results obtained the characteristics of respondents based on gender. TableThe above explains that the most respondents who came to Waroeng Special Sambal "SS" in the city of Yogyakarta were female respondents with a percentage of 64% and for males 36%.

Characteristics of Respondents by Age

The characteristics of respondents based on age were obtained to find out that consumers who come to Waroeng Special Sambal "SS" Yogyakarta city come from an age range, whether they are young, teenagers or adults.

Table.2 Characteristics of Respondents by Age

Age	Amount	Percentage
20 – 25 Years	71	71%
26 -35 Years	18	18%
>35 years old	11	11%
Amount	**100**	**100%**

Based on data inabove, then the characteristics of respondents are obtained based on age, respondents aged 20-25 years amounted to 71%, while those aged 26-35 years amounted to 18% and>35 years amounted to 11%.

Characteristics of Respondents Based on Type of Education

This characteristic based on the type of education serves to support the analysis where the most consumers trust Waroeng Special Sambal "SS"Yogyakarta city based on education level.

Table.3 Characteristics of Respondents by Type of Education

Education	Amount	Percentage
SENIOR HIGH SCHOOL	8	8%
College	82	82%
Worker	10	10%
Amount	100	100%

Based on data inabove, the characteristics of the respondents based on the type of education were obtained, 8 respondents with high school education with a percentage of 8%, 82 tertiary institutions with a percentage of 82%, and 10 workers with a percentage of 10%.

Testing Research Instruments

To test the validity and reliability of the questionnaire in this study, namely by conducting a questionnaire trial, namely a trial distribution of the questionnaire which was given to 30 respondents and then processed using the SPSS program.

Validity test

Validity test shows whether the questionnaire measures what should be measured legally or not a questionnaire is said to be valid if the questions on the questionnaire are able to reveal something to be measured whether the questions in the questionnaire that have been made can actually measure what is to be measured by looking at the component value matrix is greater than 0.5 as for the calculation results that can be measured using the SPSS program

Reliability Test

The reliability test shows the results of the measure even though it is used to measure many times.The questionnaire instrument must be reliable to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if the answers to the questions are consistent or stable. Reliability was

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measured using Cronbach's alpha (α) statistical test. A variable is said to be reliable if it gives a value of Cronbach's alpha (α) > 0.60. The calculation results obtained using the SPSS program

Multiple Linear Regression Analysis

Multiple regression analysis was carried out to analyze how much influence the variables of product quality, price, service quality have on customer satisfaction in special sambal (SS).

Hypothesis testing

t test (partial)

The t test was conducted to determine the effect of the variables Product Quality, Price, and Service Quality on Customer Satisfaction partially (individually).

F test (simultaneous)

The f test is used to determine whether the Product Quality (X1), Price (X2) and Service Quality (X3) variables simultaneously (simultaneously) affect the customer satisfaction variable (Y).

RESULTS

1. The statement of the first hypothesis that the Product Quality variable has no significant effect on Customer Satisfaction. This can be shown by the significant value (P Value) of 0.298 > 0.05, thus it can be concluded that the Product Quality variable (X1) has no significant effect on customer satisfaction. With these results it can be compared with previous research that the variable Product Quality on customer satisfaction with significant results or Ha is accepted. This comparison shows that there is a decrease between the Product Quality variables on Customer Satisfaction.

2. The second hypothesis states that the price variable (X2) has a significant effect on customer satisfaction. This can be shown by a significant value of 0.006 <0.05, thus it can be concluded that the price variable (X2) has a significant effect on customer satisfaction in special chili sauce. In previous research, price also influences customer satisfaction. Therefore these results show no change between price and customer satisfaction.

3. Statement of the third hypothesis that the variable Service Quality (X3) has a significant effect on customer satisfaction. This can be shown by a significant value of 0.000 <0.05, thus it can be concluded that the variable Service Quality

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(X3) has a significant effect on customer satisfaction in special chili sauce. In previous research, service quality also influences customer satisfaction. Therefore these results show no change between Service Quality on Customer Satisfaction.

4. Statement of the fourth hypothesis that the promotion variable (X4) has a significant effect on customer satisfaction. This can be shown with a significant value of 0.001 <0.05, thus it can be concluded that the promotion variable (X4) has a significant effect on customer satisfaction in special chili sauce. In previous research, promotions have an effect on customer satisfaction

5. Statement of the fourth hypothesis that the place variable (X5) has a significant effect on customer satisfaction. This can be shown with a significant value of 0.002 <0.05, thus it can be concluded that the place variable (X5) has a significant effect on customer satisfaction in special chili sauce. In previous research, place has an effect on customer satisfaction

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