

Analysis of Factors Affecting Consumer Satisfaction of Sate Ratu Yogyakarta (Survey of Sate Ratu Consumers)

Ida Syahidah Syalehah^{1*}, Rani Dwi Lestri², Dhea Octavia Saputri³
Communication and Multimedia Sciences, Mercu Buana University
Yogyakarta

Corresponding Author: Ida Syahidah Idasyahidahsyalehah0@gmail.com

ARTICLE INFO

Keywords: Product Quality, Price, Service Quality, Emotional Factor, Cost and Convenience

Received : 5, December

Revised : 25, December

Accepted: 29, January

©2025 Syalehah, Lestri, Saputri: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Increasing competition in the culinary business makes culinary business people compete with each other to make a new innovation in attracting consumers. Consumer satisfaction is a problem where business actors must retain consumers with the products presented. The purpose of this study is to determine the effect of Product Quality, Price, Service Quality, Emotional Factor, Cost and Convenience on consumer satisfaction of Sate Ratu Yogyakarta. This type of research is quantitative. The population in this study is all consumers of Sate Ratu, data collection was carried out by distributing questionnaires to 100 respondents. This study used multiple linear regression analysis method with the help of SPSS.

INTRODUCTION

The rapid development of the industrial sector in the community, especially in the food industry, makes entrepreneurs engaged in the food sector or what is currently widely referred to as the culinary business spread their wings a lot to introduce the products they sell to the public so that the products sold can satisfy consumers, but this is something that really needs an innovation where the many competitors of the culinary business make them have to provide attraction to products that are Sold. The culinary business is an important field to provide high-quality services, and it continues to improve every day. In addition, the way food and drinks are served, as well as the atmosphere inside the restaurant, all play a role in making customers satisfied. Various kinds of culinary that are rampant in Indonesia at this time there is one city that is in the spotlight on social media because it has many culinary options at very friendly prices because this city has a nickname as a student city, namely Yogyakarta.

Yogyakarta is famous for its many education sectors with various tourist attractions that can be visited, where everyone who visits will be looking for something iconic for them to visit, one of which is culinary. Many people know that Jogja is a culinary center that is known for its relatively cheap prices for tourists. But what if there is a culinary in Jogja that does have a relatively high price range but is still a target for tourists or even other Jogja natives. There is one culinary business in Jogja that is a lot of attractions to visit, even though the food served is food that is widely sold anywhere and in any area, but this culinary business is still a target to continue to be visited by its customers, namely satay.

Sate restaurant in Jogja which is usually a satay vendor with the characteristics of carts and charcoal burning with smoke billowing up to the street has now been transformed into a modern and spacious satay eating place without the characteristic smoke billowing around it but can be an attraction for many consumers, namely Sate Ratu Yogyakarta. Sate Ratu is located on Jl. Sidomukti, Tiyosan, Condongcatur, Depok District, Sleman Regency, DIY where they only stand with one outlet but can grow rapidly and survive in all circumstances such as during the pandemic because they use an online system to make it easier for consumers to still be able to enjoy Sate Ratu with the use of online-based media.

Sate Ratu can be superior to other competitors because it prioritizes customer satisfaction in terms of access to purchases and services for consumers by utilizing online applications, consumers can buy Sate Ratu faster than to come in person, because the large number of enthusiasts from Sate Ratu makes consumers who make dine-in purchases will wait longer because Sate Ratu uses the waitinglist concept to minimize the serving time to every table that has been ordered, but there is no need to worry about the service process that will be long and queue because the key to customer satisfaction greatly affects the desire to make transactions

Again because the company has fulfilled the wishes of every request submitted by consumers. people's behavior, they can create marketing campaigns that meet people's needs and make them happy. Understanding consumer behavior may be difficult, but it is important for businesses because it

helps them make more money. In achieving the company's target where satisfaction with consumers is prioritized by providing good quality. With low prices and offering high-quality services compared to its competitors with low quality and slow performance can hinder consumer satisfaction with a level that is certainly not the same. and make people feel like they need the product. Based on the explanation that has been described, the researcher is interested in conducting a research with the research title "Factors Affecting Consumer Satisfaction with Sate Ratu Yogyakarta".

LITERATURE REVIEW

Marketing communication or called marketing communication is one of the means that is usually used by a company in terms of providing information, reminding and persuading customers about the products and brands offered both directly and indirectly. 16 Marketing communications can inform or show consumers how and why these products are used. Marketing communication allows companies to connect them with people, places, brands, experiences, feelings, and other things where the process goes both ways. In this case, the company has provided information to consumers to get opinions or input on their products. Meanwhile, the opinions and inputs that have been provided by consumers will be useful for companies to improve the quality of their products.

Consumer satisfaction is a measure of how satisfied consumers are with the goods and services they have used. This is a choice of consumer awareness and love for the use of goods and services. Consumer satisfaction is defined as a way of measuring how consumers interact with goods and services. Satisfaction is a measure of how happy a customer is with the features and performance of a product or service. This helps customers find satisfaction with what they are buying, and ensures they get the best value for their money. Consumer satisfaction is basically how satisfied people are with the use of a product or service.

Products have an important meaning for the company because the product is the identity of the company, without the product, a business will not be formed. A product is something that can be offered to someone to get a selling point, interest, and even usefulness to satisfy someone's desires or needs. A product is a work that is produced to be distributed to consumers to be used according to their needs. Product quality is the main thing that must be considered by the company, considering that the quality of a product is related to consumer satisfaction where the goal that the company really wants is to satisfy customers. Quality expresses the readiness of a brand or product to arrive at the desired destination. Including, durability, reliability, precision, ease of operation and repair, as well as other valuable attributes. To improve product quality, a company can implement a "Total Quality Management (TQM)" program.

METHODOLOGY

The type of research method that the researcher uses in this study is the quantitative method. Where the series of processes to find knowledge is based on the use of data in the form of numbers as material to find the research we take.

In the quantitative approach, there are relationships related to variable variables that are analyzed using objective theory. By taking random samples where the selection of this type of quantitative research can be used to test a theory or hypothesis that affects the social phenomenon that occurs. In this study, the researcher used a sampling technique with an infinite population measurement technique. So it uses the Ancient Rao formula, with a confidence level of 95%, then z: 1.96 and a margin of error of 10% (0.01).

$$n = \frac{z^2}{4(moe)^2}$$

Dimana:

n: jumlah sampel

z: tingkat keyakinan (95%: 1,96)

Moe: *Margin of error*,
ditetapkan 10%

Where:

N: Number of samples

z: confidence level (95%: 1.96)

Moe: *Margin of error*, ditetapkan 10%

$$n = \frac{z^2}{4(moe)^2}$$

$$n = \frac{1,96^2}{4(0,10)^2}$$

$$n = \frac{3,8416}{0,04}$$

So based on the above calculations, it can be stated that the number of samples is 96.04. To make the calculation easier, the number of samples was rounded up to 100 respondents.

RESEARCH RESULT

Simultaneous hypothesis testing aims to measure the effect of independent variables together on dependent variables. The results of the hypothesis can be seen in the table below:

Based on the ANOVA or F test, it shows that the significant value for the simultaneous influence of product quality (X1), Price (X2), Service quality (X3), Emotional factor (X4) and Cost and convenience (X5) on Consumer Satisfaction (Y) is obtained with a Fcal of 4,964 with a significance level of 0.000, while Ftable = 2.20. The table is obtained from df1 = 5 (k-1 formula, where k is the number of

free and bound variables, $6-1 = 5$) and $df_2 = 94$ ($n-k$ formula, where n is the sum of data, k).

Table 1. Test F Source: processed data of spss 2023

Model	Sum of Squares	Df	Mean Square	(6; 94) F _{table}	= 2.2 Litsaigs the
1 Regression	8.115	5	1.623	4.964	.000
Residual	158.245	94	1.683	(0.000	< 0.05)
Total	166.360	99		> 3.09	, so th

Because the value is greater than 0.05 and $F_{cal} > F_{table}$ (4.964), it can be concluded that it is acceptable which includes product quality (X1), Price (X2), Service quality (X3), Emotional factor (X4) and Cost and convenience (X5) which affect the dependent variable Customer satisfaction (Y).

Multiple Linear Regression Coefficients

According to Priyatno (2017:169), multiple regression analysis is used to determine the influence or relationship linearly between two or more independent variables and one dependent variable. The difference with simple linear regression, is that simple linear regression uses only one independent variable in a regression model, whereas multiple linear regression uses two or more independent variables in a single regression model.

In general, the formula for the multiple linear regression equation used in a study is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Information:

- And = Customer satisfaction a = Constant
- $b_1 b_2$ = Regression Coefficient
- X_1 = Product Quality Variable X_2 = Price Variable
- X_3 = Variable Service quality
- X_4 = Variable Emotional factor
- X_5 = Variable Cost and convenience
- And = Residual / error

Table 2. Multiple Linear Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficient	t	Mr.
	B	Std. Error	Beta		
1 (Constant)	16.500	1.841		8.963	.000
X1	.019	.065	.052	2.294	.769

X2	.099	.085	.118	3.162	.248
X3	.064	.101	.102	3.626	.533
X4	.040	.130	.039	2.308	.759
X5	.078	.111	.105	2.659	.100

Source : Processed data pf SPSS 2023

Regarding the results of multiple linear regression analysis with the SPSS program, it can be explained that the Product Quality coefficient (X1) = 0.052, Price coefficient (X2) = 0.118, Service quality coefficient (X3) = 0.102, Emotional factor coefficient (X4) = 0.039, Cost and convenience coefficient (X5) = 0.105 and constant (a) = 16.500, the regression equation model is obtained as follows:

$$Y = 16.500 (a) + 0.052 (X1) + 0.118 (X2) + 0.102 (X3) + 0.039 (X4) + 0.105 (X5)$$

The regression equation has the following meanings:

1. Constant (a) is 16,500.

This means that if the value of product quality (X1), Price (X2), Service quality (X3), Emotional factor (X4) and Cost and convenience (X5) is considered equal to zero (0),

then customer satisfaction (Y) is 16,500.

2. The value of the regression coefficient of the product quality variable (X1) is 0,52 a positive value for customer satisfaction (Y), meaning that for every improvement in product quality by 0.052, consumer satisfaction increases, assuming the other variables are fixed. On the contrary, a decrease in product quality variables will reduce consumer satisfaction.

3. The value of the regression coefficient of the Price variable (X2) of 0.118 has a positive value on customer satisfaction (Y), meaning that every price increase of 0.118 means that consumer satisfaction is 0.118, then consumer satisfaction increases, assuming that the other variables are fixed. On the other hand, a decrease in price variables will reduce consumer satisfaction.

4. The value of the regression coefficient of the variable Service quality (X3) of 0.102 has a positive value on customer satisfaction (Y), meaning that every increase in service quality of 0.102 increases consumer satisfaction, assuming that the other variables are fixed. On the other hand, a decrease in the service quality variable will reduce consumer satisfaction.

5. Variable regression coefficient value

Emotional factor (X4)

0.039 has a positive value for customer satisfaction (Y) meaning that for every emotional increase of 0.039, consumer satisfaction increases, assuming the other variables are fixed. On the other hand, a decrease in the Emotional factor variable will decrease consumer satisfaction.

6. The value of the regression coefficient of the variable Cost and Convenience (X5) of 0.105 has a positive value on Customer Satisfaction (Y), meaning that for every increase in cost and convenience of 0.105, consumer satisfaction increases, assuming the other variables are fixed. On the other hand, a decrease in the variables of cost and convenience will reduce consumer satisfaction.

DISCUSSION

This research was disseminated through an online questionnaire which was distributed to several consumers who came to Sate Ratu to find out the influence of product quality (X1), Price (X2), Service quality (X3), Emotional factor (X4) and Cost and convenience (X5) on Consumer Satisfaction (Y). After being tested using the SPSS program, this study obtained several results that were related to the theory used.

Table 2. Multiple Linear Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.
	B	Std. Error	Beta		
1 (Constant)	16.500	1.841		8.963	.000
X1	.019	.065	.052	2.294	.769
X2	.099	.085	.118	3.162	.248
X3	.064	.101	.102	3.626	.533
X4	.040	.130	.039	2.308	.759
X5	.078	.111	.105	2.659	.100

Source: processed data of spss 2023

The Effect of Product Quality on Sate Ratu Consumer Satisfaction.

After conducting tests in this variable, a result was obtained that there was a significant influence on product quality that affected consumer satisfaction, which was 92.5%. This can be seen from the results of the partial hypothesis test which shows that the product quality is 76.9%, has a significant level of more than 0.05 which means that the product quality affects consumer satisfaction.

It is explained that all product quality affects consumer satisfaction. Consumers as the target producers sometimes do not understand the quality of the products they will consume and the majority of consumers who make purchases make quality the main goal but just eat satay queen. If the consumers who buy are satay lovers, then quality is the main goal. In the results of this research, the majority of respondents are satay lovers but consumers who like satay. But in general, product quality is what determines whether the product lasts for a long time in circulation in the market. Sometimes consumers also tend to focus on cheap prices without looking at the quality of the product. And also the better the quality of the products provided may not necessarily make customers feel satisfied. From here, it can be seen that so far product quality has affected consumer satisfaction. Producers must also continue to provide good product quality and low prices to continue to increase consumer satisfaction.

The Effect of Price on Sate Ratu Consumer Satisfaction

After conducting tests in this variable, a result was obtained that there was a significant influence on price affecting consumer satisfaction, which was 92.5%. This can be seen from the results of the partial hypothesis test which shows that the price of 24.8% has a significant level of more than 0.05 which means that the price has an effect on consumer satisfaction.

The Effect of Service Quality on Sate Ratu Consumer Satisfaction

After conducting a test in this variable, a result was obtained that there was a significant influence on Service Quality affecting consumer satisfaction, which was 92.5%. This can be seen from the results of the partial hypothesis test which shows that Service Quality of 53.3% has a significant level of more than 0.05 which means that Service Quality has an effect on consumer satisfaction.

The Influence of Emotional Factor on Sate Ratu Consumer Satisfaction

After conducting tests on this variable, a result was obtained that there was a significant influence on the Emotional Factor affecting consumer satisfaction, which was 92.5%. This can be seen from the results of the partial hypothesis test which shows that the Emotional Factor of 75.9% has a significant level of more than 0.05 which means that the Emotional Factor has an effect on consumer satisfaction.

The Effect of Cost and Convenience on Sate Ratu Consumer Satisfaction

After conducting tests in this variable, a result was obtained that there was a significant influence on cost and convenience affecting consumer satisfaction, which was 92.5%. This can be seen from the results of the partial hypothesis test which shows that the cost and convenience have a significant level of more than 0.05 which means that the cost and convenience have an effect on consumer satisfaction.

CONCLUSIONS

Based on the results of research and discussion on the influence of product quality, price, *service quality*, *emotional factor*, cost and convenience on Sate Ratu consumer satisfaction in Yogyakarta, it can be concluded based on the data that has been tested, all independent variables affect consumer satisfaction and the highest results are found in the Product Quality variable with a percentage of 76.9%. While the lowest result is found in the Price variable with a percentage of 24.8% based on the results of the F test that has been carried out.

RECOMMENDATIONS

Suggestions for Sate Ratu in Yogyakarta

- a. Sate Ratu is expected to retain its consumers or attract new consumers by paying attention to and increasing consumer satisfaction in the factors of product quality, price, service quality, emotional factor, cost and convenience provided.
- b. Sate Ratu is expected to maintain or be consistent in the quality of the satay taste.

c. Sate Ratu should provide trainings to the service and conduct periodic evaluations to employees, because the impact on improving product quality, price, service quality, emotional factor, cost and convenience can increase 80 consumer satisfaction which will bring benefits to Sate Ratu in Yogyakarta.

Practical Advice for Researchers

For other researchers, research should be conducted using other research techniques or methods and with different research objects, so that it will further improve the results of this research.

ADVANCED RESEARCH

Based on the findings from the research on the factors influencing consumer satisfaction at Sate Ratu in Yogyakarta, it is evident that all independent variables – product quality, price, service quality, emotional factors, cost, and convenience – significantly impact consumer satisfaction. Among these, product quality stands out as the most influential factor, contributing 76.9% to consumer satisfaction, highlighting its critical role in shaping customer perceptions and loyalty. In contrast, price exerts the least influence, with a contribution of only 24.8%, suggesting that customers may prioritize superior taste and product excellence over price considerations. These results underscore the need for strategic emphasis on maintaining and enhancing product quality while identifying potential improvements in pricing strategies to maximize consumer satisfaction. Further advanced research could delve into moderating variables such as customer demographics and purchasing behavior to provide a more comprehensive understanding of satisfaction drivers.

REFERENCES

- Andryani, K, Astri Wulandari, & Felicciana Yayi Amanova, 2023, "Packaging Labeling and Marketing Strategy For Lek Dodo Goat Milk Products in Sambiroto Hamlet, Purwomartani Village, Yogyakarta", *Journal of Community Empowerment*, vol. 2, no. 1
- Arisandi, Aan Shar, & Rizky Hariyadi, 2021, 'The Influence of Product Quality, Service Quality, Price, Emotional Factors, Cost and Convenience on Online Fashion Shopping Satisfaction', *Journal of Organizational and Business Management*, vol. 10, no. 02, hh. 95
- Dage, R 2017, *Image, Product Quality, AND Customer Satisfaction*, Global Research and Consulting Institute, p. 37
- Deni, D 2013, "Quantitative Research Methods", Bandung: Remaja Rosdakaryaa, p. 37
- Etta, & Sopiah 2013, *Consumer Behavior*, Andi Offset, Yogyakarta, p.27
- Firman, G & Djunaidi, 2020, 'Analysis of Factors Affecting Consumer Satisfaction in Using Eucalyptus Oil in Walbarua Boilers in Ubung Village', Pasuruan: CV.Qiara Media, p. 50
- Ghozali, I 2011, 'Application of Multivariate Analysis with SPSS Program', Semarang: Diponogoro University Press, p. 89
- Husnita, Dr 2019, *Humanoid Communication*, Simbiosis Rekatama Media, Bandung, p. 118

- Indrasari, M 2019, *Marketing and Customer Satisfaction*, Unitomo Press, Surabaya, p. 39
- Ingang, P & Nuralam, 2017, *Marketer Ethics and Consumer Satisfaction in Sharia Banking Marketing*, Malang: UB Press, p. 58.
- Irawan, H 2008, *Dissecting Customer Satisfaction Strategy*. First printing: PT Gramedia: Jakarta
- Jhonatan, S 2006, *Quantitative and Qualitative Research Methods*. Yogyakarta : Graha Ilmu, p. 129
- Kotler, Phillip & Keller, K, L 2012, *Marketing Management Volume I 12th Edition*, Erlangga, Jakarta. 82
- Kotler, Phillip & Keller, K, L 2012, *Marketing Management Volume II 13th Edition*, Erlangga, Jakarta.
- Kotler, Philip & Armstrong Gary 2007. *Marketing Basics*, Prenhallindo, Jakarta.
- Mulyawan, R 2016, *Bureaucracy and Public Service*, UNPAD Press, West Java, p.51
- Nasution, A, Mirsya Satria, & Asrizal Efendy Nasution, 2021, 'The Effect of Service Quality, Emotional Factors, Cost, and Convenience on Consumer Satisfaction in Gojek Service Application Users in Medan', *Proceeding National Seminar on Entrepreneurship*, vol. 2, no. 1, hh. 147-148
- Priyatno, D 2017. *SPSS 22 Practical Guide to Data Processing Using SPSS*. Andi. Yogyakarta.
- Rakmalina, Ika, & Yeni Marsih, 2021, "The Effect of Service Quality on Consumer Satisfaction at PT. JNE Sekayu Branch " *Journal of Competent Management*, vol. 4, no. 2, hh. 106
- Sugiyono, 2007, *Business Research Methods*, Bandung: Alfabeta.
- Sugiyono, 2017, *Quantitative Research Methods and R&D*. Bandung: CV Alfabeta, p. 143
- Sudaryono, 2014, *Consumer Behavior in Marketing Perspective*, Jakarta: Lentera Ilmu Cendekia, p. 48.
- Suharsimi, A 2013, *Research Procedures A Practical Approach*. Jakarta: Rineka Cipta, p. 211
- Supranto, J 2001. *Customer Satisfaction Level Measurement: To Increase Jakarta's Market Share*: Rineka Cipta Publisher.
- Tjiptono, F 2004, *Modern Marketing Management Liberty*: Jakarta. p.147
- Yamit, Z 2004. *Product and Service Quality Management*. Yogyakarta: Ekonomisia Publishers, p. 77.
- Yudha, P, Afif Ahmad Rifai, & Aqila Shafa Adela, 2022, "Analysis of the Level of Consumer Satisfaction with Product Quality and Service Quality of McDonald's Fast Food Restaurants", *Journal of Scientific Community Thought with an Agribusiness Perspective*, vol. 8, no. 2, hh. 1005