



## The Influence of Service Quality and Price on Customer Satisfaction (CV.Herina Catering)

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### ABSTRACT

This observe pursuits to investigate the impact of high-quality and fee concurrently on CV Herina's client delight, to decide the impact of best, rate, and provider nice partially on CV Herina's patron delight, and to discover which variables maximum influence CV Herina's consumer pleasure. This take a look at uses the impartial variables service pleasant (X1), and fee (X2). The method of evaluation used a couple of linear regression analysis. The sample used on this have a look at changed into 20 respondents who have been taken randomly from customers who visited CV Herina. The statistics acquired is primary information which is the result of the respondent's solutions to the disbursed questionnaires. The results of this look at indicate that there's a simultaneous have an effect on at the variables exceptional, rate, and provider fine on customer delight. The consequences of this look at also display variables exceptional, fee, and service high-quality partly enormous effect on customer pride. within the determination test, there's an impact of fifty four.5% of the impartial variables (quality, charge, and great of provider) at the based variable (consumer delight). The closing forty five.5% is defined by way of other variables and is not included on this regression analysis

## **INTRODUCTION**

The food and beverage enterprise is projected to still be one of the mainstay sectors assisting the producing and countrywide economic growth subsequent yr. The important position of this strategic zone can be visible from its steady and massive contribution to the non-oil and gas enterprise's gross home product (GDP) as well as extended funding recognition. Catering is a widespread time period for organizations that serve orders for diverse forms of rapid food and drinks for events and wishes in an group on a large scale. The catering enterprise or catering enterprise is currently growing very swiftly. That is because of the desire of every character to satisfy their food wishes in very busy situations, so that they need meals that is sensible and prepared for consumption. In addition, the catering industry can also serve diverse desires, including in fast food restaurants, resorts, serving meals at parties, for manufacturing unit and office personnel, and others. Orders may be introduced to the birthday celebration venue, seminar venue, and so on along with the waiter who will serve the guests at the occasion. However, the lifestyles of prepared-to-eat food has a risk that it is able to motive food-borne diseases (foodborne sickness) if food is not dealt with nicely. In addition, infection that takes place in food that isn't always treated properly will purpose poisoning for those who devour it. This shows that the catering service supervisor pays little interest to sanitation and hygiene when processing the food. primarily based on data from the Indonesian Catering service entrepreneurs association (APJI) since it turned into based in 1987, till now APJI has around 30,000 participants which include catering marketers (Masharyono, 2016). The development of catering offerings in Indonesia is growing pretty swiftly. This is because of a shift in lifestyle that favors practicality in terms of food.

Increasingly superior generation and increasing pastime at the existing time make people decide upon sensible approaches of pleasing food for people, families, and events or activities. That is what drives the boom of catering offerings inclusive of catering, restaurants, and even avenue carriers. The regulation of the Minister of health of the Republic of Indonesia number 1096/Menkes/consistent with/VI/2011 defines the catering or catering industry as an man or woman organisation that includes out food management activities served out of doors the place of business or primarily based on orders. The catering enterprise includes the business of selling ready-to-eat food made based totally on orders for celebrations, parties, seminars, meetings, and so forth. The improvement of the catering industry in Indonesia could be very rapid, however adequate expertise of food protection isn't properly understood by meals manufacturers. There are numerous food provider industries that have not carried out food protection structures consisting of The food and beverage enterprise is projected to still be one of the mainstay sectors assisting the producing and countrywide economic growth subsequent yr. The important position of this strategic zone can be visible from its steady and massive contribution to the non-oil and gas enterprise's gross home product (GDP) as well as extended funding recognition.

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To overcome the low level of customer satisfaction, one of the efforts made by the company is to implement strategies that aim to improve service quality. Considering that the level of competition continues to increase, the company must improve company performance, including service improvement, to build long-term relationships with its customers or prospective new customers. In connection with the importance of quality and price, and the quality of the service itself, PT. as a cellular service provider in an effort to anticipate increasingly fierce competition with other companies, as well as to further increase sales, the company needs to evaluate the quality of service and prices set by the company.

To see the opportunities and challenges faced by companies in facing competition in the business world, especially in food services, research was conducted on companies with the research title: "The Influence of Quality, Price, and Service Quality on Customer Satisfaction (Case study on CV Herina)

## LITERATURE REVIEW

Manage the spinned words as you want. according to Kotler, what is supposed by way of advertising and marketing control is the technique of planning and implementing the implementation, pricing, merchandising, and distribution of products, offerings, and ideas to create exchanges with target agencies that meet consumer and organizational goals (Philip Kotler; 2000:nine).

The main elements of marketing may be classified into three main factors, particularly:

- a. factors of competition approach
- b. elements of marketing methods
- c. elements of marketing price

## METHODOLOGY

### Manage the Spinned Words as You Want

The area in this take a look at is CV Herina, JL.Ibnu Batutah, South Tangerang. The approach used for this research is a quantitative approach. Quantitative strategies are used to study positive populations or samples, sampling strategies are generally carried out randomly, statistics series makes use of studies gadgets, and records analysis is quantitative/ statistical in nature with the purpose of checking out hooked up hypotheses (Sugiyono, 2009: 13).

This studies is meant so that we will discover how much have an impact on the high-quality as (X1), price as (X2), and consumer pleasure as (Y) on CV Herina.

Whilst viewed from the research goals, what is used on this observe is a mixture of causal and descriptive types. Descriptive research is used to offer an outline of market traits, in this situation respondents, even as the causal kind is studies that measures the strength of the relationship between two or extra variables, as well as to show the direction of the connection between the impartial variable and the structured variable (Mudrajad Kuncoro, 2009: p.72), beneficial for studying the relationships that affect every other so that during this observe will observe the have an effect on of variables X1, X2 and on variable Y.

The population in this observe have been provider issuer customers who visited CV Herina.

The sample is part of the range and characteristics possessed by the population. If the population is massive, and research isn't viable to have a look at the whole lot in the populace, for instance, limited budget, manpower, and time, then research can use samples taken from that populace, (Sugiyono, 2008). The population on this examine is an infinite populace. in line with Wibisono in Riduwan and Akdon (2013), the formula for calculating samples in populations which can be notknown are as follows:

With a 95% self belief stage, a minimal sample length of  $96.04 \approx 97$  will offer a exclusive estimate with  $\mu$  much less than zero.05.

In this examine, the researcher disbursed one hundred twenty questionnaires and the facts again to the researcher became 112 respondents' answers, due to the fact the pattern met the minimal pattern size, this records then became research information.

The sampling approach of this look at is non-opportunity sampling. Non-opportunity side is a sampling technique that doesn't offer equal possibilities or opportunities for every member of the population to be selected as a sample (Sugiyono, 2009).

Each customer or respondent who meets the populace criteria has the same possibility or possibility to be selected as a pattern. The non-opportunity sampling method used is convenience sampling in which sampling is taken from customers who are easily accessible and willing to turn out to be respondents because this technique is quite useful. You do that by dispensing questionnaires at once to prospective respondents.

The approach utilized in collecting this information is a survey approach, at the same time as accumulating facts on this study is by means of the usage of a questionnaire. For secondary data, information series is achieved through analyzing literature and looking information in journals that studies similar topics.

The shape of the question used within the questionnaire is structure Non Disguised, namely the shape of a query that's a a couple of preference combination guided with the aid of the Likert scale used to measure attitudes, opinions, and perceptions for a respondent. The shape of assessing the answers to the questionnaire uses a weighting of five scales (Sugiyono, 2009). The weights and classes of measurement for the respondents' responses are as follows:

- a) Scale 1: strongly disagree
- b) Scale 2: disagree
- c) Scale three: lack of Agree
- d) Scale four: agree
- e) Scale 5: strongly agree

## **RESULTS AND DISCUSSION**

### **A. Rate Element (Price)**

Kotler, translation (2008: 519) argues that: "price is the handiest element of the advertising mix that generates earnings, different factors generate charges."Gitosudarmo (2008: 228) says that charge is the quantity of money needed to reap certain items and services or a combination of each. The real rate isn't always handiest for an object that is being traded, however the real rate also applies to others. traditionally, the rate turned into determined via the consumer and dealer through a bidding procedure, ensuing in a sure fee settlement. at the beginning price become the determining issue, but nowadays the determining elements for purchases are increasingly various so that elements aside from selling charge play a huge function in shopping selections. All variables contained within the advertising blend are revenue elements.

## **B. Consumer Pleasure**

### 1. Definition of Patron Pride

Purchaser pleasure in keeping with Philip Kotler (marketing control, 2003: 264) "pleasure is a person's emotions of stress or unhappiness resulting from evaluating a product's perceived performance (or) in terms of his or her outcome's expectancies". that is, consumer pride is the extent of 1's emotions after comparing the performance he feels as compared to his expectations. it is more and more found out that satisfaction is an vital issue to live to tell the tale in business and win the competition.

### 2. Consumer Pride Elements

According to Javan Chia-Jung Hsu and Chao Min Hsu, Kun Shan (2008) in purchaser satisfaction there are several elements that ought to be met, which includes

- a) Repeat purchases clients repeat purchases or add new purchases;
- b) Referrals specifically the client's willingness to provide references to others;
- c) Perceived value. e. the patron's opinion of the value of the form that buys;
- d) consumer expectations consist of what is bought meets all expectancies
- e) patron court cases, carriers offering services / accommodating court cases

Meanwhile, in step with Pasuraman, Zeithaml, and Berry (2000) that patron pleasure is "a patron's feeling toward the kind of service he gets". Lovelock explains that consumer delight is an emotional state, their post-purchase response can be anger, dissatisfaction, infection, excitement or pleasure.

It is no marvel that organizations have come to be captivated with purchaser pride, given its direct dating to customer loyalty, market percentage, and income.

Measuring client pleasure is an crucial detail in imparting higher, greater efficient, and more powerful offerings. If the client is upset with a provider furnished, then the service is sure to be ineffective and inefficient.

### 3. Effects of Evaluation and Dialogue

CV Herina is one of the units that provides whole carrier, both earlier than sales, which incorporates records and other offerings. inside the meals sector

#### **1. Validity and Reliability Test Results**

The questionnaire is divided into four main factors, namely Quality (X1) with 10 statement items, Price (X2) with 10 statement items, Service Quality () with 12 statement items and Customer Satisfaction (Y) with 11 statement items, the number of statements in the questionnaire is 43 statement items with a total of 112 respondents.

The results showed that from testing the validity of all statement items that have a value of  $r$  count  $df = n-2 = 110$ , namely 0.186. all statement items  $> 0.186$  So that the questions in the questionnaire can be said to be valid and can be used as a reference for further research.

The size of the validity of each statement item can be seen in the table below

Table 1. Quality Validity Test (X1)

Variabel	Indikator	corrected item-total correlation	Batas Kritis (R-Tabel)	Keputusan
<b>Kualitas Produk (X1)</b>	KP1	0.662	0.186	Valid
	KP2	0.632	0.186	Valid
	KP3	0.665	0.186	Valid
	KP4	0.704	0.186	Valid
	KP5	0.759	0.186	Valid
	KP6	0.637	0.186	Valid
	KP7	0.340	0.186	Valid
	KP8	0.751	0.186	Valid
	KP9	0.619	0.186	Valid
	KP10	0.482	0.186	Valid

Sumber: hasil pengolahan data dengan SPSS 21

Table 2. Price Validity Test (X2)

Variabel	Indikator	corrected item-total correlation	Batas Kritis (R-Tabel)	Keputusan
<b>Harga (X2)</b>	H1	0.593	0.186	Valid
	H2	0.743	0.186	Valid
	H3	0.673	0.186	Valid
	H4	0.301	0.186	Valid
	H5	0.458	0.186	Valid
	H6	0.628	0.186	Valid
	H7	0.520	0.186	Valid
	H8	0.643	0.186	Valid
	H9	0.529	0.186	Valid
	H10	0.678	0.186	Valid

Sumber: hasil pengolahan data dengan SPSS 21

Table 3. Customer Satisfaction Validity Test (Y)

Variabel	Indikator	corrected item-total correlation	Batas Kritis (R-Tabel)	Keputusan
<b>Kepuasan Pelanggan (Y)</b>	Y1	0.659	0.186	Valid
	Y2	0.718	0.186	Valid
	Y3	0.636	0.186	Valid
	Y4	0.630	0.186	Valid
	Y5	0.699	0.186	Valid
	Y6	0.574	0.186	Valid
	Y7	0.657	0.186	Valid
	Y8	0.738	0.186	Valid
	Y9	0.654	0.186	Valid
	Y10	0.735	0.186	Valid
	Y11	0.612	0.186	Valid

Sumber: hasil pengolahan data dengan SPSS 21

Based on the information in the table above, it shows that each statement item for each variable in this study has a corrected item-total correlation value greater than 0.186. That the questions used to measure each variable are valid and can be continued in further testing.

In other words, a valid or valid indicator is one measure of the ability to explain the variables being studied in accordance with theory and empirically.

**2. Classical Assumption Test Results**

**a. Data Normality Test Results**

The normality test is used to see whether the residual values are normally distributed or not. To detect whether the residuals are normally distributed or not, that is by looking at the normal probability plot which compares the cumulative distribution of the normal distribution. Normality can be detected by looking at the distribution of and (points) on the diagonal axis of the graph. The following is the result of the normality image:

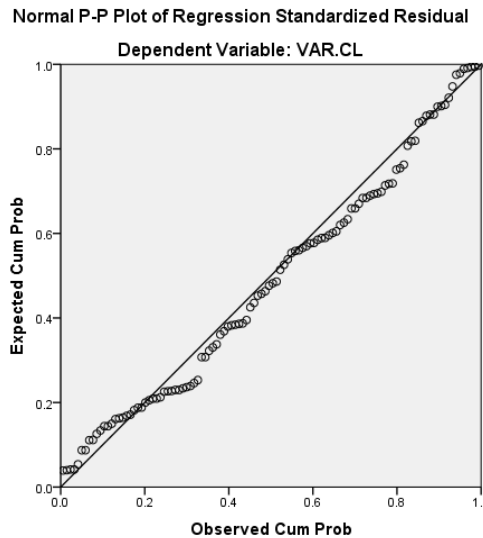


Figure 1. Normal P-Plot Graph

Looking at the display of the normal probability plot graph above, it can be concluded that on the normal probability plot graph you can see the dots spread around the diagonal line and the spread follows the direction of the diagonal line, so it can be concluded that the data tested is normally distributed

**b. Multicol Test Result sincerity**

To determine whether or not the influence of the independent or independent variables, the method used is the VIF (Variance Inflation Factor) method. When using the VIF method, if there is a variance below 10, then there is no multicollinearity problem. The following are the results of the multicollinearity test:

Table 4. VIF Method Coefficients

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	VAR.KP	.654	1.529
	VAR.H	.607	1.649
	VAR.KL	.754	1.326

Sumber: Data olah menggunakan SPSS 21

The results of calculating the Tolerance value show that there are no independent variables that have a Tolerance value of less than 0.10, which means there is no correlation or relationship between the independent variables whose value is more than 95%. The results of calculating the value of the variance inflation factor (VIF) also show the same thing no one independent variable has a VIF value of more than 10, so it can be concluded that there is no multicollinearity between the independent variables in the regression model. Interpretation of Imam Ghozali (2012:108)

### c. Heteroscedasticity Test Results

The way to detect the presence or absence of heteroscedasticity is by looking at the value of the graph plot between the predicted value of the dependent variable, namely ZPRED, and the residual SRESID.

Detection of the presence or absence of heteroscedasticity can be done by looking at whether there is a certain pattern on the scatterplot graph between SRESID and ZPRED where the Y axis is the predicted Y, and the X axis is the studentized residual (Y predicted Y).

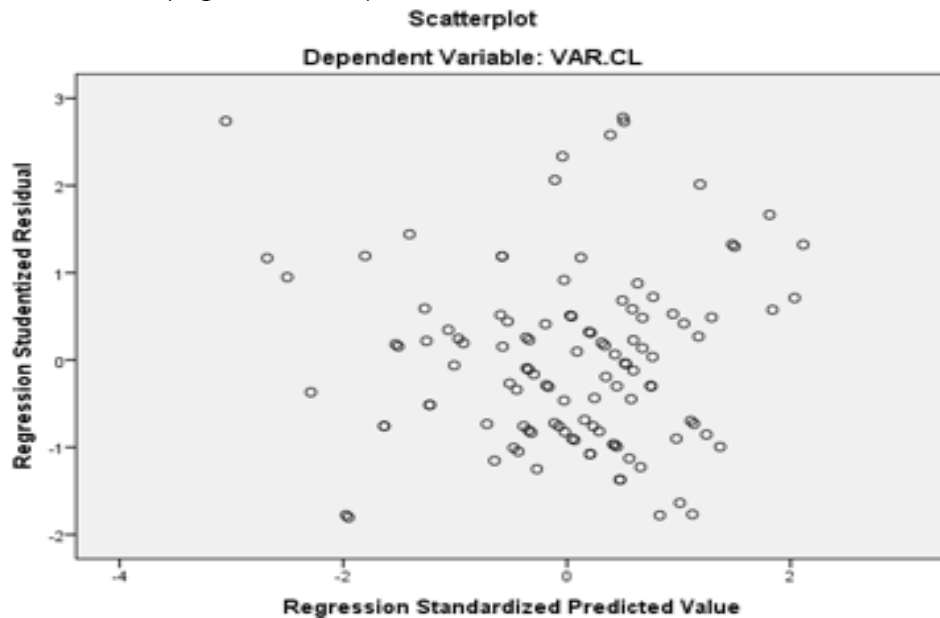


Figure 2. Scatterplot Test Results

The basis of the analysis is if there is no clear pattern and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

**d. Coefficient Results of Multiple Linear Regression Equations**

The results of multiple linear regression of the effect of quality, price, and service quality on customer satisfaction are as follows:

Table 5. Coefficient Results of Multiple Linear Regression Equations

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.341	3.472		1.250	.214
	VAR.KP	.219	.075	.231	2.917	.004
	VAR.H	.450	.100	.369	4.487	.000
	VAR.KL	.290	.067	.320	4.338	.000

Sumber: Data diolah menggunakan SPSS 21

In this output, the coefficient value of the regression equation is presented. In this case, the multiple regression equation used is:

$$Y = a + b_1x_1 + b_2x_2 + b_3 + \epsilon_i$$

This multiple regression equation is the nice version due to the fact the unbiased variables included within the regression equation are variables that influence the structured variable. From the regression version, it is able to be defined as follows:

- 1) The constant of four.341 states that if high-quality, charge, and service exceptional are considered constant, so consumer loyalty (Y) will growth via 4.341.
- 2) Satisfactory variable (X1) has a high quality impact on client delight (Y) with a coefficient cost of zero.219, which means that that if the fine variable (X1) will increase by using one unit assuming rate (X2) and carrier excellent () are regular, then client satisfaction (Y) will elevated by way of 21.nine%.
- 3) The variable service nice () has a superb effect on patron pride (Y) with a coefficient price of 0.290, which means that that if the variable carrier great
- 4) Increases via one unit assuming first-class (X1) and fee (X2) are consistent, then consumer delight (Y) will up by 29%.

The equation of this model shows that the have an effect on of satisfactory, fee and carrier first-class variables has a fantastic effect on patron pride. based totally at the cost of the regression coefficient for each variable, if the impartial variables are sorted from the best effect to the smallest effect, then the primary is charge (X2), the second is provider fine () and eventually great (X1). So primarily based on the value of the regression coefficient of the impartial variable that has the maximum influence on consumer satisfaction is the charge variable, that is visible primarily based on the largest standardizd coefficient beta price, that's same to 0.369.

### Heteroscedasticity Test Results

The way to detect the presence or absence of heteroscedasticity is by looking at the value of the graph plot between the predicted value of the dependent variable, namely ZPRED, and the residual SRESID.

Detection of the presence or absence of heteroscedasticity can be done by looking at whether there is a certain pattern on the scatterplot graph between SRESID and ZPRED where the Y axis is the predicted Y, and the X axis is the studentized residual (Y predicted Y).

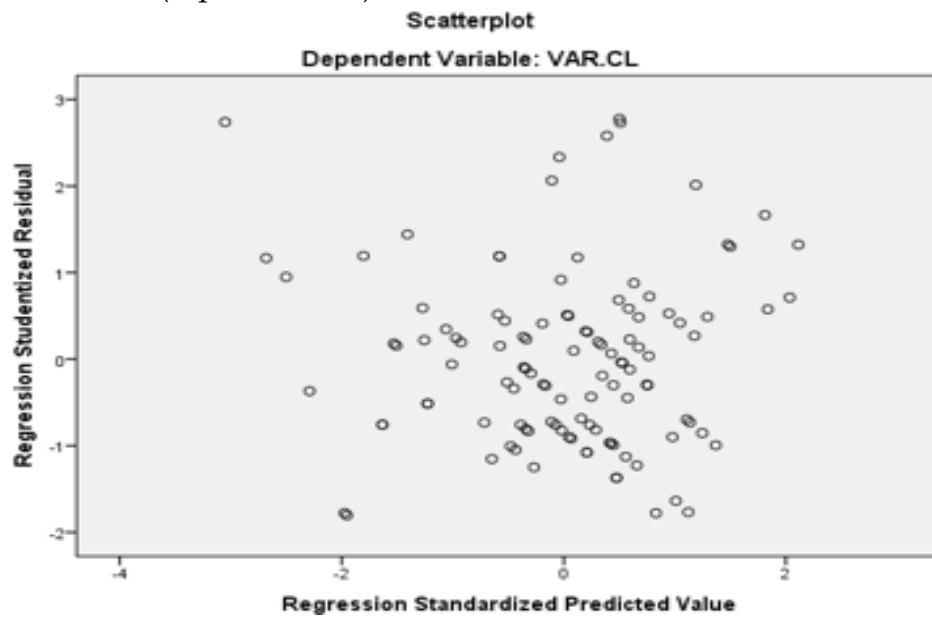


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Sumber: Data diolah menggunakan SPSS 21

In this output, the coefficient value of the regression equation is presented. In this case, the multiple regression equation used is:

$$Y = a + b_1x_1 + b_2x_2 + b_3 + \epsilon_i$$

Where:

- Y : Customer satisfaction
- a : constant
- b<sub>1</sub>-b<sub>3</sub> :Regression Coefficient
- X<sub>1</sub>: Quality
- X<sub>2</sub>: Price
- X<sub>2</sub>: Service Quality
- ε<sub>i</sub>: Standard Error

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on the results of research and discussion at CV Herina regarding the influence of quality, price and service quality, the authors can draw the following conclusions:

1. Based on the results of simultaneous multiple regression tests it was found that all independent variables, namely brand equity and service quality, had a significant effect on customer loyalty variables, the results were seen based on a significant value below 0.05.
2. Based on the partial multiple regression test results, it was found that all independent variables (brand equity and service quality) significantly influence customer loyalty.
3. Based on the results of the multiple linear regression test, service quality is the variable that has the most influence on customer loyalty. It can be seen based on the largest beta value, which is equal to 0.670.

### Recommendation

Based on the data analysis and previous discussion, the following suggestions can be made:

1. For companies
  - a. In order to improve the quality of service by providing training for employees in serving patients.
2. For academics

For those who wish to conduct similar research, it is advisable to examine variables other than brand equity and service quality. Because from this research it is known that 26.4% of there are still other factors that can influence the customer loyalty variable.

## **FURTHER STUDY**

Clients commonly count on that the products or services they consume may be acquired or loved with accurate or pleasant carrier. In different words, customers want the exceptional of carrier supplied to be appropriate and fulfilling. agencies need to pay attention to the best of offerings (carrier excellent) and the services provided by way of the employer. In this case, the employer without a doubt strives to provide precise service or provider (carrier satisfactory) to its clients. this is the employer's effort to be extraordinary from its competitors.

In step with Tjiptono (2009): "nice of provider or fine of provider which defines as a dynamic situation related to, services, human resources, techniques and environment that meet or exceed expectancies.

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