

The Effect of Restaurant Atmosphere, Product Quality, and Price on Consumer Satisfaction at Mie Samyu Restaurant, Sumberkempa Village, Pakuniran District

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Abstract : In the current era of globalization, competition in the business world is getting fiercer, this requires every organization to be able to expand its organizational performance in order to compete in the competition. Organizations must be able to understand the needs and desires of their consumers. In this way, organizations must plan serious areas of strength in a procedure to meet their customer satisfaction and survive in business competition. The culinary industry or known as the food industry is one of the rapidly growing business fields and is currently facing very tight competition. The restaurant atmosphere variable does not have a partial effect on consumer satisfaction with a value of t count (0.576) < t table (1.684). The product quality variable has a partial effect on consumer satisfaction with a value of t count (3.184) > t table (1.684). The price variable has a partial effect on consumer satisfaction with a value of t count (3.704) > t table (1.684).

Keyword: influence of restaurant atmosphere, product quality, price, customer satisfaction

1. INTRODUCTION

In the current era of globalization, competition in the business world is getting fiercer, this requires every organization to be able to expand its organizational performance in order to compete in the competition. Organizations must be able to understand the needs and desires of their consumers. In this way, organizations must plan serious areas of strength in a procedure to meet their customer satisfaction and survive in business competition. The culinary industry or what is known as the food industry is one of the rapidly growing business fields and is currently facing very tight competition.

Culinary entrepreneurs in Indonesia cite information from the Central Statistics Agency released in 2022, there were 11,223 culinary entrepreneurs spread throughout Indonesia in 2020, Quoting information from the Central Statistics Agency released on April 2, 2024, in the Probolinggo area itself, many restaurants or eateries have sprung up and can be found almost in all areas of Probolinggo, in the Probolinggo area which provides eateries with medium to high or low quality which are spread on the side of the road and in areas by providing their own attributes. Each restaurant or eateries do not always accept a large number of customers. In fact, not all restaurants and eateries in the Probolinggo area have officially obtained permits for the

management and establishment of restaurants and eateries from the office, making it difficult for the East Java Central Statistics Agency to collect information about eateries and restaurants in the Probolinggo area.

The culinary business is an important business sector for financial growth in Indonesia. The current culinary needs are not only to meet the natural needs of humans, but have become a lifestyle for society as a whole, for example as a place to socialize with family, friends or partners, so that the frequency of eating at restaurants and eateries is increasingly widespread and will continue. To increase interest and be liked by the general public .

Therefore, the catering business will never die, because in general people need food. So business people are expected to be sensitive to every change that occurs and put customer satisfaction as the main goal, serving food and drinks and providing a place that provides and attracts buyers .

Customer satisfaction is a major consideration in various business activities. Customer satisfaction is the buyer's reaction to the assessment of the difference in an item felt at that time and before. This benefits business actors by meeting customer needs and desires. If a buyer feels satisfied with something, of course the buyer will continue to use or consume the product without stopping. Therefore, the company's products and goods are predicted to sell well in the market, so that the company will really want to create profits and in the end the company will survive or even grow .

Price is the main unit in the trading system, In addition to being a reference for the selling value of a good or service, price can also determine the purchasing power of buyers in determining choices and also in the trading system. There is a possibility that an item will be sold less if the price is too high. The price of an item can be determined by the profit and amount obtained, and vice versa, assuming the item is sold too cheaply, the benefits obtained will be reduced. Companies should continue to follow up on the costs set by competitors so that the costs set by the company are not too high or too low, therefore companies are expected to be able to offer quality goods that have added value by providing prices that are in accordance with the nature of the goods offered.

2. THEORETICAL BASIS

Customer Satisfaction

Satisfaction is an attitude concluded based on the experience gained. Satisfaction is an evaluation of the quality or elements of a service or goods, which gives a sense of joy to the buyer related to the satisfaction of the buyer's utilization needs. Consumer satisfaction can be done through quality (goods and services) and price. The way to produce perseverance and increase buyers is by giving high customer rewards. Satisfaction is divided into two types, namely: psychological satisfaction and functional satisfaction. Psychological satisfaction is satisfaction with intangible product features. Meanwhile, functional satisfaction refers to satisfaction obtained from the function of the product that can be used.

The main factor that influences buyer satisfaction is the buyer's assumption that what he needs has been ideally satisfied. Buyers feel satisfied if their assumptions are met.

To achieve certain satisfaction, a Muslim should pay attention to several things, especially the goods he consumes are halal, both in substance and in the strategy of achieving it, not *israf* (waste) and *tabzir* (waste). Thus, the sufficiency of a Muslim does not depend on the goods consumed, but is seen from how much value is obtained from what is consumed. In Islam, the purpose of utilization is not the idea of usefulness but its benefits. The idea of utility is very emotional because it depends on the fulfillment of needs. There are objective criteria in determining whether an economic good has *maslahah* because *maslahah* is filled with rational normative and positive considerations. As Allah SWT says in the Al-Qur'an surah al-ma'idah verse 87 as follows:

Meaning : *O you who believe, do not make unlawful the good things that Allah has made lawful for you, and do not exceed the limits. Indeed, Allah does not like those who transgress limits.*

Restaurant Atmosphere

The restaurant atmosphere is one of the components of the restaurant's weapons. Each dining place has its own design that makes it easy or difficult for buyers to do activities in it. Restaurants must create an environment that is arranged according to their target market and can attract buyers to buy.

Some things that influence the creation of a decent restaurant atmosphere are as follows:

- 1) Type of comfort. Included in the type of comfort that retailers provide to buyers are the overall attributes of the representative, for example, the workers are perfect, friendly, educated, or have good administration.
- 2) Type of merchandise. The atmosphere of a store is largely determined by the type of merchandise sold and how it is displayed.
- 3) *of fixtures* . Equipment should be rich and popular anyway, hardware should be predictable with the overall environment you want to create.
- 4) Sound. Music or other sounds can also make customers stay longer or not in the restaurant and buy more of the items offered.
- 5) Scent. Studies have shown that when they can agree on a scent, people rate a product higher, spend more time shopping, and generally feel better.
- 6) Visual factors. Color has the power to influence mood and focus. The ambiance of a restaurant can also be significantly affected by lighting.

In Islam, the trade cycle has been known since ancient times, this trade interaction aims to overcome human problems. The atmosphere of

the place in the Islamic perspective can be implemented by trading in a polite and correct way in providing data about the goods sold. This is stated in the Al-Quran Surah Asy-Syuara' verses 181–183:

Meaning: *Give full measure and be not of those who do wrong. And weigh with a true balance. And do not wrong people in their rights and do not spread corruption on the earth.*

Product Quality

The definition of a product is anything that can be offered to the market in order to get attention, be purchased, used or utilize the goods, desires or needs. Conceptually, a product or goods is an emotional understanding of the maker towards something that can be presented as an effort to achieve the goals of the company or organization through the needs and interests of customers, in accordance with the company's capabilities and limitations and the purchasing power of the market. On the other hand, an item can also be interpreted as the buyer's perception reflected by the maker through his creations. An item considered important by customers and used as a reason to make a purchase .

In the Qur'an, goods for sale or products are stated in two terms, namely *al-tayyibat* and *al-rizq* . *Al-tayyibat* refers to something that is great, pure, perfect, complete, and the best. *Al-rizq* refers to food that is approved by Allah, a gift that is approved by Allah, and the decree of Allah. According to Islam, goods for purchase are useful and valuable consumables that have utility value, which result in material, moral, and profound improvements for the purchaser. Something that is useless and prohibited in Islam is not a thing in the Islamic sense. In the traditional economy, goods are goods that can be traded. However, goods for sale in Islam are products that can be traded and are ethically worthy. The word of Allah SWT in the Qur'an, Surah Al-Baqarah verse 168 as follows:

Meaning: *O mankind! Eat of what is lawful and good on earth, and do not follow the footsteps of Satan. Indeed, he is to you an open enemy.*

Price

Price is the amount of exchange that can be compared with cash or other products for the benefits that can be obtained from a service or services for an individual or group at a certain time and place. The term price can be used to offer monetary benefits on a good or administration.

Islam is very concerned about the problem of price balance, especially about the state's duty in recognizing value creation and how to overcome the cost problem. Whether or not the state can set prices is still a topic of debate among researchers. Some researchers reject the role of the state in setting costs, while other researchers allow the state to set costs.

After Prophet Muhammad SAW migrated to Medina, he became a muhtasib. At that time, the market share was highly valued. One of the proofs is that Prophet Muhammad SAW did not create a system with such an attitude, at that time the cost increased due to the tension of interests and supply experienced. The proof of its authenticity is the hadith

narrated by six imams of hadith (except Imam Nasa'i) . In the hadith it is narrated as follows:

Meaning: " Prices soared during the time of the Prophet Muhammad. People at that time made suggestions to the Messenger of Allah by saying: "O Messenger of Allah, let you determine the price". Rasulullah saw.. said: "Indeed, it is Allah who determines prices, who restrains and expands and gives sustenance. I really hope that in the future I will meet Allah in a situation where none of you will sue me for wrongdoing in blood or property. "

3. RESEARCH METHODOLOGY

The methodology in this study is quantitative methodology. Especially research that tries to provide evidence of the reality of facts in the field and is scientifically evaluated based on a theoretical framework that connects to the problems raised by utilizing numbers and calculations.

The type of research used in this thesis is quantitative. Information collection is carried out by providing a survey containing organized questions to buyers at the Samyu noodle restaurant using a Likert scale with five degrees of answers ranging from strongly agree (5) to strongly disagree (1). The tool used in the exploration is the Item Arrangement and Factual Administration or called SPSS, the sampling technique will be determined using the *purposive sampling technique* , namely the respondents who are entitled to fill out the questionnaire are buyers who make purchases.

4. DISCUSSION OF RESEARCH RESULTS

The results of the research data analysis in analyzing the influence of restaurant atmosphere, product quality, and price on consumer satisfaction at the Samyu noodle restaurant in Sumberkembar village, Pakuniran sub-district are as follows:

1) The Influence of Restaurant Atmosphere on Consumer Satisfaction

From the results of the t-test analysis in analyzing the influence of restaurant atmosphere on consumer satisfaction, it is known that the t table is 1.684, the calculated t result on the restaurant atmosphere variable is 0.576, which means that the restaurant atmosphere variable has no influence on the consumer satisfaction variable. The atmosphere of a place is indeed needed in a business, how about the increasingly attractive interior and exterior design, even the atmosphere of the place that consumers want in a restaurant will make consumers continue to come to that place to find what they need. However, apart from the restaurant atmosphere, there are still various factors that influence a consumer. These findings are in line with research conducted by Clara AM Rooroh, Silcyljeova Moniharapon, and Sjendry SR

Loindong that the restaurant atmosphere does not have a positive effect on customer satisfaction at the Casa de Wanea Manado cafe.

2) The Influence of Product Quality on Consumer Satisfaction

From the results of the t-test analysis in analyzing the effect of product quality on consumer satisfaction, it is known that the t table is 1.684, the calculated t result on the product quality variable is 3.184, which means that the product quality variable has an effect on the consumer satisfaction variable. Product quality is a company asset to survive in the business world. If I see that the product that consumers expect is not met from a product, then consumers will move to a product that shows the expected quality. These findings are in line with research conducted by Ferdinand Napitupulu that product quality has a positive and significant effect on customer satisfaction at PT. Ramayana Lestari Sentosa

3) The Influence of Price on Consumer Satisfaction.

From the results of the t-test analysis in analyzing the effect of price on consumer satisfaction, it is known that the t table is 1.684, the calculated result on the product quality variable is 3.704, which means that the price variable has an effect on the consumer satisfaction variable. Price affects the interest in profit and the situation of the product being marketed. In addition, pricing also has suggestions on costs. For example, a company sells at a high price. That will usually require large promotional costs. The company must convince buyers that the goods have superior quality and dominant elements. These findings are in line with research conducted by Ciciek Adhiah Putri and Juni Tisnowati that price has a significant effect on consumer satisfaction at the Sifa Steak & Resto Karanganyar restaurant.

4) The Influence of Restaurant Atmosphere, Product Quality and Price on Consumer Satisfaction.

For the F test, it is known that the calculated F value of 56.663 is greater than the F table of 2.84. So that the restaurant atmosphere, product quality, and price simultaneously have a positive influence on consumer satisfaction. This means that the higher the restaurant atmosphere, product quality, and price, the higher the consumer satisfaction.

From these findings it is known that the increase in the variables of restaurant atmosphere, product quality, and price will affect consumer satisfaction. The magnitude of the influence of the variables of restaurant atmosphere, product quality, and price on consumer satisfaction can be seen from the coefficient of determination. In this study, the coefficient of determination value is 0.795 which means that restaurant atmosphere, product quality, and price affect consumer satisfaction by 79.5% while the remaining 20.5% is influenced by other factors not mentioned in this study.

5. CONCLUSION

Based on research on the influence of restaurant atmosphere, product quality, and price on consumer satisfaction at the Samyu noodle restaurant in Sumberkembar village, Pakuniran sub-district, the following conclusions were drawn:

1. Based on the research results on the regression model in the t-test conducted, the results showed that:
 - a. The restaurant atmosphere variable does not have a partial effect on consumer satisfaction with a value of $t_{\text{count}} (0.576) < t_{\text{table}} (1.684)$.
 - b. The product quality variable has a partial effect on consumer satisfaction with a value of $t_{\text{count}} (3.184) > t_{\text{table}} (1.684)$.
 - c. The price variable has a partial effect on consumer satisfaction with a value of $t_{\text{count}} (3.704) > t_{\text{table}} (1.684)$.
2. Based on the research results on the regression model in the f test conducted, the results showed that the variables of restaurant atmosphere, product quality, and price had a simultaneous effect on the consumer satisfaction variable with a value of $f_{\text{count}} (56.663) > f_{\text{table}} (2.84)$.

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