

The Effect of Service Quality, Price, and Promotion on Customer Satisfaction Of Futry Bakery & Cake Branch in Gowa

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ABSTRACT

This research is a quantitative research that aims to 1) Knowing the partial effect of service quality on customer satisfaction Futry bakery & cake branch in Gowa, 2) Knowing the partial effect of price on customer satisfaction Futry bakery & cake branch in Gowa, 3) Knowing the partial effect of promotion on customer satisfaction Futry bakery & cake Gowa branch, and 4) Knowing the simultaneous effect of service quality, price, and promotion on customer satisfaction Futry bakery & cake branch in Gowa. questionnaires. The data analysis technique used instrument testing (validity test and reliability test), classical assumption test (normality test, heteroscedasticity test, and multicollinearity test), and hypothesis testing (partial test (t test), determinant test (R²), and simultaneous test (test f). The results of hypothesis testing show 1) there is a positive and significant effect of service quality on customer satisfaction with the regression coefficient having a positive value of 0.151 and a significance value of $0.000 < 0.05$, 2) there is a positive and significant effect of price on customer satisfaction with the regression coefficient having a positive value. of 0.285 and a significance value of $0.032 < 0.05$, 3) there is a positive and significant effect of promotion on customer satisfaction with the regression coefficient having a positive value of 0.318 and a significance value of $0.000 < 0.05$, and 4) there is a simultaneous influence on service quality, price , and promotion of customer satisfaction with a calculated F value of 41,695 and a significance value of $0.000 < 0.05$.

Keywords: Service Quality; Price; Promotion; Customer Satisfaction

INTRODUCTION

In Indonesia, competition in the food business is getting tougher, including in the bread and cake business. This is marked by the emergence of more and more brands of bread and cakes so that consumers are faced with a variety of choices. Every business actor in all business categories is required to be sensitive to any changes that occur and place an orientation to customer satisfaction as the main goal. Companies in providing satisfaction to customers must first study the wants and needs of consumers at this time and in the future (Muh Aras et al., 2017; Bolton & Mattila, 2015; Carolan, 2021; Chiu et al., 2005; Holland et al., 2020; Istanti et al., 2020; Kanten & Darma, 2017; Krasnikolakis et al., 2018; Mariani & Fosso Wamba, 2020; Sunarsi & Baharuddin, 2019).

In the world of marketing, customers need to be considered, if a company or trader does not have customers, then the goods will be traded in vain. A customer is an individual or group who buys a physical product or service by considering various factors such as price, quality,

place, service and so on based on their own decisions (Kimenju & De Groote, 2008; Piacentini et al., 2019; Russell et al., 2016; Wedel et al., 2020; Xia & Roggeveen, 2020). In order to attract customers to buy the products offered, it takes good quality service from employees, competitive prices, and effective promotions so as to provide satisfaction to consumers.

Service quality is a form of consumer assessment of the level of service received with the level of service expected (Hansen, 2005; Hoque & Myrland, 2022; Huang et al., 2019; Kauppinen-Räsänen et al., 2020; Saari et al., 2020). The positive impact of good service will increase customer satisfaction and loyalty as well as the desire to repurchase (re-buying), which of course will increase the income received by the company. In order to compete, survive, and develop, companies are required to be able to meet customer needs and desires by providing the best and quality service, so that customers will feel satisfied and feel valued so that they are happy and willing to become regular customers.

Price is the only element in the retail marketing mix elements that will be profitable for the retailer. In terms of pricing strategy, price is one of the elements that influence the activities within the company that function to create a competitive advantage for the company. However, it often collides with pricing policies. Pricing by the company must be adjusted to the environmental situation and changes that occur, especially at a time of increasingly fierce competition and limited demand developments. In a climate of intense competition like today, companies must pay attention to the price factor, because the size of the price set will greatly affect the company's ability to compete and also be able to influence consumers to buy their products. To be more competitive in the market, companies can consider competitors' prices as a guide in determining the selling price of their products (Shkolnikov et al., 2019).

(Kotler et al., 2018) explains that promotional activities are marketing efforts that provide various short-term intensive efforts to encourage the desire to try or buy a product or service. All promotional activities aim to influence buying behavior, but the main purpose of promotion is to inform, persuade and remind consumers of a product or service. Interestingly, the promotions offered will affect consumer interest in trying to consume the product. Thus, producers will continue to race to create attractive advertisements and promotions in order to influence consumers to buy their products. After seeing an attractive promotion, consumers will automatically try to compare the prices offered by the company compared to the prices offered by competitors.

However, seeing the importance of service quality, price, promotion, on customer satisfaction in a business or business, even though there are SOPs, there are still many employees who do not pay attention to store SOPs. Based on the results of interviews conducted by researchers on the management of Futry bakery & cake, there are some customers who complain about the quality of service provided by the Futry bakery & cake, including customers having to queue when paying at the cashier even though there are two cashier tables but only one is enabled. , then an unstructured employee work system due to the limited number of employees due to a reduction due to the pandemic so that Futry bakery & cake had problems serving customers.

Based on the background description and seeing the importance of customer satisfaction, it is necessary to conduct research in a bakery located in the Gowa-Makassar border area regarding the effect of service quality, price and promotion on customer satisfaction with the object of research, namely the Futry Bakery & Cake branch. Gowa which is located on Jl. Sultan

Hasanuddin, No. 162 Perspective, Kec. Somba Opu, Gowa Regency. The reason is to find out the extent to which the ability of Futry bakery & cake Gowa branch to provide satisfaction for customers through quality service, prices, and promotions carried out. Futry bakery & cake is a culinary business that was founded in 2012 with the first outlet established in Maros Regency. However, in Gowa itself Futry bakery & cake is still relatively new because this Gowa branch of Futry bakery & cake was only established in 2017.

METHOD

Types of research

Based on the approach, this research is broadly a quantitative research. According to (Creswell, 1999, 2010; Creswell & Clark, 2017; Creswell & Creswell, 2017; Feters et al., 2013; John W Creswell, 2013), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative / statistics with the aim of testing the established hypothesis.

Population and Sample

According to (John W Creswell, 2013), the population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study were all customers of Futry Bakery & Cake Gowa Branch. The sampling technique in this study uses non-probability sampling with the accidental sampling method, namely the technique of determining the sample based on chance, that is, anyone who coincidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source (Feters et al., 2013). Based on (John W Creswell, 2013), the appropriate sample size in the study is between 30 to 500 samples. So the researchers took 50 respondents who were used as research samples.

Data collection technique

1. Observation

To obtain accurate data in a study, the first step used in collecting this data is observation. Observation according to (Pasaribu, 2010) is a data collection activity by conducting direct research on the environmental conditions of the research object that supports research activities, so that a clear picture of the condition of the research object is obtained. . Researchers conducted direct observations at the Gowa branch of the Futry Bakery & Cake bakery.

2. Questionnaire

Primary data in this study were collected using a questionnaire given to respondents to obtain information about the variables studied in this study. This data was collected by the researchers themselves through the distribution of questionnaires to respondents at Futry Bakery & Cake Gowa branch.

Research Instruments

The tool used to collect data to be processed is a questionnaire. Questionnaire is a method of collecting data by making a list of questions in the form of a questionnaire which will later be addressed to customers of Futry bakery & cake Gowa branch. The questionnaire used in this study is a closed model because the answers have been provided and the measurement uses a Likert scale, where each answer is given a score as follows:

Strongly Agree : 5

Agree : 4

Neutral : 3

Disagree : 2

Strongly Disagree : 1

Data analysis technique

1. Validity test

Validity is a measurement process to test the accuracy of the items in the list of questions to perform the measuring function (England, 1998; Hıdıroğlu, 2019; Jones et al., 2015; Salman & Abd.Aziz, 2015). Validity test is used to measure whether or not a questionnaire is valid. A questionnaire is declared valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire.

2. Reliability Test

The instrument is said to be reliable if the instrument is able to reveal reliable data and in accordance with the actual reality. Reliability shows an understanding that the instrument is reliable enough to be used as a data collection tool because the instrument is already good (Nikolic et al., 2020). With the Cronbach Alpha method, the measured coefficients will vary between 0 to 1. A coefficient value less than 0.6 indicates that the reliability of internal consistency is not reliable.

3. Normality test

The normality test in the regression model is used to determine whether the data population is normally distributed or not. So in this case the normality test is not each independent and dependent variable but the residual value generated from the regression model. According to Priyatno, this test is usually used to measure data on ordinal, interval or ratio scales. The calculation of this test uses the One Sample Kalmogorov-Smirnov test using a significance level of 5%. The data is declared normally distributed if the significance is greater than 0.05.

4. Heteroscedasticity Test

According to (Rogers & Rogers, 1998) the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one observation residual to another. If the residual variance from one observation to another observation remains, it is called

homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one with homoscedasticity or no heteroscedasticity.

To see the existence of heteroscedasticity is to use statistical tests. The statistical test chosen is the Glejser test, the basis for taking the heteroscedasticity test through the Glejser test (Ghozali, 2016: 137) are: 1) When sig. 2-tailed ≤ 0.05 , then there has been heteroscedasticity, 2) If sig. 2-tailed > 0.05 , then there is no heteroscedasticity.

5. Multicollinearity Test

Multicollinearity test is used to determine whether there is a linear relationship between independent variables in the regression model. The prerequisite that must be met in the regression model is the absence of multicollinearity.

6. Coefficient of Determination (R²)

To find out how big the percentage of influence between the independent variables (X1, X2 and X3) on the dependent variable (Y). If R² is getting bigger (closer to 1), it can be said that the ability to explain the independent variables (X1, X2 and X3) is large to the dependent variable (Y). This means that the model used is getting stronger to explain the effect of the independent variable on the dependent variable. On the other hand, if R² is getting smaller (closer to zero), it can be said that the influence of the independent variables (X1, X2 and X3) on the variable (Y) is getting smaller. This means that the model used is not strong enough to apply the influence of the independent variables studied on the dependent variable.

RESULT AND DISCUSSION

Validity test

Table 1

The results of the validity test of the service quality variable (X1)

No Item	r_{hitung} Coreccteed Item-Total Corelation	r_{tabel} (n = 50, $\alpha = 0,05$)	Value of Sig.	Status
1	0,368	0,279	0,009	Valid
2	0,529	0,279	0,000	Valid
3	0,632	0,279	0,000	Valid
4	0,632	0,279	0,000	Valid
5	0,578	0,279	0,000	Valid
6	0,618	0,279	0,000	Valid
7	0,600	0,279	0,000	Valid
8	0,777	0,279	0,000	Valid
9	0,765	0,279	0,000	Valid
10	0,745	0,279	0,000	Valid
11	0,493	0,279	0,000	Valid
12	0,450	0,279	0,000	Valid
13	0,579	0,279	0,000	Valid

Source: Primary Data Processing Results

The results of the validity test of the service quality variable (table 1) show that all questions have an rcount value greater than the rtable value and a significance value of less than 0.05 so that it meets the criteria. It can be stated that the data that has been taken is valid.

Table 2
Price Variable Validity Test Results (X2)

No Item	r_{hitung} Coreccteed Item-Total Corelation	r_{tabel} (n = 50, α = 0,05)	Value of Sig.	Statu s
1	0,519	0,279	0,000	Valid
2	0,712	0,279	0,000	Valid
3	0,689	0,279	0,000	Valid
4	0,756	0,279	0,000	Valid
5	0,802	0,279	0,000	Valid

Source: Processed Results of Primary Data

The results of the validity test of the price variable (table 2) show that all questions have an rcount value greater than the rtable value and a significance of less than 0.05 so that it meets the criteria. It can be stated that the data that has been taken is valid.

Table 3
Promotion Variable Validity Test Results (X3)

No	r_{count} Coreccteed Item-Total Corelation	r_{table} (n = 50, α = 0,05)	Value of Sig.	Status
1	0,763	0,279	0,000	Valid
2	0,725	0,279	0,000	Valid
3	0,825	0,279	0,000	Valid
4	0,825	0,279	0,000	Valid
5	0,758	0,279	0,000	Valid
6	0,728	0,279	0,000	Valid

Source: Processed Results of Primary Data

The results of the validity test of the promotion variable (table 3) show that all questions have an rcount value greater than the rtable value and a significance value of less than 0.05 so that it meets the criteria. It can be stated that the data that has been taken is valid.

Table 4
Customer Satisfaction Variable Validity Test Results (Y)

N o	r_{hitung} Coreccteed Item-Total Corelation	r_{table} (n = 50, α = 0,05)	Value of Sig.	Status
1	0,780	0,279	0,000	Valid
2	0,679	0,279	0,000	Valid
3	0,796	0,279	0,000	Valid
4	0,820	0,279	0,000	Valid
5	0,670	0,279	0,000	Valid
6	0,698	0,279	0,000	Valid

Source: Processed Results of Primary Data

The results of the validity test of the customer satisfaction variable (table 4) show that all questions have an rcount value greater than the rtable value and a significance of less than 0.05 so that it meets the criteria. It can be stated that the data that has been taken is valid.

Multiple Linear Regression Analysis

Table 5
Multiple Linear Regression Analysis Results

Coefficients ^a					
	Model	Unstandardized Coefficients		Standardized Coefficients	t Sig.
		B	Std. Error	Beta	
1	(Constant)	2.146	1.899		3.585 .145
	Service quality	.158	.053	.100	1.704 .000
	Price	.280	.213	.018	8.131 .000
	Promotion	.251	.112	.318	7.234 .000

Source: Primary Data Processing Results

From the results of multiple linear regression analysis, it can be concluded that the multiple linear equation models in this study are:

$$Y = 2.146 + 0.158X_1 + 0.280X_2 + 0.251X_3$$

- 1) From the above equation, it can be seen that the constant value is 2.146 units. This means, without the influence of service quality, price, and promotion, customer satisfaction at Futry bakery & cake Gowa branch is already worth 2,146 units.
- 2) The regression coefficient value of service quality (b1) is 0.158 units. That is, if the quality of service (b1) provided by employees of Futry bakery & cake Gowa branch increases by one unit, then customer satisfaction will increase by 0.158 units.

- 3) The value of the price regression coefficient (b_2) is 0.280 units. That is, if the price (b_2) given by employees of Futry bakery & cake Gowa branch increases by one unit, then customer satisfaction will increase by 0.280 units.
- 4) The value of the promotion regression coefficient (b_3) is 0.251 units. That is, if the promotion (b_3) given by employees of Futry bakery & cake Gowa branch increases by one unit, then customer satisfaction will increase by 0.251 units.

Discussion

The first hypothesis which states that partially service quality has a positive and significant effect on customer satisfaction at Futry bakery & cake Gowa branch can be accepted because it has been supported by the results of research conducted by the author on 50 customers of Futry bakery & cake Gowa branch through partial test results (test t) with a significance level of 0.05 and the test results have a significance value of 0.05, which is 0.000 and the regression coefficient has a positive value of 0.151.

The results of this study support the theory that has been put forward by (Achrol & Kotler, 1999; Kotler, 2018; Kotler et al., 2016, 2018; Kotler & Zaltman, 1971) which states that service quality is the overall characteristics and characteristics of a product or service that affect the ability to satisfy stated or implied needs. If something has more value than other places and has a good ability to provide services, then the place will become a place of quality service for customers.

The second hypothesis which states that partially the price has a positive and significant effect on customer satisfaction at Futry bakery & cake Gowa branch can be accepted because it has been supported by the results of research conducted by the author on 50 customers of Futry bakery & cake Gowa branch through partial test results (t test) with a significance value of 0.000 0.05 and the regression coefficient has a positive value of 0.285.

The results of this study support the theory that has been put forward by (Byrne, 2016; Danzer & Grundke, 2020; Prodromou & Westerholm, 2022) which states that at a certain price level, if the perceived benefits increase, the value will also increase. If the perceived value of the customer is higher, it will create maximum customer satisfaction. The positive response or loyalty given by the customer is the result of satisfaction with a product or service purchased. The better the price offered and adjusted to the existing quality, it will have a positive effect on the company and increase satisfaction and interest in repurchasing in the future.

The third hypothesis which states that partially promotion has a positive and significant effect on customer satisfaction at Futry bakery & cake Gowa branch can be accepted because it has been supported by the results of research conducted by the author on 50 customers of Futry bakery & cake Gowa branch through partial test results (t test) with a significance value of 0.000 0.05 and the regression coefficient has a positive value of 0.318.

The results of this study support the theory that has been put forward by (Aranda-Michel et al., 2021; M. Aras et al., 2020; Gilbert et al., 2018; Istanti et al., 2020) that the purpose of promotion is to increase sales and company profits. In a competitive business the company must do the best possible promotion, without promotion the company will lose its market share. Companies that can do promotions well will be better known to consumers and increase customer satisfaction.

The fourth hypothesis which states that simultaneously service quality, price, and promotion have a positive and significant effect on customer satisfaction at Futry bakery & cake Gowa branch can be accepted because it has been supported by the results of research conducted by the author on 50 customers of Futry bakery & cake Gowa branch through Simultaneous test results (f test) with a significance level of 0.05 and the test results have a significance value of 0.05, which is 0.000 and a calculated f value of 41.695.

The results of this study support the theory that has been put forward by (Djafar et al., 2019; Gilbert et al., 2018; Menn et al., 2021) that there are three things that determine customer satisfaction, namely service quality, price, and promotion. Customer satisfaction is very important for the company because if the customer is satisfied then the company will last a long time. Service quality, price, and promotion are variables that make customers feel satisfied, therefore the company must always pay attention to these variables to maintain customer satisfaction.

CONCLUSIONS

There is a positive and significant effect of service quality partially on customer satisfaction Futry bakery & cake branch in Gowa. This means that if Futry bakery & cake is able to provide optimal service quality, customers will be more satisfied with Futry bakery & cake Gowa branch. There is a positive and significant effect of partial price on customer satisfaction Futry bakery & cake Gowa branch. This means that if Futry bakery & cake is able to provide prices that match customer expectations, then customers will be satisfied with the prices offered by Futry bakery & cake Gowa branch. There is a positive and significant effect of promotion partially on customer satisfaction Futry bakery & cake Gowa branch. This means that if Futry bakery & cake is able to provide good and quality promotions, customers will have a positive perception of the promotions carried out by Futry bakery & cake Gowa branch so that the level of customer satisfaction will increase. There is a positive and significant effect of service quality, price, and promotion simultaneously on customer satisfaction at Futry bakery & cake branch in Gowa.

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