The influences of *product quality, price* and *service quality* to increase consumer satisfaction of Dorayaki product at CV Abe Seika

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Abstrak. Bisnis adalah suatu usaha perdagangan yang dilakukan oleh sekelompok orang yang terorganisasi agar bisa mendapatkan laba dengan cara memproduksi dan menjual barang dan jasa untuk memenuhi kebutuhan masyarakat. Bisnis bukan saja dilihat dari bisnis pakaian tetapi juga bisnis makanan atau minuman yang menjaring seluruh dunia. Dalam dunia bisnis modern ini, semakin banyak bermunculan industri kecil menengah makanan baru yang membuat persaingan menjadi lebih ketat. Tujuan penelitian ini adalah menganalisis persepsi konsumen terhadap *product quality, price*, dan *service quality* terhadap kepuasan konsumen yang membantu memperbaiki strategi untuk meningkatkan kepuasan konsumen produk Dorayaki di CV Abe Seika. Metode survei dengan pendekatan kuantitatif digunakan pada penelitian ini. Hasil kuesioner diolah datanya menggunakan SEM (*structural equation modelling*). Dari hasil penelitian ini dihasilkan strategi dari variabel *product quality* dengan indikator kualitas produk Dorayaki yang diharapkan dapat meningkatkan kepuasan konsumen dari hasil implementasi strategi yang tepat.

Kata kunci: IKM pangan, kualitas produk, harga, kualitas pelayanan, kepuasan konsumen, *structural equation modelling*

Abstract. Business is a trade undertaken by group organized in order to make a profit by producing and selling goods and services to meet the community needs**.** Business is not only seen from the clothing business but other like food or beverage business that encompasses the entire world. In this modern business era, more and more emerging SMEs make competition tighter. By examining the influence of product quality, price, it is and service quality variables that expected in this research strategy output can increase consumer satisfaction of Dorayaki products at CV Abe Seika. The survey method with a quantitative approach was used in this study. The questionnaire results were processed using SEM (structural equation modeling). From the study results known that produced a strategy of product quality variables with Dorayaki product quality indicators. It is expected to increase customer satisfaction from implementing results the right strategy. Therapy needs further research on success of this consumer satisfaction assessment.

Keywords: SMEs food, product quality, price, service quality, customer satisfaction, structural equation modeling

1. Introduction

Business is a trade undertaken by group organized in order to make a profit by producing and selling goods and services to meet the community needs. Business is not only seen from the clothing business but also the food or beverage business which encompasses the entire world. In this modern business era, more and more emerging SMEs have made competition tighter (Kementrian Koperasi Kecil dan Menengah Republik Indonesia, 2018). The development of an increasingly modern era makes Dorayaki products should not be outdated. As a improvement lack result led to a decrease in sales number of dorayaki products occurred at CV Abe Seika, the decline in sales of dorayaki products was very significant. So there needs to be a new strategy to improve this condition.

Table 1 The number of sales dorayaki product

Year	2018	2019
Month	Unit (Pcs)	Unit (Pcs)
Jan	267	125

Year	2018	2019
Month	Unit (Pcs)	Unit (Pcs)
Feb	222	144
Mar	189	177
Apr	145	133
May	155	179
Jun	119	88
Jul	95	65
Aug	83	117
Sep	58	103
Oct	102	67
Nov	145	78
Dec	284	88
Total	1864	1364

Based on research (Konuk, 2019; Zhong & Moon, 2020; Zamani et al., 2020), the results show that product quality has a positive influence on customer satisfaction. In addition, in (Abdullah et al., 2018;   Nair, 2018) research there are positive numbers regarding price variables on customer satisfaction. On the service quality variable, (Nguyen et al., 2018;   Zhou & Zhang, 2019) research gives significant positive results on the relationship with customer satisfaction variables. Apart from previous research and the company observation data results, it forms variables. To be able to achieve this study objectives, it is necessary to have the variables studied. The variables to be examined are as product quality, price, service quality, and consumer satisfaction.

By examining the influence of product quality, price, and service quality variables, it is expected that this research strategy output can increase consumer satisfaction with the product dorayaki at CV Abe Seika, at the same time can increase the purchases number of these products. So that the legendary Dorayaki products still exist in the marketplace, enter every community.

2.   Literature Review

Consumer Satisfaction
Costumer satisfaction is consumer feelings level after comparing what is received and wanted (Umar, 2005). If the customer is satisfied with the quality of the product or service, it will most likely come back to buy the product or reuse the services offered. According to (Kotler & Keller, 2007) customer satisfaction is the expression of enjoyment or dissatisfaction of a purchaser or consumer who, after comparing goods, has thought of results as desired. Meeting of consumers needs while providing satisfaction to consumers is the every company want. This is the most important consideration for the survival of the business, besides satisfying the consumers desires to increase superior value in competition. It ensures satisfaction is part of the main factor in retention purchasing for customers and is the largest portion of the sales volume of the business.

The following are some factors in determining the customer satisfaction level that needs to be the company's focus are:
a. Product quality
b. Service quality
c. Emotional
d. Price
e. Cost

Product Quality

According to (Kotler & Armstrong, 2009), product quality is a high potential strategy to defeat the competitors. Durability, reliability, accuracy, and ease of use are part of the product in showing its quality. The following are some dimensions of product quality according to (Tjiptono, 2015), among others:
1. Performance
2. Durability
3. Conformance to specifications
4. Features
5. Reliability
6. Aesthetics
7. Perceived quality or impression quality
8. Service ability

Price

Price according to (Kotler & Keller, 2013) is values number of money exchanged by consumers to get a benefit or even good quality or good services that can be owned in its function because in consumers eyes price is one of the most important factors with non-financial social value that must be sacrificed by consumers and for companies the role of prices can shape consumer attitudes.

Service Quality

According to (Tjiptono, 2011) service quality is a good measure of whether or not the quality of services provided at the company level in order to compete with consumer expectations. According to (Tjiptono, 2011) there are five key dimensions in service quality, are:
1. Reliability
2. Responsiveness
3. Assurance
4. Empathy
5. Physical Evidence (Tangible)

For improve quality, several services that can be done, including by conducting evaluations and continuous improvement that is done routinely. The following are some ways that can be done to improve the quality of service are as follows:

1. Getting feedback from consumers

Other things can be done to get input from consumers, such as conducting customer reviews, and checking up on consumers after service is given, this approach can be done by email. Another approach is to check the product for consumers, be involved on social media, provide customers with discounts or other incentives for the feedback award provided, and use technology to track market trends, such as via blogs, google analytics, etc.

2. Conducting company evaluations

Ways that can be done to evaluate them are through surveys by focusing on the things that are important to know. Surveys conducted to find out the concern for customers, ability measurement of a company related to reliability and responsiveness, as well as find out service and product quality based on direct customer experience such as product function, cleanliness, appearance of employees, and so forth.

3. Improving company services

Improving the quality of service can be achieved by providing workers with consistent company service expectations, teaching employees to be responsible, respond quickly and have a high work ethic. If possible, can give employees bonuses who excel. In addition, making it easy for customers to submit their input is something that needs to be done. But it would be better if all efforts to improve the company's services quality to be carried out in a sustainable manner.

3. **Method**

Servqual

According to (Parasuraman et al., 1985), the perceived quality of service is defined in the model as the difference between consumer expectations and perceptions, which, in turn, depends on the size and direction of the four gaps associated with the quality of service delivery on the part of the marketer. Servqual method used to measure the each dimension attributes service quality, thus obtained value gap which difference between consumer perceptions services that have been received with the received goal. This method measured by service quality measurement from each dimension attributes, so that value gap will be obtained which is the difference between consumers perceptions of services that customer had expectations with received services. However, in general there is no uniformity of boundaries regarding the service quality (servqual) concept.

The SERVQUAL model is derived from the analysis (Parasuraman et al., 1985) and originally ten dimensions of service quality were efficiency, sensitivity, competence, access, courtesy, connectivity, reputation, protection, customer understanding/knowledge, and tangible. Later (Parasuraman et al., 1988) the variables were tested and reduced to five factors, including tangibles, reliability , responsiveness , assurance (combining communication, reputation, protection, competence and courtesy) and sympathy (combining understanding and customer awareness with accessibility) (Saleh & Ryan, 1991).

Structural Equation Modeling (SEM)

According to (Ghozali, 2017) in methodology terms, SEM plays various roles, including as a simultaneous equations system, linear causal analysis, path analysis, covariance structure analysis, and structural equation models. Statistical programs that can be used to complete SEM, for example Analysis Moment of Structure (AMOS) or LISREL. The thing to note is the model suitability test (goodness of fit) in SEM model on the AMOS 22.0 program:

a. Evaluate the SEM assumption
1. Normality, using the criterion value of ± 2.58 at the 0.01 significance level. Outliers, are observations or data that have unique characteristics. By using the criterion of a critical value of ± 3, the data is declared Outlier if it has a Z-score higher than +3 or lower than -3.
2. Multicollinearity and Singularity, which need to be observed is reflected from the sample covariance matrix whose determinants are small or near zero indicating multicollinearity or singularity presence, so that the data cannot be used for research.

b. Conformity test and statistical test

Table 2 Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Result
X2-Chi Square	Expected small value	
Significance Probability	≥ 0,05	Good Fit
RMSEA	≤ 0,08	Good Fit
GFI	≥ 0,90 0,80≤GFI≤0,90	Good Fit Marginal Fit
AGFI	≥ 0,90 0,80≤GFI≤0,90	Good Fit Marginal Fit
CMIN/DF	≤ 2,00	Good Fit
TLI	≥ 0,95	Good Fit
CFI	≥ 0,95	Good Fit

1. χ2 - Chi-Square statistic, the smaller the value χ2 the better the model, and is accepted based on probabilities with a cut-off value of p> 0.05 or p> 0.010.
2. RMSEA (The Root Mean Square Error of Approximation), is an index used to compensate for chi-square in large samples.
3. GFI (Goodness of fit Index), is ameasure non-statistical that has a range of values between 0 to 1. High values in this index indicate a "better fit".
4. AGFI (Adjusted Goodness of Fit Index), is a criterion that takes into account the weighted proportion of the variance in a sample covariance matrix.
5. CMIN/DF (The Minimum Sample Discrepancy Function Devided with Degrre of FreedomChi-), is a square statistic X2 divided by its degree of freedom so it is called X2 relative.
6. TLI (Tucker Lewis Indeex), is an incremental index that compares a model that is tested against a baseline model.
7. CFI (Comparative Fit Index), a range of values of 0 -1, which is getting closer to 1, indicating the highest level of fit

The hypothesis in this study are:
1. H1: Product Quality affects the increase in customer satisfaction.
2. H2: Price affects the increase in customer satisfaction.
3. H3: Service Quality affects the increase in customer satisfaction.

The types of data contained in this research are:
a. Primary Data, is data obtained directly from the study site. Primary data processed from direct observations and surveys using a questionnaire to active consumers. In distributing the questionnaire using Likert scale with 5 points, namely: 1. Strongly Disagree, 2. Disagree, 3. Fairly Agree, 4. Agree, 5. Strongly Agree. Customer base that has been determined.

Variables studied can be divided into:
1. Product Quality functions as an independent variable which is then given an X1 notation. The aim is to correct problems related to product quality.
2. Price functions as an independent variable which is then given an X2 notation. The aim is to correct problems related tovariables price.
3. Service Quality functions as an independent variable which is then given an X3 notation. The aim is to correct problems related tovariables service quality.
4. Consumer Satisfaction functions as a dependent variable which is then given a Y1 notation. The aim is to correct problems related to customer satisfaction variables, based on product quality, price and service quality indicators.

b. Secondary Data, is data that already exists. Where the author's data obtained from the company where the research evidence or historical reports that have been composed of companies, as well as through the literature study by studying various writings through books, the internet and theses related to research.

The method used in determining respondents using Purposive Sampling method. In this parties selection to be respondents is customers active buying Dorayaki in CV Abe Seika, then the consumers selection who are still actively buying the product with a population of 240 active consumers, the error rate used for the Slovin formula is 5%. So the number of respondents in the sample can be as big as 150 respondents. After that, the data collected through the distribution of product quality, price and service quality questionnaires will improve consumer satisfaction in small food industries.

Table 3 Variables and Indicators Questionnaire

Variables	Indicators	Declaration	Statement Item No.
Product Quality (X1)	Packaging Design Products (X_{11}) (Fitriani, 2020)	Design product packaging dorayaki presented CV Abe Seika very attractive	1

Variables	Indicators	Declaration	Statement Item No.
(Ayu et al., 2020) (Hamzah, A. A., Shamsudin, 2020)	Product Variations (X_{12}) (Pertiwi, 2020)	Product variants dorayaki presented CV Abe Seika interesting to try	2
	Quality Food products (X_{13}) (Mulyana & Setyono, 2019)	Product dorayaki CV Abe Seika is better than other producers	3
Price (X2) (Putra & Idris, 2020) (Setiawan et al., 2020)	Low Prices (X_{21}) (Pamungkas, 2019)	Prices of dorayaki products set by CV Abe Seika are quite cheap	4
	Price Match with Taste (X_{22}) (Gultom & Ngatno, 2020)	Prices of Abe Seika dorayaki products are in accordance with the taste of the food	5
	Price Match with Portion (X_{23}) (Dadang Suhairi, 2019)	The portion of Abe Seika dorayaki product is comparable to the price paid	6
Service Quality (X3) (Hong et al., 2020) (Malik et al., 2020)	Order Processing Speed (X_{31}) (Choerini et al., 2017)	Ordering Dorayaki products at CV Abe Seika is served quickly	7
	Speeds Get Information (X_{32}) (Lourensius et al., 2019)	Employees of CV Abe Seika have knowledge of the product pretty well	8
	Speed Handling Complaints (X_{33}) (Hasanuddin et al., 2020)	*Customer Service* CV Abe Seika is always responsive to complaints submitted by consumers	9
Consumer Satisfaction (Y1) (Kuswandi, 2004) (Syed, 2019)	Product Quality (Y_{11}) (Susanti, 2020)	Consumers are satisfied with the quality of Dorayaki products from CV Abe Seika	10
	Quality of Service (Y_{12}) (Felicia, 2020)	Services provided by Abe Seika CV are good enough	11
	Low Prices (Y_{13}) (Setiawati et al., 2020)	Price offered by Dorayaki CV Abe Seika is quite cheap compared to other manufacturers.	12

4. Results and Discussion

Comparing the sample covariance matrix and the predicted SEM covariance matrix model is used to conduct this suitability check. The following Table 4 shows the findings of the test's suitability in evaluating the effect of product quality, price, and service quality to improve customer loyalty of Dorayaki products at CV Abe Seika.

Table 4 Results of Fit Index Goodness

Goodness of Fit Index	Cut off Value	Indeks Model	Result
X2-Chi Square	Expected small value	207,702	
Significance Probability	≥ 0,05	0,000	Not Fit
RMSEA	≤ 0,08	0,120	Not Fit
GFI	≥ 0,90 0,80≤GFI≤0,90	0,876	Marginal Fit
AGFI	≥ 0,90 0,80≤GFI≤0,90	0,810	Marginal Fit
CMIN/DF	≤ 2,00	3,1	Not Fit
TLI	≥ 0,95	0,769	Not Fit
CFI	≥ 0,95	0,822	Not Fit

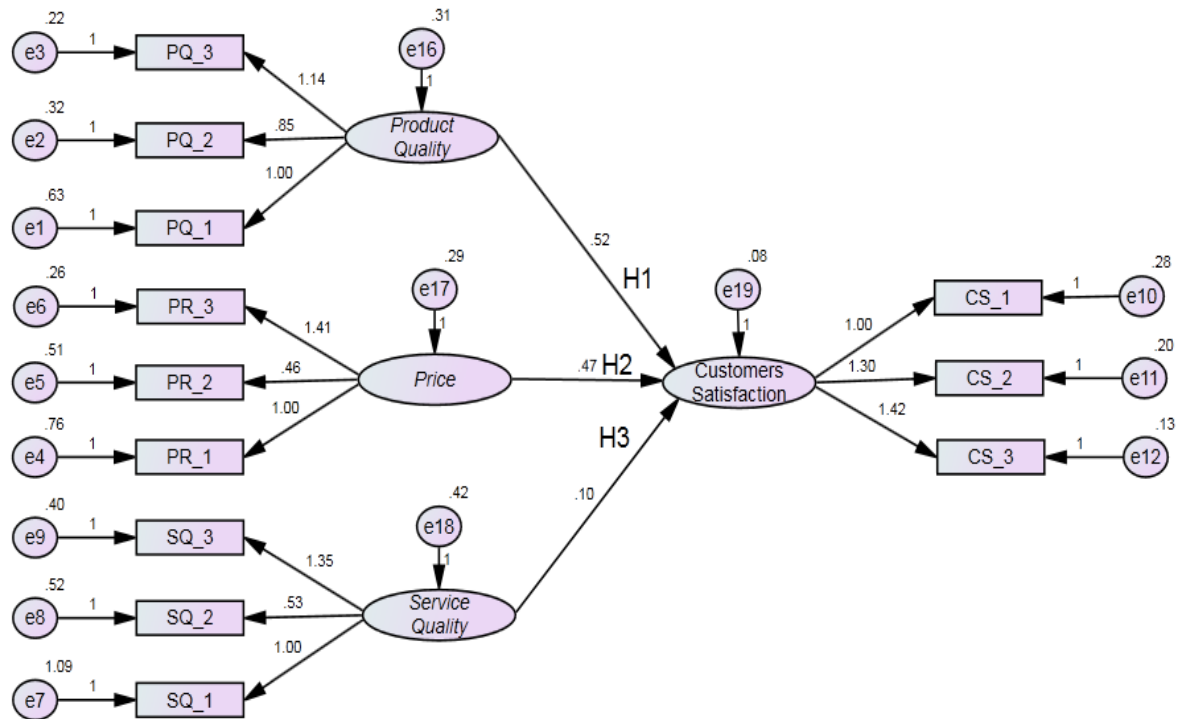Based on the results above, the SEM model is present in Figure 1.

Figure 1 SEM Model

The following are regression weight table which will show the models influence are:

Table 5 Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Customers_Satisfaction	<---	Product_Quality	.523	.108	4.829	***	par_9
Customers_Satisfaction	<---	Price	.465	.109	4.263	***	par_10
Customers_Satisfaction	<---	Service_Quality	.104	.063	1.656	.004	par_11
PQ_1	<---	Product_Quality	1.000				
PQ_2	<---	Product_Quality	.851	.154	5.525	***	par_1
PQ_3	<---	Product_Quality	1.138	.194	5.876	***	par_2
PR_1	<---	Price	1.000				
PR_2	<---	Price	.462	.144	3.203	.001	par_3
PR_3	<---	Price	1.411	.324	4.349	***	par_4
SQ_1	<---	Service_Quality	1.000				
SQ_2	<---	Service_Quality	.533	.141	3.775	***	par_5
SQ_3	<---	Service_Quality	1.346	.422	3.188	.001	par_6
CS_1	<---	Customers_Satisfaction	1.000				
CS_2	<---	Customers_Satisfaction	1.300	.153	8.503	***	par_7
CS_3	<---	Customers_Satisfaction	1.418	.161	8.829	***	par_8

Based on the results of data processing that will answer the hypothesis of this study, there is a significant influence between the variables of product quality, price and service quality on customer satisfaction variables because the p value> 0.05 in the regression weight table From the regression weight table it can be concluded that the product quality variable has a significant positive effect on customer satisfaction with a value of 0.523. For the variable price significantly positive effect on customer satisfaction with a value of 0.465. While the service quality variable has a significant positive effect on customer satisfaction with a value

of 0.104. Then the strategy will be carried out based on product quality assessment that is Dorayaki product quality indicators with a value of 1.14.

5. Conclusion

Referring to the results and the previous discussion, then there are the points that are summarized namely :
1. The results of data processing indicate that there is a significant influence of product quality, price and service quality variables on customer satisfaction.
2. Customer output satisfaction assessment is a strategy that will be made based on Dorayaki product quality indicators at CV Abe Seika.
3. It is expected to increase customer satisfaction from the implementing results the right strategy.
4. Further research is needed regarding the success of this customer satisfaction assessment.

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