Original Article

The Influence of Taste, Price, Store Atmosphere, and Service Quality on Consumer Satisfaction at Warkop Gb 2

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Abstract:
This research aims to determine the influence of taste, price, store atmosphere and service quality on consumer satisfaction. This type of research is associative research. Data collection in this research was carried out through a survey approach with a quantitative descriptive research type by distributing questionnaires to 100 respondents, while the population used in this research was customers of GB 2 Bireuen warkop. Data collection techniques were carried out using interviews, questionnaires and documentation studies. The data analysis tool used in this research uses SPSS. The data analysis technique in this research is descriptive analysis. The results of this research show that taste, price, store atmosphere and service quality influence customer satisfaction at warkop GB 2 Bireuen

Keywords: Taste, Price, Store Atmosphere, Consumer Satisfaction

Introduction
Marketing is one of the main activities carried out by entrepreneurs in their efforts to maintain survival, to develop and to make a profit. Success or failure in achieving business goals depends on the entrepreneur's expertise in marketing, production, finance and other fields. Apart from that, it also depends on the entrepreneur's ability to combine these functions so that the business he is involved in can run smoothly. Basically, the goal in setting up a company is to make the maximum profit possible. The success of a company in achieving this goal is greatly influenced by the company's ability to market its products. Companies can sell their products at profitable prices at the expected quality level, and will be able to overcome challenges from competitors, especially in the marketing sector. Therefore, to attract consumers to make purchases, companies must be able to implement an appropriate marketing strategy according to the market conditions they face. The success of a marketing strategy is influenced by several factors, namely market research and analys.
Therefore, good management of all company activities, especially those related to marketing activities. The type of business that is quite interesting to analyze at the moment is the culinary or food sector which is a basic need for everyone, so it is widely used as a business opportunity by the community. This business is capable of generating quite large profits. Apart from that, another factor that prompted the creation of this business was a shift in lifestyle among people who are used to eating outside the home, because apart from being efficient it is also used as a means of refreshing, both with family and relatives. Businesses in this field are called culinary businesses. This business is experiencing rapid development as seen from the increasing number of restaurants, cafes, and food stalls in every region, including in the city of Bireuen. The development of culinary businesses that have sprung up in the city of Bireuen has made business people compete fiercely with different competition, namely in terms of service, food, and price. One of the efforts that can be made by every business actor is to create a consumer-oriented marketing strategy, this will affect consumer satisfaction and this satisfaction will be sustainable, which will attract more consumers because it is a fairly reliable indicator for the continuity of relationships with old and continuing customers. Acquiring new customers with the concept of consumer satisfaction will have a greater influence on the market share.

This marketing strategy is carried out by Warkop G2 in Bireuen City. Judging from the taste of the food, the varied food menu, service quality, and price are the most important things in the service provided by sellers to buyers (consumers) and have a positive effect on consumer satisfaction. Consumer satisfaction is always a must for every business person, especially in the cafe sector, to pay attention to when carrying out their business activities. Currently, many cafe businesses increasingly understand the importance of customer satisfaction and are developing strategies to provide satisfaction for their customers. According to Kotler (Sapada 2021) satisfaction is a person's feeling of happiness or disappointment that arises after comparing the expected performance (results). After consumers consume a product or service, the consumer will have feelings of satisfaction or dissatisfaction with the product or service they consume. Satisfaction will encourage consumers to buy. Taste is a way of choosing food that must be distinguished from the taste of the food. Taste is a food attribute that includes appearance, smell, taste, texture, and temperature. Taste is a form of cooperation between the five human senses, namely taste, smell, touch, sight, and hearing.

According to (Kusumaningrum 2019) the definition of taste is a consumer's assessment of a food or drink product, in which there is a sensation of stimulation and stimulus that can come from external or internal and then be felt by the mouth. Meanwhile, according to (Melda et al, 2020) taste is one way to choose food and drinks which is differentiated by the taste of the food or drink and can be differentiated from shape/appearance, smell, taste, texture, and temperature. Taste itself is the result of the work of the taste buds which are located on the tongue,
cheeks, throat, roof of the mouth, which are part of the taste (Wikipedia Bahasa Indonesia). There are times when the available food does not have an attractive shape even though its nutritional content is high, in other words the quality of a food product is largely determined by the consumer’s level of preference for the food. In general, food processors always try to produce good quality products. Food quality is the overall properties of the food that influence consumers. Warkop G2 Bireuen has a variety of flavors so it can attract customers, but based on field survey results, it was found that several customers were dissatisfied with the taste of several menus. There are foods that are too spicy and there are also foods that are too sweet.

Apart from taste, price also influences consumer satisfaction. According to (Nuraina and Sofyan 2023) Price is the exchange value of a good or service, in other words, it is a product that can be exchanged on the market. Prices don't always represent money. And price is the value stated in a form of currency such as the rupiah, dinar or dollar or other monetary medium as the exchange rate. The prices of products sold at Warkop G2 Bireuen are considered pocket friendly. However, based on the survey, it was found that several customers said that there were several menus that were relatively expensive and did not match the quality of the food. The definition of price according to Kotler and Armstrong in (Hertina and Wulandari 2022), price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using a good or service. According to Berman and Evan in (Tambun, Sari, and Rangkuti 2021) the atmosphere is more about the physical shop which is used to impress consumers and to attract customers to come to the shop. According to (Levy et al. 2012) the atmosphere is more about the design of the shop environment which is simulated by the five senses. From these definitions, it can be concluded that store atmosphere is a physical component of a store that can influence consumers both emotionally and in their perception of the image of a store, which in the end can stimulate consumer buying interest.

Store atmosphere is one of the factors that influences consumer satisfaction. The purpose of Store atmosphere is to attract visitors to come to the coffee shop and make consumers relax longer in the coffee shop. So consumers make purchases. At the research location, the atmosphere in the coffee shop looks uncomfortable, the building seems open so that if it rains it will be hit by raindrops. The location of the warkop is on the side of the road so the atmosphere of the warkop is noisy with the sound of passing vehicles. So consumers don't feel comfortable staying in the coffee shop for long. Apart from that, service quality also influences consumer satisfaction in purchasing a product. According to (Arianto 2018) Service Quality can be defined as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Based on survey results in the field, the quality of service provided is quite good. However, there are still some customers who receive poor service, such as ordering food that takes a long time, some employees are less friendly towards customers.
Methods

This type of research is based on the characteristics of the problem to be studied, namely explanatory research, namely research that can be carried out if knowledge about the problem is sufficient, meaning that there are already several certain theories and there have been various studies that have tested various specific hypotheses until they are collected as empirical generalizations. According to (Reventiary 2016) Population is an area/generalization consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population used is consumers who visit the GB 2 warkop whose population size is unknown. Because the population size in this study is still an estimate, that is, the number is uncertain. In this study, the samples were 100 customers of Warkop GB 2. The data analysis method used in this research is descriptive analysis. Descriptive quantitative data analysis is carried out when we look at data performance in the past to obtain a conclusion. This quantitative data analysis is used when we are dealing with very large volumes of data, as well as interpreting the data by obtaining it from respondents by collecting, compiling and clarifying the data. Data analysis uses multiple linear regression tests, hypothesis testing, namely t test, f test and coefficient of determination test.

Results

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis is intended to determine the influence or relationship between several independent variables, namely taste, price, store atmosphere and service quality, with the dependent variable, namely consumer satisfaction, so to obtain more accurate results, researchers used the SPSS (Product and Statistics) software program. Service Solution) version 20.0, the following output is produced:

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>21.780</td>
<td>6.184</td>
<td>3.522</td>
<td>.002</td>
</tr>
<tr>
<td>Taste</td>
<td>.552</td>
<td>.166</td>
<td>.407</td>
<td>3.319</td>
</tr>
<tr>
<td>Price</td>
<td>.500</td>
<td>.119</td>
<td>.525</td>
<td>4.208</td>
</tr>
<tr>
<td>Store Atmosphere</td>
<td>.381</td>
<td>.102</td>
<td>.438</td>
<td>3.716</td>
</tr>
<tr>
<td>Service Quality</td>
<td>.740</td>
<td>.184</td>
<td>.429</td>
<td>3.621</td>
</tr>
</tbody>
</table>

Source: Research Results (Data processed by SPSS), 2024

Based on the table above, if you look at the B value in the Unstandardized Coefficients column, you can see the coefficient value of each variable.

a. Constant (a) = 21.780. This value means that if the variables taste, price, store atmosphere and service quality do not exist (have a value of zero), then consumer satisfaction is 21,780.

b. Coefficient X1 (b1) = 0.552. This value means that if the taste increases by one
unit, consumer satisfaction will increase by 0.552.

c. Coefficient $X_2 (b_2) = 0.500$. This value means that if the price increases by one unit, consumer satisfaction will increase by 0.500.

d. Coefficient $X_3 (b_3) = 0.381$. This value means that if the store atmosphere increases by one unit, then consumer satisfaction will increase by 0.381.

e. Coefficient $X_4 (b_4) = 0.740$. This value means that if service quality increases by one unit, then consumer satisfaction will increase by 0.740.

**Hypothesis Test Results**

**Partial Significance Test (t Test)**

Partial test (t test) of taste, price, store atmosphere and service quality with the dependent variable, namely consumer satisfaction. The tcount value is obtained from SPSS results, while the ttable value used is the t value at α = 0.05 with degrees of freedom $df = (n-k-1) = (99-4-1) = 94$, namely 1.687.

Based on Table 2, it can be explained as follows:

a. For the taste variable ($X_1$), the t value obtained is 3.319 with a significance level of 0.003. When compared with the ttable value, tcount (3.319) > ttable (1.687) and the significance level is 0.003 < 0.05. This means that taste partially influences customer satisfaction. This means that the hypothesis can be accepted.

b. For the price variable ($X_2$), the t value obtained is 4.208 and the significance level is 0.000. When compared with the ttable value, tcount (4.208) > ttable (1.687) and the significance level is 0.000 < 0.05. This means that price partially influences consumer satisfaction. This means that the hypothesis can be accepted.

c. For the store atmosphere variable ($X_3$), the t value obtained is 3.716 and the significance level is 0.001. When compared with the ttable value, tcount (3.716) > ttable (1.687) and the significance level is 0.001 < 0.05. This means that the store atmosphere partially influences consumer satisfaction.

d. This means that the hypothesis can be accepted and for the service quality variable ($X_4$), the t value obtained is 3.621 and a significance level of 0.005. When compared with the ttable value, tcount (3.621) > ttable (1.687) and the significance level is 0.005 < 0.05. This means that service quality partially influences consumer satisfaction. This means that the hypothesis can be accepted.

**Simultaneous Significance Test (F Test)**

The simultaneous significance test (F test) is used to prove the influence of taste, price, store atmosphere and service quality together (simultaneously) on consumer satisfaction. The results of the simultaneous test (F test) are displayed in the following table:

| Table 2 Simultaneous Test Results (F Test) |
| **ANOVA** |

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Source: Research Results (Data processed by SPSS), 2024

Based on Table 2 above, the Fcount value is 24.083 and the Sig value is 0.000. Meanwhile, the Ftable value used is the F distribution value with degrees of freedom df1 = (k-1) = (4-1) = (3) and df2 = (n-k) = (77) at α = 0.05, namely 2.62. Next, the Fcount value is compared with the Ftable value, so we get Fcount (24.083) > Ftable (2.62) and a significance level of 0.00 < 0.05. This shows that taste, price, store atmosphere together (simultaneously) influence consumer satisfaction. This means that the hypothesis can be accepted.

**Coefficient of Determination**

The regression is getting worse or the model is very limited in explaining, and conversely the closer it is to one, the better the model. The magnitude of the coefficient of determination can be seen in the following table: The coefficient of determination measures how far the model's ability is to explain variations in the independent variables. The value is 0 – 1. The closer to zero it means the model.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>120.077</td>
<td>4</td>
<td>30.019</td>
<td>24.083</td>
<td>.000</td>
</tr>
<tr>
<td>1 Residual</td>
<td>53.290</td>
<td>77</td>
<td>2.132</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>173.367</td>
<td>81</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Research Results (Data processed by SPSS), 2024

The coefficient of determination (R²) can be seen in the Adjusted R Square column, namely 0.623. This value means that consumer satisfaction can be explained by taste, price, store atmosphere and service quality by 62.3%. Meanwhile, the remaining 37.7% was influenced by other variables not examined in this research.

**Conclusion**

The conclusions formulated by the author based on the problem formulation in this research are: Taste has a positive and significant effect on consumer satisfaction at Warkop GB2, Price has a positive and significant effect on consumer satisfaction at Warkop GB2, store atmosphere has a positive and significant effect on consumer satisfaction at Warkop GB2, Service quality has a positive and significant effect on consumer satisfaction at Warkop GB2, and Taste, price, store atmosphere and service quality have a positive and significant effect on consumer satisfaction at Warkop GB2 simultaneously. This can be seen at the
research location that consumers are very satisfied with the delicious taste of the food, cheap prices, as well as the comfortable atmosphere of the cafe and it looks beautiful. and the service provided by Warkop GB 2 is so satisfying that consumers visit the warkop repeatedly.

**References**


