

## Importance of Product Quality, Price, Service and Promotion on Consumer Satisfaction (Case Study of Nasi Bebek Buma Restaurant: Perintis Kemerdekaan Branch)

Friski Okta Ayu Putri<sup>1</sup>, Retnosyari Septiyani<sup>1\*</sup>, Yunda Maymanah Rahmadewi<sup>1</sup>

<sup>1</sup> Food Service Business Study Program, Ahmad Dahlan University, Yogyakarta, Indonesia

\*Corresponding author: [retnosyari.septiyani@culinary.uad.ac.id](mailto:retnosyari.septiyani@culinary.uad.ac.id)

Submit: 02 September 2022 | Diterima: 24 October 2022

### Abstract

The importance of food needs causes the food and beverage business never to fade. Implementing a strategy to maintain market shares must be carried out appropriately, especially during the pandemic that caused many companies to go bankrupt. Product quality, price, promotion, and service have direct and significant effects on consumer satisfaction, with case studies on the number of restaurants that went bankrupt due to the pandemic. However, there has been no further research on restaurants that survived this pandemic, such as the Nasi Bebek Buma Restaurant. This study investigated the relationship between product quality, price, promotion, and service on customer satisfaction. This study used a quantitative method with a questionnaire approaching consumers and direct interviews with the owner of the Nasi Bebek Buma Restaurant. This study used a population of consumers of Nasi Bebek Buma Restaurant and a sample of consumers who have bought at Nasi Bebek Buma Restaurant taken by incidental random sampling. Data analysis was obtained using descriptive analysis and classical assumption test using normality test, multicollinearity test, and heteroscedasticity test. In addition, multiple regression analysis was also used to predict the value of the influence of two or more independent variables on the dependent variable to indicate whether there is a functional relationship or causal relationship between two or more independent variables. Hypothesis testing using the F distribution table with a significance level of 5% and a partial regression coefficient significance test (t-test). The results showed that product quality, price, and promotion individually had a positive and significant effect, while service had a positive but not significant effect on consumer satisfaction at Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch. The promotion variable is the most dominant variable of consumer satisfaction at Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch.

**Keywords:** *business, consumer, promotion, restaurant*

### 1. Introduction

Food is an essential need for every individual. Humans cannot live when they cannot meet the need for food (Molle et al., 2019) because humans need to eat to continue life. The importance of these needs causes the food and beverage business to never fade, which is visible in one of the cities, Yogyakarta, known for its diverse culinary business. Yogyakarta has a variety of diverse culinary delights, such as traditional food from several regions, continental food, oriental food, and various kinds of snacks. One of the culinary businesses with the characteristic of black spices originating from Madura, Nasi Bebek Buma, is located in Jl. Ki Penjawi No.28, Rejowinangun, Kotagede, Yogyakarta 55171. This restaurant that not only provides processed duck but also

provides processed chicken is included in the category of restaurants that can survive during tight competition in the culinary industry. Especially during the pandemic, many companies went out of business and were declared bankrupt, but Nasi Bebek Buma Restaurant did not go bankrupt; it just experienced a decline in turnover at the beginning of the pandemic.

The implementation of strategies to maintain market share in order to remain stable must be carried out appropriately. Meeting customer needs is not only an important factor in the survival of a company but can also increase its competitive advantage when customers who are satisfied with products and services tend to repurchase products and reuse services when the same needs are met again in the future (Tombeng et al., 2019). Several factors influence customer satisfaction, including product quality, price, service, and promotion.

Product quality is one-factor influencing consumers' feelings (Afifah et al., 2021). Afina & Hastuti (2018) states that product quality is the product's ability to carry out its functions, including reliability, durability, ease of use and repair, accuracy, and other general product characteristics. In developing a food business, it is not enough to rely on product quality. However, other factors are needed so that consumers can feel satisfied so that consumers can repurchase. Consumer satisfaction is also influenced by prices, where the price is a medium of exchange used to obtain products or services using a certain amount of money (Maulana, 2019).

Service is the next factor affecting customer satisfaction (Zulpiani & Ridho, 2016). According to Aprianto (2016), service is activities with an interaction either indirectly through the machine so that consumer satisfaction appears or directly between one person and another. Next, promotion is a factor that can affect consumer satisfaction (Herlina & Irawati, 2017). According to Anggriana et al. (2017), promotions are all activities that companies carry out to communicate and promote products that the company carries out according to the target market.

Research conducted by Marpaung & Mekaniwati (2020) shows that product quality, price, promotion, and service have a direct and significant effect on consumer satisfaction, with case studies on the number of restaurants that went bankrupt due to the pandemic. However, there has been no further research on restaurants that survived this pandemic, such as the Nasi Bebek Buma Restaurant. This study aimed to see the relationship between product quality, price, promotion, and service on consumer satisfaction at Nasi Bebek Buma Restaurant.

## **2. Methods**

This study used quantitative methods to distribute questionnaires to consumers and direct interviews with the owner of the Nasi Bebek Buma Restaurant. The research conducted from October to November 2021 used the population of consumers of Nasi Bebek Buma Restaurant. The sample in this study were consumers who had bought at the Nasi Bebek Buma Restaurant. The sampling technique in this study used incidental sampling so that the sample obtained by the researcher was the consumer of Nasi Bebek Buma Restaurant who accidentally or coincidentally met the researcher during the research process. The samples used were calculated based on the Lemeshow formula because the population was unknown, obtained the minimum number of samples needed in this study was as many as 96 respondents, rounded up to 100.

### **Data Collection and Processing**

In this study, the primary data were taken from questionnaires distributed to obtain information from respondents. This research used a Likert scale as a data presentation. The Likert scale had five alternative answers on each questionnaire with a value of 1 (strongly disagree) to 5 (strongly agree).

The questionnaire instrument used was then tested for validity and reliability. A validity test was a data or questionnaire test so that researchers could get an answer that proved the questionnaire's validity. A questionnaire was valid if the questions in the questionnaire could

produce something measured by the questionnaire. A reliability test was a data or questionnaire test to measure the consistency of respondents to the questionnaire. A questionnaire was reliable or trustworthy if a person's response to the statement was consistent or stable over time (In & Asyik, 2019). This research used the following Cronbach alpha formula:

$$r_{11} = \left( \frac{n}{n-1} \right) \left( 1 - \frac{\sum \sigma_t^2}{\sigma_t^2} \right)$$

Note:

$r_{11}$  = instrument reliability coefficient

$n$  = the number of items questions

$\sum \sigma_t^2$  = number of item variants

$\sigma_{2t}$  = variants

### Data Analysis

Data analysis was done using descriptive analysis and classical assumption test using normality test, multicollinearity test, and heteroscedasticity test. The normality test in this study used the Kolmogorov-Smirnov test, calculated using SPSS version 17. The multicollinearity test was used to create a regression model that shows the correlation between independent variables. A heteroscedasticity test was carried out using the glejser test.

In addition, multiple regression analysis was also used to predict the value of the influence of two or more independent variables on the dependent variable to indicate whether there was a functional relationship or causal relationship between two or more independent variables, partial regression coefficient significance test (t-test).

## 3. Results and Discussion

### Characteristic of Respondent

Respondents obtained various characteristics of gender and age (Table 1). Female respondents were more dominant in visiting Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch because women have a greater culinary hobby than men. It is in line with Dewi (2017), a woman who initially has a hobby of cooking can be sure that the woman has a love for the culinary world. In addition, according to Wahyurini (2017), women tend to prefer shopping and are easily influenced by other people's words. In addition, women are also fond of food or snacks, so it can be concluded that women are more dominant in the love of the culinary world.

Most consumers were at the age of 20-25 years, which was in accordance with Pranata et al. (2019) that at the age of 20-25 years, a person gains experience in choosing an item or service, one of which is food selection, which shows the 20-25 years age group prefers to buy heavy food than light food because buying heavy food can make the stomach feel fuller than light food.

Student respondents were more dominant in visiting the Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch. It was due to the behavior of students who like to try new things in culinary that they think are unique (Hamid et al., 2020). Meanwhile, according to Pranata et al. (2019), the mindset of today's society, especially teenage students, revolves around culinary arts, not just food and cuisine. Current culinary activities include tasting food at ethnic restaurants, attending food festivals, tasting food, and cooking at home.

Table 1. Character of Respondents

Characteristics	N	Percentages
Gender		
Male	47	47%
Female	53	53%
Age (years old)		
< 20	14	14%

20 - 25	54	54%
26 - 30	16	16%
> 30	16	16%
<b>Occupation</b>		
University students	52	52%
Employee	23	23%
Entrepreneur	16	16%
Civil servant	4	4%
Housewife	5	5%
<b>Purchase Frequency (per month)</b>		
1 time	51	51%
2 times	16	16%
3 times	17	17%
> 3 times	16	16%
<b>Ordered Menu</b>		
Duck	68	68%
Chicken	32	32%

The frequency of consumers visiting Nasi Bebek Buma Restaurant 1 time in 1 month was the most compared to the frequency of visits 2 to more than 3 times per month. It was following previous research, which was the first impression on consumers of the product and the benefits of the product (Mirasaputri et al., 2014). In addition, the appearance of a product can add value to the product itself because many consumers choose to buy products that look decent. In addition, according to Arianto (2013), survey consumer buying behavior is a desire to try new products or try new foods.

The duck menu is the most ordered menu by consumers compared to the chicken menu (Table 1). This follows Dewi et al. (2021), which show that the taste of duck is more savory and delicious so that it can be an attraction for everyone. Meanwhile, according to Purwantono & Suwandi (2019), duck taste is more savory than chicken.

### Descriptive Statistical Analysis

Descriptive statistical analysis was used to statistically describe the state of the research variables. This study used the mean, maximum, minimum, and standard deviation to describe the statistical picture of each variable. Product Quality had the lowest score of 11, the highest score of 25, the average of 18.14, and the standard deviation of 2.825. it means the respondents have a fairly good perception of product quality (Table 2).

Table 2. Descriptive of Respondents

Variable	Lowest	Highest	Average	Std. Deviation
Product quality	11	25	18.14	2.825
Price	8	20	13.79	2.610
Service	12	25	18.59	3.114
Promotion	7	15	11.41	1.913
Consumer Satisfaction	9	20	15.02	2.531

The price had a low of 8, a high of 20, a mean of 13.79, and a standard deviation of 2,610. From Table 2, it can be seen that the mean value > deviation value, so it can be concluded that respondents had a fairly good perception of prices. The standard deviation was expressed as a description of a very high degree of separation, and the data distribution showed normal results without causing any variance.

The service had the lowest score of 12, the highest score of 25, a mean of 18.59, and a standard deviation of 3.114. From the table, it can be seen that the mean value > deviation value,

so it can be concluded that respondents had a fairly good perception of service. The standard deviation was expressed as a description of a very high degree of separation, and the data distribution showed normal results without causing any variance.

The promotion had the lowest score of 7, the highest score of 15, a mean of 11.41, and a standard deviation of 1.914. From the table, it can be seen that the mean value > deviation value, so it can be concluded that the respondents had a fairly good perception of promotion. This is because the standard deviation was expressed as a description of a very high degree of separation, and the data distribution shows normal results without causing any variance.

Consumer Satisfaction had the lowest score of 9, the highest score of 20, an average of 15.02, and a standard deviation of 2.531. From the table, it can be seen that the mean value > deviation value, so it can be concluded that the respondents had a fairly good perception of consumer satisfaction. The standard deviation was expressed as a description of a very high degree of separation; the data distribution showed normal results without causing any variance.

## Instrument Test

### a. Validity Test

A validation test measures the accuracy of an element or data instrument to measure what it wants to measure. A questionnaire was valid if the instrument could measure what was being measured. The decision criteria for the validity test for each item element was when the count value of each question was > table, and the significance value was < 0.05. the total correlation value of the corrected items or the calculated r value for each variable was > 0.312 (Table 3). This shows that the data was valid and worthy to be tested.

Table 3. Validity Test

Variable	Item	Person Correlation	Sig (2-tailed)	Description
Product Quality	X1.1	0.902	0.000	Valid
	X1.2	0.908	0.000	Valid
	X1.3	0.919	0.000	Valid
	X1.4	0.931	0.000	Valid
	X1.5	0.886	0.000	Valid
Price	X2.1	0.925	0.000	Valid
	X2.2	0.932	0.000	Valid
	X2.3	0.949	0.000	Valid
	X2.4	0.980	0.000	Valid
	X2.5	0.971	0.000	Valid
Service	X3.1	0.941	0.000	Valid
	X3.2	0.928	0.000	Valid
	X3.3	0.922	0.000	Valid
	X3.4	0.941	0.000	Valid
	X3.5	0.971	0.000	Valid
Promotion	X4.1	0.985	0.000	Valid
	X4.2	0.941	0.000	Valid
	X4.3	0.934	0.000	Valid
Consumer Satisfaction	Y1.1	0.930	0.000	Valid
	Y1.2	0.907	0.000	Valid
	Y1.3	0.908	0.000	Valid
	Y1.4	0.902	0.000	Valid

### b. Reliability Test

A reliability test is the degree of stability of a measuring instrument in measuring a symptom or event. The reliability test was conducted to determine whether the results of the respondents' questionnaire responses were stable when measuring a symptom or event. The decision criterion

for the reliability test is the value of Cronbach alpha ( $\alpha$ ) for each variable. A variable was reliable if it produced a Cronbach alpha value  $> 0.60$ . Cronbach's alpha value (0.995) was  $> 0.6$ . This shows that the questionnaire in this study was reliable and worth testing.

Table 4. Reliability Test

Cronbach's Alpha	N of Items
.995	21

## Classic Assumption Test

### a. Normality Test

The normality test aims to test whether the dependent and independent variables are normally distributed in the regression model. A good regression model is normally distributed or close to normal. Methods that can be used for normality include graphical analysis and statistical analysis.

#### 1) Graph Analysis

The normality test is done by graphical analysis; it can be seen by looking at the data distribution on the diagonal axis of the graph. The basis for decision-making is whether the data is distributed around the diagonal line and follows the diagonal line or whether the histogram graph shows a normal distribution pattern and meets the normality assumption. The data obtained were normally distributed, neither biased to the right nor the left (Figure 1).

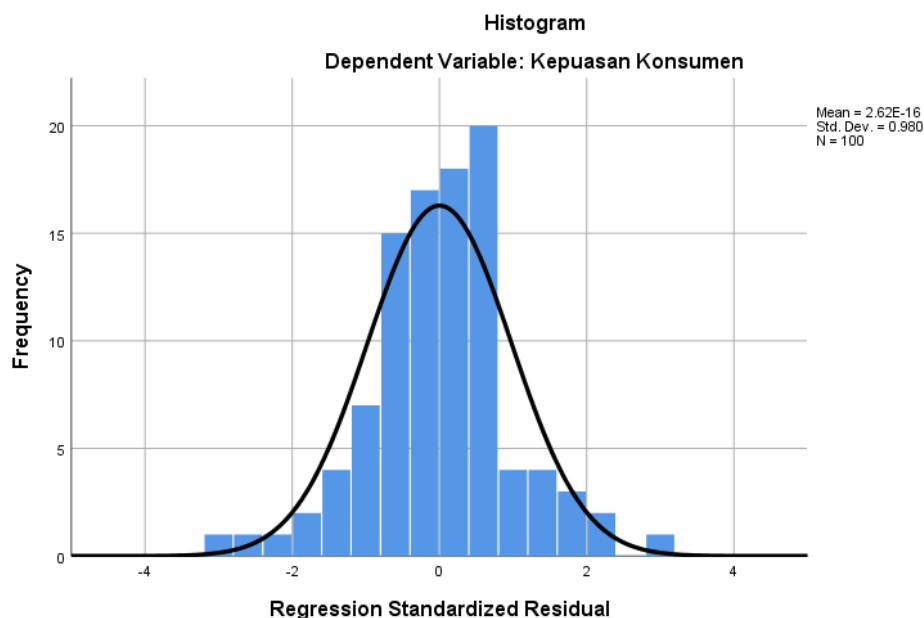


Figure 1. Histogram Graph

The p-plot graph shows that the data is distributed around the diagonal line, follows the direction of the diagonal line (which forms a straight line), and has a normal distribution pattern, so it can be concluded that the assumption of normality was met (Figure 2).

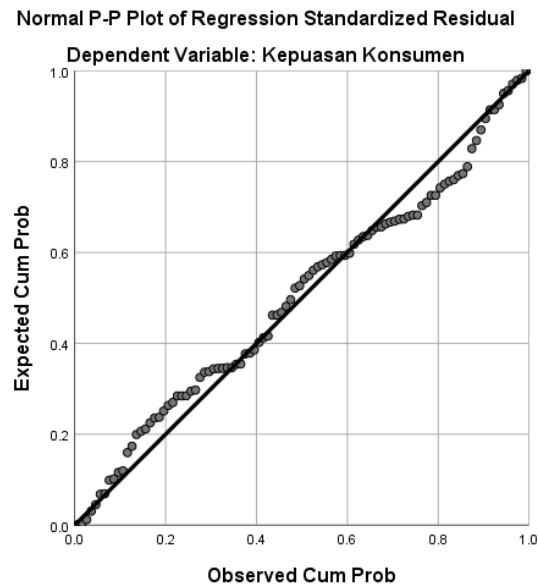


Figure 2. Normal Graph of P-Plot

2) Statistical Analysis

Statistical analysis in the normality test used the Kolmogorov Smirnov Nonparametric statistical test. Based on the normality test with Kolmogorov-Smirnov, it can be seen that the Asymp Sig value was greater than the significance value ( $0.095 > 0.05$ ). The standardized residual value was declared normally distributed (Table 5).

Table 5. Kolmogorov Smirnov – Nonparametric Normality Test

		Unstandardized Residual
N		100
Normal Parameters <sup>b</sup>	Mean	.000000
	Std. Deviation	1.80984714
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.064
Test Statistic		.082
Asymp. Sig. (2-tailed)		.095 <sup>c</sup>

**b. Multicollinearity Test**

The multicollinearity test aims to test whether there is a correlation between the independent variables (independent) in the regression model. A good regression model does not correlate with independent variables. Symptoms of multicollinearity can be identified using the tolerance value and variance inflation factor (VIF). The tolerance value for product quality (0.653), price (0.679), service (0.599), and promotion (0.543) was more than 0.1, and the VIF value for product quality (1.532), price (1.472), service (1.669) variables, and promotions (1,843) were less than 10 (Table 6). It can be concluded that the regression model did not experience multicollinearity symptoms.

Table 6. Multicollinearity Test

No	Variable	Tolerance	VIF
1.	Product quality	0.653	1.532

2.	Price	0.679	1.472
3.	Service	0.599	1.669
4.	Promotion	0.543	1.843

### c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is a residual inequality in the regression model or whether there are observations with other observations. A good regression model is homoscedasticity, or there is no heteroscedasticity. It was done through the graph and statistical analysis to identify the presence or absence of heteroscedasticity in this study.

#### 1) Graph Analysis

The heteroscedasticity test was carried out by graphical analysis using a scatterplot graph. As for decision making, if data scattering in the form of points does not form a certain pattern and spreads above and below the Y axis, then there is no heteroscedasticity problem. The data distribution in the form of points does not form a certain pattern and spreads above and below the Y axis. It can be concluded that the regression model did not have heteroscedasticity problems (Figure 3).

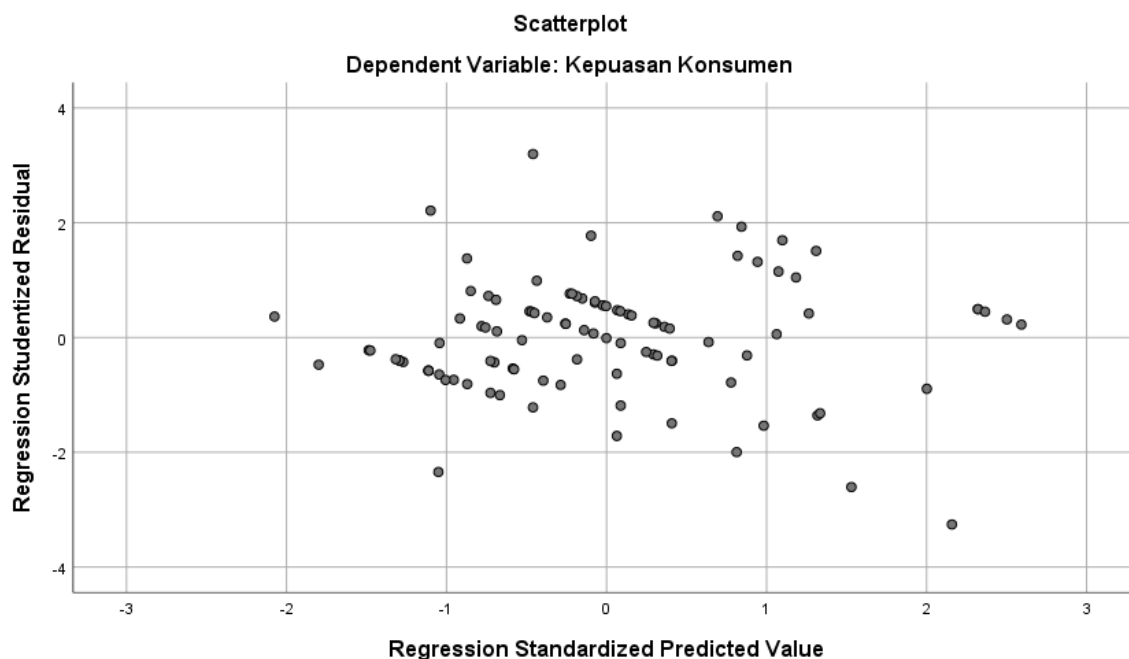


Figure 3. Scatterplot Graph

#### 2) Statistical Analysis

The heteroscedasticity test was carried out by graphical analysis using the Glejser test. The regression value on all independent variables was more than 0.05, so it can be concluded that the data did not experience symptoms of heteroscedasticity (Table 7).

Table 7. Glejser Test

No	Variable	Significance
1.	Product quality	1.000
2.	Price	1.000
3.	Service	1.000
4.	Promotion	1.000



### Multiple Linear Regression Analysis

This analysis determined the direction of the relationship between the dependent variables, whether increased or decreased.

Table 8. Multiple Linear Regression

No	Variable	Unstandardized Coefficients	
		B	Std. Error
1.	(Constant)	2.316	1.418
2.	Product quality	.160	.081
3.	Price	.203	.086
4.	Service	.041	.077
5.	Promotion	.547	.132

Based on Table 8, the multiple regression equation can be seen as follows:

$$Y = 2.316 + 0.160 + 0.203 + 0.041 + 0.547$$

The regression equation can be explained as follows:

- The constant was 2.136, which means that when the quality of the product, price, service, and promotion was 0, the value of customer satisfaction increased by 2.136.
- The regression coefficient for product quality was 0.160, which means that when the value of other variables was constant and product quality increased by 1%, customer satisfaction increased by 0.160. A positive product quality coefficient value meant a positive relationship between product quality and consumer satisfaction. The higher the product quality, the higher the customer satisfaction.
- The regression coefficient for the price was 0.203, which means that when the value of other variables was constant and the price increased by 1%, consumer satisfaction increased by 0.203. A positive price coefficient value meant a positive relationship between price and consumer satisfaction. The higher the price, the higher the customer satisfaction.
- The regression coefficient for service was 0.041, which means that when the value of other variables was constant and service increased by 1%, customer satisfaction increased by 0.041. A positive service coefficient value meant a positive relationship between service and customer satisfaction. The higher the service, the higher the customer satisfaction.
- The regression coefficient for promotion was 0.547, which means that when the value of other variables was constant and promotion increased by 1%, consumer satisfaction increased by 0.547. A positive promotion coefficient value meant a positive relationship between price and consumer satisfaction. The higher the promotion, the higher the customer satisfaction.

### Hypothesis Test

#### Simultaneous Significant Test (F-Test)

This test is conducted to see whether the independent variables collectively identify the dependent variable. F-test analysis was performed by comparing the calculated F and F table. The alpha value used in this study was 0.05. The Fcount value was 22.681 > Ftable was 2.47 and the Sig value was 0.000 < 0.05 (Table 9). This shows that product quality, price, service, and promotion variables significantly influence consumer satisfaction at Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch.

Table 9. Simultaneous Significant Test

Uji F	dF	F	Sig.
1	Regression	4	.000 <sup>b</sup>
	Residual	95	

### Partial Significant Test (T-Test)

Statistical t-test to determine the independent variable partially has a significant effect on the dependent variable. This test compared tcount with ttable with a significance level of 5%. The product quality variable had a value of tcount (1.970) > ttable (1.66) and a significance (0.042) < 0.05 (Table 10). This partially showed that product quality significantly affects consumer satisfaction at Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch.

Table 10. Partial Significant Test

No	Variable	t	Sig.
1	Product quality	1.970	.042
2	Price	2.354	.021
3	Service	.528	.599
4	Promotion	4.149	.000

Based on the results of statistical tests on the t-test of product quality, it is known that the tcount was 1.970 while the ttable was 1.66. This means the value of tcount > ttable and significance (0.042) < 0.05, indicating that product quality affects consumers, consumers would be satisfied when the quality at the Nasi Bebek Buma Restaurant at the Perintis Kemerdekaan Branch increases.

Consumers perceive the appearance of attractive food, the type of food that suits their tastes, and the taste of the food as expected can make consumers feel satisfied with the Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch. In addition, the texture of the food under the wishes and the food served has a good taste compared to similar places can influence consumers to feel satisfied with the Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch. Siswanto et al. (2020) said that product quality that reflects conformity to product quality standards could increase consumer satisfaction and create retention by meeting consumer expectations, presence for repeat purchases, and willingness to recommend. Mentang et al. (2021) said the quality of the product is under the price offered and has an attractive product design, and creates interest for consumers to buy so that consumers feel satisfied coming to visit. Keloay et al. (2019) Mention the quality of products; various types of products are offered to consumers so that they are interested in buying or consuming to satisfy their wants and needs.

Based on the results of interviews conducted with the Director of the Nasi Bebek Buma Restaurant at the Perintis Kemerdekaan Branch, he stated that the types of food offered at Nasi Buma Restaurant were duck and chicken, with the same variant using black seasoning dressing (Primary Data, 2021). This research was in line with Sapitri Eka, Sampurno (2020), which show that product quality significantly affects consumer satisfaction.

The price variable has a value of tcount (2.354) > ttable (1.66) and a significance (0.021) < 0.05. This means that the price partially significantly affects consumer satisfaction at the Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch.

Based on the results of statistical tests on the price t-test, it is known that the tcount was 2,354 while the ttable was 1.66. This means the value of tcount > ttable and significance (0.021) < 0.05, indicates that the price affected consumers, so the proposed hypothesis was accepted. It can be concluded that consumers would be satisfied when the price offered at the Nasi Bebek Buma Restaurant at the Perintis Kemerdekaan Branch followed the reality obtained.

The price of food that has been set is affordable for consumers, the price of food that is set follows the quality of the product, and the price of food is lower than similar restaurants. In addition, food prices that align with expectations can affect consumer satisfaction at the Nasi Bebek Buma Restaurant at the Perintis Kemerdekaan Branch. According to Aulia & Hidayat

(2017), a given pricing strategy and policy can result in higher revenue and clear evidence that pricing provided by the company will further increase customer satisfaction. Mahmud (2021) said that customer satisfaction would increase if prices were more competitive.

Wijaya (2017) stated that if prices become more affordable, consumer satisfaction will increase according to consumer expectations. This research is in line with Sapitri Eka, Sampurno (2020) and Siswanto et al. (2020), which show that price significantly affects consumer satisfaction.

The service variable had a value of  $t_{count} (0.528) < t_{table} (1.66)$  and a significance  $(0.599) > 0.05$ . This means that the service partially did not significantly affect customer satisfaction at the Nasi Bebek Buma Restaurant at the Perintis Kemerdekaan Branch.

Based on the results of statistical tests on the service t-test, it is known that the  $t_{count}$  value was 0.528 while the  $t_{table}$  was 1.66. This means that it can be said that the value of  $t_{count} < t_{table}$  and significance  $(0.599) > 0.05$  indicated that the service did not affect customer satisfaction, so the proposed hypothesis was rejected. It can be concluded that consumers would feel satisfied when the service at the Nasi Bebek Buma Restaurant at the Perintis Kemerdekaan Branch increases or not. According to Paisal (2013), service has no effect because the company's ability is not accurate and reliable in providing the services promised. Performance does not meet customer expectations, which means timeliness, the same service for all customers, error-free, comprehensive approach, and high accuracy.

This is because consumers perceive good service, the restaurant area is kept clean, and the waiter serves quickly does not affect customer satisfaction. In addition, waiters who serve consumers very friendly and pay close attention to consumer needs do not affect consumer satisfaction with the Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch. As said by Ofela (2016) now shows the ability of employees to serve consumers quickly, tangible evidence of the quality of service provided by the company will further increase customer satisfaction. According to Ariyanto et al. (2021), the better the quality of service, the better the possibility of the level of service provided to consumers. Darmanto & Ariyanti (2020) said that the higher the quality of service provided, the greater the customer satisfaction.

In addition, based on the results of interviews conducted with the Director of the Nasi Bebek Buma Restaurant, the Perintis Kemerdekaan Branch, it was stated that the opening time for the Nasi Bebek Buma restaurant was 10:00 - 22:00 for dine-in while ordering via online motorcycle taxis was at 07.00 - 21:45. The services provided by restaurants are dine-in, delivery from the restaurant, ordering via online motorcycle taxis. The type of service that consumers often use is through online motorcycle taxis or ordering through restaurants which are then delivered directly by employees. Training on excellent service will be given to new employees in managing new restaurant employees. Nasi Bebek Buma restaurant has 6 employees who use 2 shifts in the morning and evening. There are 2 in the cashier section, 2 in the production section, and 2 in the service section. The service used by Nasi Bebek Buma restaurant is table service. According to Juliana et al. (2019), table service is where consumers come and choose a seat, and the waiter gives a menu book. After that, the waiter prepares the order, and then the waiter delivers the food and drinks to the consumer. The advantages restaurants have with table service will be easier and faster serving food and drinks. This research is in line with Andalusi (2018) and Tresiya et al. (2019), which show that service has no significant effect on customer satisfaction.

The promotion variable had a value of  $t_{count} (4.149) > t_{table} (1.66)$  and a significance  $(0.000) < 0.05$ . This means that partial promotion significantly affects consumer satisfaction at Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch.

Based on the results of statistical tests on the promotion t-test, it is known that the tcount was 4.149 while the ttable was 1.66. This means that it can be said that the value of tcount > ttable and significance (0.000) > 0.05 indicated that promotion had a significant effect on consumer satisfaction, so the proposed hypothesis is accepted. It can be concluded that consumers would feel satisfied when promotions at the Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch, increase.

Consumers consider attractive advertisements and messages conveyed that are easy to understand can affect consumer satisfaction. In addition, the information provided was understandable, clear, and in accordance with reality; it can also make consumers feel satisfied. Eating Nasi Bebek Buma, Perintis Kemerdekaan Branch. Roselina & Niati (2019) said that promotion is a company communication tool with consumers for current and future interests and the public. For a company to be successful with the product or service it offers to consumers, it must communicate a series of information about the company, its products, pricing structure, and distribution system to a series of audiences that include consumers. According to Atmojo & Herdinata (2020), more promotions will satisfy consumers because they get information related to products that consumers want. Companies will try to offer the products needed so that consumers can get the information they need. Cicilia Margareta & Widyawati (2019) said that promotion is an important aspect of marketing management and can be called a continuous process. Promotion can make people who were previously not interested in buying a product interested in trying the product so that consumers make a purchase. This research is in line with Purwati et al. (2020) and Anggraini & Budiarti (2020), which show that promotion significantly affects consumer satisfaction.

#### Determination of Coefficient Test

The coefficient of determination ( $R^2$ ) is a coefficient used to see the extent to which independent variables (product quality, price, service, and promotion) can explain the dependent variable (consumer satisfaction). The installed R-squared value was 0.467 (Table 11). This shows that product quality, price, service, and promotion variables significantly influenced consumer satisfaction at Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch.

Table 11. Coefficient of Determination

Model	R	R Square	Adjust R Square
1	.699 <sup>a</sup>	.488	.467

#### 4. Conclusion

In general, product quality, price, service and promotion positively and significantly affect consumer satisfaction at Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch.

Product quality, price and promotion individually positively and significantly impact consumer satisfaction at Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch. Service has a positive but insignificant effect on customer satisfaction at the Nasi Bebek Buma Restaurant at the Perintis Kemerdekaan Branch. The most dominant variable of consumer satisfaction at Nasi Bebek Buma Restaurant, Perintis Kemerdekaan Branch, is the promotion variable (X4).

#### References

- Afifah, Setiadi, R., Mukson, Fitralsima, G., Ikhwan, S., dan Kumala, F. D. 2021. Analisis pengaruh kepuasan pelanggan melalui kualitas produk tape ketan daun jambu. *Journal of Economic and Management (JECMA)* 1(02), 37-41. <https://doi.org/10.46772/jecma.v1i02.359>

- Afnina, dan Hastuti, Y. 2018. Pengaruh Kualitas Produk terhadap Kepuasan Pelanggan. *Jurnal Samudra Ekonomi dan Bisnis* 9(1), 21–30. <https://doi.org/10.33059/jseb.v9i1.458>
- Amirudin. 2019. Analisis pengaruh kualitas pelayanan dan promosi terhadap kepuasan pelanggan yang berdampak pada loyalitas di tunas toyota ciputat. *Jurnal Ilmiah Semarang* 2(2), 1–7. <https://doi.org/10.32493/smk.v2i2.y2019>
- Andalusi, R. 2018. Pengaruh Kualitas Pelayanan, Harga dan Kualitas Produk Terhadap Kepuasan Pelanggan Instrumen Penunjang Laboratorium (Studi kasus pada PT Laborindo Sarana Jakarta). *Jurnal Madani* 1(2), 305–322.
- Angraini, F., dan Budiarti, A. 2020. Pengaruh harga, promosi, dan kualitas pelayanan terhadap loyalitas pelanggan dimediasi kepuasan pelanggan pada konsumen gojek. *Jurnal Pendidikan Ekonomi (JUPE)* 8(3), 86–94. <https://doi.org/10.26740/jupe.v8n3.p86-94>
- Anggriana, R., Qomariah, N., dan Santoso, B. 2017. Pengaruh harga, promosi, kualitas layanan terhadap kepuasan pelanggan jasa ojek online “OM-JEK” Jember. *Jurnal Sains Manajemen dan Bisnis Indonesia* 7(2), 137–156.
- Aprianto, R. 2016. Pengaruh promosi dan pelayanan terhadap kepuasan pelanggan pada toko buku BNJ elektronik Kota Lubuklinggau. *Buletin Bisnis & Manajemen* 02(01), 41–63.
- Arianto, A. B. 2013. Pengaruh atribut produk, harga, kebutuhan mencari variasi dan ketidakpuasan konsumen terhadap keputusan perpindahan merek dari Samsung Galaxy Series di Kota Malang. *Jurnal Aplikasi Manajemen* 11(2), 295.
- Ariffianto, M. A., Suryadipraja, R. P., Septiawati, R., dan Paramansyah, A. 2021. Pengaruh pelayanan terhadap kepuasan pelanggan pada Angkringan Abah Agus Karawang. *Jurnal Mattaqien* 2(2), 155–175.
- Ariyanto, B., Menuk, C., dan Anshori, M. A. Z. 2021. Pengaruh kualitas produk, harga, dan kualitas pelayanan terhadap kepuasan konsumen Rumah Makan Gudeg Bu Harman Sidoarjo. *Journal of Sustainability* 2(2), 41–47.
- Atmojo, R. P. C., dan Herdinata, C. 2020. Pengaruh harga, promosi dan lokasi terhadap kepuasan konsumen pada perusahaan CV. Andindo Duta Perkasa. *Performa: Jurnal Manajemen dan Start-Up Bisnis* 5.
- Aulia, M., dan Hidayat, I. 2017. Pengaruh kualitas produk, kualitas pelayanan dan harga terhadap kepuasan konsumen Amanda Brownies. *Journal of Chemical Information and Modeling* 6(9), 1–17.
- Bulkia, S. 2018. Pengaruh kualitas pelayanan terhadap kepuasan mahasiswa. *At-Tadbir: Jurnal Ilmiah Manajemen* 2(1), 49–58. <https://doi.org/10.31602/atd.v2i1.1191>
- Cicilia Margareta, L., dan Widyawati, N. 2019. Pengaruh lokasi, kualitas pelayanan dan promosi terhadap kepuasan konsumen Sate Taichan Goreng Cabang Surabaya. *Jurnal Ilmu dan Riset Manajemen* 8.
- Darmanto, R. F., dan Ariyanti, A. 2020. Peranan kualitas pelayanan, harga dan suasana pengaruhnya terhadap kepuasan pelanggan Bakso Boedjangan Bintara. *Jurnal Pengembangan Wiraswasta* 22(01), 71–82. <https://doi.org/10.33370/jpw.v22i01.383>
- Darmawan, D. 2019. Kualitas produk, kesadaran merek dan harga serta pengaruhnya terhadap kepuasan pelanggan. *Jurnal Administrasi Bisnis* 8(2), 75–88. <https://doi.org/10.14710/jab.v8i2.25267>
- Devina, B., dan Rokhyadi, A. 2019. Pengaruh promosi dan kualitas pelayanan terhadap keputusan menggunakan jasa leasing yang dimediasi oleh kepuasan konsumen. *Jurnal Manajemen* 11(1), 56–64.
- Dewi, L. R. 2017. Mindset dan perilaku kewirausahaan wanita pengusaha jasa boga di Yogyakarta. Fakultas Ekonomi Manajemen Universitas Islam Indonesia, 11(02), 1–21.
- Dewi, N. P. J. R. C., Santosa, N. A., dan Wahyuni, N. M. S. 2021. Perancangan media komunikasi visual sebagai sarana promosi Bebek Lapas Tabanan Ni. *Jurnal Selaras Rupa* 2(1), 53–59.
- Hamid, R., Radji, D. L., dan Ismail, Y. L. 2020. Pengaruh empathy dan responsiveness terhadap minat kunjungan ulang pelanggan. *Jurnal Kajian Ekonomi dan Bisnis* 13(1), 28–38.
- Herlina, F. Y., dan Irawati, R. 2017. analisis pengaruh produk, personil, dan promosi terhadap kepuasan pelanggan pada PT. MNET Indonesia. *Journal of Applied Business Administration* 1(1), 54–60.

- In, A. W. K., dan Asyik, N. F. 2019. Pengaruh kompetensi, independensi, dan profesionalisme auditor terhadap kualitas audit dengan etika auditor sebagai variabel moderasi. *Jurnal Ilmu dan Riset Akuntansi* 8(8). <https://doi.org/10.26618/inv.v2i2.4116>
- Irawan, R. 2019. Kepuasan pelanggan pada Ajib Bakery Jakarta. *Jurnal Akuntansi dan Manajemen* 16(02), 255–266.
- Juliana, Noval, T., dan Susanto, R. 2019. Analysis of the impact of service quality, food quality, and perceived value as predictor of customer satisfaction at Ampera Restaurant Bandung. *Jurnal Ilmiah Maksitek* 4(2).
- Keloy, G., Rumawas, W., dan Asaloei, S. 2019. Pengaruh kualitas produk, harga, dan kualitas pelayanan terhadap kepuasan konsumen pada Rumah Makan Dabu-Dabu Iris Fresh Wenang Manado. *Jurnal Administrasi Bisnis* 8(2), 26–33. <https://doi.org/10.35797/jab.8.2.2019.23511.26-33>
- Komaling, S. D., dan Kurniawan, P. H. 2020. Pengaruh promosi dan kualitas pelayanan terhadap kepuasan konsumen pada PT SANRISH Indonesia. *Jurnal BISMAR* 7(2), 270–277.
- Mahmud, N. 2021. Sekolah Tinggi Ilmu Ekonomi Balikpapan. *Jurnal Ekonomi dan Bisnis STIE Anindyaguna* 3(1), 159–167.
- Marpaung, B., dan Mekaniwati, A. 2020. Pengaruh kualitas produk, harga, promosi dan pelayanan terhadap kepuasan konsumen serta dampaknya pada keputusan pembelian. *JIMKES Jurnal Ilmiah Manajemen Kesatuan* 8(1), 29–38.
- Maulana, A. S. 2019. Pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan PT. TOI. *Jurnal Ekonomi Universitas Esa Unggul* 4(1), 37–44. <https://doi.org/10.36226/jrmb.v4i1.240>
- Mentang, J. J. J., Ogi, I. W. J., dan Samadi, R. L. 2021. Kepuasan konsumen pada Rumah Makan Marina Hash In Manado di masa pandemi covid-19 *Jurnal EMBA Vol . 9 No . 4 Oktobe. Jurnal EMBA* 9(4), 680–690.
- Mirasaputri, I. M., Santoso, I., dan Anggarini, S. 2014. Analisis kategori kualitas fisik dan layanan pada produk cake in jar dengan menggunakan metode kano (studi kasus pada Café Bunchbead, Malang).
- Molle, M. A., Mandey, S. I., dan Kojo, C. 2019. Pengaruh kepuasan konsumen terhadap loyalitas konsumen pada Royal's Resto and Function Hall Di Kota Ternate. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi* 7(1), 871–880. <https://doi.org/10.35794/emba.v7i1.22917>
- Mulyapradana, A., Anjarini, A. D., dan Harnoto. 2020. Pengaruh kualitas pelayanan terhadap kepuasan pelanggan di PT. Tempo Cabang Tegal. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)* 3(1), 26–38. <https://doi.org/10.36778/jesya.v3i1.115>
- Nasruddin, dan Nurchayati. 2019. Pengaruh promosi dan saluran distribusi terhadap kepuasan pelanggan. *Journal of Management and Bussines (JOMB)* 1(2), 232–245.
- Ofela, H. 2016. Pengaruh harga, kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen Kebab Kingabi. *Jurnal Ilmu dan Riset Manajemen* 5(1), 1–15.
- Paisal. 2013. Pengaruh kualitas layanan terhadap kepuasan konsumen. *Jurnal Manajemen Dan Bisnis Sriwijaya* 11(4).
- Pranata, M. N., Hartiati, A., dan Sadyasmara, C. A. B. 2019. Analisis kepuasan konsumen terhadap kualitas produk dan pelayanan di Voltvet Eatery and Coffee menggunakan metode Customer Satisfaction Index (CSI). *Jurnal Rekayasa dan Manajemen Agroindustri* 7(4), 594–603. <https://doi.org/10.24843/jrma.2019.v07.i04.p11>
- Purwantono, I., dan Suwandi. 2019. Rencana bisnis kuliner Bebek Blengong di Jakarta. *Management, and Industry (JEMI)* 2(2), 109–114.
- Purwati, A. A., Cutan, M., dan Suyono. 2020. Peran kualitas pelayanan, total quality management dan promosi terhadap kepuasan pelanggan. *INVEST : Jurnal Inovasi Bisnis dan Akuntansi* 1(1), 45–56.
- Ramadan, R., Rasipan, dan Heruwanto, J. 2019. Pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan pada Pizza Hut Delivery Cabang Cileungsi. *Jurnal Manajemen Kewirausahaan* 16(2), 151–156. <https://doi.org/10.33370/jmk.v16i2.333>

- Razak, I. 2019. Pengaruh kualitas produk terhadap kepuasan pelanggan. *Jurnal Manajemen Bisnis Krisnadwipayana*, 7(2), 1-14.
- Roselina, M. A., dan Niati, A. 2019. Analisis pengaruh kualitas produk, kualitas pelayanan dan promosi terhadap kepuasan konsumen Elsa Hijab Semarang. *Majalah Ilmiah Solusi* 17(3), 221-234. <https://doi.org/10.26623/slsi.v17i3.1636>
- Runtuuwu, J. G., Oroh, S., dan Taroreh, R. 2014. Pengaruh kualitas produk, harga, dan kualitas pelayanan terhadap kepuasan pengguna Cafe dan Resto Cabana Manado. 2(3), 1803-1813. <https://doi.org/10.35794/emba.v2i3.5973>
- Sapitri Eka, dan Sampurno, H. I. 2020. Pengaruh citra merek dan kualitas produk terhadap kepuasan dan loyalitas pelanggan (Studi kasus pelanggan minyak telon Cussons Baby di DKI Jakarta). *Jurnal Mandiri : Ilmu Pengetahuan, Seni, dan Teknologi* 4(2), 231-240.
- Sianipar, G. J. . (2019). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Di Alfamart. *Jurnal Ilmiah Simantek* 3(1), 1-10.
- Siswanto, H., Fitroh, A., dan Purwoko. 2020. Analisis pengaruh kualitas produk dan kualitas layanan terhadap kepuasan pelanggan pasar bisnis (Studi pada CV Kreasindo Mitra Pratama). *Jurnal Ilmiah Ekonomi Global Masa Kini* 11(2), 93-96. <https://doi.org/10.36982/jiegmk.v11i2.1189>
- Sufiyanti, E., Sayutu, A. J., dan Windarti, A. O. 2017. Tingkat kepuasan konsumen terhadap kualitas pelayanan minimarket. *Jurnal Riset Bisnis dan Investasi* 3(1), 43-51. <https://doi.org/10.35697/jrbi.v3i1.545>
- Tombeng, B., Roring, F., dan Rumokoy, F. S. (2019). Pengaruh kualitas pelayanan, harga dan kualitas produk terhadap kepuasan konsumen pada Rumah Makan Raja Oci Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi* 7(1), 891-900. <https://doi.org/10.35794/emba.v7i1.22918>
- Tresiya, D., Djunaidi, D., dan Subagyo, H. 2019. Pengaruh kualitas pelayanan dan kenyamanan terhadap kepuasan konsumen (Studi pada perusahaan jasa ojek online Go-Jek di Kota Kediri). *JIMEK: Jurnal Ilmiah Mahasiswa Ekonomi* 1(2), 208. <https://doi.org/10.30737/jimek.v1i2.310>
- Wahyurini, E. T. 2017. Analisis perilaku konsumen dalam pembelian Teri Krispi Di Kabupaten Pamekasan Madura. *Agromix* 8(2), 1-6. <https://doi.org/10.35891/agx.v8i2.782>
- Wijaya, C. V. 2017. Kepuasan konsumen depot madiun masakan khas Bu Rudy. *Agora*, 5(1).
- Zulpiani, A., dan Ridho, S. 2016. Pengaruh kebijakan harga, pelayanan dan fasilitas pendukung terhadap kepuasan pelanggan pada PT. Sumatera Berlian Motor. *Jurnal ECOBISMA* 3(2), 10-19.