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The Effect of Price, Product Quality, and Service Quality on Consumer Satisfaction from an Islamic Perspective during the Covid-19 Pandemic

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ABSTRACT

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The fierce competition in the era of globalization forces companies to improve innovation, creativity, quality and to ensure public safety in food consumption, especially due to the Covid-19 pandemic, when public trust in the food industry is weakened and the impact on the satisfaction of the consumers. It is influenced by several factors such as product quality, service quality, satisfactory amenities, price. The purpose of this study is to analyze the effect of price, product quality, and service quality on customer satisfaction in KFC Cirebon restaurant. The research method uses a descriptive quantitative approach derived from the primary and secondary data. Primary data collection method uses a questionnaire survey and purposive sampling technique to determine the sample. This study used multiple linear regression analysis for data analysis, which was processed using SPSS 2.2 data processing application. The results of the survey with a total of 145 respondents showed that the variables of price, product quality, and service quality had a positive and significant effect on customer satisfaction of KFC Cirebon restaurant. Keywords: price, product quality, service quality, customer satisfaction, Covid-19.

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Introduction

Currently, the business world continues to evolve thanks to the progress and development of technology, which can provide convenience and opportunities to create new ideas for businessmen, 12.7% the food industry, better known as the culinary business. has increased due to the high enthusiasm of the community towards food (Nuriwan, 2019) This shows that the turbulence of high business competition makes business actors need to improve innovation, creativity, quality, and ensure public safety in consuming food, especially with the Covid-19 pandemic causing public confidence in food handling has decreased and affects consumer satisfaction. According to (Azizah et al., 2019) consumer satisfaction is influenced by product varieties, product quality, service quality, good facilities, location, price and Halal brand. At the same time (Cahyani, 2016) factors influencing consumer satisfaction are product quality, service quality and price.

Consumer satisfaction is a function of perceived performance and expectations, where if the performance meets expectations, consumers are satisfied (Nugroho & Saryanti, 2019). In Islam, there is a level of satisfaction for a Muslim, that is, the goods consumed are halal in content and their method of acquisition is not israf (royal) and tabzir (throw away) (Hesunida, 2019). It is contained in QS. Al-Baqarah verse 168: "O people! Eat (of food) that which is lawful and good, which is on the earth, and do not follow the footsteps of the devil. Verily, Satan is your true enemy." (QS. Al Baqarah: 168) In addition, consumer satisfaction benefits from an Islamic perspective.

According to (Ismail Razak, 2016) the price affects consumer satisfaction, it is in line with people's habits of affordable and cheap prices of goods that can lead to a sense of satisfaction, so they do not hesitate to make repeat purchases. In addition to price, factors that can affect consumer satisfaction are product quality and service quality (Abdullah et al., 2018).

In research conducted by (Meitia et al., 2021) consumer satisfaction can be influenced by service quality, while (Ahda, 2018), one that can affect consumer satisfaction is product quality. Product quality is the ability of goods produced to provide superior value or benefits and what consumers want (Philip & Armstrong, 2012). Quality of service, on the other hand, is any act or activity provided by one party to another that is essentially intangible and does not result in ownership.

The existence of the Covid-19 outbreak faced by business actors throughout the world, including in Indonesia, has made consumers more vigilant in consuming food and beverage products, so the level of trust in the food business has decreased. According to (Liewin & Genoveva, 2019) Environmental and safety factors during the pandemic affect consumer confidence, impacting consumer decline (Brandtner et al., 2021). Therefore, it is necessary to pay attention to the factors of product hygiene and sanitation of the business environment to restore consumer confidence (Irawan, 2020) This is also felt by one One of the culinary businesses, Restaurants, also felt that has experienced the impact of the Covid-19 pandemic is KFC in the Cirebon area. The impact experienced is a decrease in consumers because they are worried about the quality, comfort, and safety of the product, especially dine-in. You can maximize this by using the latest and most sophisticated technology as a competitive advantage. (Kusuma & Diyana, 2021).

Therefore, KFC continues to make efforts, one of which is collaborating with food delivery applications, such as Gofood and Grab food, as well as offering promos and discounts to ensure service comfort, product quality, and prices, so that consumers can still enjoy and feel satisfied even during the pandemic. Therefore, researchers are interested in taking service quality, product quality, and price, as well as consumer satisfaction as research objects that will be examined directly at the KFC store in Cirebon.

Method

This study belongs to the quantitative descriptive type. H. Studies that require variables to be described and explained as objects and defined in terms of instrumental variables (Siregar, 2013). Consisting of price variables, product quality, and service quality as independent variables to analyze their influence on the dependent variable, namely customer satisfaction.

The population in this study were all consumers of the Cirebon City KFC Restaurant, which included 10 stores, namely Grage Mall Cirebon, Grage Mall II Cirebon, Kartini Cirebon, Mitra Plumbon Hospital, Box Transmart Cirebon, Cirebon Mall, Cirebon Super Block, Box Ramayana Cirebon, Box Shell Cirebon, and Cirebon Station Box. The sampling technique uses purposive sampling where the sampling technique is based on the situation and special characteristics. So the criteria for the sample in the study are as follows:

1. Consumers in the labor force age, i.e. over 15 years old (Disnakertrans, 2020),
2. Consumers of KFC Cirebon restaurants in one store include 10 stores, namely Grage mall Cirebon, Grage Mall II Cirebon, Kartini Cirebon, Mitra Plumbon Hospital, Transmart Cirebon Box, Cirebon Mall, Cirebon Super Block, Ramayana Cirebon Box, Shell Cirebon Box, and Cirebon Station Box.
3. Consuming KFC products during the 2020-2021 pandemic.

Determining the number of samples is based on Malhotra's theory that an indicator or variable multiplied by 5 to 10 is used to determine an appropriate sample size (Indrawan & Yaniawati, 2014) Therefore, the sample size is over 130 people and is based on total metrics for 5 out of a total of 26 variables. The data sources for this study are primary and secondary data. Data collection methods for this study use closed-ended questionnaires distributed online in the form of Google Forms, observations, documentation, and library surveys. The analysis model used in this study uses the multiple regression analysis model by the data processing application IBM SPSS Statistics.22 and uses the t-test (partial test). Obtaining a good and correct regression model requires classical acceptance tests in the form of normality tests, heteroscedasticity tests and multicollinearity tests, as well as laboratory instrumentation tests in the form of validity and reliability tests must pass.

Discussion

a. Validity Test and Reliability Test

Overall, the entire validity coefficient of each statement on the indicator is greater than the critical point coefficient, which is 0.176. Thus, from this we can conclude that all statements about the indicator are valid and that the value of the *Chronchbanch* alpha

coefficient is greater than the critical point (0.6) so that all variables are reliable.

b. Classic Assumption

Table 1. Normalitas test *Kolmogorov-Smirnov*

<i>asymp.sig Kolmogorov-Smirnov</i>	α	Decision
0,064	0,05	Normal

Source: processed data, 2021

Based on the table above, the results of the normality test using the Kolmogorov-Smirnov method include the Asymp value. sig 0.064. This means that the value is greater than 0.05 or 5%. From this we can conclude that the data are normally distributed and the multiple regression assumptions are satisfied.

Tabel 2. Multicollinearity Test

Variabel	VIF	<i>Tollarance</i>	Keputusan
Price	2,864	0,349	Non-Multikoleniaritas
Product quality	3,520	0,284	Non-Multikoleniaritas
Service quality	2,326	0,430	Non-Multikoleniaritas

Source: processed data, 2021

The table above shows that the three variables, namely price, product quality, and service quality do not have multicollinearity. This is indicated by the condition that the variance-free inflation factor (VIP) is <10 and the tolerance value limit is >0.1

Table 3. Heterokedastisitas Test

Variable	Sig-residual	Decision
Price	0,896	Non-Heterokedastisitas
Product quality	0,190	Non-Heterokedastisitas
Service quality	0,957	Non-Heterokedastisitas

Source: Processed Data, 2021

The heteroscedasticity test used is the Glejser heteroscedasticity test with a significance value requirement of $t > 0.05$. So that if seen from the table above, the overall Sig-residual value of the four variables is > 0.05 , therefore there is no heteroscedasticity.

Table 4. Multiple Linear Regression Results

Variable	Koefisien	Standardized Coef	Sig
Constanta	3,269	-	0,288
Price	0,251	0,215	0,021
Product Quality	0,318	0,231	0,026
Service quality	0,344	0,323	0,000

Based on the multiple regression results table, the multiple regression equation is obtained as follows:

$$Y'' = 3,269 + 0,251X_1 + 0,318X_2 + 0,344X_3$$

Consumer Satisfaction = $3,269 + 0,251$ (price) + $0,318$ (Product Quality) + $0,344$ (Service Quality)

a) Effect of Price on Consumer Satisfaction

Table 5. Results of T-Test Effect of Price on Consumer Satisfaction

Model	Table T	T Count	Sig.T	A	Decision	Conclusion
X2-Y	1,97705	2,327	0,021	0,05	H0 not accepted	significant

Source: Processed Data, 2021

The results showed that price has a positive and significant influence on consumer satisfaction, with a significance value of less than 0.05, which is 0.021, and a coefficient value of 0.251. Therefore, a 1-unit increase in the price variable increases consumer satisfaction by 25.1%. Studies confirm this conducted by (Abdullah et al., 2018; Ismail Razak, 2016), Price has a positive and significant impact on consumer satisfaction.

As the pandemic continues today, the economy has been affected by the pandemic in various sectors such as manufacturing, tourism, markets, business, and commercial trade (Haleem et al., 2020; Pakpahan, 2020). Therefore, cheap and affordable prices are an important element in meeting the necessities of life during a pandemic and it is also a habit in society to look at prices first before making transactions. However, this must be accompanied by good quality and quality factors so that you don't hesitate to make repeat purchases.

In this study, product prices in the form of food and beverages at KFC restaurants have fulfilled consumer satisfaction, so according to the price concept that will affect consumer satisfaction.

The majority of respondents' responses stated that the price offered was by their financial capabilities. In addition, KFC product prices that interpret the taste and type of food offered add to the impression that the product is feasible and recommended for purchase. The concept of price in Islam is based on an agreement between the two, this is contained in QS. An-Nisa verse 29 means "do not eat each other's wealth in a vanity way, except by way of commerce that arises from the mutual agreement between you..." (QS. Al-Nisa (4): 168). Thus, the creation of transactions arising from the willingness of both parties producers and consumers will lead to consumer satisfaction in consuming a product.

b) Effect of Product Quality on Consumer Satisfaction

Table 6. T-Test Results in Effect of Product Quality on Consumer Satisfaction

Model	Table T	T Count	Sig.t	A	Decision	Conclusion
X3-Y	1,97705	2,252	0,026	0,05	H0 not accepted	signifikan

Source: Processed Data, 2021

The results showed that product quality had a significant positive impact on consumer satisfaction, with a significance value of less than 0.05 (that is, 0.026) and a coefficient value of 0.318. Therefore, a 1-unit increase in the product quality variable increases customer satisfaction by 31.8%. This supports the following studies from (Berliansyah & Suroso, 2018)

The increasing public fear of the spread of the Covid-19 virus has an impact on the level of consumption of food and beverages purchased from outside. Therefore, product hygiene factors and business environment sanitation are important to increase consumer confidence (Irawan, 2020).

KFC restaurants have standards in determining quality in various places (Stores) in Indonesia, namely the CHAMPS slogan (Cleanlization, hospitality, accuracy, maintenance, and spend of service), so that product quality is guaranteed (KFC, n.d.)

The majority of respondents assess product quality from taste, appearance, portion, and presentation (cleanliness), it has fulfilled consumer expectations, so consumer satisfaction has been achieved. This is in line with the report of the board of commissioners of the company that oversees KFC to continue to improve product quality in the form of guaranteeing water quality, cleanliness, supply of raw materials, implementing strict health protocols, and developing limited outlets even in difficult situations due to the impact of the pandemic (KFC, n.d.).

c. Effect of Service Quality on Consumer Satisfaction.

Table 7. T-Test Results The Effect of Service Quality on Consumer Satisfaction

Model	Table T	T Count	Sig.T	A	Decision	Conclusion
X1-Y	1,97705	3,877	0,000	0,05	H0 not accepted	signifikan

Sourced: Processed data, 2021.

The results show that service quality has a significant positive impact on customer satisfaction, with a significance value of less than 0.05, corresponding to a coefficient value of 0.344 of 0.000. Therefore, a 1 unit increase in KFC's quality of service variable increases customer satisfaction by 34.4%. This confirms research conducted by (Afthanorhan et al., 2019; Almsalam, 2014; Pradeep et al., 2020) It states that service quality has a positive and significant impact on customer satisfaction.

The PSBB policy (Large-Scale Social Restrictions Policy) in 2020, and currently the PPKM policy (Implementation of Restrictions on Community Activities) make some services less than optimal. However, KFC Cirebon's service efforts can still be felt with the existence of Drive Thru, delivery service orders provided by KFC restaurants, as well as collaboration with delivery service applications, such as Gofood and Grabfood which can provide convenience to meet consumer needs.

One of the impacts of the pandemic is to encourage changes in the behavior of consumers who buy goods online, creating new opportunities to develop offers (Donthu & Gustafsson, 2020).

Respondents' responses regarding service quality, in the form of staff being able to serve menu orders properly and correctly, there being a delivery service, and the atmosphere of the restaurant being comfortable, clean, and orderly, indicating that the quality of service at KFC Cirebon is good and has fulfilled consumer expectations.

According to the 2020 KFC report, the drive-thru service visit rate increased by 5.92%, and delivery service order transactions increased by 463%. the report shows that KFC services are felt by consumers.

Conclusion

The results of this study show that each of the investigated variables, such as price, product quality, and service quality, has a significance value of less than 5%, a price significance value of 0.021, a coefficient value of 0.251, and an increase of 1 unit in the price variable which means a 25.1% increase in consumer satisfaction. This shows that cheap and affordable prices are a key factor in meeting the needs of living during the pandemic, and that it has become a social habit to focus on price first before making a transaction. Furthermore, the product quality has a significance value of 0.026 and a coefficient value of 0.318, or 31.8%. This means that a 1 unit increase in the

product quality variable increases customer satisfaction by 31.8%. Therefore, product hygiene and hygiene factors are important in the business environment to increase consumer confidence. The product quality significance value is 0.000 and the coefficient value is 0.344 or 34.4%, so a 1 unit increase in KFC's service quality variable increases customer satisfaction by 34.4%.

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