

UDC 332

## THE ROLE OF SUSTAINABLE PRODUCT QUALITY, QUALITY SERVICE AND PRICES ON CONSUMER SATISFACTION OF FOOD SMALL MEDIUM BUSINESS IN BALI

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### ABSTRACT

Consumer satisfaction is very influential on the superiority of a product. The better the product, the more satisfied consumers are. This study aims to explain the factors that influence consumer satisfaction in Small and Medium Enterprises in food stalls. This study uses a quantitative method with a population of all small and medium businesses in food stalls in Bali. The sampling method is non-probability sampling, totaling 100 entrepreneurs. The analysis technique uses multiple linear regression. The results of this study are product quality has a positive and significant effect on consumer satisfaction, service quality has a positive and significant effect on consumer satisfaction, and price has a positive and significant effect on consumer satisfaction in small and medium businesses in food stalls in Bali. The practical implication of this research is that it is hoped that small and medium businesses in food stalls in Bali are able to apply product quality, service and prices so that they are able to satisfy consumers.

### KEY WORDS

Product, service, price, satisfaction, consumer.

Very competitive food business competition is currently a trend among the community and is the most important community need. The number of activities in this modern era causes people no longer have time to make their own food at home so they choose to buy ready-to-eat food. This study aims to analyze the effect of product quality on consumer satisfaction at SMEs in food stalls, analyze the effect of service quality on consumer satisfaction at SMEs in food stalls, and analyze the effect of price on consumer satisfaction at SMEs in food stalls in Bali.

Based on the results of the study it was found that product quality had a positive and significant effect on consumer satisfaction (Isfahila., et al 2018); Premayani et al. (2019); Setiawati et al. (2019). Bei and Chiao (2001). The findings of research conducted by Irawati and Welsa (2017), Bansaleng and Tampenawas (2021) state that product quality has a positive but not significant effect on consumer satisfaction. Product quality can determine the success of a company in achieving its goals. The company provides product quality in accordance with the wishes and expectations of consumers so that consumers feel satisfied (Vroom 1964). Another important factor in satisfying consumers is the quality of service.

The services provided to prospective customers will affect their satisfaction, so that service is important in increasing sales. Based on several studies, it is stated that service quality has an effect on consumer satisfaction, such as the results of research from Sari and Setiyowati (2017), Handoko (2017), Gofur (2019) showing that service quality has a positive and significant effect on customer satisfaction. The results of different studies from Ibrahim and Thawil (2019), Tresiya and Subagyo (2019) indicate that service quality has a positive but not significant effect on customer satisfaction. Service quality is the expected level of excellence and control over the level of excellence to meet consumer desires (Tjiptono, 2012: 59). Besides the quality of products and services also affect the price in increasing customer satisfaction. Price is also one of the most important things in running a business, pricing greatly affects consumer satisfaction in buying products. Low prices and in accordance with the value of the products offered make consumers interested in buying and creating satisfaction. According to Kotler and Armstrong (2016: 324), price is the amount of money spent to obtain goods or services, and the amount of value exchanged by consumers

for benefits. Some study results from Bulan (2017), Sudirman and Pinem (2020), Sudaryana (2020), Lie et al. 2019) shows that price has a positive and significant effect on consumer satisfaction. In contrast to the results of the study from Setyo (2017), Firmansyah and Mochklas (2018) showed that price had no positive and significant effect on consumer satisfaction. Based on the background of the problem that has been described, the main problems in this study are as follows; Does product quality affect consumer satisfaction in food SMEs? Does the quality of service affect consumer satisfaction in food SMEs? Does price affect consumer satisfaction in food SMEs? The purpose of this study is to analyze the effect of product quality on consumer satisfaction, to analyze the effect of service quality on consumer satisfaction, to analyze the effect of price on consumer satisfaction in food SMEs in Bali.

## **LITERATURE REVIEW**

Expectancy theory as the grand theory used in this study, which is based on individual interests to achieve maximum satisfaction. The expectancy theory proposed by (Vroom, 1964) has three assumptions, namely: (1) Expected results, namely the results will be achieved with certain treatment from someone who expects these results. (2) Valence, namely there is a value that people will give to the results obtained. This is expected because each result or captain has value for the individual. (3) Business expectations, namely there is an effort from someone in achieving a certain result, because each achievement is related to how difficult it is to achieve it.

Vroom (2015) states that individuals are motivated to do certain things in order to achieve goals. Consumers cannot be separated from the hope to feel satisfaction with the product received. Satisfaction is the main thing felt by consumers. Expectancy theory is an individual's interest in achieving maximum satisfaction, this theory explains the satisfaction of consumers and business owners, where consumers expect feelings of pleasure and satisfaction when buying products as well as business owners expect consumers to feel satisfaction with the products sold.

According to Kotler and Armstrong (2008:272), product quality is a characteristic of a product to satisfy customers. There are four product quality indicators in this study, namely: The freshness of the food and beverages served appropriately. Display is a form of serving food with a very unique so that there is an attraction to enjoy it. Taste is the taste of food and drink itself to satisfy customers, so that it can create repurchase behavior intentions. Food innovation is expertise in making innovations as a flavor variant.

According to Nasution (2014: 47), service quality is the expected level of excellence and control over the level of excellence to meet customer desires. Quality of service is to provide perfection of services performed by service providers and is an important thing that must be considered and maximized in order to be able to survive and remain the choice of customers. According to Tjiptono (2008:95) there are five important indicators of service quality as follows: Reliability is the company's ability to deliver the promised service accurately from the first time. Responsiveness is concerned with availability and responding to their requests promptly. Assurance is concerned with the knowledge and courtesy of employees and their ability to foster trust and confidence. Empathy is the company understands the problems of its customers and acts in the customer's interest, and gives personal attention to customers and has comfortable operating hours. Physical evidence is related to the physical appearance of service facilities, equipment and human resources.

Price is the amount of compensation (money or goods, if possible) required and issued to obtain a number of combinations of goods or services. According to Kotler and Armstrong (2016: 324), price is the amount of money spent to get a product or service, or the amount of value that consumers exchange for the benefit or ownership or use of a product or service. More broadly, price is the amount of value that consumers exchange for the benefits of having or using the product or service. According to Kolter and Armstrong (2016: 78), there are four measures that can characterize prices, namely price affordability, price conformity with product quality, price suitability with benefits and competitiveness. Consumers often

compare the price of a product with other products, in this case the cheapness of a product is highly considered by consumers when buying the product.

According to Kotler and Keller (2014: 177), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected service performance (results) to the expected performance. Customer satisfaction is one of the keys to the success of a company in offering its products or services. Consumer satisfaction is felt after the consumer has made a purchase of the product and feels happy or satisfied with what has been enjoyed starting from the price, product to the existing services at the company. When the products or services offered provide satisfaction to consumers, they will make repeat purchases or can become regular customers of a product or service. The level of consumer satisfaction there are five main factors that must be considered by the company, namely: Product quality, consumers will feel satisfied if the results of their evaluation show that the products they use are of high quality. Quality of service, especially for the service industry. Consumers will feel satisfied if they get good service or what is expected. Emotionally, consumers will feel proud and gain confidence that other people will be amazed by him when using products with certain brands which tend to have a higher level of satisfaction. The satisfaction obtained is not because of the quality of the product but the social value that makes consumers satisfied with a particular brand. Price, products that have the same quality but set a relatively cheap price will provide higher value to consumers. Cost, consumers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service. Based on the formulation of the problem and the theory used in this study, the research concept on the effect of product quality, service quality and price on consumer satisfaction in food SMEs is

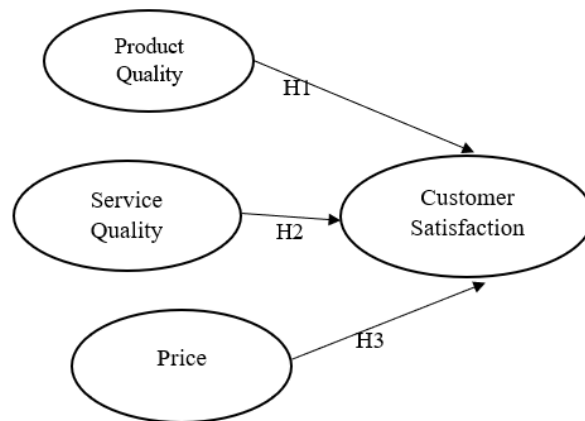


Figure 1 – Conceptual Framework (Source: Researcher's thoughts, 2021)

Hypothesis 1: product quality has a positive and significant effect on consumer satisfaction in food SMEs in Bali.

Hypothesis 2: service quality has a positive and significant effect on consumer satisfaction in food SMEs in Bali.

Hypothesis 3: price has a positive and significant effect on consumer satisfaction in food SMEs in Bali.

## METHODS OF RESEARCH

The population in this study were all food SMEs in Bali, the number of which is not known with certainty. The technique used by the researcher in selecting the sample is non-probability sampling, which is a technique that uses sampling which does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2018: 84). One technique in non-probability sampling is purposive sampling.

## RESULTS AND DISCUSSION

Testing the validity and reliability of each variable indicator of product quality, service quality and price on consumer satisfaction as an instrument obtained from questionnaire answers is very important to do to obtain valid and reliable research results. The number used to measure the validity and reliability of 30 samples of this data is no longer used to test the next data.

Valid means that the instrument can be used to measure what should be measured. The provisions of an instrument are said to be valid or valid if it has a correlation coefficient > 0.3.

Table 1 - Recapitulation of Validity Test Results

No	Variable	Item	Validity Correlation Coefficient	Description
1	Product quality (X <sub>1</sub> )	X <sub>1,1</sub>	0,895	Valid
		X <sub>1,2</sub>	0,938	Valid
		X <sub>1,3</sub>	0,872	Valid
		X <sub>1,4</sub>	0,869	Valid
2	Service quality (X <sub>2</sub> )	X <sub>2,1</sub>	0,673	Valid
		X <sub>2,2</sub>	0,866	Valid
		X <sub>2,3</sub>	0,778	Valid
		X <sub>2,4</sub>	0,790	Valid
		X <sub>2,5</sub>	0,755	Valid
		X <sub>2,6</sub>	0,731	Valid
		X <sub>2,7</sub>	0,838	Valid
		X <sub>2,8</sub>	0,834	Valid
		X <sub>2,9</sub>	0,876	Valid
		X <sub>2,10</sub>	0,790	Valid
		X <sub>2,11</sub>	0,521	Valid
		X <sub>2,12</sub>	0,781	Valid
		X <sub>2,13</sub>	0,759	Valid
		X <sub>2,14</sub>	0,792	Valid
		X <sub>2,15</sub>	0,739	Valid
3	Price (X <sub>3</sub> )	X <sub>3,1</sub>	0,913	Valid
		X <sub>3,2</sub>	0,927	Valid
		X <sub>3,3</sub>	0,888	Valid
		X <sub>3,4</sub>	0,819	Valid
4	Consumer satisfaction (Y)	Y <sub>1</sub>	0,932	Valid
		Y <sub>2</sub>	0,921	Valid
		Y <sub>3</sub>	0,923	Valid
		Y <sub>4</sub>	0,867	Valid

Source: processed data, 2021.

An instrument is said to be reliable or reliable, if it has an alpha coefficient ( $\alpha$ ) greater than 0.6. Based on Table 2, all variables have Cronbach's Alpha coefficient values above 0.6, thus all of these instruments are reliable, so they are worthy of being used as research instruments.

Table 2 – Recapitulation of Reliability Test Results

No	Variabel	Cronbach Alpha	Keterangan
1	Product quality (X1)	0,914	Reliable
2	Quality of service (X2)	0,952	Reliable
3	Price (X3)	0,904	Reliable
4	Consumer satisfaction (Y)	0,931	Reliable

Source: Processed data.

Before being analyzed using multiple linear regression analysis, the regression equation model must pass the classical assumption test. The following presents the results of the classical assumption of multiple linear regression equations processed with the help of

the SPSS Version 25.0 for Windows program. In this study, the researcher used the One Sample Kolmogorov-Smirnov test where if the data were normally distributed it was marked with  $\text{asyp.sig (2 tailed)} > 0.05$ . The results of the data normality test are presented in Table 3 below.

Table 3 - Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Paarameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.09185594
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.046
Test Statistic		.076
Asymp. Sig. (2-tailed)		.161 <sup>c</sup>

Source: Processed data.

Based on Table 3 above, the results of the normality test obtained using the Kolmogorov-Smirnov test show a significance value of  $0.161 > 0.05$ , so it can be said that the regression model used is normally distributed.

According to Ghazali (2016:103) the multicollinearity test aims to test whether the regression model has found a correlation between the independent (independent) variables. If  $VIF < 10$  and tolerance value  $> 0.10$ , it is concluded that there is no multicollinearity. The results of the multicollinearity test are presented in Table 8 below.

Table 4 – Multicollinearity Test Results

Model	Unstandardized Coefficients		Coefficients <sup>a</sup>		T	Sig.	Collinearity Statistics	
	B	Std. Error	Standardized Coefficients	Beta			Tolerance	VIF
1 (Constant)	1.453	1.415			1.027	.307		
Product Quality	.174	.057	.179		3.045	.003	.985	1.015
Quality of service	.058	.019	.184		3.031	.003	.925	1.081
Price	.519	.044	.710		11.661	.000	.919	1.088

a. Dependent Variable: Consumer Satisfaction

Source: Processed data.

Based on Table 4 above, it shows that the tolerance value of the product quality, service quality and price variables is  $> 0.10$  and the VIF value 10, it can be concluded that there is no symptom of multicollinearity between the independent variables in the regression model. The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. (Ghozali, 2016:134). The regression model is said to not contain symptoms of heteroscedasticity if the significance value is more than 0.05. The results of the heteroscedasticity test are presented in Table 5 as follows.

Table 5 – Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.181	.885			.205	.838
Product Quality	-.012	.036	-.033		-.323	.747
Quality of service	.010	.012	.092		.875	.384
Price	.015	.028	.059		.555	.580

a. Dependent Variable: ABSRES

Source: Processed data.

Based on Table 5 above, it shows that all variables of product quality, service quality and price have significance values, namely: 0.747; 0.384 and 0.580 indicate that the significance value is > 0.05, so it can be concluded that there are no symptoms of heteroscedasticity.

The regression equation in this study is to determine how much influence the independent variables, namely product quality, service quality and price, have on the dependent variable, namely customer satisfaction, which can be seen in the following table.

Table 6 – Summary of Multiple Linear Regression Analysis Research Results

Variabel	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1,453	1,415		1,027	0,307
Product quality	0,174	0,057	0,179	3,045	0,003
Service quality	0,058	0,019	0,184	3,031	0,003
Price	0,516	0,044	0,710	11,661	0,000
R					0,821
R Square					0,673
Adjusted R Square					0,663
F Statistic					65,963
Significant					0,000

Based on the values mentioned above, the following multiple linear regression equation is obtained:

$$Y = a + 1X_1 + 2X_2 + 3X_3 + e$$

$$Y = 1.453 + 0.174X_1 + 0.058X_2 + 0.516X_3$$

Based on the values of 1, 2 and 3 obtained the equation of the multiple linear regression line between product quality, service quality and price on customer satisfaction provides information that:

- a = 1.453; which means that if the value of product quality, service quality and price is fixed (constant), then the value of customer satisfaction is 1.453.
- 1 = 0.174; it means that the increase in product quality score (X<sub>1</sub>) will be followed by an increase in the value of consumer satisfaction (Y) of 0.174.
- 2 = 0,058; This means that the increase in the service quality score (X<sub>2</sub>) will be followed by an increase in the value of customer satisfaction (Y) of 0.058.
- 3 = 0.516; meaning that the increase in the price score (X<sub>3</sub>) will be followed by an increase in the value of consumer satisfaction (Y) of 0.516.

This regression equation shows that there is a positive influence between product quality, service quality and price on consumer satisfaction, meaning that there is a unidirectional effect, where if product quality, service quality and price increase, then consumer satisfaction also increases.

Simultaneous testing was carried out using the F test. The F test was conducted to determine whether product quality, service quality and price on consumer satisfaction in food SMEs in Bali. The results of the F test in table 10s show that the calculated F value is 65.963 with a sig value. 0.000 which is less than 0.05. This means that there is a simultaneous influence of the variables of product quality, service quality and price on consumer satisfaction in food SMEs in Bali. The coefficient of determination aims to determine the model's ability to explain the variation of the dependent variable, the value of the coefficient of determination is between zero and one (Ghozali, 2016:48). Based on Table 10, the Adjusted R<sup>2</sup> value of 0.663 is obtained. Thus the magnitude of the influence of product quality, service quality and price on consumer satisfaction in food SMEs in Bali is 66.3% while the remaining 100% - 66.3% = 33.7% is influenced by other factors not examined.

Hypothesis testing (t test) basically shows how far the influence of one explanatory variable (independent) individually in explaining the variation of the dependent variable (Ghozali, 2013:98). Hypothesis testing aims to test the significance of the effect of product quality, service quality and price variables partially on consumer satisfaction variables. The

results of the t-test of product quality, service quality and price on consumer satisfaction in food SMEs in Bali in table 10 show that:

- 1) The effect of product quality on consumer satisfaction in food SMEs in Bali shows a tcount value of 3.045 and a significant value of t-test of 0.003 which is smaller than 0.05, it can be concluded that product quality has a positive and significant effect on consumer satisfaction in food MSMEs in Bali. Bali, so the first hypothesis (H1) is accepted.
- 2) The influence of service quality on consumer satisfaction in food SMEs in Bali shows a tcount value of 3.031 and a significant value of t-test of 0.003 which is smaller than 0.05, it can be concluded that service quality has a positive and significant effect on consumer satisfaction in food MSMEs in Bali. Bali, so the second hypothesis (H2) is accepted.
- 3) The effect of price on consumer satisfaction in food SMEs in Bali shows a t-value of 11.661 and a significant value of t-test of 0.000 which is smaller than 0.05, it can be concluded that price has a positive and significant effect on consumer satisfaction in food SMEs in Bali, so that the third hypothesis (H3) is accepted.

### **The effect of product quality on consumer satisfaction**

The effect of product quality on consumer satisfaction in food SMEs in Bali shows a tcount value of 3.045 and a significant value of t-test of 0.003 which is smaller than 0.05, it can be concluded that product quality has a positive effect on product positive and significant impact on consumer satisfaction. This shows that the better the quality of the product, the consumer satisfaction will also increase. Product quality greatly affects consumer satisfaction because the products offered will make consumers express feelings of pleasure or disappointment after consuming or using the product. The results of this study are supported by research from Sari, et al., (2019), Aditia, et al., (2020), and Mirza et al (2020) which show that product quality has a positive and significant effect on consumer satisfaction. This means that if they feel the product is satisfactory or there is an expression of pleasure after consuming or using the product, they will repurchase because consumers are satisfied with the product.

### **The effect of service quality on customer satisfaction**

The effect of service quality on consumer satisfaction shows a tcount value of 3.031 and a significant value of t-test of 0.003 which is smaller than 0.05, it can be concluded that service quality has a positive and significant effect on consumer satisfaction in food SMEs in Bali. This shows that with satisfactory service quality, it will encourage consumers to buy products or make repeat purchases. Providing the best service for consumers is a measure of the success of a company. The results of this study are supported by research from Lesmana (2019), Haryoko et al. (2020), Aswad et al. (2018), which show that the service quality variable has a positive and significant effect, both partially between service quality variables on customer satisfaction, meaning that the higher the service quality, the higher the service quality will result. increasing consumer satisfaction.

### **The effect of price on consumer satisfaction**

The effect of price on consumer satisfaction shows a tcount value of 11.661 and a significant value of t-test of 0.000 which is smaller than 0.05, it can be concluded that price has a positive and significant effect on consumer satisfaction in food SMEs in Bali. This shows that the more appropriate the price interpreted by consumers, the higher the consumer satisfaction. In making purchasing decisions, consumers will consider things related to the price to be purchased. From the consumer's point of view, if the goods or services purchased by consumers are deemed to be in accordance with the benefits received, consumers will assume that the goods or services have value so that they can satisfy them. The results of this study are supported by research from Krisdayanto (2018), Khairani (2019), Linardi (2019), Nashrullah et al (2020) which show that price has a positive and significant effect on consumer satisfaction. A slight change in price will have a large effect on customer satisfaction.

## CONCLUSION

It's concluded that product quality has a positive and significant effect on consumer satisfaction. This shows that the better the product quality, the higher consumer satisfaction. Service quality has a positive and significant effect on consumer satisfaction in food SMEs in Bali. This shows that with satisfactory service quality, it will encourage consumers to buy products or make repeat purchases. Price has a positive and significant effect on consumer satisfaction in food SMEs in Bali. This shows that the more appropriate the price interpreted by consumers, the higher the consumer satisfaction with food SMEs in Bali.

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