RELATIONSHIP BETWEEN PRODUCT PRICES, PRODUCT QUALITY, SERVICE QUALITY AND STORE CONDITION AND CUSTOMER SATISFACTION

(CASE STUDY FRANCHISE HISANA FRIED CHICKEN BRANCH OF CEMPAKA WHITE)

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Abstract - The purpose of this research is to find out how strong the relationship between the prices of products and customer satisfaction Hisana Fried Chicken. To assess how strong the relationship between product quality and customer satisfaction Hisana Fried Chicken. To find out how strong the relationship between service quality and customer satisfaction Hisana Fried Chicken.To know the how strong the relationship between the state of the store with customer satisfaction Hisana Fried Chicken.Respondents in this study are consumers who are around the Hisana fried chicken franchise in Cempaka Putih branch. The number of consumers sampled in this study was 97 peoples.

The primary data collection method used was a questionnaire method. Data analysis technique used in this study is multiple regression analysis techniques

The results of this study shows that the Product Price variable shows the t value of 2.964 with a significance level of 0.004. The significance value is less than $\alpha = 0.05$. The product quality variable shows the value of t arithmetic of 1.543 with a significance level of 0.126. The significant value is more than $\alpha = 0.05$. On the results of the partial test calculation Service Quality variable shows the t value of 4.867 with a significant level of 0.000. The significance value is less than $\alpha = 0.05$. Finally, the partial test results of the Store Atmosphere variable show the t value of 4.185 with a significant level of 0.000. The significance value is less than $\alpha = 0.05$.

The conclusion of this study is, 1 Product prices have an influence on Customer Satisfaction 2. Product quality has an influence on Customer Satisfaction. 3. The relationship between service quality and customer satisfaction has an influence on Customer Satisfaction. 4. The relationship between store atmosphere and customer satisfaction is the atmosphere of the store has an influence on Customer Satisfaction

Keywords: Product Prices, Product Quality, Service Quality, Store Atmosphere, and Customer Satisfaction.

Abstrak– Penelitian ini bertujuan untuk mengetahui seberapa kuat hubungan antara harga produk dengan kepuasan pelanggan Hisana Fried Chicken.Untuk mengetahui seberapa kuat hubungan antara kualitas produk dengan kepuasan pelanggan Hisana Fried Chicken.Untuk mengetahui seberapa kuat hubungan antara kualitas pelayanan dengan kepuasan pelanggan Hisana Fried Chicken.Untuk mengatahui seberapa kuat hubungan antara keadaan toko dengan kepuasan pelanggan Hisana Fried Chicken.Responden dalam penelitian ini adalah para konsumen yang berada

disekitar di franchise hisana fried chicken cabang cempaka putih. Jumlah konsumen yang menjadi sampel dalam penelitian ini adalah 97auditor.

Metoda pengambilan data primer yang digunakan adalah metode kuesioner. Teknik analisis data yang digunakan dalam penelitian ini adalah teknik analisis regresi berganda

Berdasarkan hasil analisa uji variabel Harga Produk menunjukkan nilai t hitung sebesar 2,964 dengan tingkat signifikansi 0,004. Nilai signifikansi tersebut kurang dari α = 0,05. Pada variabel Kualitas Produk menunjukkan nilai t hitung sebesar 1,543 dengan tingkat signifikansi 0,126. Nilai signifikan tersebut lebih dari α = 0,05 .Pada hasil perhitungan uji secara parsial variabel Kualitas Pelayanan menunjukkan nilai t hitung sebesar 4,867 dengan tingkat signifikan 0,000. Nilai signifikansi tersebut kurang dari α = 0,05, Terakhir pada hasil perhitungan uji secara parsial variabel Suasana Toko menunjukkan nilai t hitung sebesar 4,185 dengan tingkat signifikan 0,000. Nilai signifikansi tersebut kurang dari α = 0,05.

Kesimpulan dari penelitian ini adalah, 1 Harga Produk memiliki pengaruh terhadap Kepuasan Pelanggan 2. Kualitas Produk memiliki pengaruh terhadap Kepuasan Pelanggan. 3. Hubungan antara kualitas pelayanan dengan kepuasan pelanggan memiliki pengaruh terhadap Kepuasan Pelanggan 4. Hubungan antara suasana toko dan kepuasan pelanggan adalah suasana toko memiliki pengaruh terhadap Kepuasan Pelanggan.

Kata kunci : Harga Produk, Kualitas Produk, Kualitas Pelayanan, Suasana Toko, dan Kepuasan Pelanggan.

I. PRELIMINARY

The business world, which is growing very rapidly, is a challenge and a threat for business actors in order to win the competition and maintain the survival of their company. Restaurant or restaurant business is a business that is believed to be a form of economic business that has good prospects, even in crisis conditions. However, businesses often go out of business due to not being able to maintain the number of visitors

Fried chicken is one of the most famous foods and a favorite all over the world. In the beginning, the first people who tried to make it were residents of Scotland, although at that time they did not use any spices.

Based on the explanation above, the author intends to conduct research to determine the effect of product prices, product quality, service quality and store conditions with customer satisfaction, therefore the authors are interested in taking the title The Relationship Between Product Prices, Product Quality, Service Quality and Store Conditions With Customer Satisfaction .

1.1. Formulation of the problem

Referring to the background that has been described, the problem formulations in this study are:
1. Is there a relationship between product prices and customer satisfaction?
2. Is there a relationship between product quality and customer satisfaction?
3. Is there a relationship between service quality and customer satisfaction?
4. Is there a relationship between store conditions and customer satisfaction?

1.2. Research purposes

Based on the formulation of the problem above, the objectives of this study are:
1. To find out how strong the relationship between product prices and customer satisfaction is Hisana Fried Chicken.

2. To find out how strong the relationship between product quality and customer satisfaction is Hisana Fried Chicken.

3. To find out how strong the relationship between service quality and customer satisfaction is Hisana Fried Chicken.

4. To find out how strong the relationship between store conditions and customer satisfaction is Hisana Fried Chicken.

II.   LITERATURE REVIEW

2.1.   Product Price Definition

Price is a measure of the value of a person's satisfaction with the product he buys.1 A person will have the courage to pay a high price for a product if he assesses the high satisfaction he hopes for the product he will buy. Conversely, if a person evaluates that his satisfaction with a product is low, he will not be willing to pay or buy the product at a high price. Economic value is created by activities that occur in the market mechanism between buyers and sellers

2.2.   Product quality

According to Assauri in Arumsari (2012: 45), product quality is the factors contained in an item or result that cause the goods or results to be in accordance with the purpose for which the goods or results are intended.

2.3.   Service quality

Service quality is a measure of the level of service provided to customers based on the expectations and desires of customers with their level of perception

According to Lewis & Booms in Tjiptono (2012: 157), service quality is simply a measure of how well the level of service provided is in accordance with customer expectations.

2.4.   Shop atmosphere

One of the factors that a store has to attract the attention of every consumer is the store atmosphere. The shop atmosphere influences the emotional state of the buyer that causes or influences the purchase. The emotional state will create two dominant feelings, namely feeling happy and arousing desire

Meanwhile, the definition of Store Atmosphere according to Gilbert (2013: 129) explains that "Store Atmosphere is a combination of physical messages that have been planned. The shop atmosphere can be described as a change to the shopping environment planning that produces special emotional effects that can cause consumers to make purchases. "

2.5.   Satisfaction Theory

According to Lovelock and Wirtz (2011: 74) "Satisfaction is an attitude which is decided based on the experience gained. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs. Customer satisfaction can be created through quality, service and value. The key to generating customer loyalty is providing high customer value

2.6.   Research conceptual framework

The conceptual framework is a line of reasoning based on research problems described by a systematic schema. Conceptual framework aboutThe relationship between

product prices, product quality, service quality and store conditions with customer satisfaction can be described as follows:
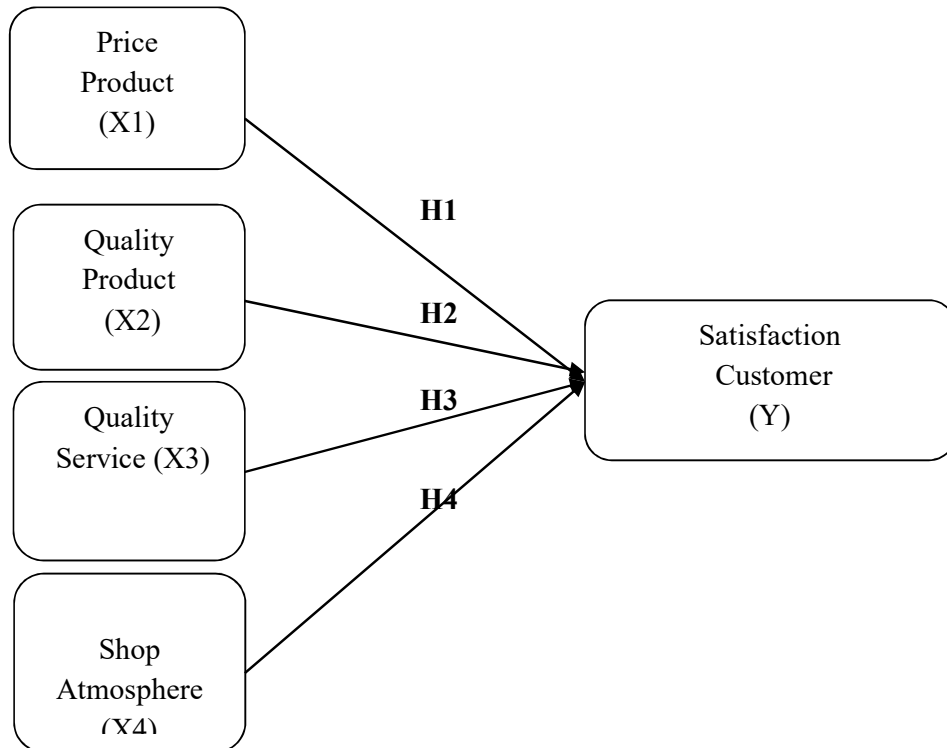

Figure 2.1. Research Conceptual

Hypothesis
H1   : The relationship between product prices and customer satisfaction has an effect significant.
H2   : The relationship between product quality and customer satisfaction has an effect   significant.
H3   : The relationship between service quality and customer satisfaction has a significant effect.
H4   : The relationship between store atmosphere and customer satisfaction has an effect   significant.

2.7.   Relationship Between Variables
1.   Relationship between Price and Customer Satisfaction
Prices are all forms of monetary costs sacrificed by consumers to obtain, own, take advantage of a number of combinations of goods and services from a product. A product is anything that can be offered to the market to get attention, buy, use, or consume that can satisfy a want or need.Sarini Kodu,Vol 1, No 3 (2013).
2.   Relationship between Product Quality and Customer Satisfaction.
        According to Lupiyoadi (2012: 158) Consumers will feel satisfied if the results of their evaluation show that the products they use are of good quality. It can be concluded that a good product quality will trigger a sense of satisfaction in the minds of consumers, this means that customer satisfaction is related to product quality.
 3. Relationship between Service Quality and Customer Satisfaction

        According to Istianto and Tyra (in Utami and Jatra, 2015: 1985), one of the most important things in a company is that the business can survive and progress, by providing the best service so that customer satisfaction can be fulfilled. Meanwhile, according to

Chaniotakis and Lymperopoulos (in Utami and Jatra, 2015: 1985) states that service quality is a consumer attitude related to the results of the comparison between expectations and services received with perceptions of actual performance. It can be concluded that service quality has a relationship with customer satisfaction because

4. The Relationship between Shop Atmosphere and Customer Satisfaction

According to Netti and Aditya (2015: 5) in the journal conclusions they have written, based on the results of the T test which partially includes the exterior, it has an influence of 1.90% on customer satisfaction, the general interior has an influence of 1.45% on customer satisfaction, store layout has an effect of 9.96% on customer satisfaction, and interior displays have an effect of 15.5% on customer satisfaction. It can be concluded that there is a relationship between customer satisfaction and shop atmosphere, this is believed to be the results of the research they have done with the same variables, namely shop atmosphere and customer satisfaction.

5. The relationship between product prices, product quality, service quality, and shop atmosphere with customer quality

There are five main factors that must be considered by companies according to Lupiyoadi (2012: 158), namely:

a) Product quality

Consumers will feel satisfied when their evaluation results show that the products they use are of good quality.

b) Service quality

Consumers will feel satisfied when they get good service or in accordance with what is expected. Especially in the service business.

c) Emotional

Consumers will feel proud and get the confidence that other people will be amazed at what these consumers use with certain brands that tend to have a higher level of satisfaction. The level of satisfaction obtained is not due to product quality but social value that makes consumers satisfied with certain brands.

d) Price

Products that have the same quality but relatively cheap prices will provide higher value to consumers.

e) Cost

Consumers who do not need to pay additional costs or do not need to waste time getting a product or service tend to be satisfied with the product or service.

Meanwhile, according to Lamb et.al in Sayektiningrum (2014: 3) states the purpose of creating a shop atmosphere which can be seen as follows:

a. The appearance of the shop helps define the image of the shop and position it in the minds of consumers.

b. An effective store layout guarantees convenience, convenience and has a great influence on customer traffic and shopping behavior.

From the explanation of the experts above, it can be concluded that there is a relationship between the variables of product price, product quality, service quality, and shop atmosphere with the level of customer or consumer satisfaction.

III. RESEARCH METHOD

3.1. Research Strategy

The strategy used in this study is an associative strategy, namely a research strategy that aims to determine the relationship between two or more variables. Where this research aims to provide an explanation whether there is a relationship between variables

X1 (Product Price), X2 (Product Quality), and X3 (Service Quality) with variable Y (Customer Satisfaction)

3.2. Population

Population is a set of objects or subjects that are determined by the researcher to be studied and then draw conclusions. The population of this study were several customers a day who bought fried chicken at**Hisana Fried Chicken**. The data on the number of customers was obtained from the information of the shop chief, Mr. Ahmad FandiHisana Fried Chicken White Cempaka.

The sample was taken and this research was conducted by means of purposive sampling using the Slovin formula, namely:

$$opn = \frac{N}{1+N\ ^2}$$

Information:

N = total population

n = Number of Samples

e = error rate

Population (N) of 4,800 (1 month = 30 days) x 160 people per day = 4,800 customers with the assumption that the error rate (e) = 10% then the number of samples (n) is

$$n = \frac{4,800}{1 + 4,800\ (0.10)\ ^2}$$

n = 97.359 → rounded up to 97 people

So that the sample in this study were 97 people (respondents).

The characteristics of respondents in determining this sample are determined by the following criteria:

1. Customers who shop more than once at Hisana Fried Chicken.
2. Customers who are assessed have the ability to answer each variable statement under study.

3.3. Data Analysis Methods

The data and information obtained are then analyzed further, because from this analysis it can be concluded that the answers to the main research problems are formulated. The data analysis method used is multiple linear regression analysis, descriptive statistical test, data quality test, classical assumption test and hypothesis testing. The data is processed using a computer.

3.3.1. Data processing methods

After the questionnaire data is collected, the answers to the questionnaire are given a weighted score based on a Likert scale. The data is processed to determine the level of the relationship between the research variables. To manage the funds collected, this is done manually and using data processing software, namely SPSS (Statistical Package for the Social Sciences) version 24.0.

3.3.2. Data Presentation Methods

Data is presented in tabular form to make it easier for researchers to analyze data so that the available data will be more organized.

3.3.3. Descriptive Statistics Test

The general description of the characteristics of the respondents is explained by a descriptive statistical table of respondents measured by an interval scale that explains the absolute frequency and the percentage of gender, age, purchase quantity, occupation and income range. Meanwhile, to provide descriptive analysis of the independent variables, namely Product Price, Product Quality and Service Quality and Shop Atmosphere and the dependent variable, namely Customer Satisfaction, is explained by a descriptive statistical

table of variables which shows the theoretical range, actual range, average (mean) and standard deviation (Ghozali). , 2016).

3.3.4. Test Instrument Data
3.3.4.1 Validity test
The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire reveal something that will be measured by the questionnaire (Ghozali, 2016). Significant test by comparing the calculated r value with the r table for degree of freedom (df) = n-2, in this case n is the number of samples and alpha = 0.05, if r count is greater than r table and the value is positive then the item or The question or indicator is declared valid (Ghozali, 2016).

Validity testing criteria:

The results of r count> r table, then it meets the validity requirements

The result of r count <r table, then it does not meet the validity requirements

3.3.4.2 Reliability Test
Reliability test is a means of measuring a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if someone's answer to a statement is consistent or stable over time (Ghozali, 2016). Measurements in this study were carried out with one shot or just one measurement and then the results were compared with other questions or measuring the correlation between the answers to the questions. The reliability of one question can be seen from the results of the SPSS output in the table entitled Relability Statistic. To assess the reliability of each question can be seen from the Cronbach's Alpha value. It is reliable if it gives Crobanch's Alpha> 0.70 (Ghozali, 2016: 48).

3.3.5 Statistical Analysis of Data
3.3.5.1 Multiple Linear Regression Analysis
Multiple linear regression is a model that shows the relationship between one dependent variable and the independent variable. This study uses multiple linear analysis because it has more than one independent variable.

Multiple linear regression analysis is used to find a linear relationship between the four independent variables studied, namely Product Price (X1), Product Quality (X2) and Service Quality (X3) and Shop Atmosphere (X4) on the dependent variable, namely Customer Satisfaction (Y). This analysis is used to determine the direction of the relationship between the independent and dependent variables, whether each variable is positively related. In the regression test the author uses multiple linear regression to look for the influence between variables with the formula:

$Y = \alpha + \beta_1 X_1 + \beta_2 x_2 + \beta_3 x_3 + e$

Information :

X1: Product Price

X2: Product Quality

X3: Qulity

X4: Shop atmosphere

Y: Customer Satisfaction

α: Constant

β: Regression coefficient

e: Standard error

3.3.5.2 Classic Assumption Test

This study conducted a classical assumption test on this primary data, so this research was carried out by a normality test, a multicollinearity test and a heteroscedasticity test.

3.3.5.3 Normality Test

The normality test aims to determine the distribution of data in the variables to be used in the study. Data that is good and suitable for use in research is data that has a normal distribution. Normality can be detected on the diagonal axis of the normal PP plots graph. That is, if the data spreads around the diagonal line, the data is normally distributed. But if the data spreads far from the diagonal line and or does not follow the direction of the diagonal line, the data is not normally distributed.

Normality tests with graphs can be misleading, because abnormal data can appear normal. Therefore, in this study, the normality test is equipped with a statistical test using theogorov-Smirnov test with a significance level of 0.05% (Ghozali, 2016). Decision making based on the following criteria:
1. If the significance value is> 0.05, then the data is declared to be normally distributed.
2. If the significance value <0.05, then the data is declared not normally distributed.

3.3.5.4 Multicolinearity Test

Multicolinearity test aims to test whether the regression model found a correlation between independent variables (independent). The regression model (Ghozali, 2016). To detect the presence or absence of multicollinearity in the regression, the tolerance and variance inflation factor (VIF) values can be seen.
1. If the tolerance value is> 0.10 or the VIF value <10, this indicates that multicollinearity does not occur.
2. If the tolerance value is <0.10 or the VIF value> 10, this indicates that multicollinearity occurs.

3.3.5.5 Heteroscedasticity Test

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. A good regression model is one that does not occur heteroscedasticity (Ghozali, 2016: 134). To detect the presence or absence of heterocedicity, it can be seen by the presence or absence of a certain pattern in the Stratterplot pattern. If there is a certain pattern, such as the existing dots forming a certain regular pattern (wavy, widening and then narrowing) it indicates heteroscedasticity. However, if there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, then there will be no heteroscedasticity (Ghozali, 2016: 134).   The statistical test used has significant weaknesses, therefore, in this study, in order to detect the presence or absence of heterocedicity is the Glejser test. The test is performed by regressing the absolute residual value to the independent variable. The regression model does not contain heteroscedicity if the significance level is 0.05 or 5%.
1. If the significance is> 0.05 or 5%, it indicates that heteroscedicity does not occur.
2. If the significance is, 0.05 or 5%, it indicates that heteroscedicity occurs.

3.3.6 Hypothesis Testing
3.3.6.1 Coefficient of Determination

The Coefficient of Determination (R^2) in essence, it measures how far the model's ability to explain the dependent variable variation. The value of R2 is between 0 and 1. A small R2 value means that the ability of the dependent variables is very limited. A value that detects 1 means that the independent variables provide almost all the information needed to predict the dependent variable (Ghozali, 2016: 95).
3.3.6.2 t test (partial)

The t test is used to test the significance of the relationship between variable X and variable Y partially or it can be said that the t test basically shows how far an independent variable individually explains dependent variations (Ghozali, 2016: 97). The terms of acceptance and rejection of the hypothesis are as follows;

1) If tcount <ttable or probability is smaller than the significant level (Sig = 0.05), then partially the independent variable does not have a significant effect on the dependent variable.

2) If tcount <ttable or probability is greater than the significant level (Sig = 0.05), then partially the independent variable does not have a significant effect on the dependent variable.

3.3.6.3 F Test (Simultaneous)

In the F statistical test is used to test whether the independent variables jointly or simultaneously affect the dependent variable. If Fcount> Ftable, then Ho is rejected and Ha is accepted, which means that all independent variables together have a significant effect on the dependent variable using a significant level of 5%, or it can also be seen by the probability value. If the probability value is smaller than 0.05 (for the significance level = 5%), then the independent variables together affect the dependent variable (Ghozali, 2016: 96).

IV. RESULTS AND DISCUSSION
4.1. Description of Research Object

Hisana Fried Chicken (HFC) was first established by Tatang Suharta in 2005. Initially, the HFC did not immediately develop rapidly. With a small kiosk, HFC began to slowly show its development. Even though at that time, HFC had to give in because its competitors were famous first. However, in recent years, Hisana has been shooting like a rocket.

Previously, Tatang had had various professions, from stove sales to the bitter experience of being laid off without severance pay by a company during the New Order era. Perhaps it was Tatang's experience that made him try to apply the sharia concept to manage Hisana Fried Chicken. In 2016, Hisana was recorded as having more than 600 outlets spread across 11 provinces throughout Indonesia. According to Tatang, the founding father of this fried chicken cart, everything can become what it is now thanks to the work of the Research and Development section who continues to provide input - new ideas to attract market attention. which continues to provide input - new ideas to attract market attention such as improving the shop or kiosk by applying the store atmosphere system, and homogenizing each store / branch of Hisana Friedchiken.

4.2. Respoden Description
4.2.1. Respondent Profile Characteristics

Respondents in this study were consumers of Hisana Fried Chicken. The following is a description of the identity of the respondent consisting of gender, age, total purchases, occupation and monthly income

1. Characteristics of respondents based on gender

Table 4.1. Profile of Respondents by Gender

Gender	Frequency	Percentage
Male	60	62%
Women	37	38%
Total	97	100%

Table 4.2 shows that the number of male respondents was 60 people or 62% and female respondents were 37 people or 38%.

2. Characteristics of respondents based on age

Table 4.2. Profile of Respondents by Age

Age	Frequency	Percentage
20-29 Years	59	60.8%
30-39 Years	18	18.5%
40-49 Years	16	16.5%
≥ 50 Year	4	4.5%
Total	97	100%

In table 4.3. shows that the age of the consumer respondents in Hisana Fried Chicken consists of 60.8% aged 20-29 years, then 30-39 years old, 18.5%, at the age of 40-49 years 16.5% and at the age≥ 50 years 4% at 34 years old, the most common is 21% at 35 years old, 18% at 36 years old, 16% at 37 years old and 38 years old, most recently 3% at 40 years old.

3. Purchase quantity of Hisana Fried Chicken in a month

Table 3.4. Profile of Respondents Based on Purchase Quantity in a month

total	Frequency	Percentage
2 times	29	29.9%
3-4 times	34	35.1%
5-6 times	23	23.7%
≥ 6 times	11	11.3%
Total	97	100%

In table 4.4. shows that the quantity of consumer respondents Hisana Fried Chicken purchases in a month consists of 29.9% with a total of 2 times, then the amount of 3-4 times of 35.1%, in the number of 5-6- times as much as 23.7% and≥ 6 times of 11.3%.

3. Characteristics of respondents by occupation:

Table 4.4. Respondent Profile Based on occupation

Profession	Frequency	Percentage
College student	37	38%
Employees	17	17.5%
entrepreneur	11	11.5%
Housewife	32	33%
Total	97	100%

Table 4.5. shows that as many as 32 people or 33% of respondents have jobs as housewives. While the majority of respondents in this study had as many as 37 students or 38% as students, then 17 people or 17.5% had jobs as employees and finally 11 people or 11.5% had jobs as entrepreneurs.

5. Characteristics of respondents based on income

Table 4.5. Profile of Respondents by Income

Income	Frequency	Percentage
Less than Rp. 2,000,000	37	38.2%
Rp. 2,000,000 to Rp. 3,000,000	40	41.2%
Rp. 3,000,000 to Rp. 4,000,000	17	17.5%
More than Rp. 4,000,000	3	3.1%
Total	97	100%

Table 4.6 shows that as many as 37 people or 38.2% of the respondents had an income of less than Rp. 2,000,000. While the majority of respondents in this study have incomeRp. 2,000,000 to Rp. 3,000,000, namely 40 people or 41.2%, then 17 people or 17.5% had an income of Rp. 3,000,000 to Rp. 4,000,000 and finally 3 people or 3.1% have an income of more than Rp. 4,000,000.

4.2. Descriptive Analysis Test Results

Table 4.6 Descriptive Analysis Test Results
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
	Statistics	Statistics	Statistics	Statistics	Statistics	Statistics	Std. Error
Product_Price	97	5	12	9.57	1,581	-.048	.485
Product quality	97	6	16	12.86	1,814	1,732	.485
Service quality	97	5	12	9.82	1,291	.808	.485
Atmosphere_Shop	97	8	16	12.73	1,711	.446	.485
Customer satisfaction	97	8	16	13.03	1,604	.018	.485
Valid N (listwise)	97						

Table 4.7 above can be described that the number of respondents (N) there are 97. Of these 97 respondents the variable price of the product answers to drinking is 5 and a maximum of 12, with an average total answer of 9.57 and a standard deviation of 1.581. The product quality variable has a minimum answer of 6 and a maximum of 16, with an average total answer of 12.86 and a standard deviation of 1,814. The Service Quality variable has a minimum answer of 5 and a maximum of 12, with an average total answer of 9.82 and a standard deviation of 1.291, the minimum answer variable for Store Atmosphere is 8 and a maximum of 16, with an average total answer of 12.73 and a standard deviation of 1.711 while the Satisfaction Variable The minimum answer for the customer is 8 and the maximum is 16, with an average total answer of 13.03 and a standard deviation of 1.604.

4.3. Data Quality Test Results

The validity test is used to measure the accuracy of research measurement tools about the issue or the actual meaning being measured. A measuring instrument is said to be valid if the instrument can measure the construct as expected by the researcher (Ghozali, 2016). The validity test is useful to find out whether there are questions on the questionnaire that must be discarded / replaced because they are considered irrelevant to the research being carried out.   This test is done by calculating the correlation number or r_{count}From the answer value of each respondent for each item of the statement, then compared with the rtabel. The rtabel value in testing the validity of this study was 0.1996, obtained from the number of cases R = (N-2) = 97-2 = 95, and a significance level of 5%, then the r table was 0.1996. Every item of statement is said to be valid if rcount> rtabel. The tables below show the results of the validity test of the four variables in this study,

Table 4.7 Product Price Validity Test Results
Correlations

		HP1	HP2	HP3	Total
HP1	Pearson Correlation	1	.432 **	.444 **	.791 **
	Sig. (2-tailed)		.000	.000	.000
	N	97	97	97	97
HP2	Pearson Correlation	.432 **	1	.577 **	.809 **
	Sig. (2-tailed)	.000		.000	.000

	N	97	97	97	97
HP3	Pearson Correlation	.444 **	.577 **	1	.828 **
	Sig. (2-tailed)	.000	.000		.000
	N	97	97	97	97
Total	Pearson Correlation	.791 **	.809 **	.828 **	1
	Sig. (2-tailed)	.000	.000	.000	
	N	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.8 presents the results of the validity test of the Product Price variable which consists of 3 statements. From the results of validity testing, the 3 statements are valid (rcount> rtabel).

Table 4.8 Product Quality Validity Test Results
Correlations
Page 1 of 2

		KP1	KP2	KP3	KP4	Total
KP1	Pearson Correlation	1	.542 **	.532 **	.480 **	.808 **
	Sig. (2-tailed)		.000	.000	.000	.000
	N	97	97	97	97	97
KP2	Pearson Correlation	.542 **	1	.495 **	.334 **	.755 **
	Sig. (2-tailed)	.000		.000	.001	.000
	N	**Table 4.9 Product Quality Validity Test Results**				97
KP3	Pears					9 **
	Sig. (Page 2 of 2					.000
	N					97
KP4	Pearson Correlation	.480 **	.334 **	.518 **	1	.748 **
	Sig. (2-tailed)	.000	.001	.000		.000
	N	97	97	97	97	97
Total	Pearson Correlation	.808 **	.755 **	.819 **	.748 **	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.9 presents the results of the validity test of the Product Quality variable which consists of 4 statement items. From the validity test results, the 4 statements are valid (rcount> rtable).

Table 4.10. Service Quality Validity Test Results

Page 1 of 2
Correlations

		KP1	KP2	KP3	Total
KP1	Pearson Correlation	1	.683 **	.185	.781 **
	Sig. (2-tailed)		.000	.070	.000
	N	97	97	97	97
KP2	Pearson Correlation	.683 **	1	.349 **	.859 **
	Sig. (2-tailed)	.000		.000	.000
	N	97	97	97	97
KP3	Pearson Correlation	.185	.349 **	1	.689 **
	Sig. (2-tailed)	.070	.000		.000
	N	97	97	97	97

Total	Pearson Correlation	.781 **	.859 **	.689 **	1
	Sig. (2-tailed)	.000	.000	.000	
	N	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4:10 presents the results of the validity test of the Product Quality variable which consists of 3 statements. From the results of validity testing, the 3 statements are valid (rcount> rtabel).

Table 4.11. Shop Atmosphere Validity Test Results
Correlations
Page 1 of 2

		ST1	ST2	ST3	ST4	Total
ST1	Pearson Correlation	1	.311 **	.146	.274 **	.605 **
	Sig. (2-tailed)		.002	.155	.007	.000
	N	97	97	97	97	97
ST2	Pearson Correlation	.311 **	1	.541 **	.447 **	.791 **
	Sig. (2-tailed)	.002		.000	.000	.000
	N	97	97	97	97	97
ST3	Pearson Correlation	.146	.541 **	1	.439 **	.741 **
	Sig. (2-tailed)	.155	.000		.000	.000
	N	97	97	97	97	97
ST4	Pearson Correlation	.274 **	.447 **	.439 **	1	.746 **
	Sig. (2-tailed)	.007	.000	.000		.000
	N	97	97	97	97	97
Total	Pearson Correlation	.605 **	.791 **	.741 **	.746 **	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.11 presents the results of the validity test of the Product Quality variable which consists of 4 statement items. From the validity test results, the 4 statements are valid (rcount> rtable).

Table 4.12 Validity Test Results for Customer Satisfaction
Correlations
Page 1 of 2

		KP1	KP2	KP3	KP4	Total
KP1	Pearson Correlation	1	.521 **	.332 **	.331 **	.784 **
	Sig. (2-tailed)		.000	.001	.001	.000
	N	97	97	97	97	97
KP2	Pearson Correlation	.521 **	1	.257 *	.173	.677 **
	Sig. (2-tailed)	.000		.011	.089	.000
	N	97	97	97	97	97
KP3	Pearson Correlation	.332 **	.257 *	1	.275 **	.689 **
	Sig. (2-tailed)	.001	.011		.006	.000
	N	97	97	97	97	97
KP4	Pearson Correlation	.331 **	.173	.275 **	1	.637 **
	Sig. (2-tailed)	.001	.089	.006		.000
	N	97	97	97	97	97
Total	Pearson Correlation	.784 **	.677 **	.689 **	.637 **	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.11 presents the results of the validity test of the Product Quality variable which consists of 4 statement items. From the validity test results, the 4 statements are valid (rcount> rtable).

4.4. Reliability Test

This test can only be done after an instrument has been confirmed its validity. The reliability of the instrument in this study was tested using the Cronbach's Alpha coefficient. If the alpha coefficient value is greater than 0.7, it is concluded that the research instrument is reliable or reliable, and it is better if the Cronbach Alpha's value is less than 0.7 then the item is not reliable (Ghozali, 2016).

Table 4.15 Reliability Test Results

| Variable	Cronbach's Alpha	Information
Product Prices	0.830	Reliable
Product quality	0.810	Reliable
Service quality	0.813	Reliable
Shop atmosphere	0.787	Reliable
Customer satisfaction	0.777	Reliable

Table 4.12 shows the Cronbach's alpha values for the variables The Product Price is 0.830, the Product Quality variable is 0.810, the Service Quality variable is 0.813, the Shop Atmosphere variable is 0.791, and the Customer Satisfaction variable is 0.777, so it can be concluded that all statements in this variable are reliable because they have a Cronbach's alpha value greater than 0 , 7. This indicates that each statement item used will be able to obtain consistent data, which means that if the statement is submitted again, an answer that is relatively the same as the previous answer will be obtained.

4.5. Classical Assumption Test Results

4.5.1. Normality Test Results

This normality test is a test of variable X data and Y variable data in the resulting regression equation with normal distribution or not. Data that is good and suitable for use

in research is data that has a normal distribution. Normality can be detected on the diagonal axis of the normal graph. Probability plots, that is, if the data spreads around the diagonal line, the data is normally distributed. But if the data spreads far from the diagonal line and or does not follow the direction of the diagonal line, the data is not normally distributed (Ghozali, 2016)

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kepuasan_Pelanggan
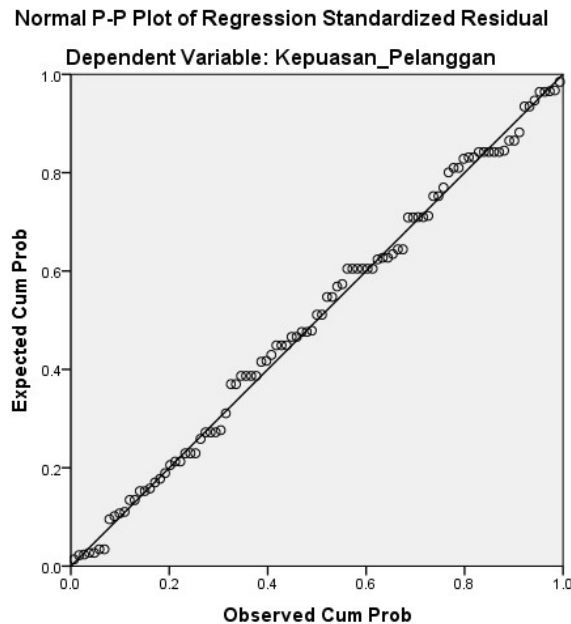
Based on the normal graph The plot on the normality test output can be seen that the points spread around the diagonal line, and the distribution follows the direction of the diagonal line. then the regression model is feasible to use because it meets the assumption of normality.

4.5.2. Multicollinearity Test

Multicollinearity test is intended to detect symptoms of correlation between one independent variable and another. A good regression model should not have correlation between independent variables. The multicollinearity test results can be seen from the tolerance and variance inflation factor (VIF).

Table 4.16. Multicollinearity Test

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1,322	.680		1,945	.055		
Product_Price	.237	.080	.234	2,964	.004	.391	2,555
Product quality	.124	.080	.140	1,543	.126	.296	3,376
Kualiatas_Perayanan	.448	.092	.361	4,867	.000	.443	2,258
Atmosphere_Shop	.271	.065	.289	4,185	.000	.509	1,966

a. Dependent Variable: Customer_Satisfaction

Based on the table 4.14 above, it can be seen that the results of the calculation of the Tolerance value show that there are no independent variables that have a Tolerance value of less than 0.1 and the Variance Inflation Factor (VIF) value also shows the same thing, no one independent variable has a VIF value of more than 10. So it can be

concluded that there is no multicollinearity between the independent variables in the regression model.

4.5.3. Heteroscedasitic test

Heteroscedasticity test aims to test whether the value in the regression model is an inequality of residual variance from one observation to another
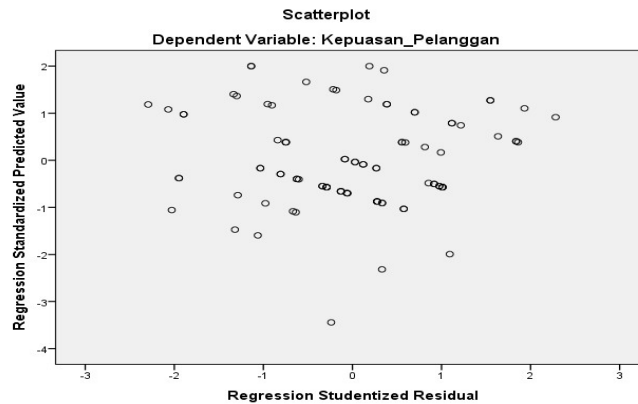
Figure 4.1 Heteroscedasitic test

Figure 4.1 shows that the scatterplot graph shows the point spreads randomly, does not form a certain clear pattern, and spreads both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in this regression model.

4.6. Hypothesis Test Results

4.6.1. Determination Coefficient Test Results

The coefficient of determination test is carried out to measure the ability of the independent variables, namely Product Price, Product Quality, Service Quality and Shop Atmosphere in carrying out the dependent variable, namely Customer Satisfaction. The results of the determination coefficient test can be seen in Table 4:16 presenting the results of the coefficient of determination test for variables Y, X1, X2, X3 and X4.

Table 4.17. Test Results of the Determination Coefficient (R2) of Variables X1, X2, X3 and X4

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881a	.776	.767	.775

a. Predictors: (Constant), Store_ Atmosphere, Service_ Quality, Product_ Price, Product_ Quality
b. Dependent Variable: Customer_Satisfaction

Table 4.15 shows the R value of 0.881 or 88.1%. This means that the relationship or correlation between the factors that affect customer satisfaction is very strong because it is above the range 0.80 - 1,000, while the adjusted R value^{2}equal to 0.776. This indicates that the variable variation of product prices, product quality, service quality and shop atmosphere explains 77.6% of the variation in the audit judgment variables. Meanwhile, the remaining 22.4% is explained by other factors that are not included in this research model.

4.6.2. Statistical Test Results F

This test is to show whether the independent variables together have an influence on the independent variables. The results of the F statistical test can be seen in Table 4.16, the hypothesis is accepted if the significance probability value $\leq$ 0.05. The hypothesis is rejected if the significance probability value is $\geq$ 0.05 (Ghozali, 2013: 98).

Table 4.18. Statistical Test Results F

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191,689	4	47,922	79,844	.000b
	Residual	55,218	92	.600		
	Total	246,907	96			

a. Dependent Variable: Customer_Satisfaction

b. Predictors: (Constant), Store_ Atmosphere, Service_ Quality, Main_ Price, Product_ Quality

In Table 4.16, the F value is obtained at 79,844 with a significance level of 0,000. This means that this regression model is feasible to use, because the level of significance is less than 0.05, so it can be said that the product price, product quality, service quality and task shop atmosphere together (simultaneously) have a significant effect on customer satisfaction.

4.6.3. Statistical Test Results t

The t statistical test is used to determine whether or not the influence of each independent variable individually on the dependent variable is tested at the 0.05 significance level. If the probability t value is less than 0.05, the hypothesis is accepted and vice versa.

Table 4.19. Statistical Test Results t

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,322	.680		1,945	.055
	Product_Price	.237	.080	.234	2,964	.004
	Product quality	.124	.080	.140	1,543	.126
	Service quality	.448	.092	.361	4,867	.000
	Atmosphere_Shop	.271	.065	.289	4,185	.000

a. Dependent Variable: Customer_Satisfaction

Based on the results of the calculation of the test individually (partially), the Product Price variable shows the t value of 2.964 with a significance level of 0.004. The significance value is less than α = 0.05, it means that partially the Product Price variable has an influence on Customer Satisfaction. The product quality variable shows the t value of 1.543 with a significance level of 0.126. This significant value is more than α = 0.05, it means that individually (partially) the Product Quality variable has an influence on Customer Satisfaction. In the partial test results, the Service Quality variable shows the t value of 4,867 with a significant level of 0,000. The significance value is less than α = 0.05, it means that individually (partially) the task complexity variable has an influence on customer satisfaction. Finally, in the partial test results, the Store Atmosphere variable shows the t value of 4.185 with a significant level of 0.000. The significance value is less than α = 0.05, it means that individually (partially) the task complexity variable has an influence on customer satisfaction.

Based on Table 4.17, the regression equation model can be obtained as follows:

$$Y = 1.322 + 0.237X1 + 0.124X2 + 0.448X3 + 0.271X4 + e$$

Information :
X1   : Product Prices
X2   : Product quality
X3   : Service quality
X4   : Shop atmosphere
Y   : Customer satisfaction

4.7. Discussion

4.7.1. Relationship between Product Prices and Customer Satisfaction

According to the research results above the effect of product prices has a big impact on customer satisfaction, it means that the higher the price of the product owned, the more it affects the consumer's intention to buy the product. The results of the hypothesis testing above indicate that H1 is accepted. this can happen the price of the product can influence consumers to buy the product being sold. So that if the price offered by the seller exceeds the specified market price, the consumer will not be interested in buying the product.

Product prices in this study consist of compatibility with competitors, product benefits, and product quality that will attract consumers to prefer hisana fried chicken over similar competitors. Price suitability is very important for product producers, because producers must be able to read market prices so that the products they sell have equal competitiveness with competitors, especially similar competitors. The benefits of the product must be in accordance with what the producers suggest to consumers. Product quality helps the products sold by Hisana Fried Chicken have its own advantages over competitors.

4.7.2. Relationship between Product Quality and Customer Satisfaction

According to the research above the influence of product quality has a big impact on customer satisfaction, it means that the higher the quality of the product produced by Hisana Fried Chicken, the greater the influence of consumer intention to buy the product. The results of the hypothesis testing above indicate that H2 is accepted but not significant. This proves that the quality of the product owned by the seller of the product depends on consumer decisions, so that the seller of the product can judge the quality of the product being sold from the suggestions and criticism of consumers who buy the product.

The product quality in this study consisted of the freshness of the raw materials used by hisana fried chicken, compensation for product damage, and the way the product was served. The freshness of raw materials is very important for hisana fried chicken because it will affect the taste of the products sold to consumers, if the raw materials used are less fresh, consumers will definitely choose similar competitors that have guaranteed freshness of raw materials. Hisana fried chicken must check the quality of the product before being marketed so that there are no complaints about product damage. The way the product is presented is also very important because the presentation of the product will affect the appearance of the product when it is presented to consumers.

4.7.3. The Effect of Service Quality on Customer Satisfaction

According to the research above service quality influence has a huge impact on customer satisfaction
It means that the higher the quality of service produced by Hisana Fried Chicken, the greater the influence of consumer intention to buy the product. The results of this study indicate that H3 is accepted. This can happen because the quality of service from store employees is able to give a positive impression to consumers so that it is a positive thing

for store employees. Therefore the quality of shop service is able to influence consumers for customer satisfaction.

The higher the quality of service, the higher the satisfaction received by customers. Because the effect is significant, the variable service quality is an important variable to be considered by customers of Hisana Fried Chicken in creating customer satisfaction. In order to monitor the quality of services provided, Hisana Fried Chicekn conducts regular regular surveys, namely CMS is a survey to directly assess the quality of products, services, and facilities available at Hisana Fried Chicken, compared to what was expected. CEM is a study to determine how consumers experience fried chicken hisana services and facilities, and the last is CHAMPSCHECK, a study to assess the quality of services and facilities available at hisana fried chicken.

4.7.4. The Relationship between Store Atmosphere and Customer Satisfaction

According to the research above the influence of the shop atmosphere has a big impact on customer satisfaction, it means that the better the aesthetics of the shop atmosphere owned by Hisana Fried Chicken, the greater the influence of consumer intention to buy the product. The results of this study indicate that H4 is accepted. This can happen because the aesthetics created by the shop atmosphere are able to give a positive impression to consumers.

The shop atmosphere in this study consists of exterior, interior, layout, and display of Fried Chicken Hisana products. The exterior of the Fried Chicken Hisana shop has the impression to attract consumers to shop. The interior that is presented in the shop is enough to attract consumers to linger in the shop. The store layout has been arranged in such a way that it has neat and neat order. The product display displayed by Hisana Fried Chicken is able to attract consumers to buy Hisana Fried Chicken products.

V. CONCLUSIONS AND SUGGESTIONS
5.1. Conclusion

This study aims to determine how much the relationship between product prices, product quality, service quality, and shop atmosphere on customer satisfaction. Respondents in this study amounted to 97 consumers of Hisana Fried Chicken who live around Cempaka Putih, East Jakarta. Based on the data that has been collected and processed in order to obtain the results of tests carried out on problems using multiple regression models, the following conclusions can be drawn:

1. The price of the product has a big impact on customer satisfaction, it means that the higher the price of the product, the greater the consumer's intention to buy the product. This can happen because Hisana Fried Chicken has product prices that compete with similar competitors and the products served are equivalent to other, more well-known restaurants.

2. Product quality has a big impact on customer satisfaction, it means that the higher the quality of the products produced by Hisana Fried Chicken, the greater the consumer's intention to buy the product. This can happen because Hisana Fried Chicken has a quality product that is still fresh and many consumers who have never felt disappointed with the products purchased from Hisana Fried Chicken. But hisana fried chicken does not provide compensation for product damage and the presentation of hisana fried chicken does not follow the current trend.

3. Servant quality has a huge impact on customer satisfaction. This can happen because in addition to having friendly service, the employees of Hisana Fried Chicken have a quick response in handling consumer requests.

4. The shop atmosphere has a big impact on customer satisfaction, it means that the better the aesthetics of the shop atmosphere owned by Hisana Fried Chicken, the

greater the influence of consumer intention to buy the product. This can happen because Hisana Fried Chicken has an exterior, interior, and shop layout that can attract customers to come to the store. The display presented by Hisana Fried Chicken can attract consumers to buy Hisana Fried Chicken products.

5.2. Suggestion

Based on research that has been done on previous researchers and current researchers, the researchers provide suggestions that might be used as material for consideration:

1. For businessmen of the same kind, it is hoped that it can improve product quality and prices in accordance with the products / goods offered in order to increase consumer intention to use shopping.
2. For Further Research Further research is expected to increase the number of samples so that they can better reflect the population in the study. In addition, further researchers are also expected to add other variables in order to know with certainty what can affect consumer intention to shop. And the next researcher should also add other research objects so that they can describe and compare one another

5.3. Limitations

Limitations In the preparation of this study there are still many limitations and shortcomings, including:

1. The research instrument used a questionnaire, where the questionnaire was made very simply with a small number of indicators and without including the inverted question items to test the consistency of the respondents' answers.
1. The sampling technique used is non-random sampling with judgment sampling technique, where this sampling technique has limitations in terms of distribution. 3. Researchers only examine the effect of consumer attitudes, fairness of price, and trust on consumer intentions to shop online. Meanwhile, there are several other variables which influence but are not included in this study.

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