PENGARUH PERSEPSI HARGA, KUALITAS PELAYANAN DAN CITRA MEREK TERHADAP KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN

(Studi pada Rumah Makan Bebek Kaleyo Cabang Cempaka Putih)

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ABSTRAK

This study aims to determine how the influence of price perception, service quality and brand image on customer satisfaction and customer loyalty directly and indirectly in the kaleyo duck restaurant cempaka putih branch.

The method used in this study is the survey and sampling methods used in this study with a purposive sampling technique. Samples were collected as many as 100 respondents who bought at the kaleyo duck restaurant Cempaka putih branch. Data analysis in this study used path analysis. The data processing method uses PLS (Partial Least Square) method with the help of SmartPLS program version 3.2.6

The results of this study indicate that the variable price perception has a positive and significant effect on customer satisfaction. Then the variable Service Quality has a positive and significant effect on customer satisfaction. Then the brand image variable has a positive and significant effect on customer satisfaction. The customer satisfaction variable has a positive and significant effect on customer satisfaction. Then the price perception variable has a positive and significant effect on customer loyalty. Customer quality variables have a positive and significant effect on customer loyalty. then the brand image variable has a positive and significant effect on customer loyalty. Furthermore, the perception of price, service quality and brand image of the Indonesian College of Economics is positive and significant towards customer satisfaction and customer loyalty, so it can be stated that customer

satisfaction mediates price perceptions, service quality and brand image on customer loyalty

. *Keywords: Price Perception, Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty.*

I. PENDAHULUAN

knowing how much customer satisfaction and customer loyalty to Bebek Kaleyo restaurant. Kottler and Keller (2016: 153), generally emphasize that satisfaction is the feeling of pleasure or disappointment of someone resulting from comparing the performance of the product (or results) that are felt with expectations. According to Kotler and Keller (2016: 138) defines loyalty as follows: Customer loyalty is a deeply held commitment to buy or support a product or service that you like in the future, even though the influence of the situation and marketing efforts have the potential to cause customers to switch. Of course, there are factors that cause customer satisfaction and loyalty, including Price Perception, Service Quality and Brand Image.

First, the price factor according to Kotler and Keller (2016: 48) through the marketing mix is a company management system that will determine the right base price for a product or service and must determine a strategy concerning price discounts, payment of freight costs and various variables concerned. offered must be commensurate with the quality of service provided. If the price offered is commensurate, the customer will have a good experience with the company, so they will keep repeating to buy the product.

Second, service quality factors can also affect customer satisfaction and customer loyalty. Because, serving consumers well is very important for the convenience of consumers when they want to buy. Optimal service quality in accordance with customer expectations of restaurant products will be able to improve the restaurant's image so that its customers continue to grow.

Third, the brand image factor is everything that is related to the brand that is in the mind of the consumer or the consumer's impression of a brand, the image of the

brand or related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make purchases. Images cannot be implanted in a consumer's mind overnight or transmitted through a single medium. Instead, the image must be conveyed through every available means of communication and disseminated continuously because without a strong image it is very difficult for companies to attract new customers and retain existing customers.

With the increasing growth of the food and beverage business in Indonesia, one of the best restaurants has emerged, namely Bebek Kaleyo. Bebek Kaleyo Restaurant is a family business engaged in the food sector. This restaurant is managed by four owners consisting of two sibling families, namely Pasarangan Hendri Prabowo and Fenty Puspitasari with Paulus Maria and Rri Cahyanti. This business was founded on their desire to open a business that has a good opportunity to grow. Bebek Kaleyo was established on January 15, 2007. Currently, Bebek Kaleyo Restaurant already has many branches spread across the island of Java..

A. Landasan teori

1 Price

Price is an element of the marketing mix that is flexible, which can change at any time according to time and place. Prices are not just numbers on the label of a package or store shelf, but prices take many forms and perform many functions. House rent, tuition fees, fees, wages, interest, rates, storage fees, and salaries are all the prices you have to pay for the goods or services. According to Kotler and Armstrong (2011: 345), price is the amount of money billed for a product and service or the amount of value exchanged by customers to benefit from owning or using a product and service.

From this definition, it explains that price is an important element in a company where with the price, the company will get income for the sustainability of the company. In addition, price is also a tool that will be used as an exchange process for goods or services by consumers.

Price is one of the determining factors for buyers in determining a purchase decision for a product or service. Especially if the products or services to be purchased are daily necessities such as food, drinks and other basic necessities, the buyer will

pay close attention to the price, because in business competition, the price offered by competitors can be lower with the same quality or even with the same quality. better. So that in determining the price of a product or service being sold, even large companies and small businesses must pay attention to their buyers and their competitors.

2 Kualitas pelayanan

Service quality is one part of the Marketing Management strategy. Service quality has become a dominant factor in the success of an organization. Quality development is strongly driven by conditions of competition between companies, technological advances, economic stages and social culture of the community.

Service quality is a necessity that companies must do in order to be able to survive and still win the trust of customers, according to Tijiptono (2011: 59), which states that Service Quality is the level of excellence expected and control over this level of excellence to fulfill customer desires.

Meanwhile, according to Kotler (2016) service is any action or activity that can be offered by one party to another, basically intangible and does not result in any ownership..

3 Citra Merek

Companies must have a brand that is different from its competitors, as well as a brand image that is embedded in the minds of customers. Because brand image is one of the things that customers see for the first time before making a purchase or product selection. According to Kotler and Keller "Brand Image describes the extrinsic nature of a product or service, including the ways in which the brand seeks to meet the psychological or social needs of customers." Brand Image describes the extrinsic nature of a product or service, including the way in which the brand tries to meet psychological or social needs. customer.

Kotler and Armstrong (2013: 233) suggest the definition of brand image "The set of belief held about a particular brand is known as brand image". Which means a set of beliefs about a brand is called a brand image. Kotler and Keller (2012: 768) define brand image "Preception and beliefs held by consumers. As reflected in the

associations held in consumers memory ". as a set of perceptions and beliefs that customers have on a brand which is reflected through the associations that exist in the customer's memory.

4 Kepuasan pelanggan

Customer satisfaction is determined by the quality of service, so that service assurance is a top priority for any company that exists today, especially as a benchmark for company competitiveness. By providing good service, these customers will feel satisfied. If a company can give good to its customers, it will easily win over its customers. If the customer is not satisfied with the service provided, the impact is that the customer will leave the company and will turn to become a customer of another company or a competitor.

Pengertian Kepuasan Pelanggan

Kottler and Keller (2016: 153), emphasize in general that satisfaction is a feeling of pleasure or disappointment for someone resulting from comparing the performance of the product (or results) that are felt with expectations.

. A high level of customer satisfaction can increase customer loyalty and prevent customer turnover, reduce customer sensitivity to prices, reduce marketing failure costs, reduce operating costs caused by increasing number of customers, increase advertising effectiveness, and improve business reputation.

Key customer decisions related to satisfaction with the assessment of goods and services. The customer satisfaction framework lies in the supplier's ability to understand customer needs, wants and expectations so that the delivery of products, both goods and services by suppliers is in accordance with customer expectations. Apart from the aforementioned factors, the time dimension also affects the response of customer perceptions of product quality, both goods and services.

5. Loyalitas Pelanggan

Customer loyalty is very important for a company that maintains its business continuity and the continuity of its business activities. Loyal customers are those who are very satisfied with certain products and services, so they have the enthusiasm to introduce them to anyone they know. Furthermore, at the next stage these loyal

customers will expand their "loyalty" to other products made by the same manufacturer. And in the end they are consumers who are loyal to a particular manufacturer or company forever.

According to Rahmayanty (2010: 13) defines loyalty as follows:

"Loyalty is about the percentage of people who have bought a certain time frame and made repeat purchases since the purchase

the first "According to Jill Griffin in Ratih Huriyati (2010: 129) defines loyalty as follows:" The commitment of customers persists deeply to re-subscribe or make repeat purchases consistently in the future, even though the influence of the situation and marketing causes behavior change ".

According to Kotler and Keller (2016: 138) defines loyalty as

"A deeply held commitment to rebuy or repatronize appreciated product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior."

Customer loyalty is a commitment that is held deeply

to buy or support back preferred products or services in the future, even though the influence of the situation and marketing efforts has the potential to cause customers to switch.Based on the above definition, it can be concluded that consumer loyalty is an attitude that encourages behavior to purchase products or services from a companies that include the feeling aspect in it, especially those who buy regularly and repeatedly with high consistency, but not only repurchase goods and services, but also have a commitment and positive attitude towards the company that offers these products / services.

B.   HYPOTHES

Based on the framework of thought above, the hypothesis can be formulated as follows:

H1: Price perception has a direct effect on customer satisfaction

H2: Service quality has a direct influence on customer satisfaction

H3: Brand image has a direct influence on customer satisfaction

H4: perceived price has a direct influence on customer loyalty

H5: Service quality has a direct influence on customer loyalty

H6: Brand image has a direct influence on customer loyalty

H7: Customer satisfaction has a direct influence on customer loyalty

H8: Price perception has an indirect effect on customer loyalty through customer satisfaction.

H9: Service quality has an indirect effect on customer loyalty through customer satisfaction.

H10: Brand Image has an indirect influence on customer loyalty through customer satisfaction.

C. METODE PENELITIAN

The strategy used in this research is to use an associative research strategy. Associative research is research that aims to determine the relationship between variables. In this case the researcher identifies the extent of the influence of perceived price (X1), service quality (X2), and brand image (X3) which are the dependent variable on customer satisfaction (Z) and customer loyalty (Y) independent variables.

This research method uses quantitative research with a survey approach, and uses a questionnaire as a data collection tool. The questionnaire is a data collection technique that is carried out by giving a set of written questions to the respondent to be answered (Sugiyono 2016: 80).

Operational Variables

This study used three independent variables and two dependent variables, namely Price Perception, Service Quality, and Brand Image as independent variables and Customer Satisfaction and Customer Loyalty as dependent variables. The measured variables are described in several indicators and each indicator has a sub indicator. This sub-indicator will be used as a basis for compiling instrument items in the form of statements in a questionnaire.

POPULATION AND SAMPLES

Populasi Penelitian

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2016: 80).

The general population in this study were customers of kaleyo ducks cempaka putih branch. The target population in this study were all consumers who made purchases at the kaleyo duck Cempaka Putih branch.

Sampel penelitian

The sample is part of the number and characteristics possessed by this population (Sugiyono, 2013: 81) The technique used in sampling is purposive sampling, which is a sampling technique with certain considerations (Sugiyono, 2013: 83). The advantages of this technique are that it is relatively easy, inexpensive and the sample is chosen in such a way that it is relevant to the research design

The Effect of Price Perception on Customer Satisfaction

Hypothesis 1 in this study states that service quality has a positive influence on customer satisfaction. The results of the direct effect calculation in table 4:10 show that the original sample value of the service quality variable is 0.306 and this indicates a positive influence. Then the T-statistic value of the service quality variable is 3.678, this value is greater than the t table, namely 1.98 and the P value of 0.000, this value is less than 0.05. Then service quality has a significant effect on customer satisfaction and it can be concluded that hypothesis 1 is accepted

Effect of Service Quality on customer satisfaction

Hypothesis 2 in this study states that brand image has a positive influence on customer satisfaction. This result is based on the direct effect calculation in table 4:10 which shows that the original sample value of the service quality variable is 0.256 and this indicates a positive effect. Then the T statistic of service quality variable is 2,582, this value is greater than the t table, namely 1.98 and the P value of 0.010, this value is

less than 0.05. So service quality has a significant effect on customer satisfaction and it can be concluded that hypothesis 2 is acceptable

3 The influence of brand image on customer satisfaction

Hypothesis 3 in this study states that location has a positive influence on customer satisfaction. These results are based on the direct effect calculation in table 4:11 which shows that the original sample value of the brand image variable is 0.269 and this indicates a positive influence. Then the T statistic for the Brand Image variable is 2.678, this value is greater than the t table which is 1.98 and the P value is 0, 008, this value is less than 0.05. So location has a significant effect on customer satisfaction and it can be concluded that hypothesis 3 is acceptable

4. The Effect of Price Perception on Customer Loyalty

Hypothesis 4 in this study states that customer price perceptions have a positive influence on customer loyalty. This result is based on the direct effect calculation in table 4:11 which shows that the original sample value of the price perception variable is 0.304 and this indicates a positive influence. Then the T statistic variable price perception is 4.251, this value is not bigger than the t table, which is 1.98 and the P value is 0.000, this value is below 0.05. Then Service Quality has a significant effect on customer loyalty and it can be concluded that hypothesis 4 is acceptable.

Effect of Service Quality on Customer Loyalty

Hypothesis 5 in this study states that Service Quality has a positive influence on customer loyalty. These results are based on the direct effect calculation in table 4:11 which shows that the original sample value of the Service Quality variable is 0.211 and this indicates a positive influence. Then the T statistic of the Service Quality variable is 2.907, this value is greater than the t table, namely 1.98 and the P value of 0.004, this value is less than 0.05. Then the Brand Image has a significant effect on customer loyalty and it can be concluded that this hypothesis 5 can be accepted.

Effect of Brand Image on customer loyalty

Hypothesis 6 in this study states that Brand Image has a positive influence on customer loyalty. This result is based on the direct effect calculation in Table 4:11

which shows that the original sample value of the Brand Image variable is 0.248 and this indicates a positive influence. Then the T statistic for the brand image variable is 4.406, this value is not bigger than the t table, which is 1.98 and the P value is 0.000, this value is more than 0.05. Then the Brand Image has a positive but not significant effect on customer loyalty and it can be concluded that this hypothesis 6 can be accepted.

Influence of customer satisfaction on customer loyalty

Hypothesis 7 in this study states that customer satisfaction has a positive influence on customer loyalty. This result is based on the direct effect calculation in table 4:11 which shows that the original sample value of the customer satisfaction variable is 0.406 and this indicates a positive influence. Then the T statistic variable Customer satisfaction is 5.939, this value is greater than the t table, namely 1.98 and the P value of 0.000, this value is below 0.05. Then customer satisfaction has a positive and significant effect on customer loyalty and it can be concluded that hypothesis 7 can be accepted

The Effect of Price Perception on customer loyalty through customer satisfaction

Hypothesis 8 in this study states that there is a relationship between perceived price on customer satisfaction and customer loyalty which has a positive influence on customer loyalty. This result is based on the direct effect calculation in table 4:11 which shows that the original sample value of the customer satisfaction variable is 0.124 and this indicates a positive influence. Then the variable T statistic is 3.031, this value is greater than the t table, namely 1.98 and the P value is 0.003, this value does not exceed 0.05. So customer quality has a positive and significant effect on customer satisfaction and customer loyalty and it can be concluded that this hypothesis 8 can be accepted

Effect of Service Quality on Customer Loyalty through Customer Satisfaction

Hypothesis 9 in this study states that brand image on customer satisfaction and customer loyalty has a negative effect on customer satisfaction and customer loyalty. This result is based on the direct effect calculation in table 4:11 which shows that the original sample value of the customer satisfaction variable is 0.104 and this indicates a negative effect. Then the variable T statistic is 2.457, this value is greater than the t

table which is 1.98 and the P value is 0.014, this value does not exceed 0.05. Then the quality of service on customer satisfaction and loyalty has a positive and significant effect on customer satisfaction and customer loyalty and it can be concluded that hypothesis 9 can be accepted.

The Influence of Brand Image on Customer Loyalty through Customer Satisfaction

Hypothesis 10 in this study states that location on customer satisfaction and customer loyalty have a negative effect on customer satisfaction and customer loyalty. This result is based on the direct effect calculation in table 4:11 which shows that the original sample value of the customer satisfaction variable is 0.109 and this indicates a negative effect. Then the variable T statistic of 2.266, this value is greater than the t table, namely 1.98 and the P value of 0.024, this value does not exceed 0.05. Then location on customer satisfaction and loyalty has a positive and significant effect on customer satisfaction and customer loyalty and it can be concluded that this hypothesis 10 can be accepted.

Conclusion

Based on the results of research that has been carried out and data analysis as described in the previous chapter, the following conclusions are presented from the research results as follows:

1. Based on the results of hypothesis testing, it shows that there is a direct influence of the price perception variable on customer satisfaction.
2. Based on the results of hypothesis testing, it shows that there is a direct influence of service quality variables on customer satisfaction.
3. Based on the results of hypothesis testing, it shows that there is a direct influence of the brand image variable on customer satisfaction.
4. Based on the results of hypothesis testing, it shows that there is a direct influence of the price perception variable on customer loyalty. .
5. Based on the results of hypothesis testing, it shows that there is a direct influence of service quality variables on customer loyalty.
6. Based on the results of hypothesis testing, it shows that there is a direct influence of the brand image variable on customer loyalty. .

7. Based on the results of hypothesis testing, it shows that there is a direct effect of customer satisfaction on customer loyalty.

8. Based on the results of hypothesis testing, it shows that there is an indirect effect of price perception variables on customer loyalty through customer satisfaction.

9. Based on the results of hypothesis testing, it shows that there is an indirect effect of service quality variables on customer loyalty through customer satisfaction.

10. Based on the results of hypothesis testing, it shows that there is an indirect effect of the brand image variable on customer loyalty through customer satisfaction.

Suggestion

Based on the results of existing conclusions, try to make the following suggestions:

1. We recommend that the Kaleyo Duck Restaurant, Cempaka Putih branch, provide more frequent promo and cheap food packages than normal prices because it affects customer satisfaction and customer loyalty.

2. We recommend that the quality of service at the kaleyo duck restaurant Cempaka Putih branch should be able to be maintained or improved again from the existing one in order to maintain comfort because it affects customer satisfaction and customer loyalty.

3. We recommend that the Kaleyo Duck Restaurant continue to add new flavors and variants so that old customers do not get bored and can maintain customer satisfaction and customer loyalty.

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