

INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION, PROMOTION, AND SERVICE QUALITY ON MSME CUSTOMER SATISFACTION BANANA NUGGET BOOGIE IN BEKASI UTARA

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**Abstract** - This study aims to determine the effect of product quality, price perception, promotion and service quality on consumer satisfaction of Banana Nugget UMKM in North Bekasi. The method used in this research is the analysis method of Structural Equation Modeling (SEM) which is one type of multivariate analysis in social science. The population in this study were all consumers of Banana Nugget Boogie. The sample in this study were 96 respondents. The analysis tool used is the WarpPLS 5.0 software which is the latest version and was released in 2015.

The results of research with WarpPLS show that the Product Quality variable (X1) has an influence on customer satisfaction (Y) with a coefficient value of 32%. Price Perception Variable (X2) There is no influence on Customer Satisfaction (Y) with a coefficient value of 6.2%. Promotion variable (X3) has an influence on consumer satisfaction (Y) with a coefficient value of 56.5%. The Service Quality variable (X4) has an influence on Customer Satisfaction (Y) with a coefficient value of 56.5%.

Based on the results of the research that has been done, it can be concluded that there is a positive and significant influence between Product Quality (X1) on Customer Satisfaction (Y), There is no positive and significant influence between Price Perception (X2) on Consumer Satisfaction (Y), There is a positive influence. and significant between Promotion (X3) on Customer Satisfaction (Y) and there is a positive and significant influence between Service Quality (X4) on Customer Satisfaction (Y).

**Keywords:** Product Quality, Perception Price, Service Quality, Consumer Satisfaction

**Abstrak**– Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, persepsi harga, promosi dan kualitas pelayanan terhadap kepuasan konsumen UMKM Pisang Nugget Di Bekasi Utara. Metode yang digunakan dalam penelitian ini adalah metode analisis *Structural Equation Modeling* (SEM) yang merupakan salah satu jenis analisis multivariat dalam ilmu sosial. Populasi dalam penelitian ini adalah seluruh konsumen Pisang Nugget Boogie. Sampel dalam penelitian ini adalah 96 responden. Alat analisis yang digunakan adalah *software* WarpPLS 5.0 yang merupakan versi terbaru dan baru diluncurkan pada tahun 2015.

Hasil penelitian dengan WarpPLS menunjukkan bahwa variabel Kualitas Produk (X<sub>1</sub>) terdapat pengaruh terhadap kepuasan konsumen (Y) dengan nilai koefisien sebesar 32%. Variabel Persepsi Harga (X<sub>2</sub>) Tidak terdapat pengaruh terhadap Kepuasan Konsumen (Y) dengan nilai koefisien sebesar 6,2%. Variabel Promosi (X<sub>3</sub>) terdapat pengaruh terhadap Kepuasan Konsumen (Y) dengan nilai koefisien sebesar 56,5%. Variabel Kualitas Pelayanan (X<sub>4</sub>) terdapat pengaruh terhadap Kepuasan Konsumen (Y) dengan nilai koefisien sebesar 56,5%.

Berdasarkan hasil penelitian yang telah dilakukan, maka dapat disimpulkan Terdapat pengaruh positif dan signifikan antara Kualitas Produk ( $X_1$ ) Terhadap Kepuasan Konsumen (Y), Tidak terdapat pengaruh positif dan signifikan antara Persepsi Harga ( $X_2$ ) Terhadap Kepuasan Konsumen (Y), Terdapat pengaruh positif dan signifikan antara Promosi ( $X_3$ ) Terhadap Kepuasan Konsumen (Y) Dan Terdapat Pengaruh positif dan signifikan antara Kualitas Pelayanan ( $X_4$ ) Terhadap Kepuasan Konsumen (Y).

**Kata kunci : Kualitas Produk, Persepsi Harga, Kualitas Pelayanan, Kepuasan Konsumen**

## I. PRELIMINARY

The culinary business is one of the many service businesses that are growing rapidly at this time that have emerged along with creative and innovative ideas from the community, so that marketing in the culinary business is becoming more advanced and developing nowadays. Many people today are trying their luck by establishing a culinary business. Various types of food have sprung up with a very interesting variety of creativity, from ordinary food ingredients that are created with various kinds of innovations, to foods that have a very high taste and sale value. One of the food ingredients that we often encounter is banana

However, today's society is getting bored with the usual banana shape and taste without any interesting innovations. So that many banana business sellers create bananas and process them to be very attractive with luxurious toppings, in order to attract public interest. Many capital owners take advantage of this culinary business opportunity. Banana Nugget Boogie, located in Harapan Jaya Bekasi, also took advantage of this business opportunity.

In 2016, banana nuggets were viral among the public, where many entrepreneurs or capital owners tried their luck by opening these business opportunities, however in 2019 until now, banana nuggets have started to fade and many entrepreneurs from banana nuggets have also closed. because the purchasing power of consumers has decreased. Unlike the other banana nuggets that have closed, Banana Nugget Boogie is still holding out today. Founded on August 25, 2017, at the beginning of its appearance, Andi as the owner of the Boogie Banana Nugget said that, "According to consumers, the boogie nugget banana has a distinct taste characteristic compared to other banana nuggets, which is what makes the boogie banana nuggets continue survive, even though the buyers are not as busy as before".

Based on the background described above, the researchers are interested in conducting research on "The Effect of Product Quality, Price Perception, Promotion, and Service Quality on MSME Consumer Satisfaction in Banana Nugget Boogie, North Bekasi".

### 1.1. Formulation of the problem

Based on the main problems above, the problem formulations in this study are as follows:

1. To find out how much influence product quality has on MSME consumer satisfaction at Banana Nugget Boogie Bekasi Utara?
2. To find out how much the influence of price perceptions on SME consumer satisfaction in Banana Nugget Boogie Bekasi Utara?
3. To find out how much influence the promotion has on SME consumer satisfaction at Pisang Nugget Boogie Bekasi Utara?
4. To find out how much influence the quality of service has on the satisfaction of MSME consumers at Pisang Nugget Boogie Bekasi Utara?

**1.2. Research purposes**

Based on the research questions above, the objectives to be achieved from the implementation of this research are:

1. To find out how much influence the quality of the product has on consumer satisfaction in SMEs in Banana Nugget Boogie Bekasi Utara.
2. To find out how much the influence of price perceptions on SME consumer satisfaction in Banana Nugget Boogie Bekasi Utara.
3. To find out how much the influence of promotion on consumer satisfaction of SMEs in Banana Nugget Boogie Bekasi Utara.
1. To find out how much influence the quality of service has on consumer satisfaction for SMEs in Banana Nugget Boogie Bekasi Utara.

**II. LITERATURE REVIEW**

**2.1. Marketing**

According to Kotler and Armstrong (2014: 27) Marketing is a process where companies create value for customers and build strong customer relationships to get value from customers in return

**2.2. Consumer behavior**

Consumer behavior is a direct activity or consumer involvement in obtaining and using a product or service, including feeling the benefits of the goods or services that have been used by these consumers. According to Kotler & Keller (2016: 179) "Consumer behavior is the study of how individuals, groups and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to meet their needs and desires".

**2.3. Product quality**

Quality is one of the keys in facing competition from the market. According to The American Marketing Association (AMA) cited by Kotler and Keller (2016: 156) Quality is the totality of the features and characteristics of a product or service that has the ability to meet stated or implied needs.

According to Kotler & Armstrong (2014: 248) a product is anything that can be offered to the market to get attention, acquisition, use, or consumption that satisfies wants or needs.

**2.4. Price Perception**

Price is also a consideration for consumers in buying a product or service. A well designed and marketed product can sell at a high price and generate a large profit. Pricing requires a systematic approach, which involves setting goals and developing an appropriate pricing structure. According to Kotler & Armstrong (2014: 312) Price is an amount of money spent for a product or service, or an amount of value that is exchanged by consumers to obtain benefits or ownership or use of a product or service.

**2.5. Promotion**

Promotional activities are a way for companies to introduce new products to the public or consumers with the hope that if the promotion is carried out effectively and efficiently, it can increase sales volume according to predetermined sales targets and can compete with other companies that produce the same product. According to Kotler and Armstrong (2012: 76) Promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product. According to Buchari Alma (2012: 179) Promotion is a type of communication that provides convincing explanations for potential consumers about goods and services. Meanwhile, according to Tjiptono (2015: 387) Promotion is an element of the marketing mix that focuses on efforts to inform, persuade,

## **2.6. Relationship Between Research Variables**

### **2.6.1. Product Quality Against Consumer Satisfaction**

Ralph & Sjendry (2018) Consumer satisfaction is important for any service and goods company. Satisfaction can be defined as a person's feeling of satisfaction, pleasure, and relief due to the quality of service and consumption of a product.

Priscilia D. Rondonuwu (2013) Competition between companies is currently very tight, so that company management strives to always provide the best service with an orientation to product creation to meet the needs and desires of its customers. Product quality is a determining factor for consumer satisfaction after purchasing and using a product. A higher level of quality will result in higher customer satisfaction and increased sales.

Razak, et al (2016) with the title "The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value". The results showed that product quality has an effect on customer satisfaction.

Ghezlbash and Khodadadi (2017) with the title "Evaluating The Impact of Promotion Price, Product Quality, Service Quality, Customer Satisfaction and Repeating Purchase Incentives (Case Study: Amiran Chain Stores)". The results showed that product quality had an effect on satisfaction

Andhika Danu Praja (2018) product quality can be judged by the product's ability to create consumer satisfaction. The higher the level of product quality in satisfying consumers, it will lead to high consumer satisfaction as well. Product quality with customer satisfaction is seen through the characteristics that exist in a product and service, where the consumer is satisfied or not is influenced by the value obtained by consuming a product. Increasing the ability of a product will create a competitive advantage so that customers become more satisfied.

### **2.6.2. Price Perception of Consumer Satisfaction**

The price of a product is determined from the sacrifices made to produce services and the expected profit or profit. Therefore, determining the product price of a company is an important issue. According to Suparyanto and Rosad (2015: 141), price is the amount of something that has a general value in the form of money that must be sacrificed to get a product.

Hartadi Wijaya (2018) states that price is a value (usually expressed in money) that must be sacrificed in order to own, use or consume goods and services in order to get satisfaction. So it can be concluded that if the price is very high, consumers usually expect high quality, and their actual perception will be influenced by this expectation. If the price is too high, the organization is perceived as indifferent to the customer, or is seen as committing fraud. Conversely, if prices are too low, customers can doubt the organization's capabilities in terms of service quality.

Tjiptono (2014: 194) about the effect of price on customer satisfaction. Shows that price is an aspect that is obvious to buyers. For consumers who do not really understand the technical things about purchasing market research services, lawyers, notaries or tax consultants, price is often the only factor they can understand. It is not uncommon for price to be used as an indicator of service quality.

### **2.6.3. Influence Promotion of Consumer Satisfaction**

Khan et al (2012) describe promotion as a different form of activity to attract and get consumer attention to buy products or services through personal selling, public relations, sales promotion and advertising. The promotion of a product or service helps in the best way to build a relationship with the consumer, as everyone is looking for the best deal that suits them. The results of research by Khan et al (2012) show that there is a positive

influence between promotion and customer satisfaction. So that the higher the promotion is expected to have a positive impact on consumer satisfaction.

#### **2.6.4. Service Quality Towards Customer Satisfaction**

Service will focus on the customer, in general the expectations of the customer are customer confidence about what they will receive when buying a product or service, while the performance or the perceived results is the customer's perception of what is received after consuming the product or service. If customer expectations exceed what is expected, the customer will feel very satisfied. The main factor determining customer satisfaction is customer perception of service quality or service (Lupiyoadi, 2013: 228).

Kartika Nur Rahmawati (2017) Service Quality, namely providing service perfection by service providers in meeting customer needs and desires as well as delivery accuracy to match customer expectations. Service quality is an important thing that must be considered and maximized in order to survive and remain the choice of customers. Service quality has a significant influence on customer satisfaction. High service quality results in high satisfaction as well. So it can be concluded that service quality has a significant effect on customer satisfaction.

Ghezlbash and Khodadadi (2017) with the title "Evaluating The Impact of Promotion Price, Product Quality, Service Quality, Customer Satisfaction and Repeating Purchase Incentives (Case Study: Amiran Chain Stores)". The results showed that service quality had an effect on satisfaction.

#### **2.7. Hypothesis Development**

Sugiyono (2015: 96) the researcher's hypothesis is a temporary answer to the problem formulation in research. The hypothesis in this study is as follows:

- H1: Product quality has a significant effect on customer satisfaction.
- H2: Price perception has a significant effect on customer satisfaction at.
- H3: Promotion has a significant effect on customer satisfaction.
- H4: Service quality has a significant effect on customer satisfaction.

#### **2.8. Research Conceptual Framework**

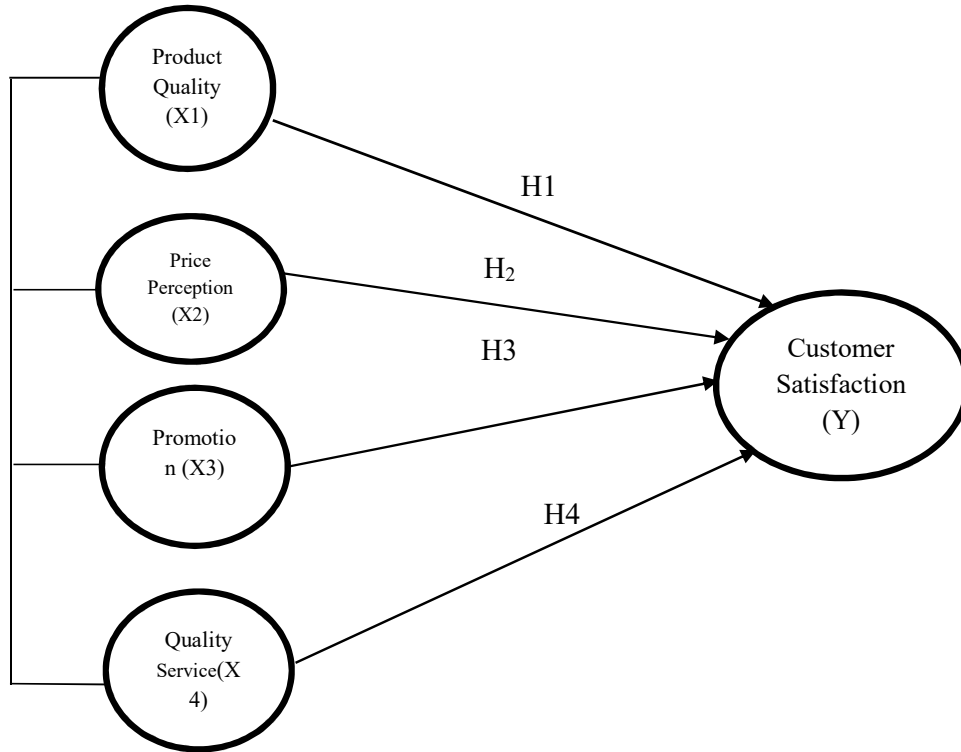
The research conceptual framework aims to facilitate a research process. Within the framework of thought, it can be seen what variables can affect customer satisfaction. Therefore, the framework in this study can be described in a model where the influence variables of product quality, perceived price, promotion and service quality are independent variables and customer satisfaction is the dependent variable.

Some of the results of previous research and relevant theories state that the reliability of a product or service, the responsiveness or speed of the company in responding to every consumer complaint, the guarantee of using the company's products or services, the company's empathy attitude through customer service in serving every complaint from consumers and the presence of physical evidence of the products and or services offered by the company directly can have a significant effect on the level of customer satisfaction.

Quality products and supported by good and comfortable service quality will maintain customer satisfaction with the company. Promotion in an effective and efficient way can attract consumers to come to the company to buy these products. Price perception that consumers have if the benefits or benefits they receive are greater than the costs incurred, then the consumer's tendency to be satisfied. High levels of customer satisfaction with product quality, price perceptions, and service quality can be reflected in the attitude of customers who consciously re-use the company's products and or services, are willing to recommend the company's products or services to their closest colleagues,

The direction of influence between these variables can be described as presented below.

Figure 2.1 conceptual framework



### III. RESEARCH METHOD

#### 3.1. Research Strategy

The research strategy used in this research is a descriptive strategy because in this study the researcher explains each existing variable and explains any influences that exist between these variables. Descriptive research is a type of research that aims to explain or describe something. Descriptive research is characterized by a clear description of the problem, specific hypotheses and details about the information required

#### 3.2. Population and Sample

According to Sugiyono (2017; 80), population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that the researcher determines to study and then draw conclusions. The population in this study are all consumers Banana Nugget Boogie

In this study, the sample size was determined using the lemeshow formula because the population was unknown (Suryani and Hendryadi, 2015: 194).

$$n = \frac{z^2 \cdot p \cdot (1 - p)}{d^2}$$

Information:

n : Sample size

z : Z score at 95% confidence = 1.96

p : Maximum estimate = 0.5

d : Alpha (0.10) or sampling error = 10%

Then the calculation of the number of samples to be taken is as follows:

$$n = \frac{1,96^2 \cdot 0,5 \cdot (1 - 0,5)}{0,10^2} = 96,04$$

1. Based on the results of the above calculations and to avoid questionnaire or questionnaires that are not answered properly, the authors add the number of samples from 96.04 samples. In the PLS (Partial Least Square) program, the use of parameters in this method does not require a large sample size and the data does not have to be normally distributed (Ghozali, 2016: 5).

#### 3.3. Data analysis method

In this study the data obtained will be analyzed using the analysis method of Structural Equation Modeling (SEM) which is one type of multivariate analysis in social science.. Multivariate Analysis is a type of statistical analysis used to analyze data where the data used are many Independent Variables and also many Dependent Variables (Yusuf, 2013).

Researchers use SEM to analyze data because SEM has two advantages (Hair, Sarstedt, Ringle, & Mena, 2012) that is:

1. SEM is able to test complex research models simultaneously so that it is more precise in theory testing. SEM can analyze the model as a whole so that it helps researchers conclude whether the model according to the theory is supported by data.
2. SEM is able to analyze variables that cannot be measured directly and can account for errors in their measurements. In this study, researchers used variables that could not be measured directly, so researchers had to use several indicators

**Table 3. 1 The term in PLS**

Aspect	Information
Research purposes	The research was conducted to identify the main determinant variable or predict certain variables
Measurement Model Specifications	There is a moderating effect in the research model.
Structural Model	Complex structural models (many variables and many indicators)
Data Characteristics and Algorithms	SEM-PLS does not require the variables to meet the criteria for parametric analysis such as normality
Model Evaluation	Requires latent variable scores for further analysis

In addition, by using SEM measurement errors have been taken into account so as to increase statistical estimates and validity. The measurement error occurs because the variables rarely can be measured perfectly, due to imperfections in the operationalization of the variables or inaccurate answers from the respondents. The SEM method that the researcher will use is the SEM-PLS approach. The choice of this method is based on a short guide (rule of thumb) prepared by (Hair, Hult, Ringle, & Sarstedt, 2013) which can be seen at Table 3.4

**Table 3. 2 Rule of Thumb**

Term	Definition
Latent Variable	Variables that must be measured by indicators.
Independent Variable	Latent variable whose value is determined by other variables outside the model.
Dependent Variable	Latent variable whose value is determined by other variables in the model.

Data analysis will be carried out using the WarpPLS 5.0 software which is the latest version and was released in 2015. According to (Kock, 2010), WarpPLS is the first software that can identify non-linear relationships between latent variables and correct the value of the coefficient path. According to (Latan, 2017) the advantages of Warp-PLS There are three main reasons why to use SEM-PLS, namely:

1. High Complexity  
Researchers in the social and physical sciences often construct their research models using latent variables and high complexity. PLS can test complex relationships with many constructs and many indicators
2. Tested  
This approach has been introduced for more than 30 years and to date, various PLS techniques have been developed to overcome various kinds of substantive research problems such as interaction analysis models, hierarchical models.
3. Easy to Use  
PLS software is very easy to use and user-friendly with complete feature support. Some of them are also freeware and can be run on various systems such as Windows, Mac or Linux.

Convergent validity is the correlation between the indicator score and the score of the latent variable, while discriminant validity measures how well the latent variable predicts their block size compared to the size of the other blocks. Reliability is a test to show the extent to which measurement results using a certain tool can be trusted.

1. Structural Model Evaluation

The structural model specifies the relationship between latent variables that can be evaluated by looking at the coefficient of determination (R-squared), predictive relevance and the effect size (f-squared effect size) of (Cohen, 1988). Previously, a fit



indicator model test will be carried out which is useful for comparing the best model between different models. The resulting fit indicators include average R-squared (ARS), average path coefficient (APC), and average variance inflation factor (AVIF).

Fit indicator model assessment criteria according to (Sholihin & Ratmono, 2013) can be seen at Table 3.5

**Table 3. 3 Model Fit Indicator Requirements**

<b>Average R-squared (ARS)</b>	Good if $p < 0.05$
<b>Average path coefficient (APC)</b>	Good if $p < 0.05$
<b>Average Variance Inflation Factor (AVIF)</b>	Good if $AVIF < 5$

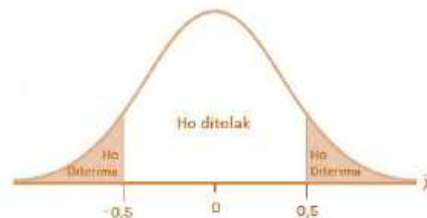
Meanwhile, the evaluation criteria for the structural model according to (Mahfud Sholihin & Ratmono, 2013) can be seen at Table 3.6.

**Table 3. 4 Structure Model Evaluation Criteria**

Criteria	Explanation
Value of the coefficient of determination (R-squared)	The R-squared value is 0.75; 0.50; 0.25 for each dependent variable in the structural model can be interpreted as substantial, moderate, and weak.
Predictive relevance (Q-squared)	Q-squared greater than 0 indicates that the independent variable has predictive relevance to the affected dependent variable
Effect size	Shows how much influence latent variables are, grouped into 3 categories: Weak = 0.02 Medium = 0.15 Large = 0.35

To see the significance level of the influence between variables, it can be seen from the results of the path coefficient. Meanwhile, hypothesis testing is based on the basis of decision making where in this study the basis for decision making is obtained by comparing the p-value and alpha (error rate) of 5% ( $\leq 0.05$ ). So that the criteria for acceptance of the hypothesis are as follows:

**Figure 3. 1 The basis for making p-value decisions**



$p\text{-value} < 0.05$   $H_0$  is rejected  $\rightarrow \rightarrow \rightarrow p\text{-value} > 0.05$   $H_0$  is accepted

Information :

1. Effect of  $X_1$  (Product Quality) on  $Y$  (Customer Satisfaction).  
 $H_0: \beta = 0$  it means that there is no significant positive effect Product Quality on Customer Satisfaction.  
 $H_a: \beta \neq 0$  meaning that there is a significant positive effect of Product Quality on Consumer Satisfaction.

Criteria:

- a.  $H_0$  is rejected or  $H_a$  is accepted if the significance is  $< 0.05$

- b. H0 is accepted if Ha is rejected if the significance is  $\geq 0.05$
  2. Effect of X2 (Price) on Y (Customer Satisfaction).  
H0:  $\beta = 0$  it means that there is no significant positive effect of price on consumer satisfaction.  
Ha:  $\beta \neq 0$  it means that there is a significant positive effect of price on consumer satisfaction.  
Criteria:
    - a. H0 is rejected or Ha is accepted if the significance is  $< 0.05$
    - b. H0 is accepted if Ha is rejected if the significance is  $\geq 0.05$
  3. The influence of X3 (Promotion) on Y (Customer Satisfaction).  
Ho:  $\beta = 0$  meaning that there is no significant positive effect of Service Quality on Customer Satisfaction  
Ha:  $\beta \neq 0$  meaning that there is a significant positive effect of Service Quality on Customer Satisfaction  
Criteria:
    - a. H0 is rejected or Ha is accepted if the significance is  $< 0.05$
    - b. H0 is accepted if Ha is rejected if significant  $\geq 0.05$
  4. Effect of X4 (Service Quality) on Y (Customer Satisfaction).  
Ho:  $\beta = 0$  meaning that there is no significant positive effect of Service Quality on Customer Satisfaction  
Ha:  $\beta \neq 0$  meaning that there is a significant positive effect of Service Quality on Customer Satisfaction  
Criteria:
    - c. H0 is rejected or Ha is accepted if the significance is  $< 0.05$
    - d. H0 is accepted if Ha is rejected if significant  $\geq 0.05$

#### IV. RESULTS AND DISCUSSION

##### 4.1. Description of Research Object

Pisang Nugget Boogie is a fried crispy banana brand made by the nation's children, Banana Nugget Boogie was first founded by Andi on August 25, 2017, the owner said that the name Boogie itself is taken from the word ghost which means that Banana Nugget Boogie always haunts its customers. Initially, the Boogie Nugget Banana did not immediately grow rapidly. Capitalizing on fun selling at home in mid-2017, Banana Nugget Boogie began to slowly show its development. Even at that time, Pisang Nugget had many well-known competitors. However, the Banana Nugget Boogie has survived until this moment, while many of its competitors have gone out of business.

In early 2018, Banana Nugget Boogie began to move to a fairly large shop. Andi, the owner of the banana nugget boogie, said that his banana nuggets had a different taste compared to other competitors, so that these banana nuggets could grow to own a shop.

VISION: To be the leading Banana Nugget even though there are already many banana nuggets that already exist.

MISSION: Want to have many branches

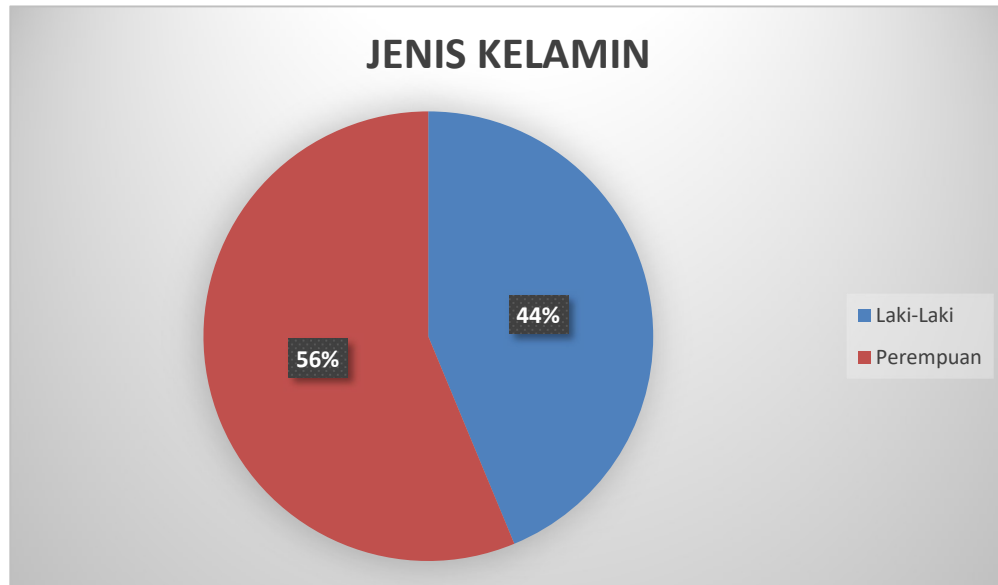
##### 4.2 Respondents Description

The following is a description of the 96 respondents who filled out the questionnaire in this study. Respondents who filled out the questionnaire consisted of consumers of Banana Nugget Boogie in North Bekasi.

##### 4.2.1 Profile Based on Gender

Based on Figure 4.1, it can be seen that of the 96 respondents in this study, there were more respondents who were male with a total of 42 respondents or 44%, while 54 other respondents were female or 56%. From the results of the data below, it can be seen that the dominant consumer is dominated by women.

Figure 4. 1 Respondents data based on gender



#### 4.2.2 Profile by Age

Based on Figure 4.2 of the 96 respondents in this study, the dominant respondents were aged less than 25 years, amounting to 51 respondents or 53%. Meanwhile, respondents aged 25> 34 years were 37 respondents or 39%, aged 35> 44 years were 8 respondents or 8%. From the data, it can be seen that consumers are dominated by the age of less than 25 years.



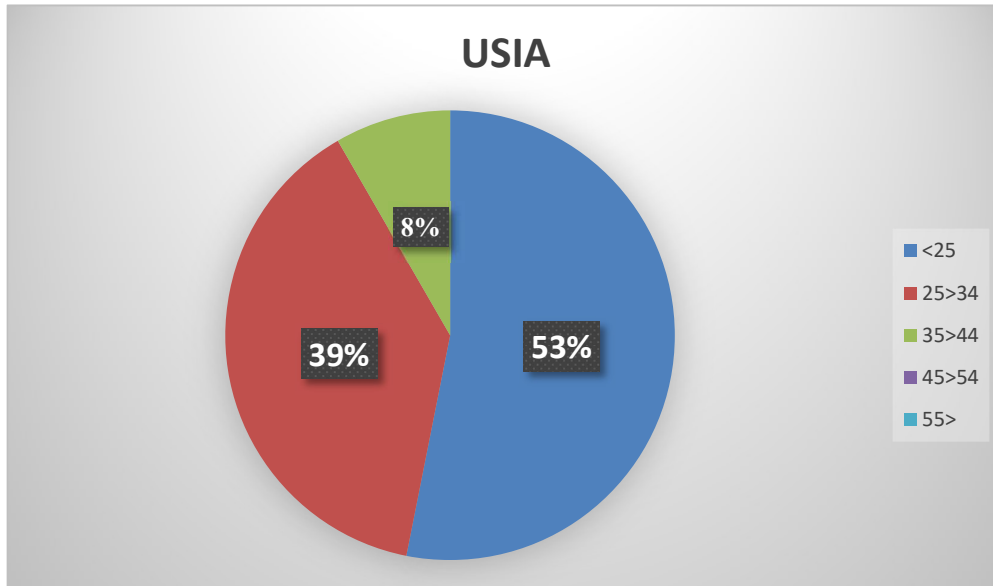


Figure 4. 2 Respondents data based on age

#### 4.2.3 Profile Based on Residence Location

Based on Figure 4.3 of the 96 respondents in this study, 8 respondents who consumed Banana Nugget Boogie in Jakarta, and 87 respondents in Bekasi, while those in Tangerang were 1 respondent. The results of the data show that the majority of consumers live in Bekasi with 87 respondents.

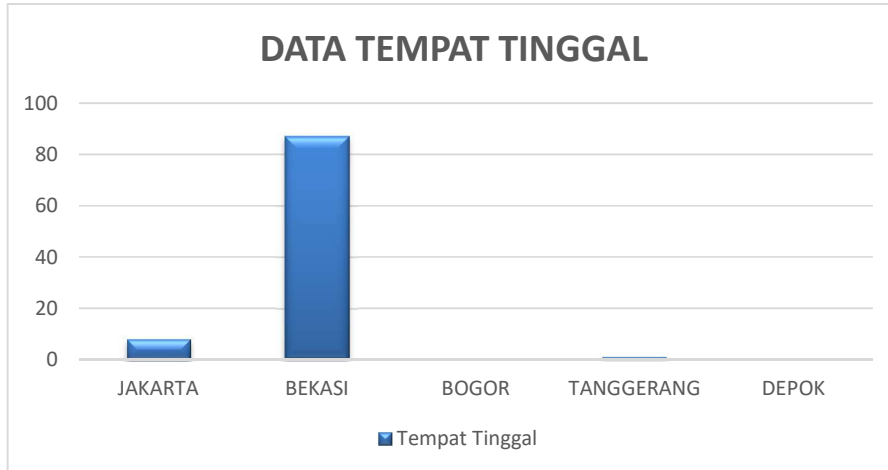


Figure 4. 3 Respondent data based on business area

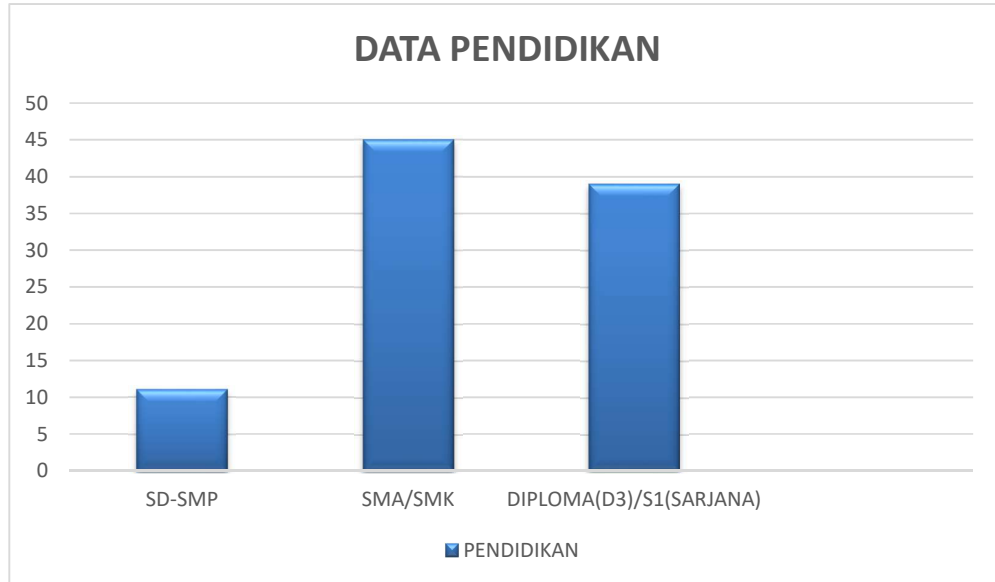
#### 4.2.4 Profile Based on Education

Based on **Figure 4.4** Of the 96 respondents in this study, the dominant respondents seen from their education were SD-SMP with 12 respondents, SMA / SMK with 45 respondents, while Diploma (D3) / Bachelor (S1) consumers were 39 respondents. The results of the data show that the majority of consumers with SMA / SMK education.

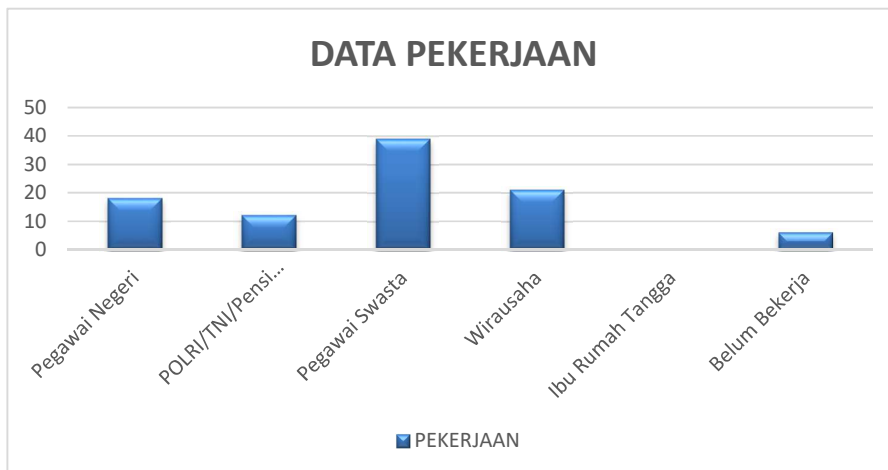
**Figure 4. 4 Respondents' Data based on Education**

#### 4.2.5 Profile by Job

Based on **Figure 4.5** Of the 96 respondents in this study, the dominance of respondents as seen from their work is private employees 39 respondents, consumers who



work as civil servants 18 respondents, those who work as POLRI / TNI / Retired 12 respondents, and entrepreneurial 21 respondents, while consumers who have not worked 6 respondents. From the results of the data obtained, it can be seen that the majority of consumers of Bananas Nugget Boogie are dominated by private employees.



**Figure 4. 5**

**Respondent Data based on Number of Employees**

### 4.3 Measurement Model Test

The research used SEM PLS method. In this method, there are two stages of evaluation, namely evaluation of measurement models and evaluation of structural models. The evaluation of the measurement model determines the specification of the relationship between latent variables and the indicators therein. In the measurement model test, the validity test (convergent validity and discriminant validity) will be carried out and the reliability test (Cronbach's alpha and composite reliability).

#### 4.3.1 Convergent Validity Test

From **Table 4.1** It can be seen that all indicators have a loading factor above 0.70 and can be said to have met the convergent validity because all loading factors are above 0.70 so it can be considered that the indicator is valid.

**Table 4. 1 Results of Loading Factor Variable Product Quality**

Variable	Result	Parameter	Validity
KP 1 ← KP	0847	> 0.70	Valid
KP 2 ← KP	0.768	> 0.70	Valid
KP 3 ← KP	0.801	> 0.70	Valid
KP 4 ← KP	0.710	> 0.70	Valid
KP 5 ← KP	0.797	> 0.70	Valid

From **Table 4.2** It can be seen that all indicators have a loading factor above 0.70 and can be said to have met the convergent validity because all loading factors are above 0.70 so it can be considered that the indicator is valid.

**Table 4. 2 Result of Loading Factor Variable Price Perception**

Variable	Result	Parameter	Validity
H 1 ← H	0.767	> 0.70	Valid
H 2 ← H	0.734	> 0.70	Valid
H 3 ← H	0.781	> 0.70	Valid
H 4 ← H	0780	> 0.70	Valid

From **Table 4.3** It can be seen that all indicators have a loading factor above 0.70 and can be said to have met the convergent validity because all loading factors are above 0.70 so that it can be considered that the indicator is valid.

**Table 4. 3 Promotion Variable Loading Factor Results**

Variable	Result	Parameter	Validity
PROMOTION 1 ← PROMOTION	0.845	> 0.70	Valid
PROMOTION 2 ← PROMOTION	0.783	> 0.70	Valid
PROMOTION 3 ← PROMOTION	0.712	> 0.70	Valid
PROMOTION 4 ← PROMOTION	0.704	> 0.70	Valid

From **Table 4.4** It can be seen that all indicators have a loading factor above 0.70 and can be said to have met the convergent validity because all loading factors are above 0.70 so it can be considered that the indicator is valid.

**Table 4. 4 Results of Loading Factor Variable Service Quality**

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Variable	Result	Parameter	Validity
KPLY 1 ← KPLY	0.938	> 0.70	Valid
KPLY 2 ← KPLY	0.792	> 0.70	Valid
KPLY 3 ← KPLY	0.880	> 0.70	Valid
KPLY 4 ← KPLY	0.895	> 0.70	Valid
KPLY 5 ← KPLY	0.906	> 0.70	Valid

From Table 4.5 it can be seen that all indicators have a loading factor above 0.70 and can be said to have met the convergent validity because all loading factors are above 0.70 so that it can be considered that the indicator is valid.

**Table 4. 5 Results of Loading Factor Variable Customer Satisfaction**

Variable	Result	Parameter	Validity
KK 1 ← KK	0.710	> 0.70	Valid
KK 2 ← KK	0.760	> 0.70	Valid
KK 3 ← KK	0.798	> 0.70	Valid
KK 4 ← KK	0.752	> 0.70	Valid

**4.3.2 Discriminant Validity Test**

Discriminant validity is the level of measurement results of a concept that is able to distinguish itself from the measurement of other concepts, theoretically must be different. Discriminant validity is also part of the evaluation of the measurement model. The requirement to fulfill this discriminant validity requirement is that the results in view combined loading and cross-loading show that the loading to other variables (cross-loading) is lower than the loading to the measured variable. From **Table 4.5** shows that the square roots of Average Variances Extracted in the diagonal column are higher than the correlation between latent variables in columns other than diagonals. This shows discriminant validity has been fulfilled and can be continued for further processing

**Table 4. 6 Results Value of Square Roots Of Average Variances Extracted**

Variable	KP	PRICE	PROMOTION	KPLY	KK
KP	0.767	0.506	0.583	0.112	0.692
PRICE	0.506	0.743	0.784	0.235	0.691
PROMOTION	0.583	0.784	0.739	0.222	0.823
KPLY	0.112	0.235	0.222	0.883	0.281
KK	0.692	0.691	0.823	0.281	0.683

### 4.3.3 Reliability Test

The next test is the reliability test which can be measured by two criteria, namely composite reliability and Cronbach's alpha. A variable is declared reliable if the composite reliability value is above 0.70 and Cronbach alpha is above 0.50. Based on the results of composite reliability at **Table 4.6** It can be concluded that all variables are declared reliable.

**Table 4. 7 Composite Reliability results**

Variable	Composite Reliability	Parameter	Reliability
KP	0.877	> 0.7	Reliable
PRICE	0.831	> 0.7	Reliable
PROMOTION	0.827	> 0.7	Reliable
KPLY	0.947	> 0.7	Reliable
KK	0.776	> 0.7	Reliable

Based on the results of Cronbach's alpha at **Table 4.7**, it can be concluded that all variables are declared reliable.

**Table 4. 8 Cronbach's Alpha results**

Variable	Cronbach's Alpha	Parameter	Reliability
KP	0.825	> 0.5	Reliable
PRICE	0.729	> 0.5	Reliable
PROMOTION	0.719	> 0.5	Reliable
KPLY	0.932	> 0.5	Reliable
KK	0.616	> 0.5	Reliable

### 4.4 Structural Model Test

The next step, namely the structural model test, explains that it is evaluating the structural model which includes the model fit test, R-squared, Q-Squared and Effect Size. In the model fit test, there are three test indices, namely the average path coefficient (APC), average R-square (ARS) and average variance inflation factor (AVIF) with the APC and ARS criteria accepted on the condition that p-value <0.05 and AVIF <5.

#### 4.4.1 Fit Indicator Model

Output results in **Table 4.9** explained that R<sup>2</sup> or Adjusted R<sup>2</sup> has an index of 0.759, Q<sup>2</sup> Predictive relevance has an index of 0.749 APC has an index of 0.263 with a p-value <0.001, ARS has an index of 0.759 with a p-value of P <0.001, the AVIF value must also be below 5 has been fulfilled because based on these data AVIF has a value of 2,051, AARS has an index of 0.748 with a p-value of P <0.001, an AFVIF value of 2,833 has also been fulfilled because it is below 5, the Tenenhaus GoF (GoF) value of 0.667 is a large category, Simpson's Paradox Ratio (SPR) value is greater than 0.7, which is 1,000. The value of R-Squared Contribution Ratio (RSCR) of 1,000 is greater than 0.9, the value of Statistical Suppression Ratio (SSR) is greater than 0.7, which is equal to 1.

**Table 4. 9 Model Fit Indicator Results**

Fit Indicator Model	Result	Provisions
Adjusted R <sup>2</sup>	0.748	Strong model $\leq 0.70$ , moderate $\leq 0.45$ , weak $\leq 0.25$
Q <sup>2</sup> Predictive relevance	0.749	Q <sup>2</sup> > 0 = model has predictive relevance Q <sup>2</sup> < 0 = model lacks predictive relevance
Average Path Coefficient (APC)	0.263, P <0.001	p <0.05 then good
Average R-Squared (ARS)	0.759, P <0.001	p <0.05 then good
Average Block VIF (AVIF)	2,051	AVIF <5 then good



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Average Adjusted R-Square (AARS)	0.748, P <0.001	p <0.05 then good
Average Full Collinearity VIF (AFVIF)	2,833	AFVIF <5 then good
Tenenhaus GoF (GoF)	0.667	0.1 - 0.24 = Small 0.25 - 0.35 = Medium GoF > 0.36 = Large
Simpson's Paradox Ratio (SPR)	1,000	SPR > 0.7 then good
R-Squared Contribution Ratio (RSCR)	1,000	RSCR > 0.9 then good
Statistical Suppression Ratio (SSR)	1,000	SSR > 0.7 then good
Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	1,000	NLBCDR > 0.7 then good

**4.4.2 R-Squared**

Can be seen at **Table 4.10**, as much as 22.2% of KP variable is influenced by KK where 77.8% is influenced by other factors outside the research. As much as 4.3% of the PRICE variable is influenced by KK where 95.7% is influenced by other factors outside the study. A total of 46.5% of the PROMOTION variable was influenced by KK where 53.5% was influenced by other factors outside the study. As much as 3% of the KPLY variable is influenced by KK, where 97% is influenced by other factors outside the research.

**Table 4.10 R-Square Results**

Variable	R-Squared value	Level of Influence
KP → KK	0.222	Weak
PRICE → KK	0.043	Weak
PROMOTION → KK	0.465	Weak
KPLY → KK	0.030	Weak

**4.4.3 Effect Size**

Based on **Table 4.11**, KP variable has a medium influence on KK, which is 0.222, the PRICE variable has a medium influence on KK, namely is worth 0.043. The PROMOTION variable has a medium effect on KK, which is 0.465, the KPLY variable has a medium effect on KK, which is 0.030.

**Table 4.11 Effect Size Results**

Variable	Effect Size	Level of Influence
KP → KK	0.222	Medium
PRICE → KK	0.043	Medium
PROMOTION → KK	0.465	Medium
KPLY → KK	0.030	Medium

#### 4.5 Hypothesis testing

Hypothesis testing can be done by looking at the p-value results, while the path coefficients are used to see the significance level of the relationship. The decision of the hypothesis result is obtained by comparing the p-value with the alpha (error rate) of 5% ( $\leq 0.05$ ). The results of data processing with WarpPLS can be seen at **Table 4.12**

**Table 4.12 Results of Path Coefficients and p-values**

Variable	p-values	Path Coefficients
KP → KK	<0.001	0.320
PRICE → KK	0.227	0.062
PROMOTION → KK	<0.001	0.565
KPLY → KK	0.030	0.105

##### 4.5.1 Effect between Product Quality on Customer Satisfaction

Ho : There is no positive and significant influence between Product quality on Consumer Satisfaction

Ha : There is a positive and significant influence between Product Quality on Customer Satisfaction

Decision : There is no positive and significant influence between Product quality on Customer Satisfaction with a coefficient of 0.320 and p-value <0.001. Because the p-value is smaller than 0.05, Ho is rejected.

##### 4.5.2 The Effect of Price Perception on Customer Satisfaction

Ho : There is no positive and significant influence between Price on Consumer Satisfaction.

Ha : There is a positive and significant influence between Price on Consumer Satisfaction.

Decision : There is a positive and significant influence between Price on Consumer Satisfaction with a coefficient of 0.062 and a p-value of 0.227. Because the p-value is greater than 0.05, Ho is accepted.

##### 4.5.3 The Effect of Promotion on Consumer Satisfaction

Ho : There is no positive and significant influence between Price on Consumer Satisfaction.

Ha : There is a positive and significant influence between Price on Consumer Satisfaction.

Decision : There is no positive and significant influence between Price on Consumer Satisfaction with a coefficient of 0.565 and p-value <0.001. Because the p-value is smaller than 0.05, Ho is rejected.

##### 4.5.4 Intermediate influence Service Quality Towards Customer Satisfaction

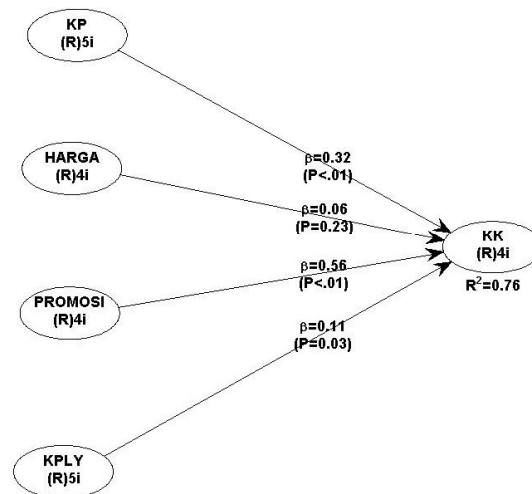
Ho : There is no positive and significant influence between Service Quality on Consumer Satisfaction.

Ha : There is a positive and significant influence between Service Quality on Customer Satisfaction.

Decision : There is no positive and significant influence between Service quality on Customer Satisfaction with a coefficient of 0.105 and a p-value of 0.030. Because the p-value is smaller than 0.05, Ho is rejected.

Figure 4.6 shows the results of research using WarpPLS in diagrammatic form.

Figure 4. 6 The results of the study used WarpPLS 5.0



#### 4.6 Discussion of Research Results

The following is a discussion of the results obtained from processing with the help of the Warp PLS 5.0 software and related theories.

##### 4.6.1 Effect of Product Quality on Customer Satisfaction

Based on the results of research that has been done, it was found that the product quality of Banana Nugget Boogie in North Bekasi has a positive and significant effect on consumer satisfaction. In accordance with the results of the previous research hypothesis conducted by Yetty Husnul Hayati and Gracia Sekartaji with the title "The Influence Between Product Quality and Customer Satisfaction at Pak Ndut Solo 's Duck and Fried Chicken Restaurant in 2015, the results obtained a hypothesis of significant product quality on consumer satisfaction.

##### 4.6.2 Influence Price Perception of Consumer Satisfaction

Based on the results of research that has been done, it is found that the Price Perception of Banana Nugget Boogie in North Bekasi does not have a positive and significant effect on Consumer Satisfaction. Not in accordance with the results of the previous research hypothesis conducted by Iswayanti, Ika putri, and Dwiyanto with the title "The Influence between Product Quality, Service Quality, Price and Consumer Satisfaction at Soto Angkring Mas Boed Restaurant in 2014". Obtaining the hypothesis of Price Perception has a significant effect on customer satisfaction.

##### 4.6.3 The Effect of Promotion on Customer Satisfaction

Based on the results of research that has been done, it was found that the Promotion owned by Banana Nugget Boogie in North Bekasi does not have a positive and significant effect on consumer satisfaction. In accordance with the results of the previous research hypothesis conducted by Mohamad Rifai "The Influence of Service Quality, Price, and

**Promotion on Customer Satisfaction at Chicken Restaurant Geprek Special Sambal Korek, Kediri Branch".** It has been concluded that the Promotion Variable has a positive and significant effect on Customer Satisfaction.

#### 4.6.4 Influence Service Quality Towards Customer Satisfaction

1. Based on the results of the research that has been done, it was found that the Service Quality possessed by Banana Nugget Boogie in North Bekasi has a positive and significant effect on consumer satisfaction. In accordance with the results of the previous research hypothesis conducted by Nadia Shabrina Hestuningtyas with the title "The Effect of Service Quality on Customer Satisfaction of H. Slamet Fried Duck Restaurant, Sidoarjo Branch". Mhave the conclusion that the variable influences quality peservice there is a positive influence on customer satisfaction variables.

## V. CONCLUSIONS AND SUGGESTIONS

### 5.1. Conclusion

Based on the results of the analysis of the research that has been carried out, the following conclusions can be drawn:

1. The direct effect of product quality on customer satisfaction is 0.320 or 32%. This shows that 32% of customer satisfaction is determined by product quality. Testing the research hypothesis obtained no significance tvariabel X1 of  $0.001 < 0.05$ . Therefore, it can be concluded that  $H_0$  is rejected or  $H_a$  is accepted, meaning that there is a significant effect of product quality on customer satisfaction.
2. The direct effect of price perceptions on customer satisfaction is 0.062 or 6.2%. This shows that 6.2% of customer satisfaction is determined by price. Testing the research hypothesis found that t variable X2 was not significant at  $0.227 < 0.05$ . Therefore, it can be concluded that  $H_0$  or  $H_a$  is accepted, meaning that there is no significant effect of perceived price on customer satisfaction.
3. The direct effect of promotion on customer satisfaction is 0.565 or 56.5%. This shows that 5.56% customer satisfaction is determined by Promotion. Testing the research hypothesis obtained significant variable X3 of  $0.001 < 0.05$ . Therefore, it can be concluded that  $H_0$  is rejected or  $H_a$  is accepted, meaning that there is a significant effect of promotion on customer satisfaction.
4. The direct effect of service quality on customer satisfaction is 0.105 or 10.5%. This shows that 10.5% of customer satisfaction is determined by Service Quality. Testing the research hypothesis obtained significant variable X4 of  $0.030 < 0.05$ . Therefore, it can be concluded that  $H_0$  is rejected or  $H_a$  is accepted, meaning that there is a significant effect of Service Quality on customer satisfaction.

### 5.2 Suggestion

Based on the research results and conclusions, the researchers provide the following suggestions:

Based on the results of the study, there is a direct and insignificant influence on price perceptions on customer satisfaction, but there is a significant direct effect on product quality, promotion and service quality on customer satisfaction. It is better if Banana Nugget Boogie in North Bekasi improve price perception so that later it can increase consumer satisfaction.

### 5.3. Limitations of Research and Further Research

This study has limitations, namely the study only used a sample of consumers of Banana Nugget Boogie located in North Bekasi. For further research, it is expected to use a larger sample, so that later it will get better results.

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