

Analysis of Service Quality, Price, And Promotion on Consumer Satisfaction at The Cake Shop Bolu Enak Pengasinan Depok

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Received: April 02, 2023

Accepted: April 15, 2023

Published: May 13, 2023

Citation: Kusumaningrum, A.P., Windyarti, I., & Pradini, G. (2023). Analysis Of Service Quality, Price, And Promotion on Consumer Satisfaction at The Cake Shop Bolu Enak Pengasinan Depok. INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT, BUSINESS AND SOCIAL SCIENCE (IJEMBIS), 3(2), 148–155.

<https://cvodis.com/ijembis/index.php/ijembis/article/view/123>

Abstract

Toko Kue Bolu Enak Pangasinan is a cake shop strategically located in the densely populated area of Depok, located at Ruko Griya Asri Sawangan, Jl. Raya Pengasinan, Sawangan, Depok. This study aims to determine the influence of Service Quality, Price, and Promotion on Consumer Decisions at the Salting Bolu Enak Cake Shop in Depok. In sampling for this study, use Purposive Sampling. The data taken in this study was through primary data by distributing questionnaires to as many as 100 respondents. The analysis method used is the tests contained in SPSS 23. The results of this study determined that the variables of Service Quality, Price, and Promotion have positive and significant results on Consumer Satisfaction at the Salting Bolu Enak Cake Shop in Depok.

Keywords: Service Quality, Price, Promotion, and Customer Satisfaction

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1. Introduction

Tourism is one of the important components for driving economic growth around the world. Lately, even many countries depend their economies on tourism activities, such as Singapore, Hong Kong, Macau, Peru, Saudi Arabia, and many others Pradini and Hardini (2021). Business growth in the 21st century is growing quickly, and a continuous metamorphosis exists. One example is that the change is in the form of changes in technology and lifestyle, which is different from the impact of globalization today.

In this era of globalization, many brands and products compete in the large market. Consumers have various preferences and alternative products and services that meet their needs, and can choose what suits their wishes. With constant competition, many things are needed for business people to display all the skills they have gained to compete in the market.

Each implementer in each category needs empathy for each transformation and sets an orientation toward client satisfaction as the main target (Philip Kotler, 2005). To satisfy their customers, companies must first meet the wants and needs of consumers and current and future needs; according to (Pradini, 2017), service quality is proven to influence tourist satisfaction.

Service quality is a form of customer evaluation of the level of service he received (perceived service) through the desired level of service (expected service). Service quality affects customer satisfaction (Cronin, Taylor, and Prabowo 2002). A positive influence for good service certainly increases customer satisfaction and loyalty to the desire to implement repeat purchases, which certainly wants to increase the income received from the products sold. So to compete, survive and develop, the industry must be able to meet the needs and desires of customers by distributing excellent service, good and quality, so that customers will feel satisfied and valued so that they are happy and ready to become loyal customers. According to Zaqi and Pradini (2022), Brand Image is a view of customers about a brand as a reflection of the combination of brands in the customer's view.

Price is an element in various elements of a retailer's marketing mix that certainly makes profits for retailers. Regarding pricing strategy, Price describes the aspects that influence activity in the industry and play a role in generating a competitive advantage for the industry. However, this is often against pricing policy. Industrial Prices must be adjusted to environmental conditions and transformations that occur.

Most importantly, in the era of increasingly fierce competition and certain development needs. In today's highly competitive environment, the industry must observe the price aspect because of its size Pricing will greatly match the industry's ability to be competitive and attract consumers to buy its products. To be more competitive in the market, the industry can use competitors' prices if it is a guide when setting the selling price of its products.

The prom is mix has been implemented by the industry, realizing a separate evaluation in the minds of consumers, namely consumer ratings Product advertising produces images directly or indirectly of one product. Philip Kotler (2005) also found that promotional activities are marketing activities that involve various intensive ways of creating a desire in a short time to verify or buy products or services. All promotional actions aim to influence the purchaser's character, but the main expectation of promotion is to inform, persuade, and remind consumers of a product or service.

A cake shop is a business engaged in the food or food industry that creates various kinds of bread such as Bakery, Pastry, Cakes, and Traditional Cakes; the development of various cake and bread companies, large although small, is the answer to different consumer needs, This phenomenon shows that this business field is increasingly fierce competition to attract consumer attention and consumer interest.

Consumers evaluate a product and service following the quality, benefits, price, and functions offered. They also want their communication and marketing activities to impress, hold their hearts, and match their lifestyle. In other words, customers desire goods that provide an interesting experience and make them want to use the product again.

One of the Bakery stores that can survive and compete in the market to date is Toko Kue Bolu Enak which has become a favorite place for the people of Depok and Bogor as well as

Bogor or outside the city to buy a variety of processed cakes and other snacks. This Bolu Enak Cake Shop was formed based on the idea of Mr. Yoni Budiharjo, which coincided on January 1, 2000. This Bolu Enak Cake Shop has 6 branches spread across Bogor and Depok, Bolu Enak Cake Shop is located on Jl. Raya Kampung Baru No.7 RT.03 / RW.05 Citayam Village, Tajur Halang District, Bogor, They provide a wide selection of cakes ranging from Bolu to Brownies, Tarts, Cookies & various other cakes. According to Pradini (2022), Information technology in the form of digital marketing is an important, effective, and influential tool in promoting the hospitality industry.

To survive, Toko Kue Bolu Enak must make changes in strategy, for example, By assessing whether the price offered by a company is by the target market, how diverse the products offered can motivate consumers to buy, how to promote their products through social media accounts, for example, Facebook and Twitter and convey the latest news via the website, how the quality of service between employees to customers at any time. Yes, and from the industrial side, it is always mandatory to be creative to give birth to the latest menu by creating the latest flavor variants and types of cakes so that consumers do not feel bored quickly and saturated with reasonably priced goods prices. Bolu Enak Cake Shop should survey its consumers and the results. It is recorded in a book and used as assessment material for the Industry to fix defects and create the latest and diverse menu.

As a general rule, customer satisfaction and dissatisfaction with your product or service influence subsequent patterns of behavior. When consumers are assured of this after the purchase process (Philip Kotler, 2005). If the customer feels happy, he assures the opportunity to buy similar UK products again. Happy consumers are also inclined to share good reference materials with others for their products. Not so for disgruntled consumers. Customers prefer to get news from product facilitators and other similar services they need. After that, they prefer to sort out to buy new products or services considered more suitable to achieve desired satisfaction and continue the product or service first. Moreover, these consumers will only suggest to those around their products or services that they find possible to satisfy them.

2. Research method

2.1 Research Objects

This study's research object is the Bolu Enak Cake Shop, Depok City, West Java. Data collection in this study was carried out from February 2022 to April 2022. This research involved consumers from Toko Kue Bolu Enak, Kota Depok, and West Java.

2.2 Data Sources and Types

Primary data is obtained directly from the primary source. This study's primary data source was the party from Toko Kue Bolu Enak. The primary data source in this study was a questionnaire filled out by consumers who visited the Bolu Enak Pengasinan Cake Shop in Depok. Secondary data are taken from written sources from reference books, mass media, and research-related electronic media.

2.3 Operational Definition and Variable Measurement

Operational definitions describe variables, allowing researchers to measure them similarly or develop better methods. The operational definition aims to understand the degree of correlation between the variables of one factor and another and to improve the

understanding of this study. This study consists of 3 independent variables of Service Quality (X1), Price (X2), and Promotion (X3), and one variable tied to Consumer Satisfaction (Y).

2.4 Analytical Methods

This study uses quantitative analysis methods using primary data obtained by distributing questionnaires to consumer respondents of Toko Kue Bolu Enak Pangasinan in Depok and secondary data obtained in books, journals, or website articles related to this study. This study uses multiple linear regression analysis, which aims to determine the magnitude of the influence of independent variables, namely Service Quality (X1), Price (X2), and Promotion (X3), on the dependent variable, namely Consumer Health (Y), with the following formation:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Information:

Y = Customer Satisfaction

a = Constant

X₁ = Quality of Service

X₂ = Price

X₃ = Promotion

b₁ b₂ b₃ = Regression coefficient

e = Error

According to Suharsimi Arikunto in Kusuma Bayu, A, and Setyawati, Heny (2016) said, "Population is a combination of research. Suppose all elements are contained in the research area until the research is population research. Research or research is also said to be population or census research. According to Nanang Martono (2014: 76), a population is a set of objects or subjects that exist in a place and meet the requirements that already exist and are related to research problems. Meanwhile, Sugiyono (2014: 80) said, "Population is an aggregate factor of 38 arising from objects and subjects with certain qualities and characteristics that researchers begin to study, and conclusions are drawn.

Based on the above understanding, researchers conclude that populations are all objects with certain characteristics. So, this study's population will be all Toko Kue Bolu Enak Pangasinan, consumers in Depok. According to Arikunto in Khabib Ali Reza (2019: 3), The sample represents half the study population. In this study, the sampling used was purported sampling, which is a probabilistic illustration drawing procedure that is tested with certain criteria. This study will use the Slovin formula because the sample requires some basic calculations to estimate the number of questionnaire respondents to be distributed. The Slovin formula for determining the questionnaire to be distributed is as follows:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = Sample Size/Number of Respondents

N = Population Size

E = Percentage of tolerable sampling error clearance, e = 0.1

The population data obtained from Toko Kue Bolu Enak Pengasinan amounted to 6,630 people. So that amount. The percentage to be generated is 10% or 0.1, and the calculation result

can be rounded to achieve conformity. So to find out the research sample. With calculations as follows:

$$n = 6630 \cdot 1 + 6630(0.1)^2$$

$$n = 6630 \cdot 1 + 66.3$$

$$n = 6630 \cdot 67.3$$

$$n = 98.51$$

$$n = 99 = 100$$

From the formula described using the slovin formula, the number of samples amounted to 100 people. With the main purpose of filling out the questionnaire that will be focused on the next Consumer, which will come to the Store, the number of respondents, as many as 100 people, becomes a representative of the research sample that has been made & taken from the population that has been determined.

This data collection technique uses a questionnaire system, which collects data by asking respondents/consumers to respond to a series of questions. Data collection will be carried out using questionnaires and then analyzed using data analysis applications, especially the SPSS application. The informants in this study were categorized by gender, age, education, occupation, and income. Additional ones may help explain the samples identified in your research. One of the purposes of having respondent characteristics is to provide an overview of the research topic.

The data analysis method used in this study is the quantitative analysis method. According to Sugiyono (2015: 8), quantitative methods are methods of research based on positivist philosophy used in certain populations and samples. Data collection using statistical/quantitative research tools. Quantitative methods aim to test the hypotheses proposed by researchers. The quantitative method is a form of numerical value obtained from measurements using a scale of research variables. The analysis was used using statistical tests of data collected using the SPSS program to test the validity and reliability of the data by the research instrument.

3. Results and discussion

Based on table 4 of the results of research through the distribution of this questionnaire shows that the number of respondents with male sex is 53% or as many as 53 respondents. Meanwhile, respondents with the female gender were 47% or as many as 47 respondents. In this case, it can be seen that men dominate consumers of delicious sponge cake shops.

Based on table 5 shows that out of 100 respondents, most of the consumers of Toko Kue Bolu Enak Pengasinan live in Jakarta, namely 32 (44%) respondents, Bogor as many as 4 (4%) respondents, Depok as many as 14 (14%) respondents, Tangerang which is 2 (2%) responded, Bekasi as many as 44 (44%) and the rest have other residences which are as many as 4 (4%) respondents. In the results of this questionnaire, it was found that most consumers of Toko Kue Bolu Enak Pengasinan reside in Bekasi.

Based on Table 6 characteristics in the age category, it is known that the number and percentage of respondents aged 17-25 years are 75% or 75 respondents, respondents aged 26-35 years are as many as 12% or 12 respondents, r respondent with the age of 36-45 years is as many as 7% or 7 respondents, respondents with the age of 45-55 years are as many as 4% or 4 respondents, and respondents aged >55 years, which is as many as 2% or 2 respondents,

based on the results of the questionnaire on the number of consumers who come to the delicious sponge cake shop based on age factors in the dominance of 17-25 years old.

Based on the table, the number of respondents who have a job as an Entrepreneur is 4% or 4 respondents, respondents who work as Students / Students are 82% or 82 respondents, respondents who work as Self-employed are 2% or 2 respondents, respondents who work as Civil Servants are 8% or 8 respondents, respondents who have jobs the other is 4% or 4 respondents, based on the results of the questionnaire obtained that the number of tourists or visitors who come to Toko Kue Bolu Enak Pangasinan is more dominated by respondents who work as students/students.

That respondent with an income of Rp. 500,000-Rp. 1,000,000 are 38% or 38 respondents, respondents who have an income of Rp. 1,500,000-Rp. 2,000,000, as much as 13% or 13 respondents, respondents who have an income of Rp. 2,500,000-Rp. 3,000,000, which is 9% or 9 respondents, respondents who have an income of Rp. 3,500,000-Rp.4,000,000, which is as much as 10% or 10 respondents, and respondents with an income of >Rp. 5,000,000, which is 30% or 30 respondents. Based on the questionnaire results, respondents with an Rp and income dominate the number of respondents based on income. 500,000-Rp. 1,000,000.

It can be concluded that the F-value is 110,332 with a significance level of 0.000, after F calculate ma ka must find the value of F table (α 0.005) and $df_3 = 3$: $df_3 = 100 - 3 - 1 = 96$ is 3.09 because the value of F count is greater than f table ($110,332 > 3.09$) then it can be concluded that H_0 is rejected, meaning it can be concluded that Quality of service x1, Price x2, Promotion x3 Together has a Positive Effect on Consumer Satisfaction Y, in the Salting Delicious Sponge Cake Shop. The R^2 value of 0.775 or 77.05% is obtained. This means that the independent variable in this study (Quality of Service, Price, and Promotion) influences the dependent variable (Consumer satisfaction) by 77.05%. At the same time, 22.05% was influenced by other variables that were not present in the linear regression model.

The Effect of Service Quality on Consumer Satisfaction in Salting Sponge Cake Shops

The analysis results in this study obtained that the quality of service has a positive and significant effect on consumer health at the Salty Sponge Cakeshop. The analysis was strengthened by the results obtained through several tests, and the results of hypothesis testing using the t-test obtained significant values (α 0.025 two-tailed) so that they were obtained ($3,170 > 1.984$). From these criteria, researchers concluded that the service quality variable positively and significantly affected consumer satisfaction at the salting delicious sponge cake shop.

The Effect of Price on Consumer Satisfaction in Salting Sponge Cake Shops

The analysis results in this study obtained that the price has a positive and significant effect on consumer satisfaction in the salty sponge cake shop. The analysis was strengthened by the results obtained through several tests, and the results of hypothesis testing using the t-test obtained significant values (α 0.025 two-tailed) so that they were obtained ($5,013 > 1,984$). From these criteria, researchers concluded that the price variable positively and significantly affected consumer satisfaction at the salting spice cake shop.

The Effect of Promotion on Consumer Satisfaction in Salting Delicious Sponge Cake Shops

The analysis results in this study obtained that the price has a positive and significant effect on consumer satisfaction in the salty sponge cake shop. The analysis was strengthened

by the results obtained through several tests, and the results of hypothesis testing using the t-test obtained a significant value (α 0.025 two-tailed) so that it was obtained ($2,328 > 1,984$). From these criteria, researchers concluded that the price variable positively and significantly affects consumer satisfaction at the Salty sponge cake shop.

The Effect of Service Quality, Price, and Promotion Together on Customer Satisfaction at Toko Kue Bolu Enak in Pangasinan.

Based on the management of research results through several tests, the variables of Service Quality, Price, and Promotion can have a positive effect. The results are 77 significant, so that it can produce hypotheses with significant overall results.

4. Conclusion

The research that has been described shows that the variable of Service Quality has a positive and significant effect on Consumer Satisfaction at the Delicious Bolu Cake Shop in Pangasinan. Based on research, Price variables positively and significantly influence consumer satisfaction at the Delicious Bolu Cake Shop in Pangasinan. Research shows that the Promotion variable positively and significantly influences consumer Satisfaction at the Delicious Bolu Cake Shop in Salting. Based on research, the variables of Service Quality, Price, and Promotion produce a positive influence together and significantly on Consumer Satisfaction at the Bolu Enakdi Pengasinan Cake Shop. In the results of this study, the Price variable has the most influential factor in Consumer Decisions at the Delicious Bolu Cake Shop in Salting.

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