

# Analysis of The Influence of Service Quality, Prices and Perceptions Taste Towards Customer Satisfaction and Loyalty at The Store "Mie Liho Mie Kiro" Gresik

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## Abstract

Marketing is a business activity that consists of a process in planning consumer needs, creating a product that is suitable for marketing, promoting, and distributing products or services. One the efforts made the company in marketing is by being able to meet the desires and needs of consumers, to provide satisfaction and loyalty to consumers who are the main factors in the success of business. Therefore, consumers expect a quality of performance that can provide satisfaction and customer loyalty by providing quality service, price perceptions and tastes that can make consumers interested. In this study the population is all consumers of "Mie Liho Mie Kiro" Driyorejo District, Gresik. Samples taken were 100 respondents by giving questionnaires to respondents to obtain data. Data analysis techniques used Structural Equation Modeling analysis using Amos 16. The results showed service quality negatively affected customer satisfaction but could positively influence consumer loyalty. Variable price perception can positively influence consumer satisfaction and can negatively affect consumer loyalty. Taste variables can positively influence consumer satisfaction and loyalty. Variable customer satisfaction can positively influence consumer loyalty.

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## INTRODUCTION

In this era where development is increasing, this can lead to a lot of competition in marketing. Marketing is a business activity in planning or distributing and promoting goods and services that function to fulfill the wants and needs of the company's consumers (Amstrong & Kotler, 2012). In marketing, there are various fields, one of which is the culinary business field. There are many businesses currently developing, one of which is the culinary business (Putri et al., 2023). Culinary business entrepreneurs create food and drinks, because basically food and drinks are human needs that must be met and are basic needs that humans need to carry out their daily activities, so food is very necessary in human life. In this way, various kinds of shops appeared that sold a variety of food and drinks, one of which was the shop "Mie Liho Mie Kiro" Gresik Regency.

In this culinary business, entrepreneurs are required to provide satisfaction to consumers, because there is an increase in the number of businesses which gives rise to increasingly fierce competition (Prabowo et al., 2021). So, to face competition in marketing and situations like that, entrepreneurs must have alternative methods in their business so that they can continue to develop well and survive competition in the market (Alhamdi, 2023). The efforts made by companies to pay attention to consumers, namely seeing consumer needs and desires, are the main factors in the success of a business. Consumers expect quality performance that can provide consumer satisfaction and loyalty by providing quality service, price perception and taste to attract consumers.

According to Kotler & Keller (2016) The definition of service quality is an action by a company that is offered to consumers, basically the action is intangible or does not result in any ownership. Service quality is the main factor in the success of a company, because good service quality can provide more value to consumers and can also influence consumer satisfaction because there is interaction between consumers and companies who can work together (Binaraesa et al., 2021).

Apart from service quality, price perceptions also influence consumer satisfaction (Lintang, 2023). Price perception is a view of prices regarding how consumers view price perceptions with the intention of high or low and reasonable prices that have a strong influence on purchasing intentions and purchasing satisfaction (Putra & Tarigan, 2023). So, in this price perception, each individual gives a different assessment between one consumer and another consumer. Apart from price perception, another very important thing in a culinary business is taste. According to Indrasari et al. (2017) defines that a way of choosing food can be distinguished from the taste of the food, namely taste. Taste is an attribute consisting of appearance, taste, smell, texture and temperature which is a form of cooperation between the five kinds of human senses. So, with this taste, if what is offered is in accordance with the consumer's wishes, it will produce a satisfaction value for the consumer.

According to Kotler & Keller (2016) Consumer satisfaction is a feeling of liking or disappointment that arises when comparing the performance or results of a product that has been considered with the expected performance or results. Consumer satisfaction is said to satisfy consumers if a product's performance or results match consumer expectations, with the result that they will feel very satisfied and happy (Marso & Idris, 2022). In other words, satisfied and happy results will make consumers become consumers who subscribe to buy the product, therefore consumers will buy the product repeatedly (Wedysiage et al., 2021). And conversely, if a company's performance or results do not match consumer expectations and if the consumer expectations set from them are too low for satisfaction, then consumers do not feel satisfied, that they will ultimately feel disappointed (Prabowo et al., 2021). So, consumer satisfaction is the key to creating consumer loyalty, because consumers will feel satisfaction and become loyal (Alhamdi, 2023).

Consumer loyalty is a consumer's commitment to re-subscribe or can be said to be a repeat purchase of products and services so that they are chosen consistently, despite many situational influences or marketing efforts so that they have the potential to cause a change in behavior (Marso & Idris, 2022). So in the food and beverage business, companies must have a strategy that can make consumers satisfied and loyal to the company, because consumers will feel satisfaction and loyalty which can bring in new consumers by recommending the company to other people (Putri et al., 2023 ; Lintang, 2023). Based on the description above, the researcher determined several research objectives. Service quality influences consumer satisfaction and consumer loyalty in the shop "Mie Liho Mie Kiro" Gresik. Second, get the magnitude of the influence of price perceptions on consumer satisfaction and consumer loyalty. Third, get the magnitude of the influence of taste on consumer satisfaction and consumer loyalty. Fourth, we found the magnitude of the influence of consumer satisfaction on consumer loyalty at the "Mie Liho Mie Kiro" Gresik shop.

## LITERATURE REVIEW

Marketing is a system of business activities in planning, distributing and promoting goods or services to meet the wants and needs of the company's consumers (Amstrong & Kotler, 2012). According to Kotler & Keller (2016) Marketing strategy is the process of developing and maintaining appropriate strategies between organizational goals and capabilities and changing marketing opportunities. General marketing strategies that companies can implement are:

1. Market entry strategy  
Companies that will enter the market must identify and measure market preferences for existing products, whether they are distributors or consumers.
2. Market expansion strategy  
Efforts to expand the market can be achieved by developing products on the market. Product development can be done by expanding the product line, product improvements will be verified by the product.
3. Market domination strategy  
This strategy makes the company a leader among its competitors, the company tries to seize the market and control it so that the company becomes the market leader.
4. Market defense strategy  
A company seeks to expand the number of consumers, the company that will lead the market must protect or maintain its existing business dominance or fight attacks from competitors.

## Service Quality

It is the difference between the reality that consumers expect in the services they receive/obtain (Putri et al., 2023). The service quality indicator consists of five indicators, including:

- a. Reliability  
This is related to the company's ability to provide services accurately and reliably, and employee performance must be in accordance with consumer expectations so that it can create a sense of trust in the services provided by the company.
- b. Empathy (Empathy)  
It is easy to carry out communication that provides a good relationship, as well as personal attention and understanding consumer needs. Empathy is caring, giving personal attention to consumers or you could say the ability to feel consumers' feelings correctly.
- c. Tangibles  
Regarding the attractiveness of attractive facilities and clean materials used by the company, as well as the neat appearance of employees.
- d. Responsiveness is the willingness or ability of employees to interact with each other in helping consumers, responding to requests from consumers, or providing the right quality of service to consumers.
- e. Assurance is employee behavior that can create consumer trust for the company and within the company can provide a sense of security for all consumers.

## Price Perception

The amount of money to be charged for a good or service to be exchanged by consumers for the benefits of using the product or service (Kotler and Armstrong, 2013). Indicators in price perception proposed by Armstrong & Kotler (2012) include: (a) Affordability of product prices; (b) Price match with product quality; (c) Matching price with benefits.

## Taste

Taste is a way of selecting food that is distinguished from the taste of the drink or food (Indrasari et al., 2017). Taste is determined by indicators with three factors, namely smell, taste and mouth stimulation

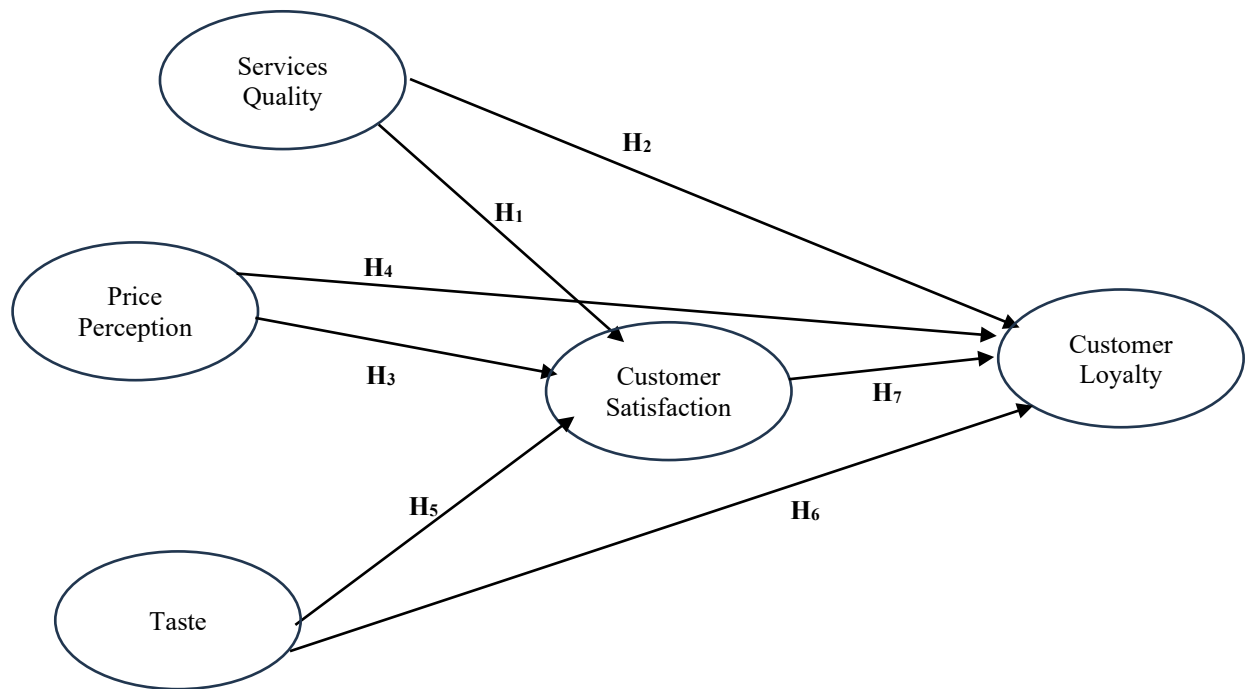
- a. Smell  
Smell is a component in the taste of food or drink, it provides an aroma or smell, it can also be used to determine the taste of food.
- b. Feel  
Taste is different from smell, because it involves more of the five senses, namely the tongue. Taste can be recognized or differentiated by the presence of taste buds which are in the papillae, namely in the orange blood stain located on the tongue. In children the taste buds are in the pharynx, and the plates are on the soft or hard part of the palate and are also located on the tongue.
- c. Oral Stimulation  
It is the feeling a person has after swallowing a drink. Drink ingredients have properties that can stimulate the taste nerves under the skin of the face, tongue, or in the teeth which can cause certain feelings. The texture of an ingredient can influence the taste, because it can be caused by the ingredient. From the research that has been carried out, changes in the texture of the material can cause the taste or smell that arises to change because it affects the speed at which a stimulus occurs to the olfactory receptor cells or salivary glands, because a material that is thicker can cause a taste, smell or taste. a diminishing sense of acceptance of that intensity.

## Consumer satisfaction

According to Kotler & Keller (2016) Consumer satisfaction is a feeling of happiness or disappointment when it arises after comparing the results of the product in mind with the expected performance or results. Indicators - Consumer Satisfaction Indicators of consumer satisfaction (Binaroesa et al., 2021) consist of: (a) Matching expectations; (b) Interested in visiting again; (c) Willingness to recommend.

## Consumer Loyalty

According to Oliver, quoted by Kotler & Keller (2016), defining loyalty is a deep commitment to the decision to repurchase a product. Consumer Loyalty Indicators: Several indicators used to measure consumer loyalty variables are: (a) Loyalty to purchasing a product (repeat purchase); (b) Resistance to negative influences on the company (retention); (c) Refers to the total existence of a company (referrals).



**Figure 1.** Research Conceptual Framework

Based on the research conceptual framework in Figure 1, the following research hypothesis can be determined:

- H<sub>1</sub> : Service quality has an influence on customer satisfaction
- H<sub>2</sub> : Service quality has an influence on customer loyalty
- H<sub>3</sub> : Price perceptions have an influence on customer satisfaction.
- H<sub>4</sub> : Price perception has an influence on customer loyalty.
- H<sub>5</sub> : Taste has an influence on customer satisfaction.
- H<sub>6</sub> : Taste has an influence on customer loyalty.
- H<sub>7</sub> : Customer satisfaction has an influence on customer loyalty.

## RESEARCH METHOD

Based on the background, problem formulation and research objectives described above, the research carried out is quantitative research. In this research, the information to be collected is related to service quality, price perception, taste, satisfaction and consumer loyalty. Measurement items are assigned to each variable. Service quality (KP) has 5 indicators consisting of reliability, empathy, tangibles, responsiveness and assurance. The second independent variable, namely price perception (PH), has 3 indicators consisting of product price affordability, price suitability to product quality, and price suitability to its benefits, the third independent variable, namely taste (CR), has 3 indicators consisting of smell, taste and mouth stimulation.

In the conceptual framework above there is also an intervening variable of consumer satisfaction (KK) which has 3 indicators consisting of conformity to expectations, interest in revisiting and willingness to recommend, while the dependent variable is consumer loyalty (LK) consisting of repeat purchases, retention and referrals, where the variable -These variables collectively influence consumer satisfaction and loyalty "Mie Liho Mie Kiro" in Gresik.

This research is a causal explanatory research which proves the causal relationship between service quality, price perception and taste, which are called independent variables, consumer satisfaction is called the intermediate variable, and consumer loyalty is called the dependent variable. In this research, the population

is large, so the sample was taken. only available to some consumers "Mie Liho Mie Kiro" who met with the researcher during the research. The method used by the researcher was the survey research method. Survey research is usually used to draw generalizations. The data collection method uses a questionnaire aimed at consumers. Data from consumers/respondents was measured on an interval scale using the Likert's scale method with 5 levels, namely strongly agree, agree, disagree, disagree or strongly disagree. In this research, the sample collection method uses non-probability sampling. The analysis in this research uses structural equation modeling analysis using several data analysis methods (Ferdinand, 2016).

## DATA ANALYSIS AND DISCUSSION

### Data Analysis

To find out the results of research, a valid and reliable measuring instrument is needed. A valid measuring instrument can provide an accurate picture between one subject and another and has a small error variance so that the results can be trusted to be close to the truth. The test criteria used are the greater the value. The more valid  $\lambda$  is (indicated by a c.r value  $> 2.0$ ). This indicator is also said to be valid if the t test results are significant at  $p\text{-value} \leq 0.05$ . Where the test results obtained for the service quality variable with the lowest correlation test value were 0.599; price perception obtained the lowest value of 0.704; taste with the lowest value of 0.645; The lowest value for consumer satisfaction is 0.697 and the last is consumer loyalty with a value of 0.674. The validity test value is above 0.500 and the p-value is 0.000 so it meets the specified requirements.

Apart from being valid, research instruments must also have high reliability or consistency as a measuring tool regardless of the form of measurement. Instruments that do not have high reliability should also be excluded from research even if the instrument is valid. An indicator is said to be reliable if a respondent's answer to a question or statement is consistent. In another sense, reliability is a measuring tool that is stable and reliable. For this reason, the Cronbach alpha reliability coefficient value is above 0.6, so it can be concluded that all questionnaire instruments used are reliable, as shown in Table 1.

**Table 1.** Reliability Test

Variable	Cronbach's alpha value	Critical Value	Information
Service quality	0.751	0.6	Reliable
Price Perception	0.824	0.6	Reliable
Taste	0.818	0.6	Reliable
Consumer Satisfaction	0.809	0.6	Reliable
Consumer Loyalty	0.833	0.6	Reliable

The next stage of testing is to find out whether the model structure is supported by the data, then a model goodness-of-fit test is carried out. The results of the goodness-of-fit model test are written in Table 2.

**Table 2.** Model Goodness of Fit Test Results

Criteria	Model Test Results	Critical Value	Information
Chi-Square	132.187	It is expected to be small, at best between 1 and 2	Not good
Probability	0.065	$\geq 0.05$	Fit
CMIN/DF	1.213	$\leq 2.00$	Fit
RMSEA	0.046	$\geq 0.08$	Fit
GFI	0.869	$\geq 0.90$	Marginal
AGFI	0.817	$\geq 0.90$	Marginal
TLI	0.907	$\geq 0.95$	Marginal
CFI	0.926	$\geq 0.90$	Marginal

The results Table 2 show that the test can be accepted well because almost the criteria used are met. Model modification is carried out using modification indices. The modification index is a tool for assessing the accuracy of a model specification of 4.0 or more, giving an indication that if the coefficient is estimated, there will be a significant reduction in the chi-square value. Thus, modifications are made to estimates that have a modification index = 4.0, modifications can be justified when they can be supported theoretically or logically Table 3.

**Table 3.** Goodness of Fit and Cut Off Value Modification Model

Criteria	Model Test Results	Critical Value	Information
Chi-Square	100.075	It is expected to be small, at best between 1 and 2	Not good
Probability	0.341	$\geq 0.05$	Fit
CMIN/DF	1.053	$\leq 2.00$	Fit
RMSEA	0.023	$\geq 0.08$	Fit
GFI	0.901	$\geq 0.90$	Marginal
AGFI	0.840	$\geq 0.90$	Marginal
TLI	0.977	$\geq 0.95$	Marginal
CFI	0.984	$\geq 0.90$	Marginal

The results Table 3 show that structural modifications have better goodness of fit. The results of testing the model suitability criteria above show that the modified model tested is a good model because the criteria used are almost met, so next the researcher explains the discussion of the research results.

### Discussion of Research Results

The results of hypothesis testing on H1 showed that the estimate test results for service quality with consumer satisfaction showed an influence of -0.806, a Critical Ratio value of -0.348 and a P-value at the significance level of 0.728, because the CR value = 1.96 and significance = 0.05. So, hypothesis 1 is rejected because it has a negative and insignificant effect.

Thus, if there are consumers who feel dissatisfied with the quality of service, then it is possible that the service is influenced by a lack of speed or less responsiveness of employees in service to consumers. In other words, consumers do not feel the expected satisfaction. To create quality service that meets consumer expectations, this can be done by providing training employees for “Mie Liho Mie Kiro”, so that employees are better trained to serve consumers quickly before starting service to consumers.

This is interconnected in that quality can influence employee performance, because quality employee performance will create satisfaction for consumers. The results of hypothesis testing on H2 show that the estimate test results for service quality in consumer loyalty show an influence of 0.028, a Critical Ratio value of 0.010 and a P-value at the significance level of 0.992, because the CR value = 1.96 and significance = 0.05. So, hypothesis 2 is accepted because it has a positive and significant effect. The results of hypothesis testing on H3 showed that the estimated price perception test results on consumer satisfaction showed an influence of 0.030 with a Critical Ratio value of 0.051 and a P-value at a significance level of 0.960, because the CR value = 1.96 and significance = 0.05. So, hypothesis 3 is accepted because it has a positive and significant effect.

The results of hypothesis testing on H4 showed that the estimated price perception test results on consumer loyalty showed an influence of -0.306 with a Critical Ratio value of -0.450 and a P-value at a significance level of 0.652, because the CR value = 1.96 and significance = 0.05. So, hypothesis 4 is rejected because it has a negative and insignificant effect. To increase consumer loyalty at the “Mie Liho Mie Kiro” with price perceptions, you must be able to offer prices that are more economical but still in accordance with the quality of service received when enjoying food and drinks at the “Mie Liho Mie Kiro” Gresik Shop. The results of hypothesis testing on H5 showed that the estimate test results between taste and consumer satisfaction showed an influence of 0.236, a Critical Ratio value of 0.146 and a P-value at the significance level of 0.884, because the CR value = 1.96 and significance = 0.05. Thus hypothesis 5 is accepted because it has a positive and significant effect.

The results of hypothesis testing on H6 show that the estimate test results between taste and consumer satisfaction show that there is an influence of 1.309, the Critical Ratio value is 0.649 and the P-value at the significance level is 0.516, because the CR value = 1.96 and significance = 0.05, it shows that taste Taste has a significant effect on consumer loyalty at “Mie Liho Mie Kiro” Gresik. Thus hypothesis 6 is accepted because it has a positive and significant effect. So, to increase consumer loyalty at “Mie Liho Mie Kiro” Gresik Shop, by having the taste of the products offered according to consumer desires, this will produce a loyal value for consumers. The results of hypothesis testing on H7 show that the estimate test results between consumer satisfaction and consumer loyalty show an influence of 0.851 with a Critical Ratio value of 1.506 and a P-value at a significance level of 0.132, because the CR value = 1.96 and significance = 0.05, it shows that

satisfaction Consumers have a significant influence on consumer loyalty at “Mie Liho Mie Kiro” Gresik. So, hypothesis 7 is accepted because it has a positive and significant effect.

## CONCLUSION

Based on data analysis and discussion, several conclusions related to the research can be determined. Service quality has a negative and insignificant effect on consumer satisfaction at “Mie Liho Mie Kiro” Gresik. Service quality can have a positive and significant effect on consumer loyalty. Price perception has a positive and significant effect on consumer satisfaction. Price perception has a negative and insignificant effect on consumer loyalty. Taste has a positive and significant effect on consumer satisfaction. Taste has a positive and significant effect on consumer loyalty. Consumer satisfaction has a positive and significant effect on consumer loyalty. When consumers feel dissatisfied with the quality of service due to a lack of speed or responsiveness of employees in serving consumers, training can be provided for employees, so that employees are better trained to serve consumers quickly. The existence of service quality can also influence employee performance, because quality employee performance will create satisfaction for consumers to provide more value to the employees and there will be good interaction between consumers and employees. Maintaining prices so that consumers do not move to other competitors, by providing appropriate service concepts and facilities. Increasing consumer satisfaction by providing the best for consumers, so that consumers feel comfortable and consumers are loyal when making purchases.

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