



## Analysis of consumer satisfaction influenced by service quality, servicescape, and price perceptions

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### ABSTRACT

The primary objective of this article is to examine the level of customer satisfaction (Y) within a restaurant, exploring how it is influenced by three key factors: service quality (X1), servicescape (X2), and price perception (X3). The Likert scale is used in preparing measurement instruments. We used a random sample of 30 respondents to test the validity and reliability. We used 90 respondents for statistical analysis of multiple linear regression with the application of SPSS-26 statistics to prove the hypothesis of simultaneous effect and partial effect. We use this sample size. Roscoe's method is 20 times the number of variables with minimal assumptions. The results of this study reveal the simultaneous influence of the three independent variables on the dependent variable. Service Quality partially influences the variable customer satisfaction, customer satisfaction is not affected by servicescape, and Price Perceptions affect customer satisfaction.

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## INTRODUCTION

The world is improving again, trying to reach the initial conditions before the crisis. Many companies are recovering their business conditions due to the pandemic. In their efforts, entrepreneurs try to win the hearts of their consumers again after a while, and they are in restricted conditions. In the current business phenomenon, entrepreneurs must be able to take care of their customers by serving the needs and desires of old and new consumers. Adjustment to local regulations is significant for the continuity of the company's operations (Budiono, 2022). Entrepreneurs must carry out various business developments to maintain their business existence by bringing out various innovations to avoid bankruptcy (Badriyah et al., 2020). This principle also extends to the Bakerzin eatery, a relaxed and informal dining establishment known for its delightful and indulgent sweet treats. In the post-pandemic era, taking the hearts of consumers must be done with various things that can increase their satisfaction. Fulfillment of after-sales

evaluation when at least it gives the same results or consumer expectations can be increased (Djan & Adawiyyah, 2020).

Satisfaction will occur by comparing expectations before purchase with expectations of the performance of goods or services (Grace et al., 2021). The ups and downs of satisfaction and loyalty must prioritize image, service quality, and price perceptions (Lolo, 2020). Satisfaction is closely related to service quality, impacting future consumer behavior intentions that lead to repeat purchases (Morkunas & Rudiene, 2020). The best service provided by the company to consumers can provide benefits not only to consumers and make them decide to use products and services again while sharing the experience of using products and services with others, but not all services provided can meet consumer satisfaction. (Silva, 2021). Consumers come to restaurants not only to eat but also to experience. Creating a positive experience will be a positive thing for restaurant managers.

Stimuli associated with the servicescape will affect the state of consumers, such as emotions, so that it will affect their reactions (Dedeoglu et al., 2018). The substantive and communicative servicescape positively influences consumers, positively impacting customer satisfaction (Park et al., 2019; Situmorang, 2018). Likewise, with the servicescape, not all servicescapes affect customer satisfaction (Fahleti, 2022). The physical environment dimension consists of objective physical factors that are regulated in such a way by the company to enhance the actions of employees and consumers (Bitner, 1992). Currently, restaurants are innovating to attract consumers to visit by designing their environment so that consumers feel comfortable and satisfied. The next thing that can affect satisfaction is the consumer's perception of the price offered (Samidi, 2021). One of the main variables behind the formation of customer satisfaction is price. The higher the quality of goods and services, the lower the price will be, as well as servicescape. A critical component in goods and services is price. Price can also influence consumers to decide whether or not to use the product they need, and it also determines the size of the company's profit. Price can describe a product/service with a functional competitive advantage value, which can also be considered to attract the attention of consumers to visit (Laksana, 2008). It is contrary to the statement that Perceived Price influences Consumer Satisfaction (Budiono, 2021). The satisfaction experienced by consumers plays an essential role in doing business, where customer satisfaction is the main foundation of the company in retaining its customers so that they continue to use the products and services offered. Consumer needs will emerge continuously along with the necessities of life. The tendency of consumers to reuse the exact product/service means that consumers have felt the benefits that lead to a feeling of satisfaction with the product/service (Faudi et al., 2021). Consumers with repurchasing behavior on the products and services offered (Yamit, 2001), of course, must give satisfaction to consumers. An effort to meet the needs that can be adequate for the needs and desires of consumers with the appropriate attribute expectations intends to visit again and is willing to make recommendations to others (Tjiptono, 2019). Some of the things we try to reveal related to customer satisfaction which is influenced by service quality (Ali et al., 2022; Rita et al., 2019), Servicescape (Dedeoglu et al., 2018; Park et al., 2019), and price perception (Lolo, 2020; Samidi, 2021).

One closely related to customer satisfaction is service quality, as one of the variables that make a company understand the expectations and needs of its consumers (Budiono, 2020). Companies need an understanding of continuous service quality improvement strategies. Service quality has a benchmark as the quality of service provided by the provider only. Still, the user determines it more because the consumer feels the service and can judge the quality based on user expectations. (Barata, 2014). Service quality is the treatment of consumers to realize the needs and desires of consumers by managing Tangibles, Reliability, Responsiveness, Assurance, and Empathy (Tjiptono, 2019). We disclose research reports which state that consumer satisfaction is influenced by service quality (Afthanorhan et al., 2019; Fahleti, 2022; Lolo, 2020).

Servicescape is a physical environment arrangement intended so that consumers can be interested or feel the experience at the location (Bitner, 1992), with a primary goal of designing physical environment settings. Services require the physical presence of the environment to influence the overall quality of service encounters, including the layout and performance of the facilities used (Gadis & Mulyowahyudi, 2022). A servicescape can also be referred to as a place that is designed in such a way as to direct commercial action (Dedeoglu et al., 2018). Servicescape also acts as a facilitator of consumer emotions in encouraging the behavior that consumers want that business owners want (Morkunas & Rudiene, 2020). Servicescape influences consumer behavior, with dimensions of the physical environment including Ambient Condition, Spatial Layout and Functionality, Signs, Symbols, and Artifacts (Bitner, 1992). We also reveal previous studies' results which state that servicescape can influence satisfaction (Ariffin et al., 2013; Jeon et al., 2021). Price is essential in the marketing mix because it contributes directly to the company's revenue (Lupiyoadi, 2013). A cost to obtain or obtain a good or service (Kodu, 2013). Consumer decision-making can be influenced by the price consumers perceive in using a product which can determine profit gains (Tjiptono & Chandra, 2017). Price is defined as a medium of exchange with the appropriate amount to obtain products and services with various combinations. Four accompanying indicators (Stanton, 1993): Perceived prices are affordable, perceived prices are following the products and services offered, price competition, and perceived benefits are under the benefits. The results of previous opinions also reveal the effect of Perceived Price on Consumer Satisfaction (Lolo, 2020; Mutiara et al., 2020; Silva, 2021).

## METHODS

### Population and sample

Data collection in December 2022 at a company engaged in services called the Bakerzin Pondok Indah restaurant. The number of respondents we used using the Roscoe Technique table was 90 respondents (at least 20 times the number of variables) and 30 respondents in the context of testing validity and reliability.

### Research Instruments

We use the Likert scale with validity and reliability test procedures with four instruments: Service Quality, Perceived Price, Servicescape, and Consumer Satisfaction.

### Data collection

Data was collected through a questionnaire using a Likert scale variable Service Quality, Perceived Price, Servicescape, and Consumer Satisfaction. This research was conducted in December 2022 using nonprobability sampling with simple random sampling. The authors' data is intended to obtain a score that functions to determine the effect of Service Quality, Perceived Price, and Servicescape on Consumer Satisfaction.

### Analysis Techniques

Research with quantitative methods aimed at testing hypotheses by applying multiple linear regression, which we use to prove hypotheses, and testing the validity, reliability of classical assumptions, and direct effects using the IBM SPSS 26 application.

## RESULT AND DISCUSSION

### Validity test

We used 30 respondents to conduct a validity test with four variables, a total of 41 statements in the variables Service Quality ( $X_1$ ), Servicescape ( $X_2$ ), Perceived Price ( $X_3$ ), and Consumer Satisfaction ( $Y_1$ ). The validity of the statement items is valid because the value of the r-count is greater than the r-table at a significance level of  $\alpha = 5\%$ .

### Reliability Test

Table 1 shows the reliability test of all variables with an Alpha coefficient above 0.700 so that it is concluded that all questionnaires in the five variables are reliable.

**Table 1.** Reliability test results

Variable	Cronbach's Alpha	Result
Service Quality	.883	Reliable
Price Perception	.855	Reliable
Servicescape	.924	Reliable
Consumer Satisfaction	.808	Reliable

Source: Author

### Classic assumption test

Table 2 shows the results of data processing to test the classical assumptions. The three independent variables on the dependent variable have fulfilled the classical assumption requirements required in multiple linear regression.

**Table 2.** Classical assumption testing

	Multi colinearity	Heteroscedasticity	Autocorrelation	Normality
Service Quality	1.823	Heteros		
Price Perception	1.939	cedasticity does	2.112	0.200
Servicescape	1.806	not occur		

Dependent Variable: Consumer Satisfaction

Source: Author

### Hypothesis test

The feasibility of the regression model, which describes Consumer Satisfaction ( $Y_1$ ) which is influenced by Service Quality ( $X_1$ ), Servicescape ( $X_2$ ), and Perceived Price ( $X_3$ ), is shown in Table 3:

Table 3 F-tes

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	437.009	3	145.670	38.509	.000 <sup>b</sup>
Residual	325.314	86	3.783		
Total	762.322	89			

The significance number is  $0.000 < 0.05$  based on the data processing results. The feasibility of the model ( $H_1$ ) is acceptable, assuming that there is a linear relationship between Consumer Satisfaction ( $Y_1$ ) which is influenced by Service Quality ( $X_1$ ), Servicescape ( $X_2$ ), and Perceived Price ( $X_3$ ).

The results of the regression analysis of Consumer Satisfaction ( $Y_1$ ) which are influenced by Service Quality ( $X_1$ ), Perceived Price ( $X_2$ ), and Servicescape ( $X_3$ ) in Table 4 below:

Table 4. Model summary

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.757 <sup>a</sup>	.573	.558

In Table 4, the value of  $R^2$  is .573. This value indicates the influence of Service Quality ( $X_1$ ), Perceived Price ( $X_2$ ), Servicescape ( $X_3$ ), and Consumer Satisfaction ( $Y_1$ ) simultaneously. Coefficient of Determination:  $r^2 \times 100\% = .573 \times 100\% = 57.3\%$

The number 57.3 indicates the effect of Service Quality ( $X_1$ ), Perceived Price ( $X_2$ ), and Servicescape ( $X_3$ ), and Consumer Satisfaction ( $Y_1$ ) simultaneously is 57.3%, the difference is 42.7% (100% -57.7%) influenced by other variables which are not researched.

Partially the influence of the dependent variable (Customer Satisfaction), which is influenced by the independent variables (Product Quality, Price, Promotion, Location, and Quality of Service), can be identified by the t-test in Table 5:

Table 5. Partial test

Model	t	Sig.
1 (Constant)	1.358	.178
Service Quality	3.097	.003
Servicescape	1.159	.250
Price Perception	4.841	.000

a. Dependent Variable: Consumer Satisfaction

### Consumer satisfaction is influenced by service quality

The t-test value is obtained through the t-count value = 3.097 with a significance of 0.003 t-table of 1.987. It means the t-count is greater than the t-table,  $3.097 > 1.987$ . It is concluded that  $H_0$  is rejected and  $H_1$  is accepted. It states that Service Quality influences Customer Satisfaction. It aligns with research reports where they concluded that Service Quality affects customer satisfaction (Afthanorhan et al., 2019; Cahyati & Seminari, 2020; Hartawan & Prastyowicaksono, 2022; Lolo, 2020). One of the important factors in surviving in a competitive environment is focusing on everything related to service. Companies must deliver superior service experience impact to their consumers (Rita et al., 2019).

### Servicescape-influenced consumer satisfaction

The t-test value is obtained through the t-count = 1.159 with a significance of 0.250, and the t-table is 1.987. It means that the t-count is smaller than the t-table, namely  $1.15 < 1.987$ . It is concluded that  $H_0$  is accepted and  $H_1$  is rejected. It states that the third hypothesis is not accepted, Customer Satisfaction is not affected by servicescape (Gadis & Mulyowahyudi, 2022). It can happen when consumers are more satisfied with the service and prices applied by restaurants, more so with the laxity of local government regulations regarding the post-pandemic period. They prioritize how to socialize again with colleagues, friends, and relatives.

### Price perceptions influence consumer satisfaction.

The t-test value was obtained through the t-count value = 4,841 with a significance of 0.000, obtained a t-table of 1,987. The fourth hypothesis can be accepted: consumer satisfaction is not

influenced by price perceptions (Amalia & Budiono, 2022; Ing et al., 2020; Silva, 2021). All specific matters related to transactions can have a positive effect on customer satisfaction, with perceived price acting as the strongest predictor. It happens in the context of restaurants, where the economic prospects are just free from the pandemic, and consumer preferences for more affordable restaurant visit options will cause price sensitivity.

## CONCLUSIONS

Discussing the results of the analysis that has been carried out, we find the conclusions that we report as follows: simultaneously, the three independent variables, namely Consumer Satisfaction ( $Y_1$ ), are influenced by Service Quality ( $X_1$ ), Servicescape ( $X_2$ ), and Perceived Price ( $X_3$ ). The influence of independent variables on the dependent variable partially concluded that Customer Satisfaction ( $Y_1$ ) is influenced by Service Quality ( $X_1$ ) and Perceived Price ( $X_3$ ), while Servicescape ( $X_2$ ) does not affect customer satisfaction.

After the pandemic, it was alleged that almost all restaurant businesses were in a bad state. In their business, entrepreneurs are trying to win the hearts of their consumers again after a while. They were in restricted conditions. It seems that consumers still expect service quality and consumer perceptions of price to be what they expect from entrepreneurs after a long time. Consumers feel disturbed by the rules implemented by the local government, which is different from the servicescape. Presumably, as long as consumers can come with their colleagues, business, and other relationships dating, consumers do not perceive the servicescape in the restaurant. It is suggested that with the limitations that have just ended, Bakerzin's management can improve the service as before and even improve it in various ways to increase customer satisfaction. It is the same as the price offered by Bakerzin. It is hoped that it will provide an offer that suits its consumers because they are also affected by social restrictions. This research is still limited to consumer satisfaction, service quality, servicescape, and price perceptions. Many things can still be researched regarding consumers, such as consumer loyalty, product quality, location, etc.

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