

The Effect of Price and Taste on Wizzmie Customer Satisfaction in Surabaya

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STIE IBMT

Keywords:

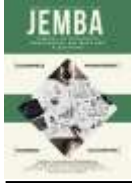
*Consumer satisfaction,
Price, and Taste*

Abstract

Consumer satisfaction is very important for sellers because consumers who are satisfied with the product or service used means that the seller has good performance. Consumers who are satisfied with a product will increase selling power because these consumers will return again to become regular customers. Sellers are required to create strategies that can create satisfaction for consumers such as service quality and pricing according to the products provided. This study aims to determine the effect of price and taste partially on customer satisfaction at Wizzmie restaurant in Surabaya and to determine the effect of price and taste simultaneously on customer satisfaction at Wizzmie restaurant in Surabaya. This research method uses a quantitative descriptive type, namely research by emphasizing its analysis on numerical data that are processed using a statistical model. The type of research data used in this research is quantitative data. The sample in this study were 40 respondents, namely consumers who bought at the Wizzmie restaurant in Surabaya. The results showed that (1) there was no effect between price and consumer satisfaction at the Wizzmie restaurant in Surabaya. (2) There is a significant positive effect between taste and consumer satisfaction of 49.8%. So it can be concluded that taste affects consumer satisfaction at the Wizzmie restaurant in Surabaya. (3) There is a significant positive effect between price and taste simultaneously on customer satisfaction at the Wizzmie restaurant in Surabaya.

A. INTRODUCTION

The culinary business is one of the most popular businesses among people, because the income they earn is very large, especially since food is a daily basic need for people. This can be seen from the increasing number of restaurants and food stalls in the city of Surabaya. The large number of competitors in the food business makes food entrepreneurs compete in their own way, namely in the form of competition in terms of price and product quality. With conditions of sharpening competition, especially in the food business sector. To keep the position of the food stall or restaurant business stable, food business entrepreneurs must understand how to satisfy their customers (Kotler & Armstrong, 2017). Food business entrepreneurs can satisfy the desires of their consumers, and in the future consumers will



definitely use the seller's products continuously. Customer satisfaction is something that sellers must pay attention to, because customers who are satisfied with the product or service they receive indicates that the seller has good performance, customers who are satisfied with a product will return and become regular buyers (Astuti & Henny, 2019; Melda, Eti, & Ade, 2020). Sellers are required to have strategies that can satisfy customers, such as quality, price and taste that are equivalent to the products offered.

Price is a major factor for sellers and consumers. Exchange of goods or services can occur if the seller and buyer mutually agree on a predetermined price. In deciding to purchase, price is a consideration for consumers. Because the price of a product influences consumer interest in the product itself. Supported by research conducted by Astuti et al (2019), price has a positive and significant influence on consumer satisfaction. Taste is an important component in determining consumer acceptance and satisfaction. So entrepreneurs should improve the taste of their food so that consumers can be interested and satisfied. Food with good taste can influence consumer satisfaction. This is in line with research by Hariyanto, Wahyuni, and Joko (2022) that taste has a positive and significant influence on consumer satisfaction. Therefore, improving taste must be observed when developing food products.

Consumer satisfaction is an obligation that entrepreneurs should pay attention to, especially in the culinary sector. In today's modern era, many business actors in the culinary sector understand good and appropriate marketing strategies so that consumers are satisfied. Business actors must have strategies to sell their food so that consumers stay, and maintain the existence or increase the number of consumers, if consumers feel satisfied then these consumers will buy repeatedly (Firmansyah, 2018).

One of the foods that is much in demand now is foreign-style food with a spicy taste and of course at a cheap price. Spicy food is a favorite food in the eyes of Indonesian people, especially nowadays, especially at cheap prices, especially among students. Founded in early 2022, Wizzmie is one of the spicy noodle restaurants in the city of Surabaya currently, although it only has branches in Surabaya and Sidoarjo. Some people, from students to the

elderly, already know and have eaten at the Wizzmie restaurant (Faizah & Saryadi, 2019). Wizzmie has its own characteristics, namely noodles with a spicy taste and no sauce. There are several types of choices such as disco noodles, rocking noodles, and manja noodles and you can choose the level of spiciness. Apart from selling noodles, Wizzmie also sells various dimsum foods such as shrimp, shrimp cheese balls, shrimp spring rolls, dumplings, dumplings and of course there are other menus, and there are also many variants of drinks and gelato ice cream at Wizzmie Surabaya.

Regarding the influence of price and taste on consumer satisfaction, a study conducted by Ibadurrahman and Abdul (2022) shows that taste has a positive and significant effect on consumer satisfaction, while price has a positive and significant effect on consumer satisfaction, therefore the higher the quality of the taste. The better the taste and friendly price of the product, the higher the consumer satisfaction. Price has a positive and significant effect on consumer satisfaction (Astuti & Henny, 2019).

B. LITERATURE REVIEW

Price

Indrasari (2019) price is the value of goods and services which is valued through money. Price is a marketing mix whose nature can change. Meanwhile, according to Wibowo (2013) price is a determinant of the value of money and the price of a product. By holding prices, people can sell and buy goods at fair and acceptable prices. Prices have a basic role for the economy, consumers and companies. The role of prices in the economy, prices influence the level of wages, rent, interest and profits. Prices are an important basis in the economic system, because prices influence production factors. The role of price for consumers, price influences consumer perceptions (such as brand, value and quality), high prices are considered to have good quality, especially in special product categories. The role of prices For companies, prices for companies influence competition and market share, the impact of prices has an influence on income and prices (Nainggolan, 2022)

Taste

Taste is a way of selecting food where the choice is based on the taste of the food itself (Indrasari, 2017). Taste is the perfection of food which consists of appearance, smell, taste, texture and appearance. Taste is a way of choosing food or drinks that is separate from the taste itself. Indicators of taste are: aroma, taste (Maimunah, 2019). The complexity of taste can be related to natural perception. The smell, taste and stimulation of the three tourist destinations are able to influence the taste. The first landmarks can be recognized by the sensory sense and in the second world the final landmarks can be felt by sensory signals on the tongue (Mahfud, Ahmad, & Nurzam, 2021). Smell is part of the taste of food, namely its aroma. Where the aroma is known through living. If the smell of food changes, it is clear that it will affect the taste. The smell of food is a sign of the deliciousness of the food ingredients, in terms of the smell of the five senses of smell being more important in this case. Based on smell, taste is more dependent on the five senses of the tongue. The taste can be recognized and differentiated from the droplets found in the papillae, namely the orange-colored blood discharge on the tongue. Apart from being found on the tongue, it is also found in the pharynx, soft palate and hard palate. Mouth stimulation, the taste of food that is digested resembles a significant landmark. Foods that have taste-stimulating properties under the tongue or teeth can cue certain intuitive sensations. For example, if someone smells ammonia, apart from being a stimulating smell, it will also give rise to the perception that the smell is sharp (Rodli, 2017).

Consumer Satisfaction

According to Kotler and Armstrong (2017) consumer satisfaction is a person's enthusiasm or ability to match the intended product results with the desired benefits. Consumer satisfaction is effective from comparing the consumer's pre-purchase expectations with what the consumer gets from the purchased product. The outcome of consumer satisfaction, innovation has five main factors, the first of which is product quality (Siregar, Nofirman, Yusuf, Jayanto, & Rahayu, 2022). Customers are satisfied if the products that they uses are of high quality. Second, quality of service. Mainly in the service sector. Customers feel satisfied when they receive good service and according to what they want. The third is emotional.

Customers will be trusted and can be sure that other people will be impressed if they use goods from an identified brand that has a higher level of satisfaction. The fourth is price. Products that have the same quality but have relatively cheap prices will convey higher value to consumers (Sari, 2019; Sunandar, 2018). The final factor is cost. Consumers who do not need to incur additional costs or do not need to incur time will actually get a product or service and are satisfied with that product or service (Manus & Lumanauw, 2015).

Research Framework

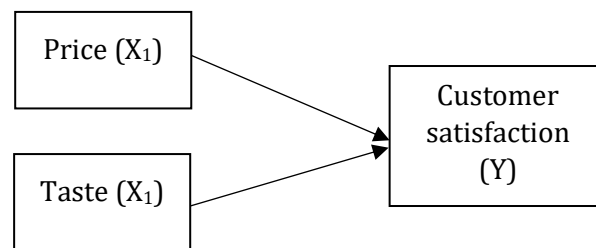


Figure 1. Research Framework

Hypothesis in this research:

H₁: There is a significant influence of price variables on consumer satisfaction

H₂: There is a significant influence of taste variables on consumer satisfaction

C. METHOD

This research uses quantitative research, namely research that requires a lot of calculations and numbers (Ghozali, 2018). Starting from the data collection process to its explanation. Population is a local area which consists of objects with distinct characteristics and features determined by the science studied and conclusions drawn from it. The population in this research is all customers who subscribe to the Wizzmie Surabaya restaurant. The Wizzmie restaurant consumers sampled in the research were 200 people, so I took 20% of the total population of consumers at the Wizzmie restaurant in Surabaya, so the result was 40 customers.

Operational definition

The definition of operational is a capacity or quantity that is not appropriate. Definition operational understanding means identifying a construct so that it becomes a variable or variable that can be determined (Ghozali, 2018).

Table 1. Operational definition

No	Variable	Definition	Indicator	Scale of measurement
1.	Price (X ₁)	Price is an intuition of the money value of goods and the price of goods	<ol style="list-style-type: none"> 1. Reachability price 2. Consistency with price benefit 3. Consistency price 4. Competitiveness price 	Ordinal
2.	Taste (X ₂)	The way you choose food must be separated from the taste of the food itself	<ol style="list-style-type: none"> 1. Smell it 2. Taste 3. Texture 4. Deliciousness 	Ordinal
3.	Consumer Fraud (Y)	Consumer satisfaction is a favorable feeling or disappointment that a person gets from comparing	<ol style="list-style-type: none"> 1. Comfort 2. Deception 3. Trust 4. transparency 	Ordinal

Data analysis techniques in this research using normality tests, classical assumption tests and multiple linear regression analysis are used to find out how much influence price (X₁) and taste (X₂) variables have on consumer satisfaction (Y). Multiple linear regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Y = Customer satisfaction

a = Constanta

- b₁, b₂, = coeficien variabe
- X₁ = Price
- X₂ = Taste
- e = error

D. RESULTS and DISCUSSION

Normality test

The normality test in this research used the Kolmogorov-Smirnov test, using SPSS v22. The results of the normality test can be seen in the table below:

Tabel 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.66451230
	Most Extreme Differences	
	Absolute	.067
	Positive	.067
	Negative	-.063
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Based on Table 2 the Kolmogorov-Smirnov test, it can be seen that the Sig (2-tailed) is 200, which means that if Sig > 0.05, then the sample comes from a population with normal distribution. The multicollinearity test is used to determine the absence of correlation between individual variables.

Table 3. Multicollinearity test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1	(Constant)	2.226	2.483		.897	.376		
	Harga	.306	.217	.200	1.412	.166	.855	1.170
	Cita rasa	.526	.150	.498	3.512	.001	.855	1.170

a. Dependent Variable: customer satisfaction

Table 3 has informed the VIF value is < 10 , whereas if we look at the tolerance value, it is known that the tolerance value is > 0.10 . So it can be interpreted that between the variables of assessment (X_1), price (X_2), and taste there is no multicollinearity.

Hypothesis Testing

a. t test

The t test is used in order to partially find out whether each independent variable (X) with respect to the dependent variable (Y) is meaningful or not. The test value can be known from the significance value and t counting value. If the significance value is < 0.05 then there is a difference between the dependent variable (X) and the dependent variable (Y). The results of the test can be seen in the following table

Table 4. t Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.226	2.483		.897	.376
	Harga	.306	.217	.200	1.412	.166
	Cita rasa	.526	.150	.498	3.512	.001

Based on Table 4 the results of the examination that has been carried out, grades are obtained:

1) Price (X_1) is related to consumer satisfaction (Y)

In the Table 4, a significance value of 0.166 was obtained. The results of the real-time analysis show that price does not have a positive and significant influence on consumer satisfaction

(0.166>0.05). The magnitude of the partial influence of service on consumer satisfaction is 0.200 or 20%. This means that the price is able to increase consumer satisfaction by around 20%.

2) Taste (X₂) is related to consumer satisfaction (Y)

In the Table 4, the results show a significance value of 0.001. The results of the analysis show that taste has a positive and significant influence on consumer satisfaction (0.001<0.05). The partial influence of taste on consumer loyalty is 0.498 or 49.8%. This means that taste is able to influence consumer satisfaction by 49.8%.

b. F test

This test is used to intuitively find out whether all the variables related to price (X₁) and taste (X₂) have a simultaneous influence on the variables related to consumer satisfaction (Y). The following are the results of the F test which are presented in the table below:

Tabel 5. F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.847	2	30.923	10.589	.000 ^b
	Residual	108.053	37	2.920		
	Total	169.900	39			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Taste, Price

Table 5 has informed that the results of the F test by using the SPSS program, it is known that in the statistical F test it is known that the significance value is approximately 0.000 less than 0.05, namely 0.000 < 0.05. So it can be concluded that the price variables (X₁) and taste (X₂) together influence consumer satisfaction.

c. *Multiple Linear Regression Analysis*

In the results of the analysis of using the SPSS program, the results of multiple regression analysis were obtained as follows:

Table 6. Multiple Linear Regression Analysis Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.226	2.483		.897	.376
Price	.306	.217	.200	1.412	.166
Taste	.526	.150	.498	3.512	.001

From the results of the explanation through the SPSS program, an intuitive regression equation can be seen. There is an intuitive linear regression equation:

$$Y = 2.226 + 0.306 X_1 - 0.526 X_2 + e$$

1) Constant (a) = 2.226

This means that all of the independent variables (price and taste) are likened to zero (0), so the value of the independent variable (consumer satisfaction) is 2.226.

2) Price (X₁) = - 0.306

The price variable coefficient value has a negative sign regarding consumer satisfaction with a regression coefficient value of 0.306. This shows that the value of the price variable is increased by 1 point or a temporary unit, the consumer price variable (Y) will increase by 0.306.

3) Taste (X₂) = + 0.526

The coefficient value of the taste variable has a positive sign on consumer satisfaction with a regression coefficient value of 0.526. This shows that the taste variable value is increased by 1 point or a temporary unit, the consumer satisfaction variable (Y) will increase by 0.526.

Discussion

This research was carried out to find out about the influence of price and taste on consumer satisfaction at the Wizzmie restaurant in Surabaya. Research is an analysis of research results which have been described as follows:

The Effect of Price on Consumer Satisfaction

Price is the main factor that consumers pay attention to, price is the value of goods and services that is measured in money. Therefore, price is always used as a benchmark of value based on the benefits obtained in the form of goods and services. In terms of

competition and product marketing, the retailer needs to set the right price in order to reflect the desires or preferences of the retailer, so that the price is something that must be taken into consideration (Faizah & Saryadi, 2019; Siregar et al., 2022). In this research. Price is an independent variable that is researched and tested and the results of this research show that the test results produced have a significance value of around 0.116, which means the significance value is greater than 0.05, which means that price has no influence on consumer satisfaction. And it can be concluded that price variables have no influence on consumer satisfaction at the Wizzmie restaurant in the city of Surabaya.

In this study, price has no influence on consumer satisfaction at the Wizzmie Surabaya store because prices do not differ significantly from other retailers, so that when considering the intuitive price of consumer sales, consumers feel that price is not the first consideration. Because the higher the price of the product, the higher the quality obtained, so that consumers are satisfied.

The Influence of Taste on Consumer Satisfaction

Taste is a way of choosing food that is selected through the taste of the food itself. Sometimes the food available does not have an attractive appearance even though the dietary content is high, which means that the superiority of the food is influenced by the level of consumer preference for the existing food. Basically, food processors or restaurants always work intuitively to create high quality products so that consumers appreciate that the taste of the restaurant is also delicious. Taste is an independent variable that is researched and tested in this research. The results show that the significance value is around 0.001, which means the significance value is smaller than 0.05, which indicates that the taste of the product has an influence on consumer satisfaction. It can be explained that taste variations have a significant positive influence on consumer satisfaction at the Wizzmie restaurant in the city of Surabaya. In the results of the partial hypothesis test, it was shown that there was an influence of taste variables on consumer satisfaction of around 49.8%. The results of this research are in line with the research results of Rodli (2017) and Siregar et al. (2022) which discussed the influence taste on consumer satisfaction, it was shown that

taste has a significant positive influence on consumer satisfaction at Mie Gacoan which is one of the places to eat in the city of Gresik. In the culinary industry, especially restaurants, taste is a factor that can attract consumers. Because taste is the property of food which consists of smell, taste and texture. The more delicious the food at the restaurant and the more delicious it is, the more it will inspire consumer satisfaction, so that if the consumer is satisfied with the taste provided by the restaurant, he will be more loyal to the restaurant.

The Influence of Price and Taste on Consumer Satisfaction

Consumerism is the most important thing in discussions about consumer loyalty, because consumers have an important intuitive role in assessing satisfaction with the product or service innovation provided by the company. In other words, consumers are buyers of goods produced (food, clothing, etc.). Consumer services only require the same services but also adequate services and quality. Consumer satisfaction is a related variable that is researched and thesis in this research. The desired results of the F test results state that a value of around 0.000 is less than 0.05. So it can be concluded that price and taste can significantly influence consumer satisfaction. It can be interpreted that there is a price influence, and the taste of consumer goods at the Wizzmie restaurant in the city of Surabaya, in the enthusiasm for consumer goods, the market is influenced by the intuition of changes in consumer goods and desires that change almost every time. Buyer will move forward by creating perception regarding price and taste (Mahfud et al., 2021). Consumer satisfaction is a compromise compared to consumer expectations. Restaurant marketing ultimately focuses on the value that consumers place on customer satisfaction. Increased competition in the for-profit and non-profit business world has resulted in restaurant services, prices and taste quality becoming more important in both the service sector and other industries.

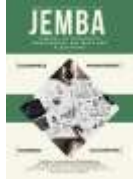
E. Conclusion

Based on the research that has been carried out regarding price, and the taste of consumer satisfaction at the Wizzmie restaurant in Surabaya, it can be concluded that the price has no influence on consumer satisfaction at the Wizzmie restaurant in Surabaya. Taste

has a significant positive influence on consumer satisfaction at the Wizzmie restaurant in Surabaya, amounting to 49.8 prices, and taste has a significant positive influence on consumer satisfaction at the Wizzmie restaurant in Surabaya. Research further suggests intuitively adding product quality variables to consumer satisfaction.

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