

THE EFFECT OF PRODUCT QUALITY AND PERCEIVED PRICE ON CUSTOMER SATISFACTION OF MIE ENDESS IN KAMAL DISTRICT (STUDY ON STUDENTS OF TRUNOJOYO UNIVERSITY MADURA)

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ABSTRACT

This study aimed to determine the effect of product quality and perceived price on customer satisfaction of Mie Endess, in Kamal District of University of Trunojoyo Madura students, both partially and simultaneously. The sample in this study was 100 students from the University of Trunojoyo Madura. The research was quantitatively based, with data analysis methods used as multiple linear regression tests. The results of the hypothesis test show that the product quality variable (X1) has a significant effect on the customer satisfaction variable (Y), and the perceived price variable (X2) has a significant effect on the customer satisfaction variable (Y). Simultaneously, customer product quality (X1) and perceived price (X2) have a significant effect on the customer satisfaction variable (Y) with a coefficient of determination (Adjusted R²) of 0.766. It means that 76,6% of customer satisfaction (Y) can be explained by product quality and perceived price. Then, the remaining 23,4% is explained or influenced by other causes (variables) that are not included in this study.

Keywords: Product quality, perceived price, satisfaction



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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas produk dan persepsi harga terhadap kepuasan pelanggan Mie Endess di Kecamatan Kamal dengan studi pada mahasiswa Universitas Trunojoyo Madura, baik secara parsial maupun simultan. Jumlah sampel dalam penelitian ini adalah 100 orang mahasiswa Universitas Trunojoyo Madura. Penelitian dilakukan dengan pendekatan kuantitatif, dengan metode analisis yang digunakan adalah uji regresi linier berganda. Dimana hasil uji hipotesis menunjukkan bahwa variabel kualitas produk (X₁) berpengaruh positif dan signifikan terhadap variabel kepuasan pelanggan (Y) dan variabel persepsi harga (X₂) berpengaruh secara positif dan signifikan terhadap variabel kepuasan pelanggan (Y), sedangkan secara simultan kualitas produk (X₁) dan persepsi harga (X₂) berpengaruh secara positif dan signifikan terhadap variabel kepuasan pelanggan (Y) dengan nilai koefisien determinasi (Adjusted R²) sebesar 0,766. yang berarti bahwa 76,6% kepuasan pelanggan (Y) dapat dijelaskan oleh variabel-variabel independen dalam penelitian ini, yaitu kualitas produk dan persepsi harga. Kemudian sisanya sebesar 23,4% dijelaskan atau dipengaruhi oleh sebab (variabel) lain yang tidak termasuk dalam penelitian ini.

Kata Kunci : Kualitas produk, persepsi harga, kepuasan

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INTRODUCTION

Nowadays, the culinary business is one of the sectors that attracts many entrepreneurs and always grows rapidly, accompanied by increasingly fierce competition. In the middle of this dynamic, the culinary business of spicy food is very popular now. As well as in Bangkalan, there are also many businesses engaged in the field of spicy food, especially noodles, such as Mie Pecut, Mie Mandes, Mie Jebew, Mie Endess, Mie Perang, Ciao Mie, Mie Aigoo, and many more. In the face of competition from similar products, business owners must formulate strategies to maintain market share and competition.

Mie Endess (Figure 1) is a well-known noodle brand known for serving delicious and diverse spicy noodle products. However, in the past two years, Mie Endess's popularity has declined. It can be seen from the Mie Endess branch in Kamal Subdistrict, which needs to be seen by many customers who eat there. Many customers have complained about the declining quality of Mie Endess products. Product quality in terms of food does not only include delicious flavors. In the context of Mie Endess, product quality includes elements such as noodle texture, cleanliness of ingredients, attractive presentation, and consistency in taste and quality. Mie Endess customers expect products that satisfy their palate and ensure an up-to-date and consistent culinary experience.



Figure 1. Mie Endess customer review

Source: <https://maps.app.goo.gl/iHeNxe9eu4WLgEVQ8>

The price is an essential consideration for customers when choosing a place to eat, as well as Mie Endess. The perceived price of Mie Endess products includes the question of whether the price charged is comparable to the quality provided. Customers tend to feel satisfied if they feel they are getting good value for the money they pay. Conversely, if their perceived price does not match the experience they receive, they may feel dissatisfied and look for other alternatives. Satisfaction in fast food restaurant customers is sensitive to perceived price (Syah et al., 2022). The difference between the perceived price of the customer and the actual price can be a substantial potential change in the customer's decision to buy or use the product or service (Kotler & Keller, 2016).

Over the past few years, customer preferences in the food industry have undergone significant changes. Customers are increasingly discerning in their selection of dining venues, and they tend to be more critical in rating product quality and perceived price. Customers want quality products at a relatively affordable price and the ease of obtaining the product (Yusuf et al., 2019). Therefore, an intensive understanding of how these factors affect customer satisfaction at Mie Endess is crucial.

This study examines the effect of product quality and perceived price on customer satisfaction at Mie Endess in Kamal. We will analyze how significant product quality and perceived price affect product quality in the context of food products. A deeper understanding of the influence of product quality and perceived price on customer satisfaction in the context of Mie Endess (food products) will help this business to remain relevant and competitive in the constantly evolving food market. This research aims to provide valuable insights for business owners and stakeholders in the food industry.

LITERATURE REVIEW

Customer Satisfaction

Satisfaction is a feeling that occurs in customers after comparing expectations with the level of service (performance) obtained by the customer (Kotler & Keller, 2013). Customers will feel satisfied if the performance obtained meets expectations. Otherwise, the customer will be disappointed if the performance is unexpected. Customer satisfaction can be achieved if, after using a product or service, the wants and needs of customers can be met, even exceeding their expectations (Muafa et al., 2020).

Product Quality

To answer consumer demand or needs, a product can be provided to the market to be noticed, bought, used, or consumed (Kotler et al., 2018). The concept of a product includes physical objects, services, events, individuals, places, organizations, ideas, or a combination. Product quality combines overall product characteristics generated from marketing, engineering, manufacturing, and maintaining strategies that allow this product to meet customer expectations (Chen & Gayle, 2019). High quality of food is a crucial marketing strategy that has the potential to satisfy and keep customers and provide them with an enjoyable purchasing experience (Zhong & Moon, 2020).

Perceived Price

Perceived price is essential for customer satisfaction because customers always measure value based on price (Al-Msallam, 2015). Customers assess prices based on the perceived value of the product. The price received and considered reasonable by customers has been the basis for their assessment of the price (Dalati & Al Hamwi,

2016). Perceived upgraded and recommended prices significantly impact customer satisfaction (Dalati & Al Hamwi, 2016). Because on the other hand, the perceived price could lead to negative perceptions, customer dissatisfaction, decreased repurchase behavior, negative assumptions, and complaints (Rothenberger, 2015).

Based on the results of some previous studies, it has been proved that there are some research gaps. Research conducted by Lestari (2017) showed that product quality does not positively and significantly affect customer satisfaction prices. Meanwhile, research from Pardede & Haryadi (2017) showed that product quality has a positive and significant effect on customer satisfaction. Research conducted by Ardiyansyah & Abadi (2023) showed that perceived price has no positive and significant effect on customer satisfaction. Research by Hartanto (2023) showed that perceived price positively and significantly affects customer satisfaction. Based on the explanation and exposure above, the author proposed the title "The Effect of Product Quality and Perceived Price on Customer Satisfaction of Mie Endess, in Kamal District (Study on Students of Trunojoyo University Madura)" for this research.

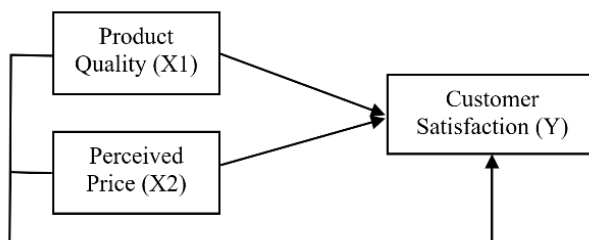


Figure 2. Framework

Source: Authors' own elaboration, 2023

The hypothesis in this study is as follows:

H1: Product Quality has a significant effect on Customer Satisfaction.

H2: Perceived Price has a significant effect on Customer Satisfaction.

H3: Product Quality and Perceived Price have a significant effect on Customer Satisfaction.

RESEARCH METHOD

This research was conducted at Mie Endess in Kamal District, and the approach used is quantitative. The population in this study were students of the University of Trunojoyo Madura in 2023, which, according to PDDikti, amounted to 20.313 people as a population. In determining the number of the sample, we used the Slovin formula.

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

Note:

n = Sample number

N = Population size

e = % error margin decided by the researchers

In calculating the sample number, researchers set a margin of error of 10% or 0.1. Then, the number of samples in this study was 100 people, with the following calculations below:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{20.313}{1 + 20.313(0,1)^2}$$

$$n = \frac{2.031.300}{20.413}$$

$$n = 99,51 \approx 100$$

This research used a nonprobability sampling method with purposive sampling as a sampling technique. Purposive sampling is a sample determined with specific considerations (Sugiyono, 2019). Considerations in this study include: 1) Have purchased Mie Endess products in Kamal District at least once; 2) Students of the University of Trunojoyo Madura.

Data collection is done by giving or distributing a list of questions to respondents. The data collection technique used in this study is an online questionnaire through Google Forms, which is distributed online (<https://forms.gle/AFzRASnKuNg6hZDv9>) to obtain data related to the research problem. The research instrument test used validity and reliability tests. The results of the statement validity test proved to be valid, and the reliability test results stated that the questionnaire was reliable. Hypothesis testing used multiple linear regression tests with normality, multicollinearity, and heteroscedasticity tests. Furthermore, hypothesis testing uses partial tests (t-test)

and simultaneous tests (f-test). The operational variables in this study are:

Table 1. Operational of the Variables

Variable	Sub Variable	Indicator
Customer Satisfaction (Lupioyadi, 2013)	<ol style="list-style-type: none"> 1. Product quality 2. Service quality 3. Emotional 4. Price 5. Cost 	<ol style="list-style-type: none"> 1. Product quality: The customer is satisfied with the product purchased. 2. Service quality: Customers are satisfied with the service provided when purchasing the product. 3. Price: Customers are satisfied with the price offered. 4. Emotional factors: The product purchased matches the customer's expectations. 5. Cost and convenience: The customer feels the convenience and only spends a little in buying the product.
Product Quality West et al (in Humairoh et al., 2022)	<ol style="list-style-type: none"> 1. Appearance 2. Portion 3. Temperature 4. Aroma 5. Degree of doneness 6. Taste 7. Shape 8. Color 9. Texture 	<ol style="list-style-type: none"> 1. Appearance: Food and beverages are presented in a way that attracts customers' attention, and food and beverages are served cleanly. 2. Portion: Food and beverages are served in appropriate portions. 3. Temperature: The temperature of the food served is acceptable. 4. Aroma: The aroma can be appetizing. 5. Degree of doneness: The Degree of doneness of the food and beverages served is appropriate to the type of food. 6. Taste: Food and beverage flavors are in line with customer expectations. 7. Shape: The cutting of food ingredients is suitable. 8. Color: Food and beverages served have attractive colors. 9. Texture: The suitability of the texture of food and beverages with its type.
Perceived Price (Kotler & Armstrong, 2008)	<ol style="list-style-type: none"> 1. Price affordability. 2. Price compatibility with the quality of the product obtained. 3. The superiority of price competitiveness. 4. Price compatibility with the benefits obtained. 	<ol style="list-style-type: none"> 1. Price affordability shows that the price offered is flexible and can be reached by consumers according to their purchasing power. 2. The relationship between price and product quality reflects that the price proposed is commensurate with the quality of the product provided. 3. The superiority of price competitiveness is reflected in offering competitive prices when compared to similar products on the market. 4. Conformity of price to benefits shows that the price offered is by the benefits felt by consumers.

Source: Data processed (2023)

RESULTS

Validity Test

Table 2 shows that of the three variables in this study, which consist of 19 questions, 10 from the product quality variable, four from the perceived price variable, and five from the customer satisfaction variable. Of all these questions (variables X and Y) have a value of $r\text{-count} > r\text{-table}$ (0.196), so the conclusion is that all question items (indicators) are valid. In addition, it can also be seen from the sig. Value, where the value is smaller than 0.05. So, it can be concluded that all questions (indicators) in this study are valid.

Table 2. Validity Test Result

Variabel	Indicator	R-Count	R-Table	Sig.	Description
Product Quality	X1.1	0,622	0,196	0,000	Valid
	X1.2	0,642	0,196	0,000	Valid
	X1.3	0,586	0,196	0,000	Valid
	X1.4	0,623	0,196	0,000	Valid
	X1.5	0,610	0,196	0,000	Valid
	X1.6	0,695	0,196	0,000	Valid
	X1.7	0,669	0,196	0,000	Valid
	X1.8	0,673	0,196	0,000	Valid
	X1.9	0,692	0,196	0,000	Valid
	X1.10	0,594	0,196	0,000	Valid
Perceived Price	X2.1	0,649	0,196	0,000	Valid
	X2.2	0,612	0,196	0,000	Valid
	X2.3	0,716	0,196	0,000	Valid
	X2.4	0,687	0,196	0,000	Valid
Customer Satisfaction	Y1	0,752	0,196	0,000	Valid
	Y2	0,736	0,196	0,000	Valid
	Y3	0,635	0,196	0,000	Valid
	Y4	0,732	0,196	0,000	Valid
	Y5	0,690	0,196	0,000	Valid

Source: Data processed, IBM SPSS versi 25 (2023)

Reliability Test

Based on Table 3, the reliability test results of the product quality, perceived price, and customer satisfaction variables have a Cronbach's Alpha value > 0.6 . It shows that the statement of each variable can be said to be reliable.

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	N of Items
Product Quality	0,896	10
Perceived Price	0,836	4
Customer Satisfaction	0,878	5

Source: IBM SPSS version 25 (2023)

Classical Assumption Test

Normality Test

Based on the results of the normality test using the One-Sample Kolmogorov - Smirnov test method (Table 4), it was found that the significant value was 0.200 (> 0.05), which means it can be concluded that the data in this study has a normal distribution.

Table 4. Kolmogorov-Smirnov Test Result

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.50167348
Most Extreme Differences	Absolute		.064
	Positive		.056
	Negative		-.064
Test Statistic			.064
Asymp. Sig. (2-tailed)			.200 ^{c,d}
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			

Source: IBM SPSS version 25 (2023)

Based on the test results, the Probability Plot (P-Plot) graph (Figure 3) also shows that the points (data) spread around the diagonal line, and the direction also follows the diagonal line, which indicates that the pattern is normally distributed. So, it can be concluded that the regression model has met the normality assumption and is suitable to use.

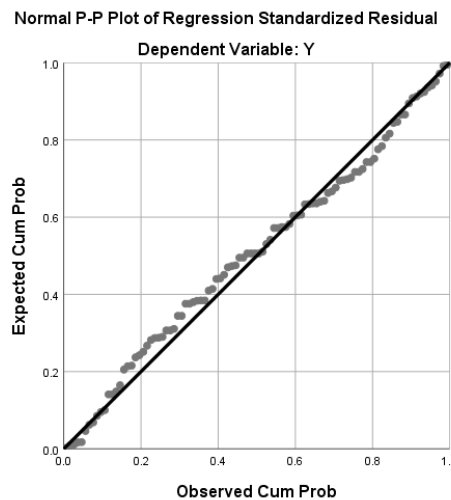


Figure 3. Normality test result (Normal P-Plot)

Source: IBM SPSS version 25 (2023)

Multicollinearity Test

The test results shown in Table 5 show that each variable used as a predictor of the regression model has a VIF value that is less than 10 ($2,156 < 10$) and a tolerance value of more than 0.1 ($0.464 > 0.1$). It means that the independent variables (X) used in this study did not show any symptoms of multicollinearity, so each independent variable in this study is a mutually independent variable, so multiple linear regression tests can continue to be carried out.

Table 5. Multicollinearity Test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Quality	.464	2.156
	Perceived Price	.464	2.156

Source: IBM SPSS version 25 (2023)

Heteroscedasticity Test

The test results illustrated in the scatterplot graph (Figure 4) show that the points spread randomly and spread both below and above zero on the Y-axis. Then, it can be concluded that in the regression model, there are no symptoms of heteroscedasticity, which means there is no meaningful disturbance in this regression model.

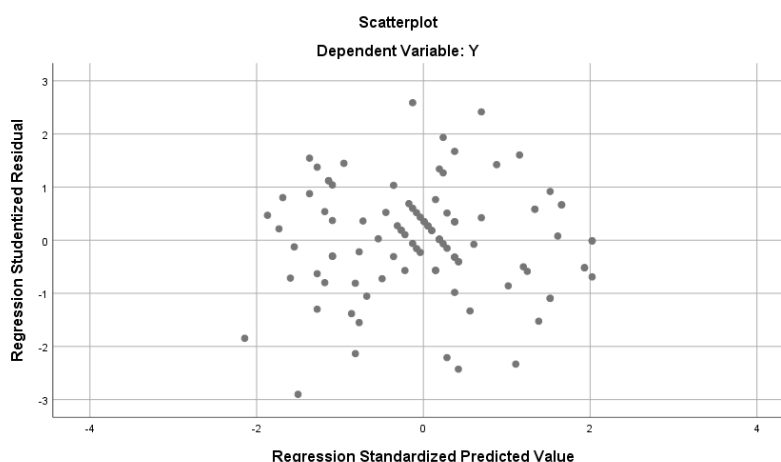


Figure 4. Heteroscedasticity test result (Scatterplot)

Source: IBM SPSS version 25 (2023)

Multiple Linear Regression Analysis

Based on Table 6 regarding the results of multiple linear regression tests using the SPSS version 25 for Windows program, the Unstandardized coefficients regression equation form is obtained as follows:

$$Y = -0,188 + 0,252X_1 + 0,631X_2$$

Note:

Y = Customer satisfaction

X₁ = Product Quality

X₂ = Perceived price

From the results of the multiple linear regression equation in this study, it can be concluded that:

1. The constant value = -0,188 means that if product quality (X₁) and perceived price (X₂) are equal to zero (0), then the amount of customer satisfaction is -0,188. The negative constant value means that if variable X does not exist, the value of variable Y will decrease. It indicates that variable X has a significant influence on variable Y.
2. The value of product quality (X₁) gives a positive result of 0,252, which means that with every increase in product quality by one unit, customer satisfaction will increase by 0,252.
3. The value of perceived price (X₂) gives a positive result of 0,991, which means that with every increase in perceived price by one unit, customer satisfaction will increase by 0,991.

Based on this equation, it is known that product quality and perceived price have a positive and significant effect on customer satisfaction. Customer satisfaction will increase if product quality and perceived price variables increase.

Table 6. Multiple Linear Regression Analysis

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	-.188	1.161	
	Product Quality	.252	.043	.420
	Perceived Price	.631	.086	.522

a. Dependent Variable: Y

Source: IBM SPSS version 25 (2023)

Hypothesis Test**T Test (Partial)**

The t-test results (Table 7) show that variable X_1 (product quality) obtained t_{count} of 5,883 with a significant level of 0.222. By using a significance limit of 0.05, the t table is 1,984. So that the t_{count} is higher than the t_{table} ($5,883 > 1,984$), which means H_0 is rejected, and H_a is accepted. With a significant level of $0,000 < 0,05$, it can be concluded that product quality (X_1) significantly affects customer satisfaction (Y).

The t-test results for variable X_2 (perceived price) obtained t_{count} of 7,310 with a significant level of 0.000. By using a significance limit of 0.05, the t table is 1,984. So that t_{count} is higher than t_{table} ($7,310 > 1,984$), which means H_0 is rejected, and H_a is accepted. With a significant level of $0,000 < 0,05$, it can be concluded that perceived price (X_2) has a significant effect on customer satisfaction (Y).

Table 7. T Test Result

Coefficients ^a			
Model		t	Sig.
1	(Constant)	-.162	.872
	Product Quality	5.883	.000
	Perceived Price	7.310	.000

a. Dependent Variable: Y

Source: IBM SPSS version 25 (2023)

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Table 8 shows the ANOVA or F test results, which show that the F_{count} value is 162,828 and the obtained F_{table} value is 3,09 ($162,828 > 3,09$) with a significance level of 0,000 ($0,000 < 0,05$). So, the independent variables, which include product quality (X_1) and perceived price (X_2), simultaneously have a significant positive effect on customer satisfaction (Y).

Table 8. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	749.503	2	374.751	162.828	.000 ^b
	Residual	223.247	97	2.302		
	Total	972.750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: IBM SPSS version 25 (2023)

Determination Coefficient Test (R²)

Table 9 shows the test results from the SPSS 25 program on the summary model. It shows that the amount of Adjusted R Square is 0.766, which means that 76,6% of customer satisfaction (Y) can be explained by the independent variables in this study, namely product quality and perceived price. Then, the rest (100% - 76,6% = 23,4%) is explained or influenced by other causes (variables) not included in this study.

Table 9. Determination Coefficient Test Results (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 ^a	.770	.766	1.517
a. Predictors: (Constant), X ₂ , X ₁				
b. Dependent Variable: Y				

Source: IBM SPSS version 25 (2023)

DISCUSSION

The Effect of Product Quality on Customer Satisfaction

Based on the results of partial testing (t-test) give the result $t_{\text{count}} 5,883 > t_{\text{table}} 1,984$ with a significant level of $0,000 < 0,05$, it showed that product quality (X₁) could increase customer satisfaction of Mie Endess, so it has a positive and significant effect on customer satisfaction (Y). The results of this study are supported by the results of previous research by Darmawan (2019), Zhong & Moon (2020), and Hamyana et al. (2023), which state that product quality has a significant effect on customer satisfaction. Based on the test results, the product quality variable significantly affects customer satisfaction, so the hypothesis is accepted. Mie Endess business owners need to maintain and improve the quality of their products by increasing the quality of raw ingredients. It can improve the overall taste and quality of the product. Then, product quality can be improved by improving the quality of the production process; this can improve production efficiency and consistency so that the products produced are of higher quality. As well as providing new product innovations that will increase product competitiveness and attract new customers.

The Effect of Perceived Price on Customer Satisfaction

Based on the results of partial testing (t-test) give the result $t_{\text{count}} 7,310 > t_{\text{table}} 1,984$ with significant level of $0,000 < 0,05$, it showed that perceived price (X₂) can increase customer satisfaction of Mie Endess, so it has a positive and significant effect on customer satisfaction (Y). The results of this study are supported by Setiadi et al. (2022) who said that perceived price has a significant effect on customer satisfaction. Based on the test results, the perceived price variable significantly affects customer satisfaction, so the hypothesis is accepted. Several steps can be taken by Mie Endess so that perceived price can increase, such as maintaining affordable product prices because customers already have good price perceptions of Mie Endess products; besides that, it is also necessary to provide discounts or offer economical packages on certain products to attract customers and increase perceived price. Mie Endess can also increase promotions so that customers will be more aware of the products offered and feel that the price offered is commensurate with these products.

The Effect of Product Quality and Perceived Price on Customer Satisfaction

Based on the test results (f-test), it showed that product quality (X₁) and perceived price (X₂) have a simultaneous and significant effect on customer satisfaction (Y), because the value of $f_{\text{count}} 162,828 > f_{\text{table}} 3,09$, With a significance level of $(0,000 < 0,05)$, so that it can be said that product quality (X₁) and perceived price (X₂) have a positive and significant effect. This study's results align with previous research by Ekasari et al. (2019) and Retno (2020), which states that product quality and perceived price simultaneously affect customer satisfaction. Based on the test results, product quality variables and perceived price significantly affect customer satisfaction, so the hypothesis is accepted. It is hoped that Mie Endess, which maintains high-quality products, can provide higher customer satisfaction because customers will feel satisfied with the results of these products. It is also necessary for

Mie Endess to be able to provide appreciation by offering discounts and promos, giving prizes, or providing better service. Customers will feel appreciated and satisfied with the services provided by giving appreciation. A CRM (Customer Relationship Management) system can help Mie Endess increase customer satisfaction. By using a CRM system, Mie Endess can monitor customer satisfaction, fix customer problems, and improve.

CONCLUSION

This study aims to determine the effect of product quality and perceived price on customer satisfaction of Mie Endess in Kamal District, either partially or simultaneously, by using a multiple linear regression analysis method. From the formulation of problems, objectives, and research hypotheses, as well as discussion of the research results that have been stated in the previous chapter, several conclusions can be drawn from this study as follows:

1. The results of hypothesis testing on the effect of product quality on customer satisfaction showed that product quality significantly affects customer satisfaction of Mie Endess in Kamal District.
2. The results of hypothesis testing on the effect of perceived price on customer satisfaction show that perceived price significantly affects customer satisfaction of Mie Endess in Kamal District.
3. The results of testing the effect of product quality and perceived price on customer satisfaction show that simultaneously, product quality and perceived price significantly affect customer satisfaction of Mie Endess in Kamal District.

In addition, the results of this study also showed that of the two variables used, product quality is the variable that has a dominant effect on Mie Endess customer satisfaction. Therefore, efforts to increase satisfaction can be focused on improving product quality. After that, price perception can be the second priority that needs to be improved.

Suggestion

The management of Mie Endess in Kamal District needs to continue developing strategies to improve product quality. It could involve regular training for kitchen staff, selection of high-quality ingredients, and innovation in the menu items. It is necessary to reassess the pricing strategy to improve the perceived price. There may be a need for price adjustments or special offers that attract the attention of customers who are the primary target market. Moreover, Mie Endess is underutilizing social media to strengthen its brand image, and listening to customer feedback is a practical step. Positive interactions on social media platforms can increase customer interest and trust.

Research Limitation

Due to limited resources, some limitations need to be considered. The research sample was limited to students of Trunojoyo University Madura, so the results may need to be more generalizable to a broader population. The research was only conducted at one Mie Endess branch in Kamal. It was conducted by distributing questionnaires online. The research only considers product quality and perceived price in affecting customer satisfaction. This study does not fully consider external factors such as market trends and local economic conditions. Future research can address these limitations to provide a more comprehensive understanding. By recognizing the challenges and potential for improvement, this research provides a foundation for Mie Endess in Kamal and related parties to take proactive measures to increase customer satisfaction and strengthen their position in an increasingly competitive culinary market.

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