Factors that Influence Customer Satisfaction with Kitha Sukardi Hamdani's Geprek Chicken

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| ARTICLE INFO	ABSTRACT
	This study will identify and analyze the elements that influence consumer satisfaction at Ayam Geprek Kitha Sukardi Hamdani. This study uses an unknown number of consumers of Crushed Chicken Kitha Sukardi Hamdani, so the sampling approach used is the theory of hair, and the research sample is 100 consumers. Researchers collect data from primary sources, especially questionnaire given to respondents, then tested using SPSS version 25 with multiple linear regression tests, determinants tests, partial tests, simultaneous tests. assessing research conclusion using multiple linear analysis. Based on the results of the study, it is clear that all elements, including product quality, price, location, and service quality, can affect consumer satisfaction at Ayam Geprek This is the story of Kitha Sukardi Hamdani.
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INTRODUCTION

Ayam geprek is a popular dish served in various restaurants and eateries. Since the Dutch colonial era, Yogyakarta, Central Java, has been known for its ayam geprek, a traditional delicacy. The name "ayam geprek " refers to the method of preparation, which is to fry the chicken until crispy and then crush or pound it with a pestle until it resembles mashed fried chicken. Because ayam geprek is usually served on a clay plate with fresh vegetables and spicy chili sauce, the presentation is unique to Yogyakarta. Ayam geprek is a favorite among fans of traditional Indonesian spicy cuisine because of the combination of the freshness of the vegetables, the spiciness of the chili sauce, and the savory taste of the chicken (pergikuliner.com). The main components of ayam geprek-chicken pounded and seasoned with a unique chili sauce-remain intact despite innovations and evolutions in the recipe. Ayam geprek is increasingly popular because of its combination of spicy and savory flavors. This dish remains popular with the public even though times continue to change and the

population continues to grow, especially because it tastes delicious and is practical. The fact that geprek chicken is equally popular across all walks of life further shows how well this food has adapted to society's ever-changing tastes.

Geprek Ayam Many students choose Kitha Sukardi Hamdani because of its strategic location, comfortable atmosphere, and delicious cuisine. It is located at Jl. Mayor Sukardi Hamdani No. 48a, Labuhan Ratu, Kec. Kedaton, Bandar Lampung City, Lampung. However, some consumers expressed dissatisfaction with the service and goods sold. One of the obstacles is the inability of customers to adjust the level of spiciness of the chili sauce according to their taste. Customers who prefer spicy food are disappointed, while those who don't like it find it too spicy. Long waiting times are another problem that arises, especially during peak hours and during prayer times. Employees must pray in congregation first, which often causes delays in service procedures. In addition, some customers expressed dissatisfaction with the unfriendly attitude of the cashier staff during the restaurant's peak hours, which gave the impression that the service was unprofessional. The following graph illustrates how these problems also impact sales at Ayam Geprek This is the story of Kitha Sukardi Hamdani.
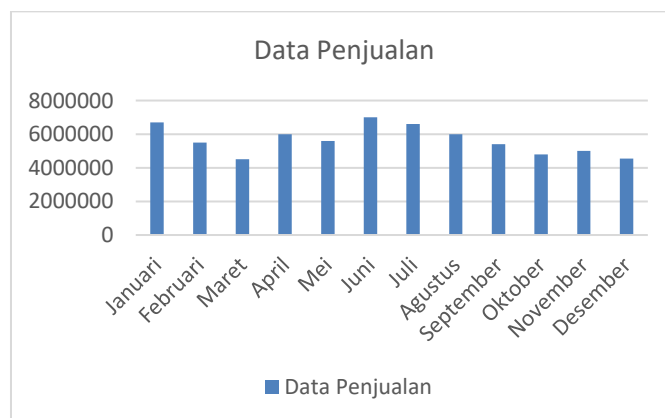
Figure 1.
Sales Graph for Ayam Geprek Kitha Sukardi Hamdani Year 2023

The restaurant has not been able to maintain consistency in selling its products, based on sales data for Ayam Geprek. Kitha Sukardi Hamdani in 2023 which showed fluctuations but tended to decline. The significant and continuous decline in sales was most likely caused by low customer satisfaction, which stated that customers were disappointed and would not make repeat purchases. In relation to the facts explained, the researcher will examine the factors that influence customer satisfaction of Ayam Geprek This is the story of Kitha Sukardi Hamdani.

Gap research conducted by a particular research refers to the void or area that has not been explored or studied much in previous research that is relevant

to the topic being researched. Such as research conducted by Aprita Nur Maharani & Ali Alam (2022), Marwanto et al. (2022)and Purba et al. (2023)which states that customer satisfaction is influenced by product quality. Furthermore, with research Leonardo et al. (2021), Nasution & Aslami (2022), and Febriatu Sholikhah (2023)which states that consumer satisfaction is influenced by price. Then, research conducted by Desrianto (2020), Fitriyani (2022), and Guslina (2023) which states that location also influences customer satisfaction. Finally, research conducted by Darmawan et al. (2020), Mahira et al. (2021), and Masuku et al. (2024)which states that customer satisfaction is influenced by service quality.

research gap identified in previous studies, where various factors such as product quality, price, location, and service quality were found to have an influence on customer satisfaction, this study aims to analyze in more depth the influence of these factors on customer satisfaction, as well as identify the interactions between these factors in a broader context or in a specific sector.

Quality Product

According to Kotler & Keller (2018), product quality is a product that has the ability to perform its intended function, including accuracy, durability, and general dependability. Businesses must continuously strive to improve the quality of their goods and services because it can satisfy consumers and motivate them to buy the same goods again. "Online product quality is an activity carried out by companies or business actors to market and advertise products or services through online media (the internet), with the aim of avoiding direct interaction between buyers and sellers," according to Taat Kuspriyono in Zikrie & Lestira Putri Warganegara (2022). The traditional definition of quality, according to Tjiptono (2019), is the performance of a product, which includes features such as reliability, usability, and beauty. Quality in the context of strategy refers to everything that can satisfy customer desires and expectations. Kotler & Keller (2017)lists the following as measures of product quality: (1) quality, (2) packaging, (3) size, and (4) product diversity.

Price

According to Kotler & Keller (2018), price is part of the marketing mix not only plays a role in determining options, but also functions as a means to convey the value of a product. Kotler & Keller (2021)continues by saying that price is comparable to currency, which can change based on consumer demand. According to Tjiptono (2019), price is referred to as the value of a marketing mix component that generates revenue. According to the journal article Siburian & Kartika (2021), Price is the amount of money that must be paid by customers to pay for products or services. Price is stated in rupiah for exchange or

transactions. Measurement of price perception variables is based on research Sumarwan & Tjiptono (2018)that includes the following elements: (1) price competitiveness, (2) price affordability, (3) price suitability, and (4) price based on benefits.

Location

The area or location where a business operates and sells its goods is called location. Choosing a strategic location, especially in an urban area, and considering how easy it is for customers to reach the location are two major factors in starting a business (Wijaya & Habiburahman, 2023). According to Swastha (2019), location is the location of a business or business activity. The proximity to urban areas, accessibility, and travel time are important elements in business development. Each type of business will have a different ideal location. Choosing the right community is the first step in determining the location, which is Kotler & Keller (2018)called one of the important elements of success. Potential economic growth, stability, competition, climate, and various other considerations all play an important role in the decision to choose a location. To ensure the long-term survival of the business, the location must have the capacity to drive economic expansion. A company may have to relocate or close if environmental changes cause the location conditions to deteriorate (Warganegara & Chaniago, 2023).Sumarwan & Tjiptono (2018) explains the indicators that can be taken from the location, namely: 1. *Place* (Place), 2. *Parking,* 3. *Accessibility,* and 4. *Infrastructure.*

Quality of Service

According to Muhith et al. (2023), Service quality is an effort to meet customer needs and expectations and ensure timeliness in achieving the standards they expect. All services provided by the company while the customer is on site are included in this service quality. On the contrary, Ahmed et al. (2023)describing service quality as a person's actions with the aim of ensuring customer and staff satisfaction. According to Zhang et al. (2023), providing exceptional service requires high-quality service. Since customer happiness is directly affected by service quality, which can only be achieved when service quality is at its best, service quality is a major concern for businesses. According to Ginting et al. (2023), service quality is an effort by service providers to offer perfect services that can meet customer demands and preferences in meeting their desires. According to Shah et al. (2023), service quality is correlated with the level of difference between what customers expect and what they actually receive. Fitzsimmons in Tjiptono (2019)putting forward five main indicators in measuring service quality, namely: *Reliability, Tangibles, Responsiveness, Assurance,* and *Empathy.*

Customer satisfaction

The condition where a customer gets the needs and expectations according to the customer is called customer satisfaction (Sari & Aprileny, 2020). Products that tend to be good, then customers will be happy and continue to use them, develop loyalty, and happily recommend them to others. The level of customer happiness or dissatisfaction, which is formed from the relationship between product results and customer expectations, will have an impact on the choice to buy. Customers who feel that their desires are not met will be disappointed, conversely if they meet their desires they will be satisfied. According to Hawkins and Lonney discussed by Sumarwan & Tjiptono (2018), customer satisfaction indicators are: (1) Conformity of Expectations, (2) Interest in Returning, and (3) Willingness to Recommend.
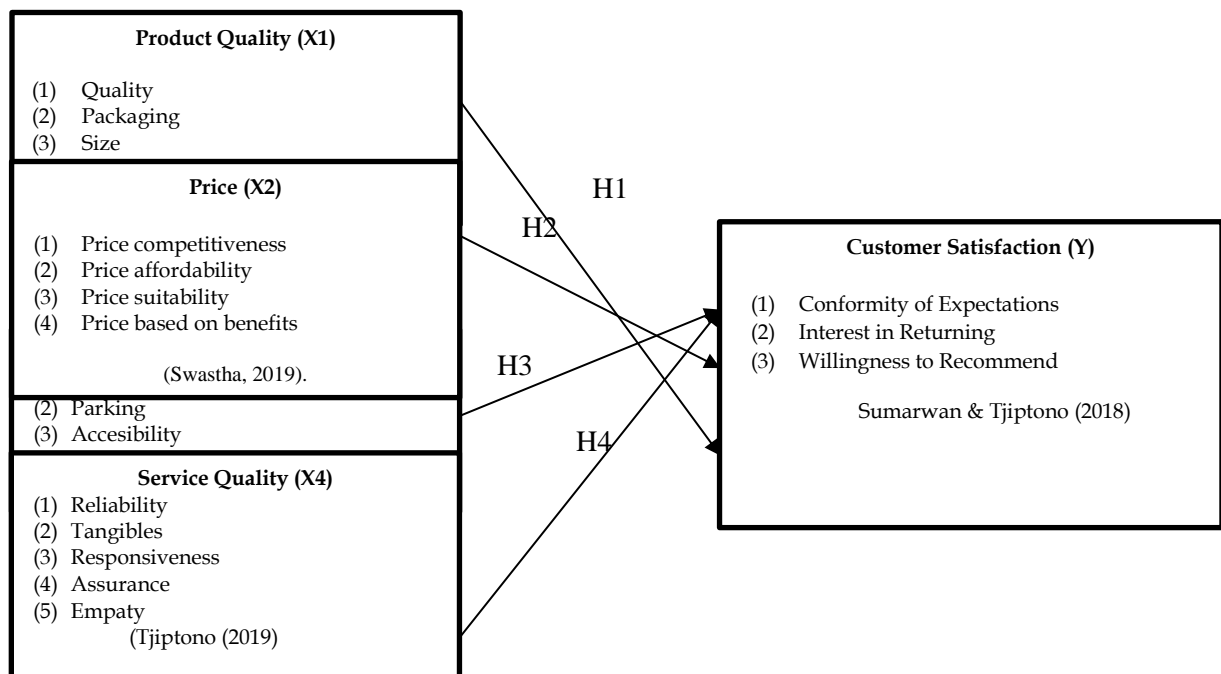
Figure 2.
Conceptual Framework

Hypothesis

Sugiyono (2018) define hypothesis as solution term short to challenge research formulated as Question. Hypothesis following can submitted based on history problems and issues latest :

H_1 : Product quality can have a positive effect on customer satisfaction at Ayam Geprek Kitha Sukardi Hamdani

H_2 : Price can have a positive effect on customer satisfaction at Ayam Geprek Kitha Sukardi Hamdani

H_3 : Location can have a positive effect on customer satisfaction at Ayam

Geprek Kitha Sukardi Hamdani

H$_4$: Service quality can have a positive effect on customer satisfaction at Ayam Geprek Kitha Sukardi Hamdani

RESEARCH METHOD

This study is a quantitative study that aims to test and analyze the relationship between various factors that influence customer satisfaction using a statistical approach, this study will collect data from respondents and analyze it to identify the influence of each variable on customer satisfaction. All customers or those who have made purchases at Ayam Geprek Kitha Sukardi Hamdani is the population studied. The technique used is *non-probability* sampling combined with sampling based on consideration. Hair et al. (2019)proposes to multiply the number of indicators by 5 to 10 to determine the number of samples. A minimum of 100 samples with an alpha of 0.05 or 0.01 is needed to obtain a simple effect size and an appropriate sample size. Therefore, the following sample sizes were used in this study:

Sample   = Number of indicators x
= 20 × 5
= 100

Sample calculations carried out resulted in the conclusion that this research requires a minimum of 100 respondents. The questionnaire was then will given to a group Respondent selected. This study uses the device SPSS 25 software to facilitate data analysis. Various tests were conducted, including validity test, reliability test, multiple linear regression test, parisal test, determination test.

RESULT AND DISCUSSION
Validity Testing

Table 1.
Validity Test Results

Q	X1	X2	X3	X4	Y
1	.872	.812	.878	.843	.724
2	.885	.896	.910	.830	.836
3	.804	.897	.848	.938	.792
4	.841	.875	.910	.747	.821
5	.844	.848	.922	.830	.872

Source: data processed with SPSS25, 2024.

It can be concluded from the results of the previous statistical test that all questions are valid because as many as 25 questions from each variable have a calculated r value that is greater than the table r value (0.361).

Reliability Testing

Table 2.
Reliability Test Results

Variables	Cronbach's Alpha
Product Quality	.903
Price	.911
Location	.973
Quality of Service	.891
Customer satisfaction	.868

Source: data processed with SPSS25, 2024.

The questionnaire used in this study was considered reliable based on the results of the reliability test above, which showed an alpha value greater than 0.60. This indicates that the measuring instrument used in this study can consistently produce measurement results when evaluating the same symptoms.

Descriptive Analysis

Based on the results of respondents' answers to the questionnaire that has been distributed for all variables, the descriptive statistical results can be explained as follows:

Table 3.
Descriptive Analysis of Product Quality

Q	Minimum	Maximum	Average	Std. Deviation
1			4.64	0.704
2			4.60	0.667
3	3	5	4.25	0.575
4			4.29	0.640
5			3.85	0.592

Source: Data Processed by *SPSS25*, 2024.

The average value of respondents' responses to all question items related to the product quality variable is 4.33, which is the same as the "Agree" criterion, as can be explained from the previous table. This shows that the majority of respondents consider the Ayam Geprek product Kitha Sukardi Hamdani has good quality. Customers consider that the taste, cleanliness, and appearance of the products offered meet or even exceed their expectations.

Customer satisfaction is positively influenced by these high-quality products, and this can increase customer loyalty and encourage business sustainability.

Table 4.
Descriptive Analysis of Price

Q	Minimum	Maximum	Average	Std. Deviation
1	3		4.12	0.671
2			4.20	0.841
3	2	5	4.21	0.769
4			4.25	0.880
5			3.99	0.689

Source: Data Processed by *SPSS25,* 2024.

From the table above, it can be seen that the average score of respondents' responses to each question related to the price variable is 4.15, or the "Agree" criterion. This shows that customers consider the price of Ayam Geprek Kitha Sukardi Hamdani is reasonable and worth the value they get. This low price can be one of the factors that encourage customers to make purchases and can increase the likelihood of future purchases, which will ultimately increase sales and customer satisfaction.

Table 5.
Descriptive Analysis of Location

Q	Minimum	Maximum	Average	Std. Deviation
1			3.93	0.728
2			4.14	0.829
3	2	5	4.25	0.783
4			4.01	0.835
5			4.16	0.788

Source: Data Processed by *SPSS25,* 2024.

The average value of respondents' responses to all question items related to the location variable is 4.10, which is the same as the "Agree" criterion, as can be explained from the previous table. This shows that customers consider the location of Ayam Geprek Kitha Sukardi Hamdani is strategic and easily accessible. One of the key elements that support accessibility for customers and make them feel more comfortable when visiting and buying goods there is the existence of this key location. Both visitor volume and customer satisfaction can increase with a well-chosen location.

Table 6.
Descriptive Analysis of Service Quality

	Minimum	Maximum	Average	Std. Deviation

			3.86	0.752
1			3.86	0.752
2	3		4.00	0.667
3		5	4.29	0.624
4			4.03	0.688
5	2		4.02	0.666

Source: Data Processed by *SPSS25,* 2024.

The average value of respondents' responses to all question items related to the service quality variable is 4.04, which is the same as the "Agree" criterion, as can be explained from the previous table. This shows that customers are happy with the level of service provided by Ayam Geprek Kitha Sukardi Hamdani. Customers can have a better experience, be more satisfied, and perhaps become more loyal when they receive high-quality service.

Table 7.
Descriptive Analysis of Customer Satisfaction

Q	Minimum	Maximum	Average	Std. Deviation
1			4.04	0.511
2			4.31	0.677
3	3	5	3.92	0.662
4			4.12	0.700
5			4.37	0.720

Source: Data Processed by *SPSS25,* 2024.

The table provides an explanation of why the average score for all question items related to the customer satisfaction variable is 4.15, or the "Agree" criterion. This shows that customers are happy with Ayam Geprek's goods and services. Kitha Sukardi Hamdani. High customer satisfaction indicates that the restaurant can meet their expectations for location, service, price, and product quality, which can increase repeat business and customer loyalty.

Multiple Linear Regression Analysis

Tabel 8.
Multiple Linear Regression Analysis

Coefficients [a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.

1	(Constant)	4.019	2.248		1,788	.077
	Product Quality	.230	.097	.230	2.377	.019
	Price	.155	.071	.190	2.183	.032
	Location	.229	.071	.301	3.207	.002
	Quality of Service	.191	.079	.203	2.428	.017
a. Dependent Variable : Customer Satisfaction						

Source: Data Processed by *SPSS25,* 2024.

Interpretation

$Y = \alpha + \beta1\ X1 + \beta2\ X2 + \beta3\ X3 + \beta4\ X4 + e_t$

$Y = 4.019 + 0.230X1 + 0.155X2 + 0.229X3 + 0.191X4 + e_t$

Interpretation:

1. The constant value (a) of 4.019 means that the customer satisfaction value will remain at 4.019 if all independent variables remain constant.
2. If all variables remain constant, then product quality will contribute 0.230. This can be seen from the coefficient value of product quality of 0.230.
3. If all variables remain constant, then the price will contribute 0.155. This can be seen from the coefficient value of the price of 0.155.
4. If all variables remain constant, then the location will contribute 0.229. This can be seen from the coefficient value of the location of 0.229.
5. If all variables remain constant, then the quality of service will contribute 0.191. This can be seen from the coefficient value of the quality of service of 0.191.

Coefficient of Determination

Table 9. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 [a]	.401	.376	2.130
a. Predictors : (Constant), Service Quality, Product Quality, Price, Location				

Based on the test results above, it can be seen that customer satisfaction is influenced by changes in the independent variables, namely product quality, price, location, and service quality, with an R square of 0.401 or 40.1%, the remaining 59.9% is influenced by other factors not studied by the author.

Partial Hypothesis Test or t-Test

Table 10.

Partial Hypothesis Test or t-Test

Coefficients [a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.019	2.248		1,788	.077
	Product Quality	.230	.097	.230	2.377	.019
	Price	.155	.071	.190	2.183	.032
	Location	.229	.071	.301	3.207	.002
	Quality of Service	.191	.079	.203	2.428	.017
a. Dependent Variable : Customer Satisfaction						

Source: Data Processed by *SPSS25,* 2024.

1. The first hypothesis is accepted, so that customer satisfaction with Ayam Geprek Kitha Sukardi Hamdani is influenced by product quality, this is because the calculated t (2.377) > t table (1.984), the sig. value is smaller than 0.05.

2. The second hypothesis is accepted, so that customer satisfaction with Ayam Geprek Kitha Sukardi Hamdani is influenced by price, this is because the calculated t (2.183) > t table (1.984), the sig. value is smaller than 0.05.

3. The third hypothesis is accepted, so that customer satisfaction with Ayam Geprek Kitha Sukardi Hamdani is influenced by location, this is because the calculated t (3.207) > t table (1.984), the sig. value is smaller than 0.05.

4. The fourth hypothesis is accepted, so that customer satisfaction with Ayam Geprek Kitha Sukardi Hamdani is influenced by the quality of service, this is because the calculated t (2.377) > t table (1.984), the sig. value is smaller than 0.05.

CONCLUSION

Based on the results of data analysis, it was found that customer satisfaction with Ayam Geprek Kitha Sukardi Hamdani is positively and significantly influenced by several factors. First, product quality is proven to have a positive and significant influence on customer satisfaction. In addition, price also plays an important role in increasing customer satisfaction at the restaurant. The location factor is no less important, because it also contributes positively and significantly to the level of customer satisfaction. Finally, service quality also significantly influences customer satisfaction, making service a factor that cannot be ignored in achieving customer satisfaction.

Based on the results of descriptive and quantitative data analysis, there are several recommendations that can be given to Ayam Geprek Kitha Sukardi Hamdani to improve customer satisfaction. First, in the descriptive analysis of product quality, the question with the lowest score is number 5, which shows that customers want a more diverse menu selection. Therefore, Ayam Geprek Kitha Sukardi Hamdani should increase the variety of menus so that customers can choose from a wider range of options. Second, in the price analysis, the lowest question is also at number 5, which indicates that online payments need to be improved. Therefore, this restaurant is advised to implement an online payment system, such as using QRIS, to facilitate transactions for customers. Third, regarding location, the lowest question is at number 1, which indicates that although this restaurant is close to campus, the location is not too close to major road access. Therefore, this restaurant should consider maximizing its accessibility by evaluating the location or ways to increase visibility. Finally, in the service quality analysis, the lowest question is at number 1, which indicates that the appearance and abilities of employees need to be considered better. As a recommendation, Ayam Geprek Kitha Sukardi Hamdani can improve employee training and pay attention to their appearance in order to provide more professional service, which in turn will increase customer satisfaction.

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