

A COMPARATIVE STUDY OF THE ANALYSIS OF THE EFFECT OF PRODUCT QUALITY, PRICE, AND BUSINESS LOCATION ON CONSUMER SATISFACTION OF THE STUDENTS CANTEEN OF UNIVERSITAS DARUSSALAM GONTOR (STUDY ON DLP AND LAWU CAFFE)

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Abstract

This study raises problems that occur in the marketing mix, namely product quality, price, business location and student satisfaction as consumers at DLP and Lawu Caffe, Darussalam Gontor University. This study aims to analyze product quality, price, and business location on the satisfaction of UNIDA students after purchasing food products at DLP and Lawu Caffe and comparing the satisfaction of UNIDA students with both of them. This research was conducted at Darussalam Gontor University. This research method uses a quantitative approach and data collection is done by distributing questionnaires with probability sampling techniques, namely simple random sampling to 314 female students of Darussalam Gontor University. The results showed that product quality, price, and business location partially had a positive and significant effect on the satisfaction of UNIDA students as consumers at DLP and Lawu Caffe. Product quality, price, and business location simultaneously together have a positive and significant effect on customer satisfaction with an F count value of DLP 437,123 and F count Lawu Caffe 624,018 with a difference in value of 186,895. With this difference in value, UNIDA students are more satisfied with the product quality, price, and business location of Lawu Caffe compared to DLP.

Keywords: Quality Product, Price, Business Location, and Customer Satisfaction

1. Introduction

Pondok Modern Darussalam Gontor is a boarding school that develops a protective economic system. Protection Economy is an effort and action taken to protect and improve the economic system by optimizing management and products in a company (Al-Kahfi, 2019). The protection economic system implemented by Pondok Modern Darussalam Gontor is an economic system in the form of circulation that rotates within the Pondok. hus Pondok Modern Darussalam Gontor established business units managed by teachers and students where these business units can be used as an educational forum for students and teachers to learn society. The business unit established by Pondok Modern Gontor is one form of implementing Panca Jangka, which is an effort for the development and progress of Pondok Modern Darussalam Gontor (Katni et al., 2019).

Currently Pondok Modern Darussalam has approximately 34 business units (Katni, et al., 2019). In addition to the business units established by Pondok Modern Darussalam Gontor as mentioned above, Darussalam Gontor University, Women's Campus also has business units on campus. Business units on the campus of Universitas Darussalam Gontor Kampus Putri include laundry, bakery, student

cooperatives, photo copies, chicken noodles, and also a female canteen(Gontor, n.d.). The business unit at Universitas Darussalam Gontor female campus is the Unida Student Canteen (DLP). This student canteen provides a variety of foods such as fried foods and side dishes. Not only KAMADA (DLP) which sells side dishes and other foods, the Unida Business Unit also has Lawu Caffe which also provides food and drinks for consumption by students. The UNIDA student canteen and Lawu Caffe also provide a variety of foods and drinks that are marketed to students, which need to pay attention to the quality of the products sold therein.

Product quality can be defined as all the characteristics of a good or service that affect its ability to fulfill a need (Trihudyatmanto, et al., 2022). In the Islamic view, product quality is not only seen from how the product provides satisfaction to consumers but is seen from the halalness of a product. This is the main goal of a Muslim consumer in choosing products for consumption (Achmad & Fikriyah, 2021). The quality of the products provided by DLP and Lawu Caffe certainly provides the best quality, one of which is halal and processed properly and correctly. Apart from product quality which can affect customer satisfaction, prices can also have an impact on customer satisfaction.

Price is defined as the amount of money charged for a product or service, or the amount of value exchanged by customers to obtain the benefits of owning or using a product or service (Pasharibu et al., 2018). Price determination in Islam is in accordance with Maqashid Sharia, namely by implementing benefits and avoiding damage among humans. And the price set must be in accordance with the balance of supply and demand of a product (Muslimin et al., 2020). For DLP sets the price of each food product sold at Rp. 1500 while Lawu Caffe sets the price of products sold ranging from Rp.1500 to Rp. 10,000.

Not only product quality and price can affect customer satisfaction but business location is one of the factors determining the success of a business (Oktavian & Soliha, 2022). The location of a business can make consumers come to buy, especially the location of the business is strategic and close to the crowd (Putri & Manik, 2021). The location of the unida student canteen (DLP) can be said to be in a strategic location. Namely, it is close to the Granada and Al-Azhar dormitories, besides being close to the unida student canteen, it is also close to the classroom area. The location of Lawu Caffe is integrated with the Uzbekistan dormitory and has different opening hours from DLP. If DLP has opening hours from morning to evening, it is different from Lawu Caffe which has opening hours from morning to night.

Based on previous research conducted by Malik Ibrahim and Sitti Marijam, it is stated that there is a significant influence between product quality and customer satisfaction (Ibrahim & Thawil, 2019). Then, based on the results of research conducted by Yusepaldo et al, it states that price has no significant effect on customer satisfaction (Pasharibu et al., 2018). As well as research conducted by Widodo et al. states that business location partially has a significant effect on customer satisfaction (Widodo, 2021).

Based on the background that has been described, the researcher will discuss "Comparative Study of Analysis of the Effect of Product Quality, Price, and Business Location on Consumer Satisfaction of UNIDA Student Canteen (study on DLP and Lawu Caffe)" and to find out and analyze the influence of product quality, price and business location on consumer satisfaction simultaneously at KAMADA and Lawu Caffe.

2. Literature Review

Product Quality

In its definition, product quality is the ability of a product to meet or exceed the expectations of a customer (Hoe & Mansori, 2018). Quality is the characteristics or properties of goods and services that affect their ability to meet stated or implied needs (Bentar & Widowati, 2018). Product quality in the view of Islam is seen based on halalan and thayyiban as long as it is not in an emergency (Samia'an, 2022). There are four indicators on product quality, which are *freshness, presentation, well cooked, dan variety of food*. (Liliani, 2020). And there are benefits in creating good product quality, namely increasing the company's reputation, reducing costs, increasing market share and product responsibility (Farida, 2022).

Price

According to Doyle and Saunders, price is an important variable used by consumers for various reasons, both for economic reasons which show that low prices or in other words prices that are always competitive are one of the important variables in improving marketing performance, and also for psychological reasons, namely price is always considered an indicator of quality and therefore pricing is always designed as a sales instrument as well as a determining instrument (Sholihuddin et al., 2020). According to Yohanes Lamarto, price is a monetary unit or other measure, including goods and services that are exchanged to obtain ownership rights to the goods or services. (Iwan Sahara et al., 2020). The right price is the most affordable and most efficient price for consumers. Determining the right price is not only based on intuition and feelings but needs to be based on information, facts and analysis in the field (Suryana, 2013). Price has three indicators, namely price affordability, price suitability to product quality, and price competitiveness (Salim et al., 2020).

Business Location

Business location can also be defined as a place of business that greatly influences a consumer's desire to come and shop (Salim et al., 2020). Business location is also an important factor that needs to be considered when carrying out business activities (Rifai Muhammad. Suprihatin, 2019). Location is a combination of location and decisions regarding distribution channels in various relationships by conveying to consumers about strategic locations. So it can be concluded through several explanations above that location is the distance and direction for consumers to get a product that has been made by the company in relation to the strategic sales operations location that has been determined by the Company (Purnama et al., 2022). Indicators of business location are strategic, visibility and environmental (Widodo, 2021).

Customer Satisfaction

The word satisfaction (satisfaction) Consumer satisfaction is the level where the perceived performance of a product matches customer expectations (Liliani, 2020). Consumer satisfaction can also be defined as a post-consumption consumer evaluation of the experience in purchasing and using a product (Benaglia et al., 2023). In Islamic economics, a Muslim's satisfaction is called qona'ah. Satisfaction in Islam (qona'ah) reflects a person's satisfaction both externally and internally. Satisfaction in Islam is related to faith which gives birth to a feeling of gratitude. In Islam there are 3 laws that apply to consumption, namely halal, permissible and haram which must be taken into account when selling or producing goods in a business (Isnaini et al., 2022).

Previous Research and Hypothesis of Research

Research conducted by Malik Ibrahim and Sitti Marijam stated that product quality has a significant influence on consumer satisfaction (Ibrahim & Thawil, 2019). And this is confirmed by research conducted by Mushab Ihsan and Alim Setiawan which states that product quality influences consumer satisfaction (Ihsan Mu & Setiawan Slamet, 2019). So the hypothesis formulation in this research is that product quality does not have a positive effect on consumer satisfaction at DLP and Lawu Caffe (Ho1). Product quality has a positive effect on consumer satisfaction at DLP and Lawu Caffe (Ha1).

Based on research conducted by Siti Solikha and Imam Suprpta, it is stated that price has a positive and significant influence on consumer satisfaction (Solikha & Suprpta, 2020). And this is confirmed by research conducted by Neneng Sri and Rinaldi Syarif which states that price has a significant positive effect on consumer satisfaction (Rinaldi, 2020). Thus, the hypothesis in this research is that price has no positive effect on consumer satisfaction at DLP and Lawu Caffe (Ho2). Price has a positive effect on consumer satisfaction at DLP and Lawu Caffe (Ha2).

Research conducted by Moh Anang Sholihudin et al stated that business location influences consumer satisfaction (Sholihuddin et al., 2020). And this is confirmed by research conducted by Rahman Aziez et al which states that business location influences consumer satisfaction. So the hypothesis in this research is that business location has no positive effect on consumer satisfaction at DLP and Lawu Caffe (Ho3). Business location has a positive effect on consumer satisfaction at DLP and Lawu Caffe (Ha3).

Research conducted by Bayu Yudi stated that product quality, price perception and business location simultaneously have a positive and significant effect on consumer satisfaction (Oktavian & Soliha, 2022). So the hypothesis in this research is that product quality, price and business location do not simultaneously influence consumer satisfaction at DLP and Lawu Caffe (Ho4). Product quality, price and business location simultaneously have a positive effect on consumer satisfaction at DLP and Lawu Caffe (Ha4).

3. Research Methods

The type of research used by the author is quantitative research. The objects of this research are DLP and Lawu Caffe. The population in this study was 1459 UNIDA students who consumed food products at KAMADA (DLP) and Lawu Caffe. In this study, the simple random sampling method was chosen, which is a sampling technique that is carried out randomly without considering a level or group. population with a sample size of 314 respondents. This data was obtained through a questionnaire in the form of statements prepared on a Likert scale.

4. Result And Discussion

Data Analysis Results

Based on the results of multiple linear regression analysis, t test and F test, the author found that product quality has a positive and significant effect on consumer satisfaction at DLP and Lawu Caffe (Ha1). Price has a positive and significant effect on consumer satisfaction at DLP and Lawu Caffe (Ha2). Business location has a positive and significant effect on consumer satisfaction at DLP and Lawu Caffe (Ha3). And product quality, price and business location simultaneously have a positive and significant effect on consumer satisfaction at DLP and Lawu Caffe (Ha4).

Table 1. 1 t Test DLP

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.574	.905		-.635	.526
	Quality Product DLP	.252	.036	.314	6.982	.000
	Price DLP	.309	.037	.345	8.375	.000
	Business Location DLP	.351	.039	.335	8.925	.000

a. Dependent Variable: Customer Satisfaction DLP

Table 1. 2 t Test Lawu Caffe

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.328	.746		-.440	.660
	Quality Product Lawu Caffe	.280	.031	.378	9.014	.000
	Price Lawu Caffe	.326	.036	.351	9.052	.000
	Business Location Lawu Caffe	.304	.038	.276	8.111	.000

a. Dependent Variable: Customer Satisfaction Lawu Caffe

Ha1 the influence of product quality on consumer satisfaction at DLP and Lawu Caffe and the differences between both

Based on the results of the t test, it shows that the significance value of the influence of product quality (X1) in DLP on consumer satisfaction (Y) in DLP is $0.000 < 0.05$ with a calculated t value of 6.982 $> t$ table 1.968. And the significance value of the influence of product quality (X1) at Lawu Caffe on consumer satisfaction (Y) at Lawu Caffe is $0.000 < 0.05$ with a calculated t value of 9.014 $> t$ table 1.968. The difference between both is 2.032.

Ha2 the influence of price on consumer satisfaction at DLP and Lawu Caffe and the differences between both

Based on the results of the partial t test, the price of DLP products has a calculated t value of 8.375 which is greater than the t table of 1.968 with a significance value of $0.000 < 0.05$ and the product price at Lawu Caffe has a calculated t value of 9.052 which is greater than the t table of 1.968 with a significance value $0.000 < 0.05$. With a difference between both of 0.677.

Ha3 The influence of business location on consumer satisfaction at DLP and Lawu Caffe and the differences between both

Based on the t test results, it shows that the significance value of DLP Business Location (X3) on Consumer Satisfaction (Y) at DLP is $0.000 < 0.05$ with a calculated t value of $8.925 > t$ table 1.968. And the significance value of Lawu Caffe Business Location (X3) on Consumer Satisfaction (Y) at Lawu Caffe is $0.000 < 0.05$ with a calculated t value of $8.111 > t$ table 1.968.

Ha4 The simultaneous influence of product quality, price and business location on consumer satisfaction at DLP and Lawu Caffe and the differences between both

In the results of the F test carried out at DLP in this study, the Sig value was obtained. is 0.000 in the ANOVA table which is less than 0.05 and the calculated F value = 437.123 is greater than the F table 2.633. And at Lawu Caffe the results obtained were Sig. is 0.000 in the ANOVA table which is less than 0.05 and the F value = 624.018 is greater than the F table 2.633.

Table 1. 3 F Test DLP

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10232.528	3	3410.843	437.123	.000 ^b
	Residual	2418.912	310	7.803		
	Total	12651.439	313			

a. Dependent Variable: Customer Satisfaction DLP

b. Predictors: (Constant), Business Location DLP, Price DLP, Quality Product DLP

Table 1. 4 F Test Lawu Caffe

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11017.433	3	3672.478	624.018	.000 ^b
	Residual	1824.414	310	5.885		
	Total	12841.847	313			

a. Dependent Variable: Customer Satisfaction Lawu Caffe

b. Predictors: (Constant), Business Location Lawu Caffe, Price Lawu Caffe, Quality Product Lawu Caffe

Discussion

The results of this research show that the product quality provided by DLP and Lawu Caffe has a positive and significant influence on consumer satisfaction at both DLP and Lawu Caffe. The t calculated result of DLP is 6.982 while the t calculated result of Lawu Caffe is 9.014. This can be seen that UNIDA students are more satisfied with the quality of the products at Lawu Caffe compared to the quality of the products at DLP with a difference of 2.032. The results of this research are confirmed by research conducted by Natazha Gayatry and Singgih Santosa which states that product quality has a positive and significant influence on consumer satisfaction. (Gayatry, Nathaza dan Santoso, 2021).

The results of this research show that product prices set by DLP and Lawu Caffe have a positive and significant influence on consumer satisfaction at both DLP and Lawu Caffe. The t calculated result of DLP is 8.375 while the t calculated result of Lawu Caffe is 9.052. This can be seen that UNIDA students are more satisfied with the product prices set at Lawu Caffe compared to the product prices at DLP with a difference of 0.677. The results of this research are confirmed by research conducted by Steffany Revina and Ari Susanti which states that price has a positive and significant influence on consumer satisfaction. (Wulandari & Susanti, 2021).

The results of this research, the author found that the business location of DLP and Lawu Caffe has a positive and significant influence on consumer satisfaction of DLP and Lawu Caffe. With the DLP t-calculated result of 6.982 while the t-calculated result for Lawu Caffe is 8.111, it can be seen that UNIDA students are more satisfied with the business location of Lawu Caffe compared to the product price at DLP with a difference of 1.129. This research is relevant to research conducted by Ela Miranda et al which stated that business location has a positive and significant effect on consumer satisfaction (Miranda et al., 2022).

This research shows that simultaneously product quality, price and business location of DLP and Lawu Caffe have a positive and significant effect on the satisfaction of consumers who make purchases at DLP and Lawu Caffe. It can be seen that the difference in calculated F from DLP is 437.123 and calculated F from Lawu Caffe is 624.018, thus it can be concluded that UNIDA female students feel more satisfied when buying products at Lawu Caffe compared to buying products at DLP with a difference of 186.895. This is relevant to research conducted by Bentar et al which stated that product quality, price and business location simultaneously have a positive and significant effect on consumer satisfaction. (Bentar & Widowati, 2018)

5. Conclusion

Based on the results of the analysis and discussion that have been carried out in this research, the author concludes about the quality of products at DLP and Lawu Caffe has a positive and significant effect on consumer satisfaction, namely UNIDA female students. However, the influence of product quality on consumer satisfaction is greater at Lawu Caffe than at DLP. Product prices set by DLP and Lawu Caffe have a positive and significant effect on consumer satisfaction, namely Mahasiwi UNIDA. However, the influence of price on consumer satisfaction is greater at Lawu Caffe than at DLP. The business location of DLP and Lawu Caffe has a positive and significant effect on consumer satisfaction, namely UNIDA female students. However, the influence of business location on consumer satisfaction is greater at Lawu Caffe than at DLP. From the results of hypothesis testing on the variables of product quality, price and business location at DLP and Lawu Caffe, there is simultaneously a positive and significant influence on consumer satisfaction who have made purchases at both DLP and Lawu Caffe. Based on the F test which was carried out simultaneously, the influence of product quality, price and business location at Lawu Caffe was greater than at DLP.

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