The Effect of Service Quality and Price on Consumer Satisfaction in the Seblak Tampir Ciparay Business in Bandung Regency

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Abstract

Study This aim For analyze influence quality service and price to satisfaction consumers in business Seblak Tampir Ciparay, Bandung Regency . Satisfaction consumer is factor crucial in determine success and sustainability business , especially in the sector culinary that has level competition High quality service and competitive prices become element important things that can interesting customer new at a time maintain old customers . In the context of this , quality service covers speed service , friendliness staff , cleanliness place , and ability fulfil needs and expectations consumers . Meanwhile that , the price reflect perception consumer to accepted value compared to with costs incurred . Research This use approach quantitative with method descriptive and verifiable . Data collected through distributed questionnaires to consumer active Seblak Tampir Ciparay, which is considered representative from population customers . Data analysis was performed use multiple linear regression , t-test, F-test, and coefficient determination (R²) with SPSS version 22 assistance . Approach This allows researchers No only describe condition actual , but also test influence variables quality service and price to satisfaction consumer in a way partial and simultaneous . Research results show that quality service and price influential significant to satisfaction consumers , both in a way partial and simultaneous . Quality good service increase satisfaction consumer Because customer feel noticed and get satisfying experience . Prices are appropriate with perception mark products also affect decision customer For back . In a way simultaneous , both variables This give contribution by 50.69% against satisfaction consumers , while the rest influenced by other factors , such as location , promotion , or product taste .

Keywords: Quality Service , Price, Satisfaction Consumers, Culinary Business.

1. INTRODUCTION

MSMEs are abbreviation from business micro small , and medium . In pushing organization economy , MSMEs have significant contribution in developing countries and reduce existing unemployment . MSMEs are business or businesses run by individuals , groups , entities business small , or House The existence of MSMEs in Indonesia is highly valued Because they contribute significant to growth economy (Andri dkk., 2023). This is also in more clear the definition of MSMEs is regulated in Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs. In this law mentioned that MSMEs are in accordance with type his business namely business micro , business small and medium enterprises medium . The types of MSMEs explained in the definition of MSMEs as stated in in Presidential Decree of the Republic of Indonesia No. 19 of 1998 as activity people's economy on a large scale small things that need to be done protected and prevented from unfair competition Healthy (Habalongan dkk., 2024).

As for the types The first MSME business to appear in Indonesia was sector culinary Because Can it is said as business that is not Once dead along walking time . Culinary industry is sectors that have prospects big in push development economy something area . This is proven with fact that consumption in Indonesia in particular West Java is very high , which brings impact positive on the economy , especially for public local , influencing activity business (Andri dkk., 2023).

As for Growth industry culinary in Indonesia has experience significant improvement in a number of year last . According to data from the Central Statistics Agency (BPS), it shows that contribution sector culinary in Indonesia in 2023 as many as 4.85 million business , increasing around 21.13% compared to in 2016 which reached 4.01 million business (Badan Pusat Statistik (BPS), 2023). However , the increase this also gives rise to impact very tight competition , both in cities big and area . Consumers Now more selective and critical , expecting service fast , price competitive and enjoyable experience moment enjoy food (Amaludin dkk., 2023).

So from that , success something Business is greatly influenced by consumers . Consumers is every individual who buys goods or service For need self alone , family , or House stairs , and not produce goods or service For for sale return (Qur'ani et al., 2024:2). Consumers , according to Constitution Number 8 of 1999 (Article 1 number 2), is every individuals who use goods and/ or services available in the community , both For interest self yourself , your family , other people, or creature another (Subagyo, 2018:1)life .

Basically , the goal business is make consumer satisfied , which will impact on a number of aspect crucial , such as increase efficiency and productivity employees , improve loyalty consumers , and increase reputation business , which aims For improve satisfaction consumers who are difficult and require a long process . (Wahyuningsih, 2023). Manager business that can give consumer satisfaction will more easy maintain consumers and increase loyalty consumers , therefore those are the perpetrators business need notice factors that can influence satisfaction consumer (Ariyani & Fauzi, 2023).

Satisfaction consumer Alone is one of the indicator success MSME industry . consumer is feeling like or disappointment felt by consumers after compare performance something product or service with the hopes they have expect from him (Firmansyah, 2018). According to (Haryadi et al. , 2021) satisfaction consumer is level feelings received somebody from product or proposed services and effectiveness product or services received compared to with appropriate expectations desire . Then(Amaludin dkk., 2023) state that satisfied customers is consumers who will share satisfaction with manufacturers , more from That satisfied customers will share feelings and experiences with other consumers .

One of perpetrator business interesting micro attention in Bandung Regency is Seblak Tampir, located in Ciparay . This business known with seblak menu typical with strong taste and relative price affordable . Even though own potential big business This face a number of challenges , such as ups and downs amount visitors , the presence of complaint consumer related services that are not consistent and timely long presentation . Some visitors also asked suitability price with acceptable quality , especially moment happen increase price material standard . This is show that aspect service and price Not yet completely managed optimally , and at risk reduce level satisfaction consumers , which ultimately can impact on sustainability business .

With price range of Rp. 10,000 – Rp. 20,000, Seblak Tampir is in the top position middle (3rd), meaning in a way price No classified as cheap but also not the most expensive. In position this , expectations consumer regarding taste, service , portions and cleanliness will more tall compared to competitors below . If the service and quality No comparable with price said , consumers will easy compare with another place that is better cheap and potential move choice . The phenomenon that occurs in business Seblak Tampir Ciparay is representation from problem classic that is often faced MSME actors in the sector culinary , namely mismatch between hope consumer with fact services and products received . Although industry culinary own potential big in support economy local , increasing competition competitive demand perpetrator business capable fulfil standard increasing quality high . In the context of Seblak Stop by Ciparay, even though products offered own Power pull from in terms of taste and relative price affordable , in fact consumer Still find various dissatisfaction . This is reflected from complaint related poor service friendly , slow presentation , up to cleanliness a place that is not inadequate . Non-conformity This exacerbated by the perception the price considered No comparable with acceptable quality , good from in terms of taste, portion , and appearance food .

Pre-Survey Results show achievements indicator satisfaction consumer Still is at below target, such as low interest visit return and reluctance recommend place to others, indicating that experience consumer Not yet managed optimally . Phenomenon This leading to risk decline loyalty customers , which in term long can threaten sustainability business besides that , the emergence Lots

business culinary similar in the region Bandung Regency in particular Subdistrict Ciparay strengthen level competition and make consumer the more selective . Consumer now No only demanding taste, but also judging aspect service , comfort place and value from price paid . In the condition like this , failure in manage perception consumers and fulfill market expectations can become obstacle Serious for growth business .

With Thus , the phenomenon that appears in Seblak Tampir Ciparay does not only show weakness strategy implementation service and determination price , but also reflects importance management satisfaction consumer as factor key in guard continuity and power competition business culinary in the middle dynamic market competition .

In this aspect service , the best thing is reliability and speed service . However , it is still There is lack in matter empathy and trust consumer to staff . From the other side , namely price , consumer feel price in accordance with product , but Still there are those who feel price not enough affordable and less compete compared to another place . temporarily that , for satisfaction consumers , many are willing recommend Seblak Stop by , but suitability between hope and reality Still low . This is show Still There is necessary dissatisfaction repaired . So from that , Seblak Stop by need increase service and adapt strategy prices so that consumers feel more satisfied .

Based on level satisfaction consumers who are highly influenced by quality service and price , then suspicion temporary that satisfaction consumer Seblak Tampir Ciparay still low especially in aspect service , quality products and values price . Due to poor service friendly , slow , or No give comfort , things This can lower perception consumer to acceptable quality , especially If No comparable with price paid . The lack of optimality quality service , can also cause experience consumption No in accordance with expectations and lower interest For return or recommend to other people. So researchers realize how importance satisfaction consumer in increase sales . This is show that quality poor service in a way direct influence satisfaction consumer (Mariansyah & Syarif, 2020:144).

Quality service is factor main success something business , because with quality good service can give mark more towards consumers and also can influence satisfaction consumers ((Latif, 2022). According to (Mahendra, 2021:12) quality service is A statement for provider services which are something that must be done done with good . Although quality service considered both by consumers , still There is problem large as indicated by the decline amount consumers . Problems This allegedly caused by elements poor service good , like friendliness and accuracy in serve . According to (Wicaksono, & Susanti, 2025) Quality service in a way direct and indirect direct influential to interest buy repeat , customers who feel served with Good will feel satisfied and motivated For buy back . In the situation like this , improvement quality service must focus on dimensions important like speed service , comfort environment and attitude communicative employees . Factors This functioning as indicator main perception consumers and play role important in maintain satisfaction consumer as well as connection term long between business and consumers (Nasution, 2024).

Besides quality service , price is also a factor others that influence satisfaction consumers , prices is one of the factor important in sales (Asti & Ayuningtyas , 2020). Perception the price considered relatively tall compared to with competitors , without balanced by an attractive promotional strategy or mark added clearly , potentially lower interest buy consumer (Jaelani, Vindiana, & Rosyidta, 2024). The price is stated value in rupiah form for exchange or transaction or amount of money that must be paid consumer For get goods and services (Fakhrudi & Roellyanti, 2022). According to (Haryadi et al. , 2021) stated that price is amount required For get statement mark something product or service in accordance with the quality and benefits provided by the psychologist and other factors that influence attractive prices brother consumers . However , consumers often assume that with high prices Not yet Of course make satisfaction for consumers , however in one side also considers that with set high price is also appropriate with quality product namely in the food and beverage menu offered to consumers (Cahyani, 2016). Therefore , that , the increase price must focus on dimensions important For provide a sense of satisfaction to consumers , such as affordability price , suitability price with quality product , suitability price with benefits and power competition price (Pebriantika dkk., 2022)

2. METHODS

Study need systematic , rational , and empirical data collection For goals and benefits specific . Systematic means use approach logical and rational means enter will and can accepted reason human beings . Basically , the methodology study based on the basis scientific For collect data for objectives and benefits certain . In research this , researcher use method quantitative in nature descriptive and verifiable . According to (Sugiyono, 2015)" Quantitative methods is methods based on philosophy *positivism* , used For research on population or sample certain , and techniques taking samples in general done randomly , data collection using research instruments , data analysis is quantitative / statistical with objective For test hypothesis that has been determined ." According to (Sugiyono, 2015) analysis descriptive is type analysis used For describe or describe the data that has been collected without intend to make applicable conclusions For general or generalization . While verification is method research that tests hypothesis that results analysis descriptive with calculation statistics so that obtained results supporting evidence .

Types of research

In this study , researchers use method quantitative in nature descriptive verification.

Operational Variables

1. Quality Service

    In research Time in Tjiptono & Chandara (2005), quoted from (Mu'ah & Masram, 2014) state that There is difference between a number of dimensions . Therefore , ten dimensions has simplified into five dimensions , which are known as dimensions *SERVQUAL* , namely :
    a. Physical evidence (*Tangible*)
    b. Reliability
    c. Responsiveness
    d. Assurance
    e. Empathy

2. Price

    Market demand is influenced by price goods and services . According to (Pebriantika dkk., 2022), There is a number of indicator price , namely :
    a. Affordability
    b. Price Compliance with Quality Product
    c. Price Competitiveness
    d. Price - Benefit Match

3. Satisfaction Consumer

    According to Tjiptono (2014) in (Indrasari, 2019) a number of indicator satisfaction consumer is as following :
    a. Conformity to Expectations
    b. Interest in Returning
    c. Willingness Recommend

Population and Sample

Population is a group objects or subjects that have characteristics specifically according to criteria research , which becomes base For studied and analyzed in order to obtain conclusion . The population in this study is consumer Seblak Tampir Ciparay, Bandung Regency . The sampling technique used is *Non-probability* sampling. According to (Sugiyono, 2015) *Non-Probability* sampling is technique taking samples that are not give opportunity The same for every elements or members population For chosen become sample . Next sample taken with use type *purposive* sampling. Which means researchers take sample based on reasons or criteria certain . However , because population No known in a way sure , then researchers do withdrawal sample use formula *lemeshow* (Liwandy & Rahayu, 2025), with formula as following :

$$n = \frac{Z^2 X p(1-p)}{d^2}$$

Information :

> n: Number of Samples
> z: Z score at 95% confidence
> p : maximum estimate = 0.5
> d: alpha (0.10) or sampling error 10%

so that with the formula above produced calculation as following :

$$n = \frac{(1,96)^2 . (1-0,5) . (1-0,5)}{(,10)^2} = \frac{3,8416 \ x \ 0.25}{0,10} = \frac{0,9604}{0,01} = 96,04$$

Result of formula on make researchers must get respondents as many as 97 respondents , who bought Seblak Tampir Ciparay, Bandung Regency, is located in as sample . Amount this sample is set based on opinion Rescoe (1983) in (Sugiyono, 2015) that size viable sample For study between 30 to 500.

Validity Test

Validity test in This research uses Pearson Product Moment correlation with SPSS 26 assistance . Instrument is said to be valid if mark $r_{count} > r_{table}$ with mark significant 5% where mark r_{table} For total N = 97 respondents which is 0.30. Or compare thitung with mark critical , if $r_{count} > 0.3$ instrument said to be valid and worthy used as tool measure .

Reliability Test

Reliability test in This research uses method *Cronbach's Alpha* with assistance of SPSS 22, where instrument can it is said reliable if mark coefficient correlation more big from mark critical which is 0.600.

Data collection technique

Primary data collection methods in research This use type questionnaire or questionnaire . Questionnaire is method data collection used by researchers with give a number of question or statement written to respondents For request answer they (Sugiyono , 2015:199). Research This use instrument study For measure phenomena that occur in study this . In addition to primary data, research This also uses secondary data obtained from various source .

Assumption Test Classic

Assumption test classic used For fulfil condition analysis linear regression , there is a number of assumptions that must be made fulfilled so that the conclusion from results testing no bass, among others are normality test , linearity test , and heteroscedasticity test .

Normality Test

Normality test used For test is it normal or not with use statistics *non- parametric Kolmogrov-Smirnow (KS)* , because the regression model is good is a normally distributed regression model .

Multicollinearity Test

Multicollinearity Test aim For know linear relationship between variables with use *test for linearity.* Basis for taking his decision as following :

  a. If the tolerance value > 0.10 then It means No happen multicollinearity .
  b. If the VIF value is < 10.00 then It means happen multicollinearity .

Heteroscedasticity Test

Heteroscedasticity test aim For know what is the regression model happen inequality *variance* of *residual* One observation to another observation . This test uses *scatterplot* data , with show that No There is symptom heteroscedasticity , if the data in a way random or is above or below 0 on the Y axis , then No There is symptom heteroscedasticity .

Analysis Product Moment Correlation

Analysis *product moment correlation* is used For know how much strong relationship or influence between variables quality service and price to satisfaction consumer . Relationship between variables studied can known based on table interpretation coefficient correlation .

Interpretation of Correlation Coefficients

Interval	Category
0.000 – 0.199	Very low
0.200 – 0.399	Low
0.400 – 0.599	Moderate
0.600 – 0.799	Strong
0.800 – 1.000	Very strong

Source: (Sugiyono, 2015:184)

Table regarding interpretation coefficient correlation used as reference in describe strength connection between variable , after do analysis correlation in the data that has been available . Here results analysis correlation in this research :

Analysis Multiple Linear Regression
Result data study processed with using SPSS 22 for test hypothesis research that states that quality service and price influential to satisfaction consumers at Seblak Ciparay Stopover , Bandung Regency

Hypothesis Testing
According to (Sugiyono, 2015) in a way statistics hypothesis can interpreted as statement about condition population (parameters) to be tested the truth based on the data that has been obtained from sample research (statistics) in which the hypothesis zero given Ho notation and hypothesis alternative given Ha notation . Testing hypothesis in study This use testing in a way simultaneous (F-test), simultaneous test Partial (t-Test) and Coefficient Determination (Adjusted R2).

Partial Test (T-Test)
Criteria taking decision :
1. If the value $t_{count} > t_{table}$ and p-value < 0.05 then H_0 rejected and $_{Ha}$ is accepted , meaning variables free (independent) influential to variables dependent
2. If the value $t_{count} < t_{table}$ and p-value < 0.05 then H_0 accepted and H_a rejected , meaning variables free (independent) no influential to variables dependent

Simultaneous Test (F Test)
Taking the F test with compare between F_{count} with F_{table} :
a. If the value $F_{count} > F_{table}$ and P-value < 0.05 then H_0 rejected and H_a accepted , meaning variables free (independent) influential to variables dependent .
b. If the value $F_{count} < F_{table}$ and P-value > 0.05 then H_0 accepted and H_a rejected , meaning variables free (independent) no influential to variables dependent.

Coefficient Determination (R^2)
This research uses method quantitative with approach descriptive and verifiable . Population is consumer Seblak Tampir Ciparay, with purposive sampling technique . Instrument study use questionnaire closed with Likert scale . Variable free is quality service (X1) and price (X2), as well as variables bound is satisfaction consumers (Y). Data analysis was carried out use multiple linear regression , t-test, F-test, and coefficients determination (R^2), assisted with SPSS software version 22.

3. RESULTS AND DISCUSSION

Management
According to (Gesi et al. , 2019:53) management is a process for arrange actions carried out by a group individual organization together with use source available power For reach objective organization . Management Words originate from the word Management which comes from from Language France ancient , which means art implement and organize . Language verbs English to manage taste from the Indonesian verb to take care of , which can means manage , administer , run , develop and lead . The word management means from Language Latin , from the word asak mantis , which means hands and agree , which means do . The manager said means handle . Management

verb translated into Language English as management , in verb forms of management and manager For responsible individual answer For operate task management . Lastly, the word management in Indonesian means management or administration . Management is a process or framework that helps something group of people reach goal or purpose organization (Patma dkk., 2019:2). According to George R, Terry, (1997) who is known as the Father of Science Management , reported in (Mulyadi & Winarso, 2020:2) state that management is a process that includes planning , organizing , motivating , and controlling For reach objective certain . According to (Gesi dkk., 2019:53) management is a process for arrange actions carried out by a group individual or organization together with use source available power For reach objective organization .

Marketing

According to (Wijoyo, 2020:5), marketing is business integrated For combine plan strategically aimed at For fulfil needs and relief consumer For get expected benefits through the exchange process or transactions and defined as " fulfilling need in a way profitable ". Marketing is one of the function important in the business world that plays a role as bridge between producers and consumers . In general general , marketing can interpreted as a process of activity that aims For creating , communicating , delivering , and exchanging offers that have mark for customers , partners , and public in a way overall . Marketing No only limited to activities sell product or services , but also includes all over series activities that start from market research , development product , determination prices , promotions , up to distribution to consumer end . Main goal from marketing is For understand needs and wants consumers , so that company capable provide product or appropriate and valuable services , which ultimately will create satisfaction customer as well as profit for company . In practice , the concept marketing experience development from time to time . In the beginning , marketing more focus on aspects sales oriented, where the company make an effort hard sell products that have been produced without consider market needs .

Management Marketing

According to (Junaris & Haryati, 2022:2), management marketing can defined as a process of planning , organizing , implementing , and controlling all known actions as a marketing program in a way effective and efficient For reach objective organizations and organizations and obtain level profitable exchange with buyer target . Management marketing usually made with objective For create products that meet desire consumers , attractive customer new , set attractive prices , distributing product with easy , promote in a way effective , and maintain old customers with maintain satisfaction customer (Putri, 2017:10). According to (Satriadi dkk., 2021) as for management marketing This made in a way general with objective For create system , building , and maintain exchange , against producers and consumers , so that they can each other give profit . Based on expert opinion , can concluded that objective management marketing is For interesting customer new with offer goods or services that meet needs and wants they , give superior value , set competitive prices , distributing goods in a way effective , and do effective promotion . In addition , management Marketing also focuses on maintaining good relationship with existing customers There is with try Keep going continuously For fulfill and even exceed hope customer For produce satisfaction sustainable customers .

Quality Company Services must give service best For maintain and remain become trust consumers . If satisfaction consumer achieved , relationship business and consumers will become more good , consumer will become more loyal , and they will give recommendations from mouth to profitable mouth company . According to (Richadinata, 2024:33) quality service consists of from all type services provided oh somebody or organizer service optimally with all superiority For fulfil needs and expectations Consumers . Providers service must done with Good For increase quality services . Work carried out by the company For fulfil hope customer known as quality service (Mahendri & Munir, 2021:12). According to (Saputri, 2019) service in terms of This is service or services provided by the provider services , which include ease , speed , capability , and accuracy in give service so that consumer can feel satisfied . According to (Saputri, 2019) service in matter This is service or services provided by the provider services , which include ease , speed , capability , and accuracy in give service so that consumer can feel satisfied .

Price

According to Kotler & Keller in (Indrajaya, 2024) say that price is one of the part from combination marketing that produces income , price is also a component the most difficult For customized with

various feature products , channels , communications , and even channel . Price is one of the element most important in mix marketing (marketing mix) which has role strategic in determine success something product or services in the market. In simple , price can interpreted as amount of money that must be paid by consumers For get something goods or services . However , in more context area , price No only reflect mark monetary only , but also perception perceived value by consumers to benefits provided by the product said . With Thus , the price reflect connection between value offered company with willing value paid by the customer . Decisions related to determination price need careful consideration , because too high a price tall can lower interest buy , while too high a price low can lower image products and reduce profit company .

In activities marketing , price become the only one element in mix marketing that is direct produce income , whereas element other like products , distribution , and promotion more Lots cause costs . Therefore that , the strategy of determining price must capable balance between objective company and power buy consumers . Some objective main determination price among others for achieve profit targets , maintain continuity business , increase market share , adjust self with condition competition , as well as create perception certain in the eyes consumers . For example , companies can using pricing strategies tall For show impression exclusivity and quality high , or on the contrary implementing pricing strategies low For attract more sales volume big .

Satisfaction Consumer

According to (Junaris & Haryati, 2022) Satisfaction consumer is feeling like or disappointed someone who appears after compare perception they to performance or results expected product . If the performance product not enough from expectations , consumers No will satisfied , but If fulfil expectations , consumers will be very satisfied and will return buy Company products . Satisfaction consumer is one of the the most important aspect in the world of marketing Because become indicator main success something products or services in the market. In general general , satisfaction consumer can interpreted as feeling happy or disappointed someone who appears after compare between performance product received with hope previously . If the performance product meets or exceeds hope , then consumer will feel satisfied ; on the other hand , if performance products below expectations , consumers will feel disappointed .

Hypothesis

Framework thoughts that have been described and illustrated is base determination this hypothesis , namely: Hypothesis : There is The Influence of Service Quality and Price on Satisfaction Consumer Seblak Tampir Ciparay , Bandung Regency Simultaneous and Partial .

Research result
Validity Test Results

Rekapitulitas Uji Validitas Kualitas pelayanan (X₁)

Variabel	r_{hitung}	r_{tabel}	Keputusan
KP$_1$	0.505	0.300	VALID
KP$_2$	0.593	0.300	VALID
KP$_3$	0.571	0.300	VALID
KP$_4$	0.581	0.300	VALID
KP$_5$	0.626	0.300	VALID
KP$_6$	0.557	0.300	VALID
KP$_7$	0.631	0.300	VALID
KP$_8$	0.705	0.300	VALID
KP$_9$	0.621	0.300	VALID
KP$_{10}$	0.612	0.300	VALID

Sumber: Hasil olah data kuesioner penelitian (2025)

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Rekapitulitas Uji Validitas Harga (X_2)

Variabel	r_{hitung}	r_{tabel}	Keputusan
H_1	0.592	0.300	VALID
H_2	0.643	0.300	VALID
H_3	0.667	0.300	VALID
H_4	0.532	0.300	VALID
H_5	0.569	0.300	VALID
H_6	0.585	0.300	VALID
H_7	0.443	0.300	VALID
H_8	0.594	0.300	VALID
H_9	0.498	0.300	VALID
H_{10}	0.475	0.300	VALID
H_{11}	0.606	0.300	VALID
H_{12}	0.671	0.300	VALID

Sumber: Hasil olah data kuesioner penelitian (2025)

Can be seen that mark coefficient correlation or mark r_{count} from every statement more big from r_{table} which is 0.300. So results testing This show that all statement items in variables quality service can said to be valid and worthy used tool measuring in study This .

Can be seen that mark coefficient correlation or value r_{count} from every statement more big from r_{table} which is 0.300. so that results This test shows that all statement items in variables price can said to be valid and worthy used tool measuring in this research .

Rekapitulitas Uji Validitas Kepuasan Konsumen (Y)

Variabel	r_{hitung}	r_{tabel}	Keputusan
KK_1	0.440	0.300	VALID
KK_2	0.434	0.300	VALID
KK_3	0.619	0.300	VALID
KK_4	0.760	0.300	VALID
KK_5	0.755	0.300	VALID
KK_6	0.663	0.300	VALID
KK_7	0.589	0.300	VALID
KK_8	0.548	0.300	VALID
KK_9	0.697	0.300	VALID
KK_{10}	0.598	0.300	VALID
KK_{11}	0.630	0.300	VALID
KK_{12}	0.605	0.300	VALID

Sumber: Hasil olah data kuesioner penelitian (2025)

Can be seen that mark coefficient correlation or value r_{count} from every statement more big from r_{table} which is 0.300. so that results This test shows that all statement items in variables satisfaction consumer can said to be valid and worthy used tool measuring this research .

Reliability Test Result

Hasil Uji Reliabilitas Keseluruhan Variabel

Variabel	Cronbach Alpha	r_kritis	Keputusan
Kualitas Pelayanan	0.803	0.600	RELIABEL
Harga	0.814	0.600	RELIABEL
Kepuasan Konsumen	0.846	0.600	RELIABEL

Sumber: Hasil olah data kuesioner penelitian (2025)

Can be seen that mark coefficient correlation *Cronbach's Alpha* from all statement items for each variable more big from mark critical 0.6. quality service own mark coefficient correlation of 0.803, the price own mark coefficient correlation of 0.814 and satisfaction consumer own mark coefficient correlation of 0.846. results testing This show that all statement items dad variables quality service , price and satisfaction consumer can it is said reliable and can give results consistent.

Assumption Test Classic

Assumption test classic used For fulfil condition analysis linear regression , there is a number of assumptions that must be made fulfilled so that the conclusion from results testing no bass, among others are normality test , linearity test , and heteroscedasticity test .

Normality Test

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			97
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		4885,29204300
Most Extreme Differences	Absolute		,073
	Positive		,073
	Negative		-,062
Test Statistic			,073
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.

Sumber: Hasil olah data SPSS (2025)

Test results from the normality test known that mark probability of 0.200, with use level significant 5% or 0.05 can withdrawn in conclusion that the data normally distributed because value 0.200 > 0.05.

Multicollinearity Test

Hasil Uji Multikolinearitas

Coefficients[a]		
	Collinearity Statistics	
Model	Tolerance	VIF
1 Kualitas Pelayanan	,780	1,282
Harga	,780	1,282
a. Dependent Variable: KK		

Sumber: Hasil olah data SPSS (2025)

Can be seen that mark *tolerance* quality service namely 0.780 > 10.00 and the value *tolerance* price namely 0.780 > 0.10 and For VIF value 1.282 < 10.00. then results from the multicollinearity test on the variables quality service and price that second variables the No happen symptom multicollinearity .

Heteroscedasticity Test
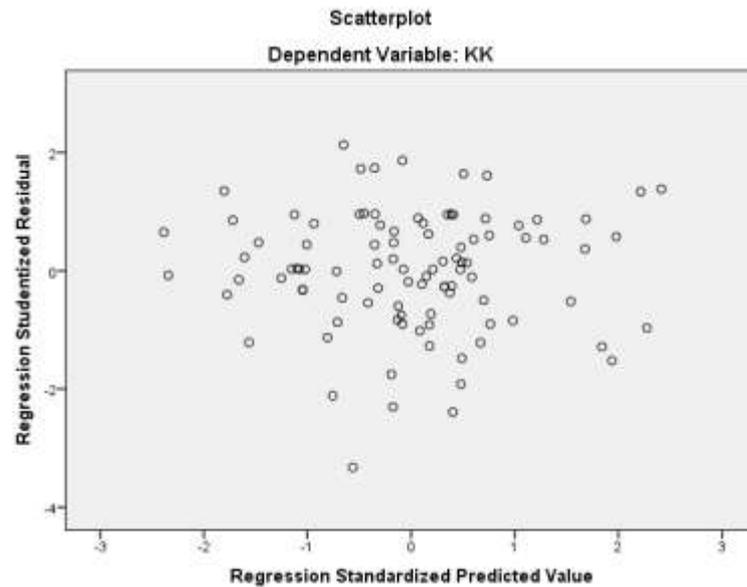
Based results testing the

on from

heteroscedasticity test can produced , that pattern spread residual points appear random and not form pattern certain . Then it can concluded that No happen symptom heteroscedasticity in this regression model.

Analysis Product Moment Correlation

Hasil Uji Korelasi Product Moment

Correlations		KP	H	KK
KP	Pearson Correlation	1	.469**	.573**
	Sig. (2-tailed)		,000	,000
	N	97	97	97
H	Pearson Correlation	.469**	1	.642**
	Sig. (2-tailed)	,000		,000
	N	97	97	97
KK	Pearson Correlation	.573**	.642**	1
	Sig. (2-tailed)	,000	,000	
	N	97	97	97
**. Correlation is significant at the 0.01 level (2-tailed).				

Sumber: Hasil olah data SPSS (2025)

Can be known that mark coefficient correlation variables quality service , price and satisfaction consumer of 0.573 and 0.642. On the influence quality service to satisfaction consumer own mark *person correlation* value of 0.573 the included in the interval 0.400 – 0.599 , namely at the level of correlation moderate . Meanwhile For influence price to satisfaction consumer own mark *person correlation* value of 0.642 the included in the interval 0.600 - 0.799 , namely at the level of correlation strong . So that can concluded that there is strong correlation or influence between variables quality service and price to variables satisfaction consumers.

Analysis Multiple Linear Regression

Hasil Uji Analisis Regresi Liner Berganda

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2884,018	3607,466		,799	,426
	KP	,428	,101	,349	4,250	,000
	H	,554	,095	,479	5,837	,000
a. Dependent Variable: KK						

Sumber: Hasil olah data SPSS (2025)

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:
(Satisfaction Consumers) = 2884.018 + 0.428 (Quality Service) + 0.554 (Price)
From the equation on can explained that :

a. In the equation regression the known its constant is 278,001 this can interpreted that without existence quality service (X_1), and price (X_2), then satisfaction consumer Seblak Tampir Ciparay shows mark amounting to 2884,018.

b. Coefficient regression X_1 (0.428), meaning If quality service (X_1) value increased by 1 *point* / unit , while price its value still , then satisfaction consumer Seblak Tampir Ciparay (Y) will rise by 0.554.

c. Coefficient regression X_2 (0.554), meaning If price (X_2) value increased by 1 *point* / unit , while quality service its value still , then satisfaction consumer Seblak Tampir Ciparay (Y) will rise by 0.428

Hypothesis Testing

According to (Sugiyono, 2015) in a way statistics hypothesis can interpreted as statement about condition population (parameters) to be tested the truth based on the data that has been obtained from sample research (statistics) in which the hypothesis zero given Ho notation and hypothesis alternative given Ha notation . Testing hypothesis in study This use testing in a way simultaneous (F-test), simultaneous test Partial (t-Test) and Coefficient Determination (Adjusted R^2).

Partial Test (T-Test)

Hasil Pengujian Hipotesis (Uji-t)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2884,018	3607,466		,799	,426
	KP	,428	,101	,349	4,250	,000
	H	,554	,095	,479	5,837	,000
a. Dependent Variable: KK						

Coefficients[a]

Sumber: Hasil olah data SPSS (2025)

Based on calculations in the table above acquisition mark hypothesis in the t-test on quality service amounting to 4,250 and the value significance of 0.000, so that mark t_{count} more big from t_{table} (4,250 > 1,985), at the price amounting to 5,837 and the value significance of 0.000, so that mark t_{count} more big from t_{table} (5.837 > 1.985). then decision on hypothesis This namely H_o rejected and H_a accepted . So that based on criteria testing can withdrawn conclusion that quality service and price influential in a way significant and partial to satisfaction consumers at Seblak Tampir Ciparay, Bandung Regency .

Simultaneous Test (F Test)

Hasil Pengujian Hipotesis (Uji F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2356556871,005	2	1178278435,503	48,342	.000[b]
	Residual	2291143521,160	94	24373867,246		
	Total	4647700392,165	96			
a. Dependent Variable: KK						
b. Predictors: (Constant), H, KP						

ANOVA[a]

Sumber: Hasil olah data SPSS (2025)

Based on the above calculation shows the results of the F test obtained from results processing with use *software tools* 22 then obtained mark F_{count} 48,342 > F_{table} 3.09 which shows that variables quality service and price influential in a way significant and simultaneous to satisfaction consumers .

Coefficient Determination (R^2)

Hasil Analisis Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712[a]	,507	,497	4936,98969
a. Predictors: (Constant), H, KP				

Model Summary

Sumber: Hasil olah data SPSS (2025)

Based on table above , it is known mark coefficient determination (R Square) of 0.507 . calculation about analysis coefficient determination as following :

$$KD = R^2 \ X \ 100\%$$

$$= (0.712)^2 \ x \ 100\%$$

$$= 50{,}69\%$$

Based on the calculation above can withdrawn conclusion that in a way together variables quality service and price give influence by 50.69% against satisfaction consumers . Meanwhile the remaining 49.31% is influenced by other variables that are not investigated in study This .

Quality Service at Seblak Tampir Ciparay, Bandung Regency

Result of study show that quality service at Seblak Tampir Ciparay. Based on table 4.24 , namely recapitulation results consumer related quality service at Seblak Tampir Ciparay Bandung Regency is 3,537 which is in the interval 3,298 – 4,074 with " Agree " category , has perception positive . Consumers own perception positive to quality the services provided by Seblak Tampir Ciparay, which reflects that fast , friendly and responsive service , as well as always consistent (same) good) every moment assessed relevant as well as satisfying .

Prices at Seblak Tampir Ciparay, Bandung Regency

Result of This study shows that that prices on Seblak Tampir Ciparay, Bandung Regency . Based on table 4.37 , namely recapitulation results response consumer related prices on Seblak Tampir Ciparay Bandung Regency was obtained total price score amounting to 4,304 which is in the interval 3,957.6 – 4,888.8 which is included in " Agree " category . Based on results said , shows that consumers Seblak Tampir Ciparay, Bandung Regency has perception positive to the price offered .

Satisfaction Consumers at Seblak Tampir Ciparay, Bandung Regency

Result of study show that satisfaction consumers at Seblak Tampir Ciparay, Bandung Regency . Based on table 4.50 , namely recapitulation results response consumer related prices on Seblak Tampir Ciparay Bandung Regency was obtained total satisfaction score consumer amounting to 4,193 which is in the interval 3,957.6 – 4,888.8 which is included in " Agree " category . The height score variables satisfaction consumer indicate that consumer Seblak Tampir Ciparay feels satisfied to the products and services they receive .

Influence Quality Service To Satisfaction Consumer In Seblak Tampir Ciparay, Bandung Regency

Based on results calculations put forward by researchers assisted by SPSS *software tools* , the results of the t-test show influence quality service to satisfaction consumer stated with statistics show mark t-test hypothesis on quality service amounting to 4,250 and the value significant 0.000, then T_{count} more big from T_{table} (4.250 > 1.985) and value significant 0.000 < 0.05. From the results said , then decision hypothesis This namely H_o is rejected and H_a accepted . So that based on criteria testing This can withdrawn conclusion that quality service influential significant and partial to satisfaction consumer Seblak Stop by Ciparay.

The Influence of Price on Satisfaction Consumers at Seblak Tampir Ciparay, Bandung Regency

Based on results calculations put forward by researchers assisted by SPSS *software tools* , the results of the t-test show influence price to satisfaction consumer stated with statistics show mark t-test hypothesis on price amounting to 5,837 and the value significant 0.000, then T_{count} more big from T_{table} (5.837 > 1.985) and value significant 0.000 < 0.05. From the results said , then decision hypothesis This namely H_o is rejected and H_a accepted . So that based on criteria testing This can withdrawn conclusion that price influential significant and partial to satisfaction consumer Seblak Stop by Ciparay.

Influence Quality Service and Price Against Satisfaction Consumers at Seblak Ciparay Stopover , Bandung Regency

From the SPSS calculations that have been done done so can concluded that existence significant influence between quality service with satisfaction consumer from the output obtained known mark coefficient correlation *product moment* 0.573 then show ongoing relationship between

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quality service with satisfaction consumers at Seblak Tampir Ciparay, Bandung Regency . As for the price with satisfaction consumer known mark coefficient correlation *product moment* 0.642 then show strong relationship between price with satisfaction consumers at Seblak Tampir Ciparay, Bandung Regency . From the results coefficient determination can known that R ^{2} value = 0.507. This means that variation from variables satisfaction consumers at Seblak Tampir Ciparay Bandung Regency is influenced by the quality service and price as big as 50.69% and the remaining 49.31% influenced by factors others who don't put in this research .

4. CONCLUSION

A. Conclusion

This study concludes that quality service and price in a way partial and simultaneous influential significant to satisfaction consumers at Seblak Tampir Ciparay. Aspect poor service friendly and inappropriate price with benefits received Still become obstacle in reach optimal satisfaction . Therefore , it is necessary improvements to dimensions empathy service as well as review of pricing strategies to be more competitive and according to expectations consumers. This research only done on one object business culinary , so that the result Not yet can generalized to culinary MSMEs others . In addition, the variables used limited to quality service and price , so that need study continuation involving other variables such as promotion , location , and image brand .

B. Suggestion:

Institutional Suggestions

Based on analysis and discussion as well as conclusion from study There is some suggestions for Seblak Tampir Ciparay, Bandung Regency , which can submitted by the author is as following :

1. Quality service at Seblak Tampir Ciparay Bandung Regency is necessary improved return especially on indicators that have mark lowest . So that recommended for Seblak Tampir Ciparay Bandung Regency carried out attention and improvement that is related appearance employees , related accuracy service , knowledge staff to products , and understanding need consumers
2. Prices on Seblak Tampir Ciparay Bandung Regency is necessary improved return especially on indicators that have mark lowest . Therefore the author give suggestions on Seblak Stop by Ciparay, Bandung Regency for do attention and improvement that is related eligibility price , related price appropriate product , related price competitors , related price products that match , and prices that match benefits received .
3. Satisfaction consumers at Seblak Tampir Ciparay Bandung Regency is necessary improved return especially on indicators that have mark the lowest is in the doubtful category . So that writer give suggestions on Seblak Stop by Ciparay, Bandung Regency for do attention and improvement that is related the services provided are in accordance with expectations , related presentation products that comply with hope , related interest For buy back , related interested consumers become customer fixed , related recommendation positive to others, and trust consumers .

Suggestions For Study More Carry on

Based on analysis and discussion as well as conclusions of the research this . Here There is some suggestions for study next thing you can do submitted by the author that is :

1. This research can performed on objects or brands other products in the same industry For enrich comparison and generalization results .
2. This research uses variables quality service and price as variables free (independent), so that recommend to researchers next so that you can do study more carry on about factor outside variables studied like quality products , promotions products , and perceptions price.
3. Recommend to researchers next to do study with amount population and sample more many more, so that the data obtained can generalized more good . With thus results research conducted by researchers furthermore can describe trend from every blinded variables more accurate .
4. Research conducted own a number of limitations , so that expected study furthermore can expand the research area .

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