

# The Effect of Service Quality and Price Factors on Customer Satisfaction of Tsamie Noodle Bar in Indonesia: an Islamic Perspective

Ane Khoerunisya<sup>1</sup>, Farid Al Rizky<sup>2</sup>, Siti Nurhasanah<sup>3</sup>, Tomy Saladin Aziz<sup>4</sup>, Abdul Aziz<sup>5\*</sup>

1,4,5. Department of Sharia Banking, IAIN Syekh Nurjati Majalengka, Indonesia

2,3. Department of Management, Universitas Siber Asia Jakarta, Indonesia

\*corresponding author e-mail: [abdul\\_aziz@syekhnurjati.ac.id](mailto:abdul_aziz@syekhnurjati.ac.id)

---

## Article Info

### Keywords:

Service quality; Price;  
Customer Satisfaction; Culinary  
Business; Responsibility

### DOI:

10.33830/elqishv3i1.9104.2023

## Abstract

This research has high significance in the context of business and customer service. By analyzing the effect of service quality and price on customer satisfaction at Tsamie Noodle Bar, this study provides business owners and restaurant managers with valuable insights into the factors that influence customer satisfaction. With a better understanding of how service quality and price can affect customer perceptions and satisfaction, business owners can take appropriate steps to improve the customer experience and strengthen their customer base. In addition, this research also has relevance to the principles of Islamic economics, where providing satisfaction to consumers is an integral part of a trader's responsibility. This research problem focuses on the effect of service quality and price on customer satisfaction at Tsamie Noodle Bar. For this reason, this study uses a survey method with a quantitative approach to 100 respondents using probability sampling techniques. Data collection techniques through questionnaires and documentation with multiple linear regression analysis using SPSS software version 22. The research findings show that service quality and price have a positive and significant influence on customer satisfaction at Tsamie Noodle Bar. This means that the better the quality of service provided to consumers and the fairer the price offered, the more satisfied consumers will be.

---

## 1. Introduction

Today's culinary business has shown an increasing development. This can be seen from the many business people who open and develop businesses. Among the many businesses, one of which is a business in the culinary field, the number of businesses in the culinary field makes business competition tighter (Ananda, 2021). The culinary business has experienced several recent trends that should be used as references. First, consumers are increasingly concerned about health and environmental sustainability, so culinary businesses that offer healthy, organic, gluten-free, or environmentally friendly food are increasingly in demand (Agustin & Susilo, 2023). There is also an increasing interest in preserving culinary heritage and traditional food. Culinary businesses that emphasize local, traditional, or regional food appeal to consumers seeking authentic culinary

experiences. Technological advancements also play an important role in the culinary industry, with the increasingly common use of online food ordering apps, food delivery platforms, and kitchen automation machines to improve efficiency and convenience for customers (Clinton & Vanomy, 2023). Although a significant number of engine valve-actuation systems including cam-based and cam-less mechanisms have been already introduced by several researchers and companies, only a few types of these systems (mainly cam-based) have been employed on commercial vehicles due to the liability, durability, and cost issues. Cam-based valve systems offer reliable and durable functionality, the camless valve trains can vary valve lift and more timings to a greater extent compared to the cam-based types. Among various categories of camless mechanisms, the electromagnetic actuator system is the most desired one.

The condition of the culinary business in Indonesia has increased after recovering from the Covid-19 pandemic. Data from the Central Bureau of Statistics shows that there were 11,223 culinary businesses spread throughout Indonesia in 2020 (Good Stats, 2022). Meanwhile, in 2021, the sector of providing accommodation and eating and drinking experienced an increase of 21.58% compared to the same quarter the previous year. In 2022, the performance of the food service industry experienced a growth of 0.01%. Meanwhile, the annual performance of the food service industry sector grew by 6.68% (Databoks, 2022). This positive growth performance continues the performance of 2021 which was also positive (Industry Data, 2022). From this data, it shows that the culinary business trend in Indonesia is increasing from year to year. The advantage for the company of customer satisfaction is that the relationship between the company and its customers becomes harmonious, provides a good basis for repurchase, can encourage the creation of customer loyalty, and the willingness of customers to pay a fair price for the services they receive. (Wiro & Naili, 2013).

Tsamiie Noodle Bar is a ramen noodle restaurant established on 20 September 2020. It obtained a brand certificate from the Ministry of Law and Human Rights on 18 July 2022. On 1 April 2023, the restaurant also obtained a halal certificate from MUI. Tsamiie Noodle Bar serves various ramen noodle menus such as triptan, miso, curry, and dry ramen topped with shrimp, beef, chicken, and roasted chicken. The restaurant uses a kiosk bar concept that allows customers to see the noodle-making process firsthand. However, there is a problem of lack of space that causes customers to wait for 30-60 minutes, so the quality of service is particularly unsatisfactory, as well as the prices offered by this restaurant are competitive. Based on this background, it is certainly very interesting for the author to research, especially how service quality and price can contribute to customer satisfaction at Tsamiie Noodle Bar. Because so far there has been no specific research on service quality and price on customer satisfaction in this culinary business. In Indonesia, the food and beverage industry, including noodle restaurants such as Mie Bar Tsamie, is an integral part of people's daily lives. These restaurants serve not only as places to eat but also as social and cultural meeting places. Along with the increasing awareness of the importance of halal food, the demand for halal restaurants is also increasing (Sarihati et al., 2015). Therefore, it is important to understand how factors such as service quality and price can affect customer satisfaction in halal restaurants such as Mie Bar Tsamie.

Various previous studies have shown that service quality and price have a significant influence on customer satisfaction in the food and beverage industry. Research (Setiawan, 2019) found that high service quality can increase customer satisfaction and brand loyalty. Meanwhile, research by (Aisha & Kurniawati, 2023) highlighted the importance of fair pricing in creating a positive customer experience. The purpose of this study is to analyze the effect of service quality and price factors on customer satisfaction at Mie Bar Tsamie in Majalengka, taking into account an Islamic perspective. This research aims to provide a deeper understanding of how service quality and price can affect customer satisfaction in the context of halal restaurants, as well as their relevance to Islamic economic values and principles. In this research, the authors will test the proposition that service quality and price have a significant influence on customer satisfaction at Mie Bar Tsamie in Majalengka. Furthermore, we will explore how Islamic perspectives influence

consumers' perceptions of service quality and price, and the implications for customer satisfaction. As such, this research will provide a better understanding of the factors that influence customer satisfaction in the context of halal restaurants and their relevance to Islamic economic principles.

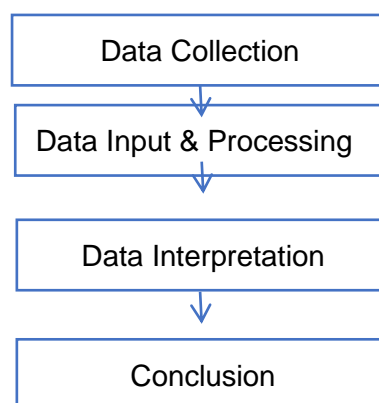
## 2. Research Method

This research is a quantitative study that aims to analyze the effect of service quality and price factors on customer satisfaction at Mie Bar Tsamie in Majalengka, taking into account an Islamic perspective. This research uses a survey method with a sample of 100 respondents. This study uses primary data obtained through direct surveys to respondents. The data includes respondents' responses to questions related to service quality, price, and customer satisfaction. In addition, this research is also strengthened by using secondary data to support analysis, such as historical sales data or data on competitor prices (Widayanti & Sari, 2023). The analysis method used in this research is multiple linear regression analysis. This analysis is used to test the cause-and-effect relationship between the independent variables (service quality and price) and the dependent variable (customer satisfaction).

The technical analysis involves the following steps:

- a. Explaining related theories to formulate research hypotheses.
- b. Creating an analysis model that includes independent variables (service quality and price) and the dependent variable (customer satisfaction).
- c. Identify variables by providing operational definitions for each variable to be measured.
- d. Collecting primary data through direct surveys to respondents.
- e. Analyzing the data using inferential statistics, specifically linear regression. (Sugiyono, 2019)

From the research steps mentioned above, it can be simply described as follows:



**Figure 1 Research Steps**

## 3. Results and Discussions

Before testing the results, it is necessary in this study to first conduct a Research Data Instrument test which includes an examination of the quality and validity of the instrument or tool used to collect research data. This aims to ensure that the research tool can produce accurate and reliable data to measure the variables studied. The instrument test tools are:

### a. Validity test

Validity testing in this study was carried out statistically using the Pearson product-moment coefficient of correlation test using SPSS. Based on the SPSS output, all statements are declared valid because they have a significance level below 5%. If done manually, the correlation value obtained from each statement must be compared with the critical value of the product-moment correlation, where the results show that all statements have a correlation value above the 5%

critical value, which is above 0.220 (see the table of Critical Value of Correlation  $r$  Product Moment for  $n = 100 = 0.220$  in the SPSS output attachment). So that all these statements can be declared significant and have construct validity or in statistical language there is internal consistency, which means that these statements measure the same aspects. This means that the data obtained is valid and can be used for research.

#### b. Reliability Test

The results of the reliability test of the three variables in this study include Customer Satisfaction (Y), Service Quality (X1), and Price (X2). It can be seen that the three variables have a fairly high Cronbach alpha value, namely Consumer Satisfaction (Y) of 0.840, Service Quality (X1) of 0.894, and Price (X2) of 0.777. The high Cronbach alpha value indicates that the research instrument used in measuring these variables has a good level of reliability. In addition, the alpha Cronbach value of the three variables also meets the established reliability criteria, namely 0.60. Therefore, it can be concluded that the research instruments used in this study can be said to be reliable (see Table 1).

**Table 1. Reliability Test**

No	Variables	Alpha	Criteria	Status
1	Customer satisfaction (Y)	0,840	0,60	Reliability
2	Service quality (X1)	0,894	0,60	Reliability
3	Price (X2)	0,777	0,60	Reliability

Source: Primary data processed, 2023

From the results of the instrument test above, it can be said that statistically the research instruments have met the requirements, and each variable studied is valid and reliable. However, in addition to the instrument test, an assumption test is also needed, namely to determine whether this research model meets the requirements or not. The requirements test in this study uses normality, multicollinearity, and heteroscedasticity tests as can be produced as follows:

#### c. Normality Test

The residual normality test is conducted to ensure that the residuals (errors) of the regression model have a normal distribution. This can be done using normality tests such as Kolmogorov-Smirnov, and Shapiro-Wilk, or with visualizations such as Q-Q plots. In this study, the normality test requirements used the Kolmogorov-Smirnov Test, as can be seen in Table 2 below:

**Table 2. Normality Test**

N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.69441075
Most Extreme Differences	Absolute	.080
	Positive	.077
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.114 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary data processed, 2023

Based on Table 2 above, it is known that the value of Asymp.Sig. (2-Tailed) is 0.114 greater than 0.05, so the data in this research model is normally distributed.

d. Multicollinearity Test

After testing the normality requirements, then the research model must be tested again with the multicollinearity test. This is done to check whether there is a multicollinearity problem between the independent variables. This test can be done using the variance inflation factor (VIF) (see Table 3). As for the conditions that must be met so that the independent variables do not have a strong relationship, the Tolerance value is close to 1, VIF is less than 10, and the correlation between the independent variables is low, so statistically it can be concluded that there is no multicollinearity between the independent variables in the regression model.

**Table 3 Multicollinearity test**

Model	Collinearity Statistics	
	Tolerance	VIF
<b>1. (Constant)</b>		
Service quality (X1)	<b>0.607</b>	<b>1,648</b>
Price (X2)	<b>0.607</b>	<b>1.648</b>

Source: Primary data processed, 2023

Based on Table 3 above, it can be seen that the multicollinearity test results show a tolerance value on the Service Quality variable of 0.607 ( $> 0.10$ ) with a VIF value of 1.648 ( $< 10$ ). Furthermore, the Price variable obtained a tolerance value of 0.607 ( $> 0.10$ ) with a VIF value of 1.648 ( $< 10$ ). Thus, it can be concluded that the data collected in this study are free from multicollinearity and can proceed to the next test.

e. Heteroscedasticity Test

Results in the table in this case, it can be seen that all variables have a sig value of 1.000, which indicates that the null hypothesis cannot be rejected. This means that there is insufficient evidence to suggest that the model residuals have heteroscedasticity. Therefore, it can be assumed that the model residuals are homoskedasticity (see Table 4).

**Table 4. Breusch-Pagan Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-7.319E-15	2.675		.000	1.000
	Kualitas Pelayanan	.000	.045	.000	.000	1.000
	Harga	.000	.098	.000	.000	1.000

a. Dependent Variable: U2i

Source: Primary data processed (2023)

From Table 4 above, it can be explained that each independent variable, namely service quality (X1) and price, shows a significance level above 0.05, which means that there are no symptoms of heteroscedasticity, so it can be ascertained that the variance of the residuals is constant at all levels of the independent variable has met the requirements.

## f. Model Test

Based on the results of the instrument test requirements and classical assumptions that have met the requirements, this research model is feasible to continue. To find out the effect both partially and simultaneously, as formulated, after going through the research model test process, the results can be seen as can be seen in Table 5 below:

**Table 5. Correlation and Determination Coefficient Results**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.789 <sup>a</sup>	.622	.614	2.72205	1.528

a. Predictors: (Constant), Harga, Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

Source: Primary data processed (2023)

From the table 5 above, the interpretation of the equation in this study can be described as follows:

- 1)  $R = 0.789$ : This explains that variable X (Quality of Service and Price) has a fairly strong correlation and is in line with Y (Consumer Satisfaction), which is 0.789. The value of R is in the range of -1 (negative correlation) to +1 (positive correlation), so the greater the R, the stronger the correlation.
- 2) Adjusted R-Square = 0.614: The value of the Adjusted R-Square or coefficient of determination ( $R^2$ ) indicates how much proportion of variation in the dependent variable (Consumer Satisfaction) can be explained by the interaction of the independent variable. The  $R^2$  value obtained is 0.614, which can be interpreted that the independent variable (Quality of Service and Price) has a contribution of 61.4% to the dependent variable (Consumer Satisfaction), while the remaining 38.6% (100% - 61.4%) is influenced by other factors outside.

The results of the model analysis test using multiple linear regression analysis can be seen in Table 6 below:

**Table 6. Multiple Linear Regression Analysis Results**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.373	2.675		1.635	.105
	Kualitas Pelayanan	.321	.045	.569	7.102	.000
	Harga	.362	.098	.295	3.679	.000

a. Dependent Variable: Kepuasan Pelanggan

Source: Primary data processed (2023)

Based on Table 6 above, using a significance level of 95%, it is found that the Service Quality variable (X1) has a Sig value.  $0,000 < 0,05$ . Therefore, it can be concluded that H1 is accepted, which means that there is a significant influence between Service Quality on Customer Satisfaction. Furthermore, the Price variable (X2) also has a Sig value.  $0,000 < 0,05$ . So, it can be concluded that H2 is accepted, which means that there is a significant influence between Price on Customer Satisfaction. From the equation above, it can be explained as follows:

- a)  $a = 4.373$ : This constant value indicates that if there are no Service Quality and Price variables, the value of Customer Satisfaction will be 4.373.
- b)  $b_1 = 0.321$ : This means that for every one unit change in the Service Quality variable, assuming other variables are constant, then Customer Satisfaction will increase by 0.321 or 32.1%.
- c)  $b_2 = 0.362$ : This means that for every one unit change in the Price variable, assuming other variables are constant, then Customer Satisfaction will increase by 0.362 or 36.2%.

Based on multiple linear regression analysis using data from 100 respondents, the following results are obtained:

1. There is a positive and significant influence between service quality on customer satisfaction with a regression coefficient value of 0.000 ( $p < 0.05$ ). This shows that the higher the quality of service provided by Mie Noodle Bar Majalengka, the higher the level of customer satisfaction.
2. There is a positive and significant effect between price and customer satisfaction with a regression coefficient value of 0.000 ( $p < 0.05$ ). This shows that the higher the price offered by Mie Bar Tsamie Majalengka, the higher the level of customer satisfaction, and;
3. Simultaneously, service quality and price together have a significant influence on customer satisfaction at Mie BMie Noodle Bar Majalengka.

These results indicate that in increasing customer satisfaction, Tsamie Noodle Bar Majalengka needs to pay attention and continue to improve the quality of service provided to customers, while still considering a competitive and fair pricing strategy.

## Discussion

### **The Influence of Service Quality on Consumer Satisfaction at Tsamie Noodle Bar Indonesia**

Based on the results of the partial t-test, it can be proven that the Service Quality variable has a significant positive effect on Consumer Satisfaction at Tsamie Noodle Bar Indonesia. This is done by comparing the t count and t table. The research results show that Service Quality has a Sig.  $0.000 < 0.05$ , so it can be concluded that H1 is accepted, which means there is a significant influence between Service Quality and Consumer Satisfaction. This means that the higher the quality of service provided by Tsamie Noodle Bar Majalengka, Indonesia, the higher the level of consumer satisfaction with the service. Good service quality can increase consumer satisfaction and has the potential to increase consumer loyalty to Tsamie Noodle Bar Majalengka, Indonesia. Therefore, Tsamie Noodle Bar Majalengka, Indonesia needs to ensure that the quality of service provided to consumers is always good and meets consumer expectations so that they feel satisfied and loyal to the restaurant.

Tjiptono, (2019) defines service quality as an effort to meet customer needs and desires, as well as speed of delivery to match customer expectations. Therefore, a company must try its best to meet customers' needs so that they feel satisfied. The results of this research are in line with research conducted by Sari and Marlius (2023), which revealed that service quality including (tangibility, empathy, reliability, responsiveness, and assurance) has a positive and significant effect on consumer satisfaction at D'sriupiut Lapai Padang. The same thing also happened in the results of research conducted by Asti and Ayuningtyas (2020), which found that there was a partial influence between price on consumer satisfaction. Metasari's research (2022) also shows that partially (t-test), the Service Quality variable has a positive and significant effect on Consumer

Satisfaction in Po. BALYA TRANS Batu City. Susanti (2019) also revealed that partially, service quality influences customer satisfaction.

In other words, the findings of this study are reinforced by the results of other researchers, such as the results of Rahayu et al. (2021) using a survey approach to 200 respondents who are customers of various restaurants and cafes in Indonesia. Data collection was carried out through a questionnaire that assessed customer perceptions of service quality and their level of satisfaction. They stated that there is a positive and significant relationship between service quality and customer satisfaction. The higher the quality of service provided by restaurants and cafes, the higher the level of customer satisfaction. In addition, Novel et al. (2022) in a study entitled "The Effect of Service Quality and Product Quality on Consumer Satisfaction (CFC Batuaji Batam)" using more than 150 respondents who were customers of several fast food restaurants in Jakarta, and data collection was carried out through a questionnaire that assessed customer perceptions of aspects of service quality and their level of satisfaction. In this finding, they stated that there is a significant positive relationship between service quality and customer satisfaction in the fast-food restaurant business in Jakarta. This indicates that good service can increase the level of customer satisfaction. However, to reject the research findings mentioned, we can look at studies that produce the opposite findings or find no relationship between service quality and customer satisfaction (Zidny & Hasbi, 2022). So, the effect of service quality on customer satisfaction at Tsamie Noodle Bar Indonesia has an economically significant impact, although there are studies that support and reject it. There are several important points regarding the economic impact of the relationship.

Increased Customer Retention. Consistently good service quality can increase customer retention (Nguyen et al., 2020). Satisfied customers are likely to become loyal customers and potentially make repeat purchases at Tsamie Noodle Bar. Thus, increased customer retention can contribute significantly to business revenue in the long run. Marketing Cost Reduction. Satisfied customers are likely to be positive messengers about Tsamie Noodle Bar to others, including friends, family, and colleagues. In the long run, this can reduce marketing costs as businesses can rely on word-of-mouth recommendations as an effective marketing strategy (Hanaysha, 2021). Brand Image Enhancement. Good service quality can enhance Tsamie Noodle Bar's brand image as a provider of quality food and friendly service. This can increase the brand's appeal in the competitive food and beverage industry, and in turn, make it possible to set higher prices or attract customers from higher market segments (Hecht et al., 2020). Increased Revenue and Profitability. Overall, increased customer satisfaction caused by good service quality can result in increased revenue and profitability for Tsamie Noodle Bar. Satisfied customers tend to make larger and more frequent purchases, which will ultimately contribute to the economic growth of the business. (Loxton et al., 2020). Although there are studies that support and reject the relationship between service quality and customer satisfaction, in the context of Tsamie Noodle Bar Indonesia, focusing on improving service quality is still an important strategy to improve the economic performance of the business and maintain a competitive advantage in the food and beverage industry.

### **The Effect of Price on Consumer Satisfaction at Tsamie Noodle Bar Majalengka, Indonesia**

Based on the results of the partial t-test, it can be proven that the Service Quality variable has a significant positive effect on customer satisfaction at Tsamie Noodle Bar Majalengka, Indonesia. This is done by comparing the t-count and t-table. Apart from that, the research results also show that the price variable has a significant influence on consumer satisfaction. This means that the more affordable the prices offered by Tsamie Noodle Bar Majalengka, Indonesia the higher the level of consumer satisfaction with the restaurant. Affordable prices can increase consumer satisfaction and have the potential to increase consumer loyalty to Tsamie Noodle Bar Majalengka Indonesia in the long term. Therefore, Tsamie Noodle Bar Majalengka needs to ensure that the prices offered to consumers are always affordable and follow the quality of the products served so that consumers feel satisfied and loyal to the restaurant. The price-quality indicators, according to



Suri Amila (2017), are price affordability, price suitability to product quality, price according to ability, or price competitiveness. The results of this research are in line with research conducted by Sari and Marlius (2023), which revealed that the price variable has a positive and significant effect on consumer satisfaction at D'sriupiut Lapai Padang. This is the same as the research results of Asti and Ayuningtyas (2020), which found that there is a partial influence between service quality and consumer satisfaction. Mariansyah & Syarif's research (2020) also shows that partially (t-test), the price variable has a positive and significant effect on consumer satisfaction in Po. BALYA TRANS Batu City. Sumartini & Tias (2019) also revealed that partially, price influences customer satisfaction.

Many other studies support that price can affect customer satisfaction at Tsamie Noodle Bar Majalengka, Indonesia this study, such as research by Pratiwi and Razak (2019) conducted on 150 respondents who are customers of various restaurants in Kediri City. Data was collected through a questionnaire that assessed customer perceptions of product prices and their level of satisfaction. The findings state that there is a positive relationship between perceived fair prices and consumer satisfaction. Customers tend to be more satisfied when the price of the product is considered reasonable or following its quality. Meanwhile, Wijaya et al. (2021) in a study entitled "The Effect of Price, Product Quality and Service Quality on Internet User Loyalty", used a survey approach to 200 respondents who are customers of several restaurants in Surabaya. Data was collected through a questionnaire that assessed customer perceptions of pricing policies and their level of satisfaction. They found that transparent and fair pricing policies contribute positively to customer satisfaction. Customers tend to be more satisfied if they feel that the price charged by the restaurant is in line with the quality of the product. Research that rejects these results may not be widely known, but there could be research that finds that price does not have a significant influence on customer satisfaction. However, although there are studies that support and reject the effect of price on customer satisfaction at Tsamie Noodle Bar Majalengka, Indonesia, the results of this study still have significant benefits, such as. Deeper Understanding. The research results provide a deeper understanding of the relationship between price and customer satisfaction at Tsamie Noodle Bar. Although there are studies that reject the relationship, this study can provide insight into the factors that influence consumer perceptions of price and its impact on customer satisfaction (El-Adly, 2019). Information for Decision Making. The results of this study can provide valuable information for the management of Tsamie Noodle Bar in making decisions regarding the pricing of their products. Although price may not be the main factor in determining customer satisfaction, an understanding of consumer perceptions of price can help in setting a more effective pricing strategy (El-Adly, 2019).

Identification of Factors Supporting Customer Satisfaction. Although price may not be the main factor, this research may identify other factors that are more dominant in influencing consumer satisfaction at Tsamie Noodle Bar. This information can help businesses focus on aspects that are more important in improving customer satisfaction, such as product or service quality (Shokouhyar et al., 2020). Foundation for Further Research. The results of this study can serve as a foundation for further, more in-depth research on the factors that influence customer satisfaction in the food and beverage industry. Further research can explore other variables that may play an important role in increasing customer satisfaction, such as brand image, location, or promotion (Dam & Dam, 2021). Thus although the results of this study may have some rejection of the effect of price on customer satisfaction, they still provide valuable benefits to the management of Tsamie Noodle Bar and can serve as a basis for the development of more effective strategies in meeting the needs of customers.

### **The Simultaneous Influence of Service Quality and Price on Consumer Satisfaction at Tsamie Noodle Bar Majalengka, Indonesia**

Based on the results of the F test in the ANOVA table, it can be seen that simultaneously service quality and price have a significant effect on consumer satisfaction at Tsamie Noodle Bar

Rajagaluh-Majalengka. The results of the research show that the Sig value is  $0.000 < 0.005$ , so it is concluded that the variables of service quality and price together (simultaneously) influence consumer satisfaction at Tsamie Noodle Bar Rajagaluh-Majalengka. This means that good service quality and affordable prices together can increase consumer satisfaction and have the potential to increase consumer loyalty to Tsamie Noodle Bar Majalengka, Indonesia. The results of this research are in line with research conducted by Metasari (2022), which revealed that simultaneously (F test) the variables of service quality and price influence customer satisfaction in Po. Balya Trans Batu City. The results of this research are also in line with the results of research conducted by Susanti (2019), which shows that simultaneously the variables of service quality and price have a significant effect on customer satisfaction at RR Kopi Pekanbaru, Indonesia. Siddiq (2022) also revealed that service quality and price influence GrabFood customer satisfaction, where GrabFood has succeeded in creating satisfaction for its customers through the quality of service provided and the prices provided to customers through various attractive promos and delivery discounts that are affordable for the public so that GrabFood has become a food and drink delivery service application that is popular with various groups of people. In addition to the support from the results of this study, as mentioned above in "The Simultaneous Effect of Service Quality and Price on Customer Satisfaction at Tsamie Noodle Bar Majalengka, Indonesia", we can look for similar studies that have validated the relationship between service quality, price, and customer satisfaction in the context of the food and beverage industry. For example, Kasidi's (2023) research "The Effect of Service Quality and Price on Customer Satisfaction at CV. Kusuma Putra in Batam City" surveyed 300 respondents who were customers of various restaurants in Indonesia. Data was collected through questionnaires that measured customer perceptions of service quality, price, and their level of satisfaction. In his findings, he showed that service quality and price have a positive and significant effect on customer satisfaction in the restaurant industry in Indonesia. This is in line with the findings in the Tsamie Noodle Bar Majalengka study.

However, some studies reject these findings or find different relationships. For example, Santoso et al. (2021) entitled "The Effect of Price on Consumer Satisfaction at Fast Food Restaurants in Surabaya" surveyed more than 200 respondents who are customers of fast food restaurants in Surabaya. Data was collected through a questionnaire that measured customer perceptions of prices and their level of satisfaction. In his findings, he asserted that there is no significant relationship between price and customer satisfaction. Other similar studies can also provide additional insights into the complexity of the relationship between service quality, price, and customer satisfaction in the food and beverage industry in Indonesia. Thus, from the results of this study, economically, the effect both partially and simultaneously of service quality and price on customer satisfaction at Tsamie Noodle Bar Majalengka has a significant impact both domestically and nationally, for example. Increased Business Income. Good service quality and competitive prices can increase the attractiveness of Tsamie Noodle Bar to customers. Thus, it can increase the number of customers and sales, which in turn will increase business income. This will contribute positively to the domestic economy, especially in increasing local business income and boosting household consumption (Umair & Dilanchiey, 2022).

Increased Investment in the Culinary industry. Tsamie Noodle Bar's success in creating consumer satisfaction through good service quality and pricing may inspire or incentivize other businesses in the culinary industry to improve service standards and set competitive prices. This can encourage investment growth in the sector, which can have a positive impact on overall domestic economic growth (Dinh et al., 2019). Increased Culinary Tourism. If Tsamie Noodle Bar is well known for its service quality and good prices, this could attract local and foreign tourists to visit Majalengka. An increase in culinary tourist visits can contribute significantly to the local and national economy, by supporting the hospitality, transportation, and other tourism sectors (Testa et al., 2019). Increased Global Competitiveness. If Tsamie Noodle Bar can succeed in maintaining good service quality and prices, it can help strengthen the competitiveness of Indonesia's culinary industry globally. An enhanced reputation for service quality and competitive pricing can open up

opportunities for international business expansion, which in turn can make a positive contribution to the national trade balance (Bagale et al., 2021). Thus, the effect both partially and simultaneously of service quality and price on customer satisfaction at Tsamie Noodle Bar Majalengka does not only have a damp effect on customer satisfaction.

#### 4. Conclusions

Based on the explanation above, the resulting findings are that effectively, both partially and simultaneously, service quality and price greatly contribute to consumer satisfaction in the Tsamie Noodle Bar culinary business, in Majalengka, Indonesia. This is of course in theory and fact that these two variables support each other towards consumer satisfaction, so if the quality of service is better, then customer satisfaction will be better too. Likewise, price can provide consumer satisfaction, if accompanied by product quality. From an Islamic perspective, providing consumer satisfaction is a noble act that must be done by business people, and can start from improving service quality providing fair prices, and providing quality services. This is following the principles of Islamic economics that encourage business practices that favor justice, honesty, and mutual benefit. Therefore, as a business actor, it is important to continuously improve service quality and maintain fairness in product pricing. Thus, in addition to achieving high customer satisfaction, the business will also gain blessings and sustainable success. It is recommended that the conclusions include supporting evidence or data, be more specific in the explanation, and need to link to relevant literature or theories. The shortcoming of this study is that there are no recommendations. This is because the conclusions are still general, there are no restrictions on the research and the next steps for future research.

#### References

- Agustin, Ayu Hana, P., & Susilo, A. (2023). Analisis Strategi Promosi Produk Frozen Food di Royal Frozen Food (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Aisha, R., & Kurniawati, K. (2023). Analisis Convenience, Trust dan Subjective Norm terhadap Customer Satisfaction yang Dimediasi oleh User Behavior Belanja Online. *Jurnal Manajemen dan Bisnis Indonesia*, 9(1), 135-150.
- Ananda, F.R. (2021, April 27). Ini Alasan Bisnis Kuliner Jadi Pilihan Peluang Usaha Menjanjikan. Retrieved Maret 20, 2023, from Okezone: <https://iecionomy.iokiezionie.ciom/rieaid/2021/04/26/455/2400875/ini-alasan-bisnis-kuliner-jadi-pilihan-peluang-usaha-menjanjikan>.
- Asti, E., & Ayuningtyas, E. (2020). Pengaruh kualitas pelayanan, kualitas produk dan harga terhadap kepuasan kionsiumien. *EKOMABIS: Jurnal Ekonomi Manajemen Bisnis*, 1(01), 1-14.
- Bagale, G. S., Vandadi, V. R., Singh, D., Sharma, D. K., Garlapati, D. V. K., Bommiseti, R. K., & Sengan, S. (2021). Small and medium-sized enterprises' contribution to digital technology. *Annals of Operations Research*, 1-24.
- Clinton, Y. A., & Vanomy, A. E. (2023). Pengembangan Umkm Kuliner Di Kota Batam Melalui Transformasi Ke Platform Digital di Era Revolusi Industri 4.0. *Fortunate Business Review*, 3(1), 25-55.
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585-593.
- Dinh, T. T. H., Vo, D. H., The Vo, A., & Nguyen, T. C. (2019). Foreign direct investment and economic growth in the short run and long run: Empirical evidence from developing countries. *Journal of Risk and Financial Management*, 12(4), 176.
- El-Adly, M. I. (2019). Modeling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50, 322-332.

- Hanaysha, J. R. (2021). Impact of price promotion, corporate social responsibility, and social media marketing on word of mouth. *Business Perspectives and Research*, 9(3), 446-461.
- Hecht, A. A., Perez, C. L., Polascek, M., Thorndike, A. N., Franckle, R. L., & Moran, A. J. (2020). Influence of food and beverage companies on retailer marketing strategies and consumer behavior. *International journal of environmental research and public health*, 17(20), 7381.
- Huda, N., Rini, N., Mardoni, Y., Hudori, K., & Anggraini, D. (2017). Lems, Solutions, and Strategies Priority for Waqf in Indonesia. *Journal of Economic Cooperation & Development*, 38(1), 29.
- Kasidi, D. (2023). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Pada CV Kusuma Putra Di Kota Batam. *TRACTARE*, 6(1), 247-257.
- Loxton, M., Truskett, R., Scarf, B., Sindone, L., Baldry, G., & Zhao, Y. (2020). Consumer behavior during crises: Preliminary research on how coronavirus has manifested consumer panic buying, herd mentality, changing discretionary spending, and the role of the media in influencing behavior. *Journal of risk and financial management*, 13(8), 166.
- Mariansyah, A., & Syarif, A. (2020). Pengaruh kualitas produk, kualitas pelayanan, dan harga terhadap kepuasan konsumen cafe Kabalu. *Jurnal Ilmiah Bina Manajemen*, 3(2), 134-146.
- Metasari, K. (2022). Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Konsumen Po. Balya Trans Kota Batu (Doctoral Dissertation, Universitas Muhammadiyah Malang).
- Nguyen, D. T., Pham, V. T., Tran, D. M., & Pham, D. B. T. (2020). Impact of service quality, customer satisfaction, and switching costs on customer loyalty. *The Journal of Asian Finance, Economics and Business*, 7(8), 395-405.
- Novel, A. H., Kamanda, S. V., & Kusumayanti, K. (2022). Pengaruh Kualitas Pelayanan dan Kualitas Produk Terhadap Kepuasan Konsumen (CFC Batuaji Batam). *Jurnal Al-Amal*, 1(1), 26-32.
- Pratiwi, Z., & Razak, A. (2019). Pengaruh Kualitas Layanan, Harga dan Kepuasan Pelanggan Terhadap Word of Mouth pada Jasa Perhotelan (Studi Kasus pada Hotel Plaza Inn Kendari). *SIGMA: Journal of Economics and Business*, 2(1), 55-67.
- Purwasih, R. (2021). Pengaruh Persepsi Harga dan Kualitas Pelayanan Terhadap Minat Beli Ulang Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Doctoral dissertation, Universitas Putra Bangsa).
- Rahayu, F., Barkah, C., Chan, A., & Tresna, P. W. (2021). analisis kepuasan konsumen terhadap produk sambal Kemasan untuk formulasi perbaikan strategi produk. *Bisma: Jurnal Bisnis dan Manajemen*, 15(1), 47-55.
- Sari, R.F., & Marlius, D. (2023). Pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Konsumen pada D'sruput Lapa Padang. *Jurnal Pendidikan Tambusai*, 7(1), 1801- 1812.
- Sarihati, T., Widodo, P., & Widihardjo, W. (2015). Penerapan Elemen-Elemen Interior Sebagai Pembentuk Suasana Ruang Etnik Jawa Pada Restoran Boemi Joglo. *ATRAT: Jurnal Seni Rupa*, 3(3).
- Setiawan, H. (2019). Pengaruh kualitas layanan, persepsi nilai Dan kepuasan nasabah terhadap loyalitas nasabah bank. *MOTIVASI*, 2(2), 207-229.
- Shokouhyar, S., Shokoohyar, S., & Safari, S. (2020). Research on the influence of after-sales service quality factors on customer satisfaction. *Journal of Retailing and Consumer Services*, 56, 102139.
- Siddiq, M. F. (2022). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Grabfood Selama Pandemi Covid-19 (Doctoral dissertation, Universitas Muhammadiyah Malang).
- Sumartini, L. C., & Tias, D. F. A. (2019). Analisis kepuasan konsumen untuk meningkatkan volume penjualan kedai kopi kala senja. *Jurnal E-bis*, 3(2), 111-118.

- Testa, R., Galati, A., Schifani, G., Di Trapani, A. M., & Migliore, G. (2019). Culinary tourism experiences in agri-tourism destinations and sustainable consumption—understanding Italian tourists' Motivations. *Sustainability*, 11(17), 4588.
- Tjiptono. (2019). *Strategi Pemasaran Prinsip & Penerapan*. Edisi 1. Yogyakarta. Andy.
- Umair, M., & Dilanchiev, A. (2022). Economic recovery by developing business strategies: mediating role of financing and organizational culture in small and medium businesses. *Proceedings book*, 683.
- Wijaya, K. A., Saidani, B., & Parlyna, R. (2021). Pengaruh Harga, Kualitas Produk dan Kualitas Layanan terhadap Loyalitas Pengguna Internet. *Jurnal Bisnis, Manajemen, dan Keuangan-JBMK*, 2(1), 71-84.
- Wiro, M., & Naili, F. (2013). Pengaruh Nilai Pelanggan dan Kualitas Layanan Terhadap Loyalitas Pelanggan, Melalui Kepuasan Pelanggan Pada Pelanggan Bus Efisiensi (Studi PO Efisiensi Jurusan Yogyakarta-Cilacap). *Jurnal Administrasi Bisnis*, 2 (1).
- Widayanti, I., & Sari, S. W. H. P. (2023). The Role of DSN-MUI Fatwa in Indonesian Sharia Banking Development Flows in the Industrial Revolution 4.0. *El-Qish: Journal of Islamic Economics*, 3(1), 29–44.
- Zidny, M., & Hasbi, N. '. (2022). How Will Indonesia's Remittance Value for The Next 5 Years Due to Covid-19? (Autoregressive Integrated Moving Average Approach). *El-Qish: Journal of Islamic Economics*, 2(1), 58–67. <https://jurnal.ut.ac.id/index.php/elqish/article/view/4147>