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by Hendra Tri, Sengguruh Nilowardono, Agus Sukoco, Joko Suyono, Iga
Aju

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The Influence of Service Quality, Food Quality and Price on Customer Satisfaction

**Hendra Tri Wicaksono, Sengguruh Nilowardono, Agus Sukoco, I Gusti Agung Aju
Nitya Dharmani, Joko Suyono**

Department of Management Faculty of Economics and Business Narotama University,
Surabaya, Indonesia

hendra.tri25@gmail.com, sengguruh@narotama.ac.id, agussukoco@narotama.ac.id,
aju.dharmani@narotama.ac.id, joko.suyono@narotama.ac.id

Abstract

This study was conducted to determine the effect of service quality, food quality and price on customer satisfaction at Kimchi – Go Express customers at the Royal Plaza branch. The sampling technique used incidental sampling technique, the namely technique by chance. Quantitative method is used to answer the problems in this study by using 100 respondents with data collection through questionnaires. The analysis technique used is multiple linear regression analysis. The results showed that there was a positive and significant influence partially or simultaneously between service quality, food quality and price on customer satisfaction. This can be shown by the partial significance of the variable service quality on customer satisfaction $0.000 < 0.05$, variable food quality on customer satisfaction $0.018 < 0.05$, variable price on customer satisfaction $0.003 < 0.05$. Meanwhile, the significance value simultaneously shows a value less than 0.05, which is 0.000.

Keywords:

Customer Satisfaction, Food Quality, Price, Service Quality.

1. Introduction

Competition in the culinary business is getting competitive. Every restaurant is required to optimize the performance in the culinary business competition. The restaurant should be able to fulfill customer needs and expectations. Therefore, to strengthen and create customer satisfaction, the restaurants should design marketing strategies. Satisfied customers will recommend to other potential customers and convey information about good things about the restaurant to potential customers (Daryanto, 2014).

In a restaurant, the factors of service quality, food quality, and price will create customer satisfaction after consuming the products or services of a restaurant. Service quality is very important to increasing competitiveness for restaurants, especially that related in the culinary business. In meeting or exceeding customer expectations, service quality is a very consistent way (Lovelock, Wirtz, 2010). In addition, food quality is also a determining factor for restaurants to create customer satisfaction after purchasing and using a product (Kotler dan Armstrong, 2010). Quality in terms of taste, portion, distinctive taste is the ability of food quality to carry out various functions. Pricing policy have to be considered by its restaurant in the business world competition. So that the price set is not too low or too high, the company must always monitor the prices set by competitors. According to (Assauri, 2012) to provide a price that is in accordance with the food quality and service quality offered, restaurants are required to provide quality products and services as an added value.

The phenomenon of the development of culinary business also occurs in Surabaya. One of the culinary businesses that is becoming a trend among the youth of Surabaya today is Korean food. Various kinds of Korean food restaurant or cafe brands mushrooming in this city. One of the culinary types in Surabaya, namely Kimchi-Go Express at Royal Plaza branch, is a restaurant branch that has been established since 2017 at the Royal Plaza Mall Surabaya. Kimchi-Go Express Royal Plaza branch is in a strategic location, which is in one of the biggest and busiest malls in Surabaya. Kimchi-Go Express at Royal Plaza branch, provides a variety of authentic Korean food. Dishes in the form of processed meat, chicken, snacks that are processed with original Korean recipes by the owner.

Based on the researcher's initial observations, information was obtained, that there are still some customers who argue such as: the taste of the food served is sometimes still changing for the same type, besides that the service is not friendly, there are also customers who wait for their orders too long which makes customers just waste time while waiting for orders, besides that the lack of communication between employees and customers causes errors in ordering, and there are also customers who think that the perception of the price set is not in accordance with the benefits according to what has been paid.

1.1 Literature Review

1. Service quality

Service Quality is a match between the expectations or desires of consumers with consumer perception. Service quality can be manifested in meeting the needs and expectations of consumers and the accuracy of delivery to balance consumer expectations. Service quality has many different characteristics so that service quality is difficult to define or measure (Parasuraman et al., 1988).

One of the factors that determine the level of success and quality of the company is the company's ability to provide services to customers. The company's success in providing quality services to its customers, achieving high market share, and increasing company profits is largely determined by the approach (Zeithaml et al., 1996). Service quality can be measured by the following indicators (Parasuraman et al., 1988):

- 1) Tangibles
- 2) Reliability
- 3) Responsiveness
- 4) Assurance
- 5) Empathy

2. Food Quality

Food quality is a concept that can provide insight into how to product and consumer perspectives (Hyun, 2010). Food quality comes from the consumer's perspective, mostly consisting of experiential qualities such as taste and comfort complemented by quality beliefs such as origin, production method, and health (Grunert & Aachmann, 2016).

Food quality is a very important key that customers are always looking for to meet their needs and expectations for the restaurant that consumers choose (Shaharudin et al., 2011). Quality in terms of taste, portion, distinctive taste is the ability of food quality to carry out various functions. Food quality describes the extent to which the product's ability to meet and satisfy customer needs (Kotler dan Armstrong, 2010). Food quality can be measured by the following indicators (Barrett et al., 2010):

- 1) Color
- 2) Appearance
- 3) Taste
- 4) Texture
- 5) Value or nutritional content

3. Price

Price is the amount of money (possibly plus some goods) required to obtain some combination of a product and the accompanying service (Stanton, 2000). Price is a way for a seller to differentiate offerings from competitors. So that pricing can be considered as part of the product differentiation function in marketing. According to (Tandjung, 2004) price is the amount of money that has been agreed upon by the prospective buyer and seller to be exchanged for goods or services in the normal course of business. Meanwhile, according to (Simamora, 2001) the notion of price is a number of values exchanged to obtain a product. Thus, the price of a good or service is a determinant of market demand. Price can be measured by indicators as following (Stanton, 2000):

- 1) Price affordability
- 2) Price match with product quality
- 3) Price competitiveness
- 4) Price match with product benefits
- 5) Prices affect consumers' purchasing power

4. Customer Satisfaction

Customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity (Tjiptono, 2006). Customer satisfaction as an overall attitude towards an item or service after acquisition. In other words, customer satisfaction is a post-purchase evaluative assessment resulting from a specific purchase selection (Amyx & Mowen, 1995). Customer satisfaction is a post-purchase evaluation where the chosen alternative is at least equal to or exceeds customer expectations, while dissatisfaction arises when the results do not meet expectations (Engel et al., 1990). Customer satisfaction can be measured by the following indicators (Tjiptono, 2006):

- 1) Customer satisfaction program
- 2) Relationship marketing
- 3) Loyalty promotion program

- 4) Effective complaint handling system
- 5) Unconditional guarantees

1.2 Hypothesis and Framework

1. Correlation between service quality and customer satisfaction

Research conducted by Sulis Setiawati, Ahmad Guspul and Meftahudin (2020) shows that service quality has a positive effect on customer satisfaction. Research conducted by Juliana, Themmy Noval and Reno Susanto (2019) shows that service quality has an effect on customer satisfaction. Research conducted by Bagio Santoso (2019) shows that service quality has an effect on customer satisfaction. Research conducted by Resky Dwi Romadhon and Moch Munir Rachman (2021) shows that partially service quality has a significant effect on customer satisfaction. Research conducted by Anita Komalawati (2020) shows that service quality affects customer satisfaction

H1 : Service Quality has a partial effect on customer satisfaction

2. Correlation between Food Quality and Customer Satisfaction

Research conducted by Rezha Arlanda and Agus Suroso shows that food & beverage quality has a positive and significant effect on customer satisfaction. research conducted by Sulis Setiawati, Ahmad Guspul and Meftahudin (2020) shows that food quality has a positive effect on customer satisfaction. Research conducted by Resky Dwi Romadhon and Moch Munir Rachman (2021) shows that partially product quality has a significant effect on consumer satisfaction. Research conducted by Jalal Hanaysha (2016) shows that food quality has a positive significant effect on customer satisfaction.

H2 : Food Quality has a partial effect on Customer Satisfaction

3. Correlation between Price and Customer Satisfaction

Research conducted by Bagio Santoso (2019) shows that price has an effect on customer satisfaction. Research conducted by Rezha Arlanda and Agus Suroso (2018) shows that price has a positive and significant effect on customer satisfaction. Research conducted by Jalal Hanaysha (2016) shows that price fairness has a positive and significant effect on customer satisfaction.

H3 : Price has a partial effect on Customer Satisfaction

H4 : Service Quality, Food Quality and Price has a simultaneous effect on Customer Satisfaction

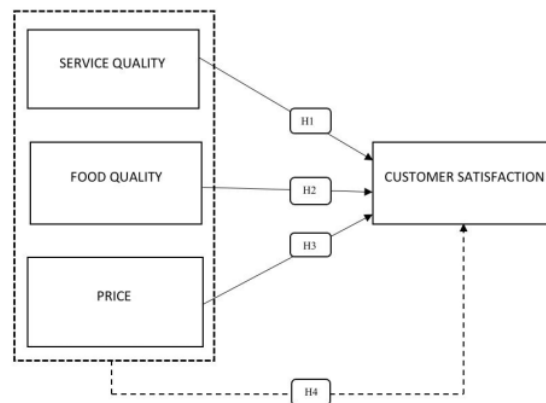


Figure 1. Framework

2. Methodology

Type of data used in this research is quantitative data. The source of data in this study is primary data by taking a sample of 100 respondents from the population of the Kimchi-Go Express restaurant at the Royal Plaza branch which is in demand by consumers who buy or consume these products. The sampling technique used incidental samplingsampling technique, namely the technique by chance. The indicator measurement scale in this study uses a likert scale which has five levels of preference, each with a score of 1-5. Data analysis in this study used the SPSS version 18 tool to process data.

3. Result and Discussion

3.1. Result

1. Validity Test

In this study validity test performed with SPSS version 18. To determine the value of r table is by the formula: $df = (n - 2)$ $df = (100 - 2) = 98$, the r table value of the significance level of 0.5. A total of 100 samples is 0.1654. The results of the validity test can be seen in the following table:

Table 1. Validity Test

Variable/Item	R count	R table	Status
Service Quality			
X1.1	0,783	0,1654	Valid
X1.2	0,759	0,1654	Valid
X1.3	0,736	0,1654	Valid
X1.4	0,773	0,1654	Valid
X1.5	0,826	0,1654	Valid
Food Quality			
X2.1	0,694	0,1654	Valid
X2.2	0,834	0,1654	Valid
X2.3	0,756	0,1654	Valid
X2.4	0,677	0,1654	Valid
X2.5	0,616	0,1654	Valid
Price			
X3.1	0,670	0,1654	Valid
X3.2	0,688	0,1654	Valid
X3.3	0,737	0,1654	Valid
X3.4	0,689	0,1654	Valid
X3.5	0,664	0,1654	Valid
Customer Satisfaction			
Y1	0,634	0,1654	Valid
Y2	0,747	0,1654	Valid
Y3	0,655	0,1654	Valid
Y4	0,620	0,1654	Valid
Y5	0,635	0,1654	Valid

Source: processed using SPSS (2021)

Based on the results of the calculation of the validity test, it states that all indicators on the variables service quality, food quality, price and customer satisfaction tested show $r \text{ count} > r \text{ table}$. This indicates that all variable indicator statements are declared valid.

2. Reliability Test

In the SPSS program, the method used in this study is the method Alpha Cronbach where a research instrument is said to be reliable if the coefficient uses a limit of 0.6. The results of the reliability test can be seen in table 5 as follows:

Table 2. Reliability Test

Variable	Cronbach's Alpha	Status
Service Quality	0,831	Reliable
Food Quality	0,705	Reliable
Price	0,790	Reliable
Customer Satisfaction	0,707	Reliable

Source: processed using SPSS (2021)

Based on the table above, it can be seen that all variables have Cronbach's alpha values greater than 0.6 then the questions are declared reliable.

3. Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test

Model	Unstandardized Coefficients B
(Constant)	10.517
Service Quality	.117
Food Quality	.117
Price	.197

Source: processed using SPSS (2021)

Based on the results of the analysis in the table, the regression equation is obtained linear as follows:

$$Y = 10,517 + 0,117X_1 + 0,117X_2 + 0,197X_3 + e$$

Based on the multiple linear equations, it can be described as follows:

Variable regression coefficient Service Quality (β_1) is 0.117 means that if the Service Quality is increased by one unit with the assumption that the variables are Food Quality and Price considered constant, it will increase Customer Satisfaction by 0.117.

The value of the regression coefficient of the variable Food Quality (β_2) is 0.117, meaning that if the Food Quality is increased by one unit with the assumption that the variables are Service Quality and Price considered constant, it will increase Customer Satisfaction by 0.117.

The regression coefficient value of the variable Price (β_3) is 0.197, meaning that if the Price is increased by one unit with the assumption that the variables are Service Quality and Food Quality considered constant, it will increase Customer Satisfaction by 0.197.

4. F Test

Test is carried out using a significance level of α 0.05 (5%). The results of the f test in this study can be seen in the following table:

Table 4. Simultaneous Test (F Test)

F	Sig.	Description
8.672	.000	Significant

Source: processed using SPSS (2021)

Based on the Simultaneous Test table (F test), it can be interpreted as follows:

F test results indicate that sig. 0.000 < 0.05, with f_{count} (8.672) when compared to f_{table} (2.70), then $f_{count} > f_{table}$ so that it can be concluded that the model is significant. Based on this analysis, it can be concluded that Service Quality, Food Quality, and Price have a significant positive effect on Customer Satisfaction.

5. T-Test

The test is carried out using a significance level of α 0.05 (5%) with a 1-way hypothesis. The results of the t-test in this study can be seen in the following table:

Table 5. Partial Test (t-Test)

Model	B	t	Sig.	Description
(Constant)	10.517	5.618	.000	
Service Quality	.117	4.584	.000	Significant
Food Quality	.117	3.239	.018	Significant
Price	.197	3.882	.003	Significant

Source: processed using SPSS (2021)

Based on the Partial Test table (t-test), it can be interpreted as follows:

The results of the t test on the variable Service Quality (X_1), the regression coefficient is 0.117 (positive) and sig (0.000), then sig. < α (0.05) with t_{count} (4.584) when compared with t_{table} (1.660), then $t_{count} > t_{table}$, assuming other variables are considered constant, so that the conclusion is that Service Quality has a significant positive effect on customer satisfaction.

The results of the t-test on the variable Food Quality (X_2), the regression coefficient is 0.117 (positive) and sig (0.018), then sig. < α (0.05) with t_{count} (3.239) when compared to t_{table} (1.660), then $t_{count} > t_{table}$, assuming other variables are considered constant, so that the conclusion is Food Quality has a significant positive effect on customer satisfaction.

The results of the t-test on the variable Price (X_3), the regression coefficient of 0.197 (positive) and sig (0.003), then sig. < α (0.05) with t_{count} (3.882) when compared to t_{table} (1.660), then $t_{count} > t_{table}$, assuming other

variables are considered constant, so that it can be concluded that Price has a significant positive effect on customer satisfaction.

6. Coefficient of Determination

Table 6. Coefficient of Determination

Adjusted R Square	Description
.489	Medium

Source: processed using SPSS (2021)

Based on the Determination Coefficient Test table (R^2), it can be interpreted as follows:

The results of the coefficient of determination test (R^2) indicate that the Adjusted R Square value is 0.489 or 48.9%. This means that the level of customer satisfaction that can be explained by the independent variables (service quality, food quality, and price) is 48.9%, while the remaining 51.1% is influenced by other variables not examined.

3.2 Discussion

Service quality has a significant effect on customer satisfaction. In this case, it proves that one way to satisfy customers is to provide the best service. After customers are satisfied with the products and services received, customers will compare the services provided with competitors. If the customer is really satisfied, the customer will make a repeat purchase and the customer will recommend to relatives they know that the service provider is good. Customer satisfaction can be felt by measuring the difference between what the customer expects and what the customer receives from the service provider, especially in terms of service. With a quality service, of course, will eliminate an unpleasant experience. Good service in customers attention will create loyalty to company that provide satisfaction service quality. Quality must begin from customer need and finally end at customers perception. Because a good quality image is not seen from the perception of the provider, but based on the perception of the customer. The results of this study are in line with research conducted by Juliana, Themmy Noval and Reno Susanto (2019), entitled "Analysis of the Effect of Service Quality, Food Quality and Perceived Value as Predictors of Customer Satisfaction at Ampera Restaurant Bandung". The results showed that service quality and perceived value had an effect on customer satisfaction. Meanwhile, food quality has no effect on customer satisfaction.

Food quality has a significant effect on customer satisfaction. The quality of service providers products is an aspect that needs to be considered. A product is anything that a company creates so that it can be offered to get attention in satisfying consumer wants and needs. The quality of a food product is very important for any food service company. Because it is a characteristic of a company that can be accepted by consumers. Food service companies must always use food ingredients fresh, provide good food presentation, varied food and drinks. Thus, customer satisfaction is guaranteed while enjoying the quality food served. Every company or producer must have a level of quality that will monitor or support to improve or maintain products in the market. Generally, the higher the customer's perception of the quality of a product, the higher the customer satisfaction obtained. Therefore, product quality has a positive influence on consumer satisfaction. Products that have good quality can increase consumer buying intentions because consumers perceive the product as meeting their expectations. The results of this study are in line with research conducted by Sulis Setiawati, Ahmad Guspul and Meftahudin (2020) entitled "The Effect of Service Quality, Food Quality, Price and Location on Customer Satisfaction (Case Study on Café Eatbox Kitchen Wonosobo)". The results showed that service quality, food quality, price and location had a positive effect on customer satisfaction.

Price has a significant effect on customer satisfaction. Prices that are equivalent to the services provided so as to provide individual satisfaction to customers because they are in accordance with customer expectations. The prices given by the Kimchi-Go Express branch of the Royal Plaza Surabaya are affordable and cheaper than competing food products. In setting prices, it is necessary to pay attention to the purchasing power of customers, because prices are closely related to the customer's perspective. Because price is a monetary or other measure (including goods and services) that can be exchanged in order to obtain ownership rights or use of an item or service. The results of this study are in line with research conducted by Jalal Hanaysha (2016) entitled "Testing The Effects of Food Quality, Price Fairness and Physical Environment on Customer Satisfaction in Fast Food Restaurant Industry". The results showed that food quality, price efficiency and physical environment had a positive and significant effect on customer satisfaction.

4. Conclusion and Suggest

Based on the discussion of the research results, it can be concluded as follows is service quality has a significant positive effect on customer satisfaction. Where the value of $t_{count} 4.584 > t_{table} 1.660$ with a significance of $0.000 < 0.05$. Food quality has a significant positive effect on customer satisfaction. Where the value of $t_{count} 3.239 > t_{table} 1.660$ with a significance of $0.018 < 0.05$. Price has a significant positive effect on

customer satisfaction. Where the value of $t_{count} 3.882 > t_{table} 1.660$ with a significance of $0.003 < 0.05$. Service quality, food quality and price have a simultaneous effect on customer satisfaction with a significant value less than 0.05, which is 0.000. The results of the R² determination test show the adjusted R Square value of 48.9%, which means that the level of customer satisfaction can be explained by all independent variables and the rest is influenced by other variables outside of this study.

For further research, it is expected to examine or add other variables, because the significance of variables service quality, food quality and price on customer satisfaction is still low. It is expected that with the addition of these other variables there is a greater influence on customer satisfaction.

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Biography

Hendra Tri Wicaksono, is a student of Narotama University, Surabaya, Indonesia, majoring in Marketing Management, Department of Management, Faculty of Economic and Business. He was also a senior crew in a food and beverage company for 5 years.

Sengguh Nilowardono, is a permanent lecturer at the Faculty of Economics and Business, Narotama University, Surabaya. Completed his Doctoral education in Management Science at the Postgraduate School of the Widya Mandala Catholic University, Surabaya. Previously served as Head of Narotama University's Master

of Management Study Program and Head of Narotama University's Career Center. Some of his journal publications have been indexed by Scopus. Some of the subjects taught include Brand Management, Digital Marketing, Strategic Marketing Management, Marketing Research, Marketing Practicum, Consumer Behavior. In addition, he is the holder of the BNSP Assessor certification for the field of Marketing Management.

Agus Sukoco, is a Lecturer and Supervisor at Faculty of Economics and Business, Narotama University, Surabaya Indonesia. He holds a Bachelor of Naval Engineering degree in Naval Engineering from Institut Teknologi Sepuluh Nopember, a Master of Management Business degree in Narotama University and a Doctoral Student of Management Business degree in STESIA, Indonesia. He has been recognized as a professional construction management consultant with more than 18 years of experience working with closely held businesses. He is also a member of INTAKINDO Consultant Indonesia.

I Gusti Agung Aju Nitya Dharmani, is a permanent lecturer at the Faculty of Economics and Business, Narotama University, Surabaya. This multi-talented lecturer as a permanent lecturer of Faculty of Economics and Business Management study program at Narotama University has served as head of study program. Publication of introduction to business textbooks with ISBN and registered at the National Library of Indonesia. His journal publications have been indexed by Scopus. Some of the courses taught include Introduction to Business, Introduction to Management, Business Ethics. She is active in community also supervised as Chairman of HIPWA (Himpunan Pedagang Warung) East java, Secretary of PERSANI (Persatuan Atlet Senam Indonesia) Surabaya City, Head of KPJ (Komunitas Perias Jawa Timur) and builder of DPW PEKNAS (Penguatan Ekonomi Kerakyatan Nasional) East Java. She is also as a ludruk artist for the Sinar Nusantara Cultural Rhythm.

Joko Suyono is a lecturer at Narotama University, Surabaya, Indonesia. He is also as Head of Master of Management at Narotama University, Surabaya, Indonesia. He got bachelor degree in business administration and also accounting, he got master degree in industrial management and also in marketing management, and he got doctoral degree in business administration. Prior becoming a lecturer. He is practitioner as senior manager in some multinational corporation such as Stanley Works Indonesia (USA Company), Ericsson Indonesia (European Company) and Lotus Indah Textile Industries, a multinational company in the textile, spun yarns.

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