The Effect of Price, Service Quality, and Brand Image on Customer Satisfaction

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Abstract: **Every company is required to make consumers feel satisfied by providing better services to maintain their market position. This research was conducted to explain the effect of price, quality and brand image on the customer satisfaction of Mie Kober Renon. 114 people were used as sample, with purposive sampling. Multiple linear regression was used. The results of the study show that price, quality, and brand image simultaneously have positive and significant effect on customer satisfaction, through price, good service quality and brand image can increase customer satisfaction. Price has positive and significant effect on customer satisfaction. Continuous price compatibility can increase customer satisfaction. Service quality has positive and significant effect on customer satisfaction where the better the service quality will be able to increase customer satisfaction. Brand image has positive and significant effect on customer satisfaction where the better the brand image will be able to increase customer satisfaction.**

Keywords: **Price, Service Quality, Brand Image, Customer Satisfaction.**

I. INTRODUCTION

In 2018 the business world will grow in all sectors. Marketing is increasingly needed for business development. A company's success in business depends on the products and services produced and offered to the wider community. Every company is required to make consumers feel satisfied by offering better services and services, considering that the company must be able to maintain its market position amid increasingly fierce competition (Consuegra et al., 2017). One type of business that is currently potential to be developed is a culinary business. The diversity of culinary business is now promising for producers to innovate culinary business. In cities large and small culinary businesses are now starting to compete. This is an opportunity for entrepreneurs engaged in the culinary field. One type of culinary business that is becoming a trend in the community is Mie Kober.

Kober Noodle is the first restaurant outlet in Indonesia that sells processed noodles with spicy variants with a level of spiciness to choose from. The main ingredient of Kober Noodle is not to use noodles in general but to use pasta types of pasta that are fried cooked with a little oil. For the price of Kober Noodle itself, it must be very friendly with your pocket, because one portion of Kober Noodle costs quite IDR 10,000 / portion. In addition to the Kober Mie food menu, there is also a drink menu that has interesting names such as ice tuyul, sundel ice perforated, children's ice kuntil, ice gendruwo to ice pocong. Mie Kober does not put the name 'his restaurant' in every outlet anywhere. Marketing is only through words of mouth and also through social networking accounts.

The development of the kober noodle business that offers noodles with different levels of spiciness gives a positive response among young people, especially for lovers of spicy food. Kober noodle outlets first time developing in the Solo area precisely on Jalan Bromo Solo Indonesia. But its development in the city of Malang did not give a good effect, because this region the people are more likely to dislike spicy food / more sweet foods and drinks. So this kober noodle businessman decided to open branches in other areas such as in East Java and Bali. In Bali itself, Kober Noodle already has 6 branches, including in Denpasar there are 5 branches and 1 branch is in Gianyar Regency. The development of kober noodles on the island of Bali, especially in Denpasar, was dominant in giving a positive response to young Balinese, because the Balinese people really liked the concept of place, price, and the uniqueness of the services provided

by the kober noodle businessman as well as the spicy menu variants offered. true to the taste of the Balinese tongue. So kober noodle business with various menu variants offered, is really favored by the Balinese people and is experiencing rapid and advanced development to today.

In the midst of the progress and development of Mie Kober in dominating the market, there were competitors who were selling similar noodle products similar to Mie Kober products. The noodle outlets that appear and become competitors from Mie Kober, such as Mie Setan Njerit, Preman Noodle, Tomcat Noodle, Mie Rampok, and Mie Gacoan. Competition in controlling the market can occur in terms of price and quality of services offered. Innovation and improvement in quality and service are essential to maintain the company's existence in the midst of competition. Creative innovation, both process innovation and product innovation will increase the company's ability to create quality products, which in turn are expected to increase the company's competitive advantage which will ultimately impact on company performance (Ekawati et al., 2016). Factors that can affect customer satisfaction are price, service quality and brand image

Price is one of the factors that influence customer satisfaction. Price is the amount of money needed to exchange products and services. Prices seen from the point of view of consumers, often used as an indicator of value when the price is associated with the perceived benefits of goods or services. At a certain price level, if the value perceived by the customer is higher, it will create maximum customer satisfaction. Consumers will be very sensitive about prices because consumers will compare prices with what they get. Price has an important role in determining the decision of consumers to buy goods or services. According to Malik et al. (2012) the right pricing policy can maximize customer satisfaction and retain customers and to achieve a higher market share. In this case Mie Kober Renon has set prices according to the food served. Based on a short interview with 5 (five) consumers from Mie Kober Renon on September 4, 2018 at 16.00, it was found that 5 (five) consumers were satisfied with the price of food because they felt it was worth it.

Another factor that also influences customer satisfaction is service quality. Services according to Santoso & Aprianingsih (2017), namely every action or activity that can be offered by one party to another party is basically intangible and does not result in any ownership. The service quality of a product has an important essence for the company's strategy to defend itself and achieve success in the face of competition. Customer satisfaction is influenced by service quality (Ahmed et al., 2010). This is based on consumers considering or assessing the quality of the product or service. When the service quality provided is very good, then the customer or customer will feel satisfied. This also means that the higher the quality of service, the higher customer satisfaction will result.

By providing good service and in accordance with what is expected to provide satisfaction to consumers, satisfied and loyal consumers will do repeat buying (Pishgar et al., 2013). Based on a brief interview with 5 (five) consumers of Mie Kober Renon on 4 September 2018 at 16.00, it was found that 2 of them were still not satisfied with the services provided. One of the speakers said that the service was less friendly to consumers. Like the waiter who is unresponsive and the tables are still dirty with plates. Customer satisfaction is influenced by brand image. Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. The image of the brand associated with attitudes in the form of beliefs and preferences for a particular product that has a good image attached to a product or service is able to provide satisfaction to consumers through customer psychology (Sondakh, 2014). Consumers who have a positive image of a brand, will be more likely to make a purchase (Upamannyu & Sankpal, 2014).

Consumers will feel satisfied when the brand image of the product used is classified as good, famous, and easy to remember. The more often a person receives positive things about a product, the higher the sense of wanting to have a product. This is in accordance with research conducted by Cronin et al. (2008) states that brand image has a significant effect on customer satisfaction. Creating a positive brand image requires a marketing program that is powerful, profitable and unique to their memories. The more advanced the times, the more innovations that can be used as products to create menus and new tastes in the products being sold. Based on a short interview with 5 (five) consumers of Mie Kober Renon on September 4, 2018 at 16.00 it was found that consumers were satisfied with the brand image of Mie Kober Renon.

The phenomenon in the field shows that consumer satisfaction is important for the existence of the company in the midst of the rapid competition to gain the trust of consumers to continue to buy the product produced. Therefore, every company is deemed necessary to give satisfaction to its customers. Customer satisfaction exists after comparing the performance obtained or felt against consumer expectations. To be able to achieve customer satisfaction, companies need to improve several aspects of the company, including determining prices, service levels and brand image.

According to the research of Setyowati & Wiyadi (2016) which states that the influence of service quality, price and brand image has a positive and significant effect on consumer satisfaction. This means that maintaining good service quality to consumers, can provide a positive image of the existence of businesses to be able to prioritize customer satisfaction, so they can feel the pleasure of the products consumed and can have a positive effect on business sustainability.

In addition to maintaining service quality, brand image plays an important role in the running of a business, maintaining a good brand image can have an impact on the satisfaction that will be enjoyed by consumers of the products consumed. In addition, prices also contribute to the satisfaction felt by consumers. High and low prices of a product reflect the quality of the products produced, so the amount of prices paid by consumers can affect the satisfaction felt by consumers and will have a good impact on the development of a business on an ongoing basis.

II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT

The Effect of Price, Service Quality and Brand Image on Customer Satisfaction

In general, high prices will improve existing facilities or services, thereby increasing customer satisfaction. Kaura et al. (2015) shows that the level of satisfaction is broader than the assessment of service quality and is subject to service quality, product quality, price, situation, and personal factors. Herrman et al. (2007) also emphasize price as an important factor of consumer satisfaction, because every time a consumer evaluates the value of the service obtained, they determine it based on price.

Brand image as a set of beliefs, ideas, and impressions that a person has towards a brand. Therefore, consumers' attitudes and actions towards a brand are largely determined by the brand's image. Research conducted by Mirdamadi. & Khaksar (2011) states that consumers are satisfied with the brand image (Brand Image) which means the company must be able and strive to improve how the benefits of the product, ease of obtaining products, brands that are easily recognized, and in accordance with consumer needs, which in turn makes consumers more satisfied and ignored other product offerings or loyal to the product used.

Service quality is the level of perfection expected for perfection to meet customer desires. Based on the results of the study of Pishgar et al. (2013) suggested that product quality will affect customer satisfaction. Another study by Upamannyu & Sankpal (2014) also found that service quality has a significant effect on customer satisfaction. Research conducted by Ekawati et al. (2016) concluded that the variables of perceived price, service quality, and brand image simultaneously had a significant effect on customer satisfaction. Based on the results of previous studies that have been described above, it can be proposed the following hypothesis.

H$_1$: Price, Service Quality, Brand Image have significant effect on Consumer Satisfaction

The Effect of Price on Consumer Satisfaction

In an effort to meet customer satisfaction, companies are indeed required to know the shifting needs and desires of consumers that change almost every time. Joseph et al. (2008) say customer satisfaction is a response (emotional or cognitive). Buyers will move after forming a perception of the value of the offer, satisfaction after purchase depends on the performance of the offer compared to expectations. According to Kivetzdan Simoson in Sopiah and Sangadji (2013: 182), customer satisfaction can establish a harmonious relationship between producers and consumers, creating a good basis for repeat purchases and the creation of consumer loyalty, forming word of mouth recommendations that can benefit the company.

Prices seen from the point of view of consumers, often used as an indicator of value when the price is associated with the perceived benefits of goods or services. Value can be defined as the ratio between perceived benefits and prices. Thus it can be concluded that at a certain price level, if the benefits felt by customers increase, the value will increase as well. The results of the study by Ngadino et al. (2017) who examined consumer satisfaction in the government program "Raskin" found that partially prices have a positive and significant influence on consumer satisfaction. Price and quality suitability offered needs to be a concern for the creation of a good image (Beneke & Zimmerman, 2014). Research by Haryati & Venice (2015) found that price perceptions significantly influence customer satisfaction.

Sulastri (2017) also found that the magnitude of the effect of price perception on satisfaction had a significant effect both directly and indirectly. So the better the perception of the price of a product, the higher the customer satisfaction will be. Another study conducted by Montung et al. (2015) states that price perception has a positive effect on customer

satisfaction. Research by Darmawan & Ekawati (2017) states that price has a positive and significant effect on satisfaction. Based on the results of previous studies, the following hypotheses can be taken.

H_2: Price has a positive and significant effect on customer satisfaction

The Effect of Service Quality On Customer Satisfaction

Service quality is how far the difference between reality and customer expectations for the subscriptions they receive or get. The service quality of a product has an important essence for the company's strategy to defend itself and achieve success in the face of competition. Consumer satisfaction is influenced by service quality (Fonseca & Brito, 2010). Research by Anggraeni et al. (2016) found that service quality had a positive and significant effect on customer satisfaction, so the better the quality of a product the higher the customer satisfaction. Research conducted by Punamasari (2015) which states that service quality is very significant influence on customer satisfaction with the product.

H_3: Service quality has a positive and significant effect on customer satisfaction

The Effect Of Brand Image On Customer Satisfaction

Brand image (Brand Image) is the observation and trust held by consumers, as reflected in consumers' associations or memories. A good brand image attached to a product or service is able to provide satisfaction to customers through consumer psychology. A consumer describes what they think about a brand and what they feel about the brand when they think about it (Roring et al., 2014). Customers will feel satisfied when the product brand image used is classified as famous, famous, and easy to remember. The more often someone receives positive things about a product, the higher the sense of wanting to have a product (Liao, 2012). Another study by Susanti & Wardana (2015) found that brand image had a significant positive effect on customer satisfaction for The Body Shop's green cosmetic products. Based on the results of previous studies, the following hypotheses can be taken.

H_4: Brand Image has a positive and significant effect on customer satisfaction
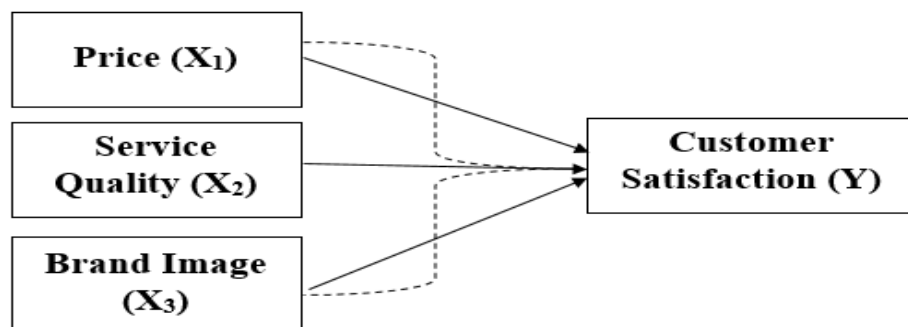

Figure 1: Conceptual Model

III. RESEARCH METHODOLOGY

The research method that the author uses in this research is an associative descriptive study with data collection methods using a questionnaire. This research was conducted at the Kober Mie Renon Store at Jalan Letda Tantular No.6, Dangin Puri Klod, East Denpasar, Denpasar City, Bali. The population in this research are people who have already bought products and visited Mie Kober Renon. The sample in this study members of the population selected as samples were customers of the Kober Renon Noodle who had purchased the product and visited Mie Kober Renon in the past 1 year. In this study the sample used was 114 respondents.

In this study the method of determining the sample used is the non-probability sampling technique chosen is purposive sampling which is the technique of determining the sample with certain considerations. The criteria for determining the sample in this study are as follows 1) Respondents who are at least 18 years old, because 18 years of age are considered to be mature enough and can understand the contents of the questionnaire 2) Are respondents who have a minimum education of high school this consideration is expected to be able to understand and understand the contents of the questionnaire 3) Is a respondent who visited in the past 1 year. This study uses multivariate analysis (correlation or multiple regression).

IV. RESEARCH FINDING AND DISCUSSION

The characteristics of the respondents in this study were profiles of 114 respondents who participated in filling out the questionnaire. The profile of the respondents contained in the questionnaire consisted of four aspects, namely: gender, age, education, and income. The description of the characteristics of respondents can be seen in Table 1:

TABLE 1: CHARACTERISTICS OF RESPONDENT

Characteristic	Classification	Respondent	(%)
Gender	Male	62	54,4
	Female	52	45,6
	Total	**114**	**100**
Age	18-25 years old	111	97,4
	26-34 years old	2	1,7
	$\geq$ 35 years old	1	0,9
	Total	**114**	**100**
Education	Senior High School	20	52,7
	Diploma	2	5,3
	Bachelor	13	34,2
	Total	**114**	**100**
Job	Student	17	44,73
	Total	**38**	**100**
Income	IDR < 1.000.000	50	43,9
	IDR 1.000.000 - < IDR 3.000.000	47	41,2
	IDR 3.000.000 - < IDR 5.000.000	10	8,8
	IDR 5.000.000 - < IDR 7.000.000	2	1,7
	> IDR 7.000.000	5	4,4
	Total	**114**	**100**

Source: Primary data processed, 2019

Table 1 shows that gender is dominated by male respondents with 62 respondents (54.4 percent) while women (52.5 percent) of the respondents surveyed. At the age of respondents showed that the majority of respondents aged 18-25 years with a percentage that is 97.4 percent. Respondents aged 26-34 years were 2 people (1.7 percent), aged $\geq$ 35 were 1 person (0.9 percent) of the respondents studied. In the education of respondents showed that the majority of respondents had a high school education level of 100 people or 87.7 percent, while the respondents with the smallest percentage having a Bachelor's education were 4.4 percent of the respondents studied. In the work of respondents, all respondents are still students. According to his income shows that the majority of respondents have an income of less than IDR 1,000,000 as many as 50 people or 43.9 percent, while the respondents with the smallest percentage earning IDR 5,000,000 - <IDR 7,000,000 ie as many as 2 respondent or 1.7 percent of respondents surveyed.

 The results of the validity test show that all instruments of this study are valid and appropriate to be used as research instruments. Reliability test results show that all research instruments have Cronbach's Alpha coefficients of more than 0.60. So it can be stated that all variables have met the requirements of reliability or reliability so that they can be used to conduct research.

The results of the regression analysis with the Statistical Package of Social Science (SPSS) program can be seen in Table 2 below.

TABLE 2: THE RESULT OF MULTIPLE LINEAR REGRESSION ANALYSIS

Variable	Regression Coefficient		t	Sig
	B	Std. Error		
(Constant)	4,543	1,382	3,288	0,001
Price (X1)	0,149	0,076	1,961	0,049
Service Quality (X2)	0,140	0,064	2,185	0,031
Brand Image (X3)	0,639	0,085	7,498	0,000
Dependent variable	: Customer Satisfaction (Y)			
F Statistic	: 63,091			
Sig F	: 0,000			
Adjusted R²	: 0,622			

Source: Primary data processed, 2019

Based on Table 2, the multiple linear regression equation can be formulated as follows.

Y = 4,543 + 0,149 X1 + 0,140 X2 + 0,639 X3

Based on the equation of the results of multiple linear regression through the SPSS test, the following matters can be explained.

1) A constant value of 4.543 indicates that if price (X1), service quality (X2) and Brand Image (X3) are equal to zero, then the value of customer satisfaction (Y) is constant at 4.543 units. If the value of the price (X1), service quality (X2) and Brand Image (X3) have increased by 4.543 units, the value of customer satisfaction (Y) is constant at 4.543 units.

2) The coefficient value $\beta 1 = 0.149$ means that if the price (X1) increases by 1 unit, the value of customer satisfaction (Y) will increase by 0.149 units assuming the other independent variables are constant.

3) The coefficient value $\beta 2 = 0.140$ means that if service quality (X2) increases by 1 unit, the value of customer satisfaction (Y) will increase by 0.140 units, assuming other independent variables are constant.

4) The coefficient value $\beta 3 = 0.639$ means that if the Brand Image (X2) increases by 1 unit, the value of customer satisfaction (Y) will increase by 0.639 units assuming the other independent variables are constant.

5) The results of the model accuracy test where Fcount = 63.091 and the significance value of 0.000 <0.05, it can be concluded that H1 is accepted, which means price, service quality and Brand Image have significant simultaneous effect on customer satisfaction.

6) In addition, the adjusted R2 value also has a high enough value of 0.622, this indicates that 62.2 percent of variations in consumer satisfaction can be explained by price, service quality and brand image while the remaining 37.8 percent is influenced by other factors which is not researched.

The Effect of Price, Service Quality and Brand Image on Customer Satisfaction

Based on the results of data analysis it is known that price, service quality and Brand Image have a significant effect on customer satisfaction. This implies that high prices will improve existing facilities or services thereby increasing customer satisfaction. Brand image as a set of beliefs, ideas, and impressions that a person has towards a brand. Therefore, consumers' attitudes and actions towards a brand are largely determined by the brand's image. Service qualityis the level of perfection expected for perfection to meet customer desires. The results of this study are supported by research by Kaura et al. (2015) which states that the level of satisfaction is broader than the assessment of service quality and is subject to service quality, product quality, price, situation, and personal factors. Another study by Shandy (2013) also supports the results of the study, showing that the variables of perceived price, service quality, and brand image simultaneously have a significant effect on customer satisfaction.

The Effect of Price on Consumer Satisfaction

Based on the results of data analysis, it is known that the price has a positive and significant effect on customer satisfaction. This implies that the higher the price, then there is a tendency to realize the higher consumer satisfaction at the Kober Mie Renon Store. The results of this study support the results of the research of Ngadino et al. (2017) states that price has a positive and significant effect on consumer satisfaction. Price and quality suitability offered needs to be a concern for the creation of a good image (Beneke and Zimmerman, 2014). Research by Haryati and Venice (2015) found that price perceptions significantly influence customer satisfaction. Sulastri (2017) also found that the magnitude of the effect of price perception on satisfaction had a significant effect both directly and indirectly. So the better the perception of the price of a product, the higher the customer satisfaction will be. Another study conducted by Montung (2015) states that price perception has a positive effect on customer satisfaction. Research by Darmawan and Ekawati (2017) states that price has a positive and significant effect on satisfaction

The Effect of Service Quality On Customer Satisfaction

Based on the results of data analysis, it is known that service quality has a positive and significant effect on customer satisfaction. This implies that the better the quality of service, then there is a tendency to realize the higher consumer satisfaction at the Kober Mie Renon Store. The results of this study support the research results of Anggraeni et al. (2016) which states that product quality has a positive and significant effect on customer satisfaction, so the better the quality of a product the higher the customer satisfaction. Research conducted by Purnamasari (2015) which states that product quality is very significant influence on customer satisfaction with the product. Another study conducted by Jahanshahi et al. (2011), suggests that there is a positive correlation between service quality and customer satisfaction. Other research results from Ade (2012) also stated that service quality has a positive and significant effect on customer satisfaction. This can be interpreted that the higher the quality of services provided by producers, the greater the expectations that will be obtained from the level of consumer satisfaction when they consume products that are made.

The Effect Of Brand Image On Customer Satisfaction

Based on the results of data analysis, it is known that brand image has a positive and significant effect on customer satisfaction. This implies that the better the brand image, then there is a tendency to realize the higher consumer satisfaction at the Kober Mie Renon Store. A good brand image attached to a product or service is able to provide satisfaction to customers through consumer psychology. A consumer describes what they think about a brand and how they feel about that brand when they think about it. The results of this study support the results of Balqis (2009) research stating that brand image has a significant effect on customer satisfaction. Research by Yana et al. (2015) found that brand image had a positive and significant effect on satisfaction. Another study by Susanti and Wardana (2015) found that brand image had a significant positive effect on customer satisfaction. Customers will feel satisfied when the brand image of the product used is classified as good, famous, and easy to remember. The more often a person receives positive things about a product, the higher the sense of wanting to have a product.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis and discussion in the previous chapter, it can be concluded as follows:

1) Price, service quality, and brand image simultaneously have a positive and significant effect on customer satisfaction, meaning that through price conformity, good service quality and Brand Image can increase consumer satisfaction at the Kober Renon Outlet.

2) Price has a positive and significant effect on customer satisfaction. The suitability of prices on an ongoing basis will be able to have a positive influence in increasing consumer satisfaction at the Kober Mie Renon Store.

3) Service quality has a positive and significant effect on customer satisfaction. This means that the better the service qualitywill be able to have a positive influence in increasing consumer satisfaction at the Renon Kober Mie Outlet.

4) Brand Image has a positive and significant effect on customer satisfaction. This means that the better the Brand Image will be able to have a positive influence in increasing consumer satisfaction at the Renon Kober Mie Outlet.

Suggestions that can be given based on the results of the study are as follows:

1) Price has a high influence on customer satisfaction. Therefore, the Renon Kober Noodle Outlet is expected to create price adjustments, especially at certain times when the price of foodstuffs has increased, it is useful for the suitability of the price of both food and beverage products that remain competitive / reachable by the public, especially for the lovers of kober noodles .

2) Service quality is related to the speed and accuracy of waiters in serving consumers. In addition, Kober Renon Outlets should continue to strive to improve a good brand image for consumers so that the business existence is better in the eyes of the public. This is because the more often a person receives positive things about a product, the higher the sense of wanting to have a product.

3) For further researchers, it is expected to be able to expand the object of research related to other culinary industries that aim to further the development of research knowledge, and it is hoped that further research can use other variables such as seating facilities, cashiers, and the number of employees that need to be added to provide comfort and improve consumer satisfaction.

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