CUSTOMER SATISFACTION ANALYSIS OF BAKERZIN PONDOK INDAH THAT AFFECTED QUALITY PRODUCT, SERVICE QUALITY, SERVICESCAPE WITH PRICE PERCEPTION AS MEDIATION VARIABLES

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Abstract

This study aims to determine the effect of product quality, service quality, and servicescape on customer satisfaction through the perception of prices in Bakerzin restaurants. Data collection was carried out in April 2022 by conducting a survey of 120 respondents with 20 respondents for validity and reliability testing and 100 respondents for path test analysis, sampling using the Roscoe technique, all of which were visitors...
to Bakerzin Restaurant. Path analysis techniques to see the direct and indirect paths as dependent variables on the independent variables. This study resulted in the following conclusions: product quality and servicescape had a significant effect, while service quality had no significant impact on perceived price, product quality and servicescape had no significant effect, while the perceived price and service quality had a significant impact on customer satisfaction, and product quality and servicescape had no significant effect. Considerable influence on price perception through customer satisfaction, service quality significantly impacts price perception through customer satisfaction.

Keywords: Product Quality, Service Quality, Servicescape, Price Perception, Customer Satisfaction.

Citation:

INTRODUCTION

Nowadays, restaurants are competing to create unique products so that many customers are interested in buying products from the restaurant. Therefore, in this era of globalization, many similar businesses compete to offer or sell high-quality products, service quality, servicescape, and price perceptions so that customers feel satisfied with the restaurant. The definition of a restaurant is a place of residence that can make customers think pleasant and impressed with their families and has its characteristics. As well as restaurants, customers will feel at home by tasting dishes whose product quality is delicious and pleasant, and the service is amicable and polite. Low prices will make customers return to the restaurant (Mangkuwerdoyo, 1999). As for another understanding of product quality, namely, the quality that influences the product or service that affects one of the means of positioning in the existing market (Kotler & Keller, 2009).
In addition, product quality influence that customers can be satisfied with the services that have been provided. With the satisfaction felt by customers, the restaurant will get advantages and value so that it can be used for competition and have good relationships with customers and have advantages in restaurant competition. The company always offers the best service to customers to provide good quality service. Therefore, the company must maintain the quality of taste and service so that customers feel satisfied they have a solid intention to visit again. According to Barata (2014), it is not only the quality of service and its size. Still, it must be determined by the party who serves only but by the party being done because they are the ones who enjoy the service to measure the service's quality.

Not only product quality and service quality so that customers feel satisfied, but some things can make customers want to return to restaurants, namely servicescape. Servicescape states that the complex mix of environmental features makes up the servicescape and influences internal responses and influences. Specifically, the physical environment dimension includes all the objective biological factors a firm can control to enhance or restrain employee and customer action (Bitner, 1992). Price has a significant factor behind customer satisfaction. Because consumers will not get all the variables at the same time, such as service, quality products, environment, and price, we know that if the first three variables are of high quality, it is inevitable that the price will be increased as well.

Suppose the cost is included as an indicator of customer satisfaction. In that case, a company must make a way to attract customers quickly by giving discounts to customers that will make customers come back again and have the intention to buy the product at that place because the price can be one factor for customer satisfaction. Customers will feel pleasure due to the relationship between price and quality. Therefore a price can describe a product with a functional competitive advantage value. According to (Laksana, 2008), the cost can define a medium of exchange, which is what causes the price to be considered to attract customers to eat at the restaurant.

Price can defend customer satisfaction, and in addition to product quality and service quality, the price also plays an essential role for customers. In recent years, restaurants have been competing to create innovation or creativity to attract customers to come to the restaurant-

with low prices and excellent product and service quality, and customers will feel satisfied. A successful restaurant will continuously improve product quality, service quality, and price can be defined as a good restaurant.

Therefore, the restaurant must think about whether the quality of the product, service and prices in the restaurant can make customers feel satisfied or not. Customer satisfaction has an essential role for restaurants, and this can make a profit for the restaurant because if the customer is pleased with the product quality, service quality and price perception in the restaurant, it means that the restaurant has succeeded in making customers happy.

Customers will return to the place again. As for customer satisfaction, according to Sangadji and Sopiah (2013), feelings of pleasure or disappointment are the satisfaction or dissatisfaction felt by consumers who come from the comparison between their impression of the natural product performance and the expected product performance. Customer satisfaction can also be measured by how much customer expectations about products and services follow the actual performance of products and services.

Based on the research that has been discussed previously, the authors are interested in examining in more depth the study entitled "Analysis of Bakerzin Restaurant Customer Satisfaction on Product Quality, Service Quality, Servicescape With Price Perceptions as Mediating Variables".

LITERATURE REVIEW

According to Kotler & Armstrong (2008), quality has an influence that is very closely related to customer value and satisfaction so that it directly impacts products and services. Quality can also be defined as "free from damage". Therefore, most customer-centred companies go far beyond the definition of quality based on value creation and customer satisfaction. Meanwhile, according to Laksana (2008), the product is physical or non-physical and can be offered to consumers to meet their needs and desires. Meanwhile, Tjiptono (2015) explains that product quality is a producer's subjective understanding of "something" that can be offered to achieve an organizational goal through fulfilling consumer needs and desires, following the competence and capacity of the organization, such as market purchasing power.
Meanwhile, according to Kotler & Armstrong (2008), product quality is a primary means of marketers. Quality has a very close relationship to value and satisfaction, so it directly impacts the quality of the product. Quality can be interpreted as "free from damage". But most customer-centric companies go far beyond this narrow definition. The company defines quality as creating value and customer satisfaction.

According to Marsum Wa (1999), product quality has meaning or meaning that creates a taste for a food that has been served, and must be considered for its nutritional content and preparation of food and aroma, so that product quality must be maintained. As for the understanding of product quality, according to Weenas (2013), customers want quality and potential products to meet consumer expectations and get satisfaction with the company because with the desired product quality to complete customer satisfaction, this can try to have quality products.

As for the quality of food, what needs to be considered (Marsum Wa, 1999) Flavour (Taste / Odor) must be considered that the taste must be reasonable, and the smell must also be delicious. Consistency (Stability / Determination) the quality of the dish/menu must be maintained to be steady or sound, both quality, taste and aroma. Texture / Form / Shape (arrangement/shape/cut). Texture can also be interpreted as an effort to compose a dish. What is meant by Form/Shape are slices/slices of the food served.

The shape or pieces of food served should be varied, not monotonous for all dishes, whether for starters, main dishes, or desserts. The nutritional content of the food served, and the nutritional content must still be considered. Visual appeal In preparing a dish, it is necessary to pay attention to its appearance.

Dishes must be arranged, neatly arranged, artistic and good so that they are exciting to arouse customers' appetite. Aromatic appeal (attractive power through fragrant smells) the food served must be delicious/fragrant in aroma to arouse the customer's appetite. Temperature (Temperature) / Hot) means that the temperature must be considered in serving food.

H1 There is an effect of product quality on price perception
H2 There is an effect of product quality on customer satisfaction
H3 There is an effect of product quality on price perception through customer satisfaction.
Service Quality

According to Barata (2014), service quality has a benchmark as the quality of service by both parties is not only determined by the party serving. But is more determined by the party being served; therefore, they are the ones who enjoy the service to measure the quality of service. Based on their expectations in meeting its quality. Meanwhile, according to Tjiptono (2016), the quality of service can be realized to meet consumers’ needs and desires and convey the determination and balance of customer expectations.

Dimensions of service quality according to (Tjiptono, 2016)

- Tangibles: Physical facilities, equipment, and appearance of personnel
- Reliability: Ability to perform promised services accurately
- Responsiveness: Willingness to assist customers and provide services to customers
- Assurance: employees who can inspire trust and confidence
- Empathy: Caring, individual attention given to the customer company

$H_4$ There is an effect of service quality on price perception  
$H_5$ There is an effect of service quality on customer satisfaction  
$H_6$ There is an effect of service quality on price perception through customer satisfaction.

Servicescape

Servicescape is a physical arrangement that can attract customers to feel satisfied with restaurant services. This model is intended for physical structures to help or hinder the achievement of internal and external organizational goals (Bitner, 1992). while according to Crosby Bitner (1992), the main goal is the design of physical settings because few customers will ever see or experience the company’s physical regulations. In personal service, organizational and marketing purposes can potentially be targeted through the careful design of the servicescape. Servicescape is an environment that provides well-implemented services so that customers feel satisfied and interested in continuing to come or return to Bakerzin restaurants (Indah et al., 2018).

The servicescape dimension affects internal responses and behaviour, and the physical environment dimension includes all physical objectives, namely: Ambient Conditions (conditions around) as a factor that can affect human perception and response to the environment. Surrounding states have environmental background characteristics such as temperature, lighting, noise, music, aroma, Spatial Layout and-
Functionality. The spatial layout and functionality of the physical environment are essential. Spatial planning refers to how machinery, equipment and furniture are arranged, the size and shape of these items, and their unique relationships. Functionality refers to the ability of the same thing to facilitate performance and goal attainment.

Signs, Symbols and Artifacts Many items in the physical environment serve as explicit or implicit signals that communicate about the place to its users. Signs displayed on the exterior and interior of a structure are examples of precise communicators. They can be used as labels for intended purposes and to communicate rules of behaviour.

H₇ There is an influence of servicescape on price perception
H₈ There is an influence of servicescape on customer satisfaction
H₉ There is an influence of servicescape on price perception through customer satisfaction

**Price Perception**

According to Sangadji & Sopiah (2013), perception is a process that results in a sensation where sensation is an activity to feel or cause a happy emotional state. Meanwhile, according to Supranto (2011), perception is quality or service and overall satisfaction. They have several indicators/clues that can be seen. Price (pricing) prices have an essential role in the marketing mix because prices are directly related to the income received by the company (Lupiyoadi, 2013). Meanwhile, according to Kodu (2013), price is the cost of obtaining an item or service. This can make a company set a selling price when developing a new product. According to (Weenas, 2013), the price has a certain amount of money to understand.

According to Sudaryono (2014), price perception relates to how customers can fully understand price information and provides deep meaning for them. One approach to understanding price perception is obtaining information that Jacoby and Olson have promoted. Price perception is how customers perceive a certain price, such as low or high prices, which will affect a decision and purchase satisfaction. Price perception is also a factor that can achieve success from various customer points of view, significantly influencing a goods or service company (Kotler et al. 2018). H₁₀ There is an effect of price perception on customer satisfaction.
According to Kotler & Armstrong (2018), there are several strategies in pricing, including Price Affordability, price conformity with product quality (Good Value Pricing), price competitiveness (Competition Based Pricing), and price conformity with benefits (Customer Value-Based Pricing).

**Customer Satisfaction**

According to Yamit (2001) customer satisfaction, customers who make repeat purchases of products and services produced by the company are customers in the true sense. To create repeat purchases, of course, companies must provide satisfaction to customers. In this case, customer satisfaction is crucial for customers in making repeat purchases; meanwhile, according to Tjiptono (2019), efforts to fulfil needs, to make something that can be adequate for the needs and desires of customers.

**Customer Satisfaction Factor**

Shapers of Customer Satisfaction According to Tjiptono (2016) Explaining, the attributes forming customer satisfaction consist of: Conformity of expectations, the level of conformity between product performance expected by customers, Interest in revisiting the willingness of customers to repurchase at Bakerzin restaurants, willingness to recommend products that have been felt by consumers who have visited Bakerzin restaurants such as suggesting to colleagues, family and others.

![Figure 1. Thinking Framework](image)

**HYPOTHESIS:**
1. There is an effect of product quality on price perception
2. There is an effect of product quality on customer satisfaction
3. There is an effect of product quality on price perception through customer satisfaction.
4. There is an influence of service quality on price perception
5. There is an influence of service quality on customer satisfaction
6. There is an effect of service quality on price perception through customer satisfaction.
7. There is an influence of servicescape on price perception
8. There is an influence of servicescape on customer satisfaction
9. There is an influence of servicescape on price perception through customer satisfaction
10. There is an effect of price perception on customer satisfaction

**METHODOLOGY**

The method used in this study is a quantitative method by collecting data by distributing questionnaires to customers at Bakerzin restaurants. The definition of research methods according to Sugiyono (2012). Quantitative research methods can be interpreted as research methods used to examine the population or samples are generally carried out randomly, data collection using research instruments, and data analysis is quantitative/statistical to test predetermined hypotheses.

**Population and Sample**

A population is an object that has specific characteristics and quantities (Sugiyono, 2019). This study's population is visitors to the Bakerzin Pondok Indah Mall Restaurant. And the sample is part of the number of specific characteristics and quantities possessed by the population.

Therefore researchers will use examples taken from the population and must be truly representative or can represent (Siyoto & Sodik, 2015). This study's sampling method is the SPSS Amos 24 method, using the Roscoe technique. Then the number of samples specified in this study was 120 respondents.

**Data collection technique**

This collection technique was taken to obtain a score that functions as the influence of product quality, service quality, and servicescape on customer satisfaction through price perceptions obtained from April 2022 using a Likert scale on five variables, namely: product quality variable, service quality variable, variable servicescape, price perception variable and customer satisfaction variable.
Data analysis technique

This technique develops a path analysis that can estimate independent variables' direct or indirect effects. Model 1; to see the impact of product quality, service quality and servicescape on price perception. Model 2; product quality, service quality and servicescape on customer satisfaction. The data was processed using the IBM SPSS Amos 24 application.

RESULT AND DISCUSSION

Validity Test

From the results of the validity test that 20 respondents have carried out with four variables and a total of 48 questions, it is known that all questions in the variables of Product Quality, Service Quality, Servicescape, Price Perception, and Customer Satisfaction variables are declared valid because the value of count is more excellent than r-table at the significant level 5% (0.05)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Invalid</th>
<th>Valid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>Service quality</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Servicescape</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Price perception</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>0</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Primary data that has been processed. 2022

Reliability Test

Overall, the reliability test on 20 respondents can be seen in the following table.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>Valid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality</td>
<td>0.907</td>
<td>Reliable</td>
</tr>
<tr>
<td>Service quality</td>
<td>0.894</td>
<td>Reliable</td>
</tr>
<tr>
<td>Servicescape</td>
<td>0.939</td>
<td>Reliable</td>
</tr>
<tr>
<td>Price perception</td>
<td>0.853</td>
<td>Reliable</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>0.794</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: Primary data that has been processed. 2022
This reliable test uses Cronbach's Alpha with conditions $> 0.7$. The reliability test results show that all the variables in this study are reliable because the Cronbach's Alpha value is more than $0.6$.

**Normality Test**

This test is conducted to find out whether the independent variable and dependent variable or both have a normal distribution or an abnormal distribution. The data used is that both variables have a standard or abnormal distribution. The normality test performed using the one-sample Kolmogorov Smirnov method using SPSS25 software is as follows.

<table>
<thead>
<tr>
<th>Table 4.5. Normality test</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unstandardized Residual</strong></td>
</tr>
<tr>
<td>N</td>
</tr>
<tr>
<td>Normal Parameters $^b$</td>
</tr>
<tr>
<td>Mean</td>
</tr>
<tr>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
</tr>
<tr>
<td>Absolute</td>
</tr>
<tr>
<td>Positive</td>
</tr>
<tr>
<td>Negative</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
</tr>
</tbody>
</table>

a. Test distribution is Normal.
b. Calculated from data.

Using the Kolmogorov Smirnov test, the test results were obtained with a significance level of $= 5\% (0.05)$, and the significance value was $0.744 > 0.050$. It means that the data has a normal distribution. With the results obtained, it is concluded that the assumption of normality of the data is met.

**Heteroscedasticity Test**

Heteroscedasticity is whether there is inequality of variance in the regression model from the residuals in one observation to another. If the residuals have the same conflict, it is called heteroscedasticity. A good regression model is that there is no heteroscedasticity by looking at the pattern of dots on the regression scatterplot. If the points spread with an unclear design and are below the number 0 on the Y axis, there is no heteroscedasticity problem. In table 4.6, the results of the heteroscedasticity test can be seen as follows:
Table 4.6 Heteroscedasticity Test Result

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
<td>VIF</td>
</tr>
<tr>
<td>(Constant)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product quality</td>
<td>653</td>
<td>1.531</td>
</tr>
<tr>
<td>Service quality</td>
<td>478</td>
<td>2.092</td>
</tr>
<tr>
<td>Servicescape</td>
<td>534</td>
<td>1.872</td>
</tr>
<tr>
<td>Price Perception</td>
<td>569</td>
<td>1.757</td>
</tr>
</tbody>
</table>

From the data above, it can be concluded that there is no problem with heteroscedasticity. The regression model because the pattern at the points spreads irregularly and does not make the same pattern. The issues are above and below the number 0 on the Y axis.

**Multicollinearity Test**

Variable showing symptoms of multicollinearity can be seen from the value of VIF (Variance Inflation Factor). If the VIF value is less than ten and the tolerance value is more than 0.1, it can be concluded that the regression model does not have multicollinearity problems. In table 4.7, you can see the results of the multicollinearity test as follows:

**Table 4.7 Multicollinearity Test Results**

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
<td>VIF</td>
</tr>
<tr>
<td>(Constant)</td>
<td></td>
<td></td>
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<tr>
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</tr>
<tr>
<td>Price Perception</td>
<td>569</td>
<td>1.757</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Customer satisfaction

Source: Primary data that has been processed. 2022
Results of the data above show that all independent variables are declared free of multicollinearity, or there is no problem in their multicollinearity where the VIF value is less than ten and the Tolerance value is more significant than 0.1.

**Autocorrelation Test**

The regression model is free from autocorrelation problems if the Durbin-Watson value is calculated between $dU$ and $4-dU$, which means there is no correlation between confounding variables in a certain period. The value of $dU$ in the table with three independent variables and 100 respondents is 1.7364, so the limit is between $dU$ and $4-dU$ (1.7364 and 2.2636). The statistical program summary model shows that the Durbin-Watson value is calculated at 2.122, so it is decided that there is no autocorrelation in the regression model.

**Table 4.8. Auto Correlation Test**

<table>
<thead>
<tr>
<th>Model Summary</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>R Square Change</td>
<td>F Change</td>
</tr>
<tr>
<td>.563</td>
<td>30.555</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Presepsi Harga, Kualitas Produk, Servicescape, Kualitas pelayanan

b. Dependent Variable: Kepuasaan pelanggan

**Hypothesis Test**

**Direct Effect**

**Standardized Regression Weights: (Group number 1 - Default model)**

<table>
<thead>
<tr>
<th></th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y1</td>
<td>-- X1</td>
<td>.213</td>
<td>.083</td>
<td>2.577</td>
<td>.010</td>
</tr>
<tr>
<td>Y1</td>
<td>-- X2</td>
<td>.191</td>
<td>.109</td>
<td>1.755</td>
<td>.079</td>
</tr>
<tr>
<td>Y1</td>
<td>-- X3</td>
<td>.564</td>
<td>.135</td>
<td>4.188</td>
<td>***</td>
</tr>
<tr>
<td>Y2</td>
<td>-- X1</td>
<td>.094</td>
<td>.052</td>
<td>1.827</td>
<td>.068</td>
</tr>
</tbody>
</table>
The table above shows the test results on whether there is an influence between variables. Based on the table above, it can be seen that:

**a. Product quality variable has a significant effect on Price Perception**

The product quality variable significantly impacts price perception because the value of P-Value < 0.010 (0.010 < 0.050), then the impact of good product quality, then the price becomes consumer perception. It can affect product quality significantly to price perception.

**b. Service quality variable has no significant effect on Price Perception**

The service quality variable has no significant impact on price perception because the value of P-Value < 0.079 (0.079 > 0.050), then the effect of service quality on price perception is insignificant. Thus the quality of service is low, and the price is low. It can make the quality of service not affect the perception of prices.

**c. Servicescape variable has a significant effect on customer satisfaction**

The Servicescape variable significantly affects customer satisfaction because if the P-Value value < 0.000 (0.000 < 0.050), the servicescape effect on price perception is significant. It is following research conducted by Ridlolloh (2014). The results show that the servicescape variable affects customer satisfaction with the dimensions of ambient conditions, spatial layout and functionality, signs, symbols, and artefacts. The servicescape variable is everything physically present around the consumer during the service transaction meeting at the restaurant.

**d. Product quality variable has no significant effect on customer satisfaction**

The product quality variable has no significant impact on customer satisfaction because P-Value > 0.131 (0.068 > 0.050), the development-
of product quality on customer satisfaction is insignificant. Following the results of Budiastari’s research (2013), product quality has no significant effect on customer satisfaction.

e. Price perception variable has a significant effect on customer satisfaction

The price perception variable significantly impacts customer satisfaction because P-Value < 0.000 (0.000 < 0.050), then the price perception effect on customer satisfaction is substantial. Following the results of research by Juniantara & Sukawati (2018), they report that price perception significantly affects customer satisfaction because price perception includes variables that affect customer needs.

f. Service quality variable has a significant effect on customer satisfaction

The service quality variable has a significant effect on customer satisfaction because P-Value <0.027 (0.027 < 0.050), the effect of Service Quality on Customer Satisfaction is significant. It follows the research results by (Artiningtyas et al., n.d.), who report that the research results on service quality significantly affect customer satisfaction. Service quality results provide satisfaction so that service quality improves with improving companies. Customer satisfaction results.

g. Servicescape variable has no significant effect on Customer Satisfaction

The servicescape variable has no significant effect on customer satisfaction. Because P-Value < 0.717 (0.717 > 0.050), then the servicescape effect on customer satisfaction is insignificant. It follows the results of research by (Liyani et al., 2018), reporting that servicescape data processing does not significantly affect customer satisfaction.

Standardized Regression Weights: (Group number 1 - Default model)

<table>
<thead>
<tr>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y1 ---&gt; X1</td>
</tr>
<tr>
<td>Y1 ---&gt; X2</td>
</tr>
<tr>
<td>Y1 ---&gt; X3</td>
</tr>
<tr>
<td>Y2 ---&gt; X1</td>
</tr>
<tr>
<td>Y2 ---&gt; Y1</td>
</tr>
<tr>
<td>Y2 ---&gt; X2</td>
</tr>
</tbody>
</table>

Source: Primary data that has been processed. 2022
According to the table above, it is obtained from the Estimate Value (in Standardized Regression Weights) that:

a. **Effect of product quality on price perception**

The effect of product quality on price perception is positive at 0.235, meaning that the higher the product quality, the price perception will increase by 0.235 or 23.5%. With product quality on price, perception is significant, and then this can cause product quality to affect price perception. The price will be higher with good product quality, and the cost becomes customer perception. It can be said that product quality is significant to price perception.

b. **The Influence of Service Quality on Price Perception**

The influence of Service Quality on Price Perception has a positive value of 0.186, meaning that the higher the Service Quality, the Price Perception will increase by 0.186 or 18.6%. Because with good service, the perception of prices will be higher. It can be said that service quality has a significant effect on price perception.

c. **The Influence of Servicescape on Price Perception**

The influence of Servicescape on Price Perception has a positive value of 0.405, meaning that the higher the servicescape, the Price Perception will increase by 0.405 or 40.5%. With this, it can be said that servicescape affects price perception.

d. **The Influence of Product Quality on Customer Satisfaction**

The effect of Product Quality on Customer Satisfaction has a positive value of 0.151, meaning that the higher the Product Quality, the Customer Satisfaction will increase by 0.151 or 15.5%. So the effect of product quality on customer satisfaction is significantly (Weenas, 2013).

e. **The Influence of Price Perception on Customer Satisfaction**

The effect of price perception on customer satisfaction has a positive value of 0.499, meaning that the higher the price perception, the customer satisfaction will increase by 0.499 or 49.9%. So the influence of price perception on customer satisfaction is influential (Pardede & Haryadi, n.d.)

f. **The Influence of Service Quality on Customer Satisfaction**

The influence of Service Quality on Customer Satisfaction has a positive value of 0.209, meaning that the higher the Service Quality on-
Customer Satisfaction will increase by 0.209 or 20.9%. So, the influence of service quality on customer satisfaction is significantly (Pratama et al., 2021).

**Indirect path test**

<table>
<thead>
<tr>
<th></th>
<th>X3</th>
<th>X2</th>
<th>X1</th>
<th>Y1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y1</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Y2</td>
<td>.202</td>
<td>.093</td>
<td>.117</td>
<td>.000</td>
</tr>
</tbody>
</table>

Source: Primary data that has been processed. 2022

According results obtained from the table above, the structure and based on the Sobel test with the online Sobel calculator, it can be concluded that:

The indirect path coefficient value of Product Quality on Customer Satisfaction through Price Perception is a positive value of 0.117, which means that the higher the value of product quality, the higher the Customer Satisfaction will also increase by 0.117 or 11.7%. The indirect path coefficient value from Service Quality to Customer Satisfaction through Price Perception is a positive value of 0.093, which means that the higher the Service Quality, the higher Customer Satisfaction will also increase by 0.093 or 9.3%. Price Perception is a positive value of 0.202, which means that the higher the servicescape, the higher the Customer Satisfaction will also increase by 0.202 or 20.2%.

**Sobel Test**

<table>
<thead>
<tr>
<th></th>
<th>X1→Y1→Y2</th>
<th>X2→Y1→Y2</th>
<th>X3→Y1→Y2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sobel test statistic</td>
<td>1.09338679</td>
<td>1.67046452</td>
<td>0.71533433</td>
</tr>
<tr>
<td>One-tailed probability</td>
<td>0.1371120</td>
<td>0.04741375</td>
<td>0.23720124</td>
</tr>
<tr>
<td>Two-tailed probability</td>
<td>0.27422401</td>
<td>0.09482749</td>
<td>0.47440248</td>
</tr>
</tbody>
</table>

Source: Primary data that has been processed. 2022

Meanwhile, based on the Sobel test with the online Sobel calculator, the statistical test score was > 1.96 (1.093 < 1.96) and P-Value < 0.068 (0.068 > 0.050). Then the effect of Product Quality on Customer Satisfaction through Price Perception is insignificant. Meanwhile, based on the Sobel test with an online Sobel calculator, the statistical test-
scores > 1.96 (1.670 < 1.96) and P-Value < 0.027 (0.027 < 0.050), then the effect of Service Quality on Customer Satisfaction through Price perception is significant. Meanwhile, based on the Sobel test with an online Sobel calculator, the statistical test scores > 1.96 (0.715 < 1.96) and P-Value < 0.717 (0.717 > 0.050), so the influence of Servicescape on Customer Satisfaction through Price Perception is not significant.

<table>
<thead>
<tr>
<th>Correlation</th>
<th>P-Value</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1 → Y1</td>
<td>0.010</td>
<td>Significant</td>
</tr>
<tr>
<td>X2 → Y1</td>
<td>0.079</td>
<td>Not significant</td>
</tr>
<tr>
<td>X3 → Y1</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>X1 → Y2</td>
<td>0.068</td>
<td>Not significant</td>
</tr>
<tr>
<td>Y1 → Y2</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>X2 → Y2</td>
<td>0.027</td>
<td>Significant</td>
</tr>
<tr>
<td>X3 → Y2</td>
<td>0.717</td>
<td>Not significant</td>
</tr>
<tr>
<td>X1 → Y1 → Y2</td>
<td>0.137</td>
<td>Not significant</td>
</tr>
<tr>
<td>X2 → Y1 → Y2</td>
<td>0.047</td>
<td>Significant</td>
</tr>
<tr>
<td>X3 → Y1 → Y2</td>
<td>0.094</td>
<td>Not significant</td>
</tr>
</tbody>
</table>

Source: Primary data that has been processed. 2022

CONCLUSION

The results of the analysis conducted by the study led to the following conclusions:

1. Product quality significantly affects price perception at Bakerzin Pondok Indah Mall Restaurant.

2. Quality of Service does not significantly affect price perception at Bakerzin Pondok Indah Mall Restaurant.

3. Servicescape significantly affects Price Perception at Bakerzin Pondok Indah Mall Restaurant.

4. Product quality does not significantly affect customer satisfaction at Bakerzin Pondok Indah Mall Restaurant.

5. Price perception significantly affects customer satisfaction at Bakerzin Pondok Indah Mall Restaurant.
6. Service quality significantly affects customer satisfaction at Bakerzin Pondok Indah Mall Restaurant.

7. Servicescape has no significant effect on customer satisfaction at Bakerzin Pondok Indah Mall Restaurant.

8. Product quality does not significantly affect price perception through customer satisfaction at Bakerzin Pondok Indah Mall Restaurant.


10. Servicescape has no significant effect on Price Perception through Customer Satisfaction at Bakerzin Pondok Indah Mall Restaurant.

**Suggestion**

Researchers suggest to parties who are directly related to future evaluations so that the restaurant can still maintain its current superiority. Restaurant Bakerzin expected always to preserve the quality of its products and services. Consumers will feel comfortable in a clean room so that consumers feel a taste that is always delicious and has a characteristic so that consumers feel comfortable, well served, with a quiet, comfortable and clean scope. This research can cause consumers to want to come back again to visit the restaurant. For further investigation, recommended to involve other variables not examined in this study so that Bakerzein can get more information to increase its business.

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