

**THE EFFECT OF PRICE AND SERVICE QUALITY ON CUSTOMER  
SATISFACTION  
(CASE STUDY OF AYAM PENYETZ CHINTYA)**



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**Abstract**

This study aims to examine the effect of price and service quality on customer satisfaction at Ayam Penyet Chintya. A quantitative approach was applied using a survey method, and data were collected through questionnaires distributed to consumers. The analysis was conducted using SPSS to explore the relationship among price, service quality, and customer satisfaction. The findings show that price has a positive and significant effect on customer satisfaction, indicating that fair and affordable prices can enhance consumers' perceived value. Likewise, service quality also has a positive and significant impact on customer satisfaction, meaning that responsive, friendly, and reliable service contributes to a better dining experience. Furthermore, when combined, competitive pricing and excellent service quality jointly strengthen overall customer satisfaction. Therefore, culinary businesses should maintain price fairness and continuously improve service delivery to sustain customer loyalty and competitiveness in a dynamic market environment.

**Keywords:** Price, Service Quality, Customer Satisfaction

## INTRODUCTION

The era of globalization has created a fundamental transformation in the way people meet their needs and make consumption decisions, driven by the rapid advancement of business technology, digitalization, and information systems (Kotler & Keller, 2016) (Kasmir, 2017). The evolution of modern marketing has undergone a long journey from product oriented approaches to customer-centric paradigms where understanding consumer needs, preferences, and satisfaction has become a central focus in achieving sustainable competitiveness (Indrasari, 2019). This paradigm shift is not limited to technology driven industries but also extends to the service and culinary sectors, where consumer experience plays a critical role in determining business success.

In today's dynamic business environment, competition among culinary entrepreneurs continues to intensify, requiring them to develop innovative strategies to attract and retain customers. The increasing urbanization and lifestyle changes have influenced people's consumption patterns, especially in big cities such as Medan, where dining out has become a part of social and cultural activities (Sari & Mayasari, 2022). The restaurant industry now functions not only as a provider of food but also as a medium for social interaction, comfort, and experience (Budi & Rahmawati, 2018). As a result, business success depends not only on product quality but also on price fairness and the quality of service provided to consumers (Tjiptono & Chandra, 2016).

The concept of consumer satisfaction is a key element in modern marketing management. According to (Kasmir, 2017) satisfaction is an emotional state that arises from comparing expectations with perceived performance. Similarly, (Kotler & Keller, 2016) explains that satisfaction represents the customer's response to the evaluation of perceived value relative to expectations. Research by (Indrasari, 2019) and (Tjiptono & Chandra, 2016) emphasizes that customer satisfaction serves as an indicator of marketing performance and as a strategic foundation for maintaining loyalty. Without adequate service quality and reasonable pricing, even the best culinary products will struggle to meet consumer expectations (Indrasari, 2019).

The dimension of price is one of the most influential factors in shaping consumer behavior. (Abdurahman, 2018) defines price as the amount of money that consumers must pay to acquire goods or services, while (Sitorus, 2020) describe it as a monetary reflection of value and benefit exchange. The principle of demand and supply articulated by (Sukirno, 2022) further explains that competitive and fair pricing can increase consumer willingness to purchase and enhance perceived value. In the culinary context, appropriate pricing contributes to consumers' perception of fairness, which in turn affects satisfaction and repeat purchasing decisions (Indrasari, 2019).

The second major determinant of satisfaction is service quality, which plays an integral role in shaping consumers' perceptions and emotional responses. (Indrasari, 2019) conceptualizes service quality as a dynamic condition that encompasses processes, human resources, and environmental factors that can fulfill or exceed expectations. (Oktariani, 2019) identifies five key dimensions of service quality tangibles, reliability, responsiveness, assurance, and empathy collectively known as the SERVQUAL framework. These dimensions are critical in building consumer trust and satisfaction, especially in businesses with direct customer interaction such as restaurants.

Several empirical studies have examined the interconnection between price, service quality, and satisfaction. (Safrizal, 2015) discovered that both variables significantly affect customer satisfaction in the restaurant sector, while (Sari & Mayasari, 2022) confirmed that consistent service quality and price fairness lead to higher levels of consumer loyalty. Conversely, (Christono, 2019) found that service quality has a stronger effect on satisfaction than price, highlighting the role of emotional experience in determining consumer evaluation. Such mixed findings suggest that the relative impact of price and service quality may vary depending on the market context, consumer characteristics, and service environment.

In the local context of Medan City, the culinary business landscape is characterized by high competition and diversified consumer preferences. Ayam Penyet Chintya, as one of the prominent local food businesses, operates within this competitive ecosystem where both price and service quality are critical in determining customer satisfaction. Preliminary observations indicate that the restaurant offers affordable prices and a friendly service atmosphere, yet variations in satisfaction levels among consumers suggest the existence of gaps between expectations and actual experience.

Therefore, this study aims to comprehensively analyze the influence of price and service quality on consumer satisfaction in the culinary business context of Ayam Penyet Chintya Restaurant. By employing a quantitative approach and a structured analytical framework, this study seeks to provide empirical evidence on how these two factors interact to influence satisfaction and loyalty formation among consumers. The findings are expected to contribute both theoretically and practically: theoretically, by enriching marketing literature related to service quality and perceived value; and practically, by offering insights for culinary business owners in formulating effective pricing and service strategies to enhance customer experience and business sustainability.

The significance of this study becomes more relevant in light of the growing competitiveness of the culinary industry in Indonesia. According to (Tjiptono & Chandra, 2016) businesses that can balance product quality, fair pricing, and superior service are more likely to achieve sustainable customer satisfaction and long term loyalty. Thus, understanding the interplay between price, service quality, and consumer satisfaction not only provides academic value but also offers practical implications for culinary business practitioners striving to build customer centered marketing strategies in an increasingly demanding market.

## **REVIEW OF LITERATURE**

In the development of research on consumer satisfaction and marketing management, numerous studies have examined the interrelationship between price, service quality, and consumer satisfaction across various service industries, particularly in the hospitality and culinary sectors. The dynamics of consumer behavior in the modern era have shifted significantly, emphasizing value perception, emotional experience, and service interaction as key determinants of satisfaction and loyalty.

The concept of price fairness has been central in marketing studies for decades. According to Armstrong et al. in (Sitorus, 2020) price is not merely a monetary measure but a reflection of the perceived value exchanged between consumers and producers. Consumers assess price not only in terms of affordability but also in terms of the benefits and quality they receive. Studies by (Tjiptono & Chandra, 2016) and (Kasmir, 2017) emphasize that price

plays a dual role as a signal of product quality and as a strategic tool to position a brand in the minds of consumers. A fair and competitive price strengthens the perception of value, while a price perceived as disproportionate may reduce satisfaction and weaken brand trust.

Recent studies have elaborated further on the psychological dimensions of pricing. Ginting in (Indrasari, 2019) found that consumers tend to associate fair pricing with honesty and transparency, which enhances emotional satisfaction. Meanwhile, (Abdurahman, 2018) demonstrated that adaptive pricing strategies adjusted to target market preferences can increase perceived equity and long term loyalty. In the context of culinary businesses, consumers are particularly sensitive to the balance between quality, portion size, and price, suggesting that satisfaction is not derived from low cost alone but from the fairness and consistency of value received.

Parallel to price, the dimension of service quality has been extensively explored as a primary determinant of consumer satisfaction. (Indrasari, 2019) conceptualized service quality as a dynamic construct involving processes, human resources, and environmental factors capable of meeting or exceeding expectations. This view aligns with the SERVQUAL model developed by (Parasuraman et al., 1988) which identifies five critical dimensions reliability, responsiveness, assurance, empathy, and tangibles as the foundation of perceived service quality (Oktariani, 2019).

Empirical studies provide robust evidence that service quality significantly affects satisfaction and repurchase intention. (Safrizal, 2015), in a study on local culinary establishments, found that responsiveness and empathy are the most influential subdimensions in shaping consumers' satisfaction levels. Similarly, (Sari & Mayasari, 2022) revealed that the ability of staff to provide fast, friendly, and accurate service correlates strongly with the likelihood of repeat visits. The study by (Christono, 2019) further concluded that tangible factors such as cleanliness, seating comfort, and visual presentation enhance the emotional experience of dining, thus strengthening satisfaction and word of mouth behavior.

A growing body of research has also explored the interaction effects between price and service quality. (Budi & Rahmawati, 2018) showed that a balanced integration of fair pricing and excellent service quality leads to higher satisfaction compared to optimizing either variable in isolation. The findings indicate that consumers perceive value holistically, combining rational and emotional judgments. This integrative perspective is supported by (Armstrong & Kotler, 2018) who stated that modern consumers evaluate satisfaction through the synergy between cost efficiency, product reliability, and service excellence.

Further, (Indrasari, 2019) identified that satisfaction is multidimensional encompassing product quality, service experience, emotional attachment, and perceived value. Her study emphasizes that pricing strategies and service systems should be designed simultaneously to maintain equilibrium between expectations and perceived performance. This finding aligns with (Kasmir, 2017) who described satisfaction as a result of comparison between expectations and actual outcomes; when performance meets or exceeds expectations, satisfaction increases.

Other researchers have contributed empirical validations to this conceptual framework. (Rahman, 2020) found that in small and medium enterprises, the perception of reasonable price amplifies the positive effects of service quality on satisfaction. Similarly, (Setiawan & Handayani, 2021) noted that consumer satisfaction mediates the relationship

between service quality and customer loyalty, suggesting that satisfaction serves as both an outcome and a mechanism through which business strategies generate loyalty.

In the culinary business context, local studies reinforce these relationships. For example, (Safrizal, 2015) on Ayam Penyet Pak Ulis found both price and service quality to have significant and positive effects on satisfaction, while (Sari & Mayasari, 2022) confirmed that perceived fairness in pricing and consistency in service create a cumulative impact on satisfaction and revisit intention. These results demonstrate that consumer satisfaction is not static but develops as a cumulative psychological response formed through repeated interactions and consistent experiences.

Synthesizing these findings, it can be concluded that price and service quality are interdependent constructs influencing consumer satisfaction. Price acts as a tangible measure of perceived value, while service quality represents the intangible dimension of consumer experience. Together, they form a comprehensive framework explaining consumer decision-making and satisfaction formation. The successful implementation of both dimensions requires consistency, fairness, and responsiveness to consumer expectations.

This synthesis establishes a strong theoretical foundation for examining the relationship between price, service quality, and consumer satisfaction in the context of local culinary businesses such as Ayam Penyet Chintya. By grounding this study within established theories and empirical evidence, the research aims to contribute to the broader understanding of how value perception and service interaction shape consumer satisfaction and loyalty in a competitive marketplace.

## RESEARCH METHOD

This study implements a quantitative approach using the survey method as the main instrument of data collection, referring to the positivistic paradigm in social research that enables objective and measurable analysis of relationships between variables (Sugiyono, 2019). The study aims to analyze the influence of price ( $X_1$ ) and service quality ( $X_2$ ) on consumer satisfaction ( $Y$ ) at Ayam Penyet Chintya Restaurant in Medan City.

The study population includes all consumers who have made purchases and experienced services at Ayam Penyet Chintya. Since the exact population size is unknown, the sampling technique adopts a non-probability approach with the accidental sampling method, allowing respondents to be selected based on their availability and relevance to the study objectives (Sugiyono, 2019). A total of 85 respondents participated in the study, which aligns with the minimum sample requirement for multiple regression analysis as recommended by (Sekaran & Bougie, 2016).

The research instrument is a structured questionnaire designed using a five point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were adapted from previously validated instruments and modified according to the context of the culinary business. The construct validity of the instrument was examined through expert review and empirical testing, while the reliability was measured using Cronbach's alpha with a minimum coefficient of 0.7 as an acceptable indicator of internal consistency (Ghozali, 2018).

The data collection process was conducted over a two month period, focusing on the three main variables of this research: price, service quality, and consumer satisfaction. Indicators of price were adapted from (Sitorus, 2020) covering price affordability, price quality congruence, price competitiveness, and price benefit fairness. Indicators of service quality were derived from the SERVQUAL dimensions proposed by (Oktariani, 2019) including reliability, responsiveness, assurance, empathy, and tangibles. Meanwhile, indicators of consumer satisfaction referred to (Indrasari, 2019) encompassing expectation conformity, repurchase intention, and willingness to recommend.

Data analysis employs multiple linear regression techniques to test the research hypotheses concerning the effects of price and service quality on consumer satisfaction, following recommendations by (Ghozali, 2018) to ensure comprehensive coverage of variable interactions. Prior to regression analysis, a series of classical assumption tests were performed, including tests for normality, multicollinearity, heteroscedasticity, and autocorrelation, to confirm the validity of the regression model. Statistical data processing was carried out using SPSS and the interpretation of the results considers both statistical significance and practical implications within the context of the culinary business sector.

This systematic approach to data collection and analysis is grounded in a strong theoretical foundation and supported by established methodological standards. The research is expected to yield findings that are not only statistically reliable but also applicable in practical contexts, particularly in helping culinary business owners improve pricing strategies and enhance service quality to increase consumer satisfaction and competitiveness.

### **Research Hypothesis**

Based on the theoretical review and previous studies, the research hypotheses are formulated as follows :

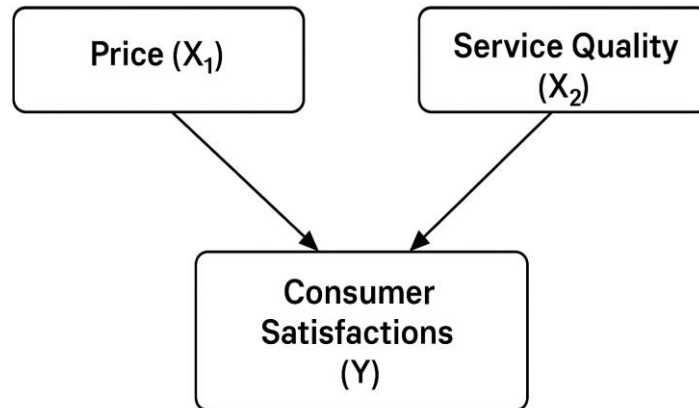
1.  $H_1$  : Price has a positive and significant effect on consumer satisfaction.
2.  $H_2$  : Service quality has a positive and significant effect on consumer satisfaction.
3.  $H_3$  : Price and service quality simultaneously have a positive and significant effect on consumer satisfaction.

### **Research Model**

This research model describes the relationship between independent variables, namely price ( $X_1$ ) and service quality ( $X_2$ ), and the dependent variable, consumer satisfaction ( $Y$ ). The model illustrates that both price and service quality have a direct and positive influence on consumer satisfaction. These relationships are empirically tested through multiple linear regression analysis to determine the magnitude and significance of each variable's effect.

This study employs a quantitative approach using the survey method, in which data are collected through questionnaires measured on a Likert scale. The analytical technique used is multiple linear regression, which aims to assess both the partial and simultaneous effects of price and service quality on consumer satisfaction.

The conceptual model of this research indicates that the two independent variables, price and service quality, are directly related to consumer satisfaction. It is expected that the findings will provide deeper insights for culinary business practitioners in developing effective marketing strategies, particularly in determining competitive pricing and improving service performance to enhance customer satisfaction and loyalty. The model of this study can be illustrated as follows :



**Figure 1.**  
**Conceptual Framework**

The image of the model of this study shows that the three independent variables have a direct relationship to customer satisfaction, which will be tested through multiple linear regression analysis. This study uses a quantitative approach with a survey method, where data is collected through a questionnaire with a Likert scale. The data analysis technique used is a linear regression test to test the influence of each variable on customer satisfaction. The results of this study are expected to provide deeper insights for telecommunications companies in improving the quality of their services by focusing on responsiveness, empathy, and personal communication to improve customer satisfaction.

**RESULTS AND DISCUSSION**

The following are the research results obtained from the analysis using SPSS, namely:

**Table 1.**  
**Regression Analysis**

ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	f	Sig.
1	Regresi	255.436	2	127.718	45.642	.000 <sup>a</sup>
	Residual	229.458	82	2.798		
	Total	484.894	84			

a. Predictors: (Constant) : Service Quality, Price

b. Dependent Variable: Consumer Satisfaction

Source: Data processed (2025)

**Table 2.**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5.527	2.128		2.598	.011
Price	.307	.063	.421	4.910	.000
Service Quality	.162	.032	.428	4.998	.000

a. Dependent Variable : Consumer Satisfaction  
 Source: Data processed (2025)

**Table 3.**  
**Correlation Coefficient and Determination Coefficient Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 <sup>a</sup>	.527	.515	1.673

a. Predictors : (Constant), Service Quality, Price

b. Dependent Variable: Consumer Satisfaction

Source: Data processed (2025)

### T Test

The results of the partial test (t-test) show that the price variable ( $X_1$ ) has a positive and significant effect on customer satisfaction (Y). The regression coefficient for price is 0.307, with a calculated t-value of 4.910 and a significance value of 0.000, which is smaller than 0.05. Therefore, the first hypothesis ( $H_1$ ) is accepted. This finding means that an increase in the appropriateness and affordability of prices will lead to higher customer satisfaction. In other words, fair pricing enhances the perceived value of products and influences customers' overall evaluation of their dining experience. This result aligns with the statement of (Armstrong & Kotler, 2018), who emphasized that price fairness strengthens consumers' perceived value, and also supports the research of (Safrizal, 2015) and (Sari & Mayasari, 2022), who found that pricing significantly contributes to satisfaction and loyalty in the food service sector.

Meanwhile, the service quality variable ( $X_2$ ) also has a positive and significant effect on customer satisfaction. The regression coefficient for service quality is 0.162, with a calculated t-value of 4.998 and a significance value of 0.000, which is smaller than 0.05. Thus, the second hypothesis ( $H_2$ ) is accepted. This result indicates that the better the service quality especially in terms of responsiveness, friendliness, and reliability the higher the customer satisfaction. The result reinforces the SERVQUAL model by (Tjiptono & Chandra, 2016), which explains that service reliability and responsiveness are the most influential

dimensions in shaping positive customer perceptions. This finding is also consistent with research conducted by (Christono, 2019) and (Budi & Rahmawati, 2018) who found that quality service delivery improves consumer satisfaction and creates stronger emotional attachment to the brand.

### **F Test**

Although the partial test results indicate that both price and service quality individually have a significant effect on customer satisfaction, the F-test results confirm that these two variables simultaneously influence customer satisfaction. The calculated F-value is 45.642, which is greater than the F-table value of 3.11, with a significance level of 0.000, indicating that the regression model is statistically significant. This supports the acceptance of the third hypothesis ( $H_3$ ), which states that price and service quality together have a positive and significant effect on customer satisfaction.

The correlation coefficient (R) of 0.726 shows a strong relationship between the independent variables (price and service quality) and the dependent variable (customer satisfaction). Meanwhile, the coefficient of determination (R Square) is 0.527, meaning that price and service quality jointly explain 52.7% of the variation in customer satisfaction, while the remaining 47.3% is influenced by other factors not included in this research model, such as product quality, atmosphere, location, and promotional activities. The adjusted R Square value of 0.515 further confirms the model's stability and explanatory power.

These findings highlight that customer satisfaction at Ayam Penyet Chintya is largely determined by the simultaneous interaction between pricing strategies and the quality of service provided. When both aspects are well managed affordable and fair prices accompanied by friendly, responsive, and reliable service consumers tend to perceive higher value and satisfaction. This result aligns with Kotler's theory in (Arief, 2021) which explains that overall satisfaction increases when consumers perceive that the value received is proportional to the cost incurred.

Therefore, restaurant management should maintain a balance between pricing policies and service delivery performance. Competitive pricing should be complemented by service improvements, particularly in responsiveness and reliability, to create a consistent and satisfying customer experience that enhances loyalty and strengthens business competitiveness in the culinary industry.

### **The Effect of Price on Customer Satisfaction**

The findings of this study reveal that price has a positive and significant influence on customer satisfaction at Ayam Penyet Chintya. This means that when customers perceive the price as fair, affordable, and proportional to the quality of the products offered, their level of satisfaction increases. Price is one of the most sensitive factors influencing purchasing behavior and satisfaction, as it reflects both the economic and psychological value of a product. According to (Sitorus, 2020) price represents the amount of money customers are willing to exchange for the benefits derived from a product or service, and it becomes a key indicator of perceived value.

The positive relationship between price and satisfaction in this study supports the theory proposed by (Kotler & Keller, 2016) who stated that consumers assess fairness and value before deciding to make a purchase. When the price aligns with consumers' expectations and the perceived quality, satisfaction tends to rise because customers feel they receive an appropriate return for what they pay. This aligns with the findings of (Safrizal,

2015) who emphasized that pricing that meets consumers' perceived value can significantly increase satisfaction and foster loyalty.

In the context of Ayam Penyet Chintya, respondents generally showed positive perceptions of pricing, considering it affordable compared to similar culinary outlets in the same area. Customers felt that the portion size, taste, and overall product quality were proportional to the prices offered. The sense of fairness in pricing encourages repeat purchases and word of mouth promotion, which are key indicators of customer satisfaction. Price sensitivity among consumers also influences their loyalty; when they believe a restaurant offers good value for money, they are more likely to revisit and recommend it to others.

These findings are consistent with the study by (Ladhari, 2009) which highlighted that satisfaction is not only influenced by product quality but also by the perceived fairness of the price. Consumers tend to evaluate the balance between what they receive and what they pay. If the benefits exceed expectations, satisfaction naturally increases. In this regard, Ayam Penyet Chintya successfully positions itself as a restaurant that offers good value, combining taste quality and reasonable pricing to create a positive perception among its customers.

Furthermore, according to (Kasmir, 2017) customer satisfaction in pricing is achieved when consumers perceive that the price reflects both product quality and service excellence. This relationship shows that customers are rational decision makers who evaluate not only the tangible aspects of a product but also its overall value proposition. Thus, the results of this study affirm that price plays a critical role in shaping satisfaction levels, particularly in a highly competitive culinary industry where consumers have multiple alternatives.

However, while the current pricing strategy at Ayam Penyet Chintya is considered effective, the business must continuously evaluate external factors that can affect price perception, such as inflation, competitor pricing, and changes in consumer purchasing power. Maintaining transparency in pricing, offering periodic promotions, and ensuring consistent product quality can strengthen consumer trust and long-term satisfaction. As suggested by (Tjiptono & Chandra, 2016) dynamic pricing strategies aligned with consumer expectations can enhance satisfaction and maintain competitiveness in fluctuating market conditions.

In summary, the results of this study confirm that pricing is not merely a numerical indicator but a strategic communication tool that reflects fairness, quality, and value. By setting prices that are reasonable, transparent, and consistent with the benefits perceived by customers, Ayam Penyet Chintya can maintain a high level of customer satisfaction and foster lasting loyalty among its consumers.

### **The Effect of Service Quality on Customer Satisfaction**

The results of this study show that service quality has a positive and significant effect on customer satisfaction at Ayam Penyet Chintya. This finding means that when customers perceive the service as friendly, fast, and reliable, their satisfaction with the overall dining experience increases. Service quality represents the company's ability to deliver products and services that meet or exceed consumer expectations. According to (Indrasari, 2019) quality of service is a dynamic condition related to the fulfillment of customer needs through effective human resources, efficient processes, and a supportive environment.

In the culinary business, service quality plays a crucial role in shaping the consumer experience. Unlike manufactured goods, service-based interactions are intangible,

immediate, and involve direct contact between employees and customers. This interaction becomes the foundation for emotional responses that determine satisfaction. (Parasuraman et al., 1988) identified five key dimensions of service quality reliability, responsiveness, assurance, empathy, and tangibles known as the SERVQUAL model. These dimensions help measure how customers perceive the quality of the service they receive.

The findings of this study are consistent with research conducted by (Christono, 2019) and (Budi & Rahmawati, 2018), who found that service quality significantly influences satisfaction and loyalty in food and beverage businesses. Customers tend to judge the quality of a restaurant not only by taste but also by the friendliness of the staff, the speed of service, and the cleanliness of the environment. When these elements meet or exceed expectations, satisfaction levels increase substantially. This is also supported by (Ladhari, 2009) who emphasized that high service responsiveness and empathy contribute directly to emotional attachment and trust, which in turn enhance satisfaction.

At Ayam Penyet Chintya, the majority of respondents expressed satisfaction with the friendliness of the staff, their responsiveness to customer requests, and the cleanliness of the dining area. The ability of employees to serve food quickly, respond to feedback, and maintain a pleasant demeanor during interactions contributes to positive consumer perceptions. According to (Indrasari, 2019) good service creates a positive image for the company, builds emotional closeness with consumers, and increases their willingness to return. This aligns with the observation that many repeat customers at Ayam Penyet Chintya value not only the food quality but also the courteous and consistent service provided.

From a theoretical perspective, (Kasmir, 2017) explains that service quality is influenced by several organizational factors such as employee motivation, leadership, and work culture. Employees who are motivated and trained to prioritize customer satisfaction tend to perform better and foster stronger customer relationships. In the case of Ayam Penyet Chintya, it can be inferred that management's emphasis on maintaining service friendliness and efficiency contributes significantly to consumer satisfaction. Customers tend to interpret professional and courteous behavior as a sign that the business values them, which enhances their sense of trust and loyalty.

The study's findings also support (Tjiptono & Chandra, 2016), who argued that consistent service quality can create competitive differentiation in industries where products are similar. In the culinary sector, where many restaurants offer comparable menus, the quality of service often becomes the key factor distinguishing one business from another. Maintaining service consistency particularly in responsiveness, accuracy, and empathy is crucial for retaining loyal customers and achieving sustainable growth.

However, while the current level of service quality at Ayam Penyet Chintya is considered satisfactory, continuous improvement remains essential. The restaurant needs to maintain employee training programs, encourage customer feedback, and utilize technology to enhance efficiency, such as implementing order-tracking systems or digital menus to minimize waiting time. As noted by (Zeithaml & Bitner, 2018) continuous service innovation can enhance consumer satisfaction and create memorable service experiences.

In summary, this study confirms that high-quality service directly increases customer satisfaction by building trust, emotional connection, and perceived value. For Ayam Penyet Chintya, maintaining consistent service standards supported by friendly, responsive, and

efficient employees is not only vital for short-term satisfaction but also for establishing long-term loyalty and competitive advantage in the culinary industry.

### **The Effect of Price and Service Quality Simultaneously on Customer Satisfaction**

The findings of this study indicate that price and service quality simultaneously have a significant and positive influence on customer satisfaction at Ayam Penyet Chintya. This result implies that customer satisfaction is not shaped by a single factor but rather by the combined effect of fair pricing and consistent service quality. When both elements work in harmony reasonable prices that align with perceived value and excellent service that meets or exceeds expectations consumers are more likely to experience satisfaction, loyalty, and a positive attitude toward the business.

This finding is consistent with the theory proposed by (Arief, 2021) which states that consumer satisfaction arises when the total value received is proportional to the sacrifices made, including price, time, and effort. When customers perceive that the benefits they obtain such as quality food, comfortable atmosphere, and pleasant service are worth the price they pay, satisfaction is achieved. The combination of rational and emotional value derived from both price and service quality creates a holistic customer experience that strengthens loyalty.

From a marketing perspective, price and service quality are two interrelated variables that complement each other in shaping customer perceptions. (Tjiptono & Chandra, 2016) emphasizes that pricing strategy communicates a company's market positioning, while service quality reflects its operational excellence and customer orientation. A competitive price may attract first-time buyers, but consistent service quality ensures customer retention and long-term relationships. In the context of Ayam Penyet Chintya, this interplay is clearly reflected in consumers' positive responses where affordable prices are matched by attentive, fast, and friendly service.

Similar findings were reported by (Safrizal, 2015) and (Sari & Mayasari, 2022) who revealed that price and service quality together significantly influence satisfaction in the food service industry. Their studies found that customers are more satisfied when they perceive a balance between what they pay and what they receive in terms of tangible and intangible value. This research reinforces those findings by showing that, in the case of Ayam Penyet Chintya, both dimensions price and service quality act as complementary forces that enhance perceived value and satisfaction.

In practice, this synergy suggests that even when the price is competitive, if service quality is poor, customers will feel dissatisfied. Conversely, even high quality service cannot compensate for prices perceived as unfair or excessive. Therefore, restaurants must design strategies that ensure alignment between pricing and service delivery. As stated by (Kasmir, 2017), customer satisfaction will reach its highest point when perceived quality and perceived value move in the same direction, providing both emotional and functional fulfillment.

At Ayam Penyet Chintya, the combination of reasonable pricing and professional service has helped the restaurant establish a favorable reputation among consumers. Customers perceive that the restaurant offers not only affordable meals but also a pleasant dining experience supported by courteous employees and clean facilities. This integrated approach reflects the modern consumer mindset, where satisfaction depends not only on the product itself but also on the total experience surrounding its consumption.

These findings are also aligned with (Zeithaml & Bitner, 2018) who explain that satisfaction is the outcome of the interaction between price fairness, perceived quality, and

service excellence. The higher the perceived harmony among these factors, the stronger the satisfaction and loyalty outcomes. For Ayam Penyet Chintya, maintaining this equilibrium becomes essential for sustaining competitiveness in a culinary market characterized by intense rivalry and shifting consumer expectations.

Therefore, this study underscores the importance of managerial strategies that integrate pricing and service quality dimensions. Business owners should ensure that every pricing decision is supported by consistent service performance, while service quality improvements must always reflect the restaurant's value proposition. By maintaining this alignment, Ayam Penyet Chintya can not only strengthen its customer satisfaction levels but also enhance brand loyalty and achieve sustainable growth in the long term.

## CONCLUSION

Based on the research results, both price and service quality are proven to have a positive and significant influence on customer satisfaction at Ayam Penyet Chintya. This finding shows that consumers tend to be more satisfied when the prices offered are fair, affordable, and consistent with the quality of the food and services they receive. Likewise, the friendliness, responsiveness, and reliability of service also play an essential role in shaping customers' positive dining experiences.

Although price and service quality each contribute individually, the results also show that together they have a stronger and more comprehensive impact on customer satisfaction. This demonstrates that consumers not only evaluate the financial aspect of price but also consider the quality of interactions and services provided by the restaurant. Therefore, satisfaction emerges as a result of the balance between tangible value (price and product quality) and intangible value (service experience and emotional comfort).

In practical terms, the management of Ayam Penyet Chintya needs to maintain price fairness while continuously improving service quality. Competitive prices must be supported by consistent, friendly, and efficient service to ensure that customers feel valued and satisfied. Furthermore, strengthening staff training, maintaining cleanliness, and ensuring fast service responses will enhance the restaurant's image and customer loyalty. In the long term, this balance between price and service quality will become a key strategy for sustaining customer satisfaction and competitiveness in the culinary industry.

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