

The Role Of Taste And Facilities In Building Customer Satisfaction

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Abstract: This research aims to determine the influence of taste and facilities partially and simultaneously influence on consumer satisfaction at the Gacoan Noodle Business in Probolinggo City. The population of this research is consumers who have purchased Gacoan Noodles in Probolinggo City. The data collection technique uses a questionnaire. Apart from that, this research used a sample of 100 people with a sampling method, namely purposive sampling. This type of research is causal associative. Data processing in this research uses SPSS 23 version. Data analysis methods include validity and reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination, and hypothesis testing. The results of this research shows that taste (X1) has a positive and significant effect on consumer satisfaction (Y) with a t-test value of 3.253 and is at a significance of 0.002 as well as a regression test result of 0.360 and facilities (X2) has a significant positive effect on consumer satisfaction (Y) with a t-test value with a t test value of 5.727 and at a significance of 0.000 and a regression test result of 0.297. The results of statistical analysis obtained an Fcount value of 47.123 > 3.09 and a significance value of 0.000 < 0.05. So there is a joint influence of the taste (X1) and facility variables (X2) on consumer satisfaction of the Gacoan Noodle Business in Probolinggo City.

Keywords: Taste, Facility and Consumer Satisfaction

INTRODUCTION

In the current era, many culinary businesses have emerged with all their characteristics and advantages. The emergence of this culinary business is caused by the lifestyle of people who like to order food outdoors (Janah, Maruta, & Pudjianto, 2022)^[9]. As time goes by, the phenomenon that has occurred now has several restaurants that have been established in the Probolinggo City area, such as Mie Gacoan, Wizzmie, Mie Satan, Mie Kober, and others. Spicy culinary businesses that are much sought after and visited in Probolinggo City, one of which is the Gacoan Noodle Business which was founded in 2020. Carrying a modern dining concept at affordable prices, the presence of this business has received extraordinary appreciation in every market where the Gacoan Noodle Business is present to serve dozens of year thousands of consumers every month.

The increasing intensity of competition and the number of competitors requires entrepreneurs to pay attention to consumer needs and desires and try to fulfill consumer satisfaction (Hariaji & Iriyanto, 2019)^[4]. Consumer satisfaction is the main basis for being able to win the competition or at least grow and develop in an era of increasingly competitive business world. According to Kotler and Keller in Indrasari (2019)^[8] "Consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product they are considering with the expected performance."

In the culinary business, a very important factor for consumer satisfaction is taste. Taste is taste and feelings of the heart, while taste is a sensory response to nervous stimulation, such as sweet, bitter, sour to the sense of

taste, or hot, cold, pain to the sense of taste (KBBI, 2023)^[10]. Apart from taste, facilities also influence consumers according to (Damanik, 2019) Facilities are anything that can make things easier and smoother in a business or activity, which can be in the form of objects or money, or in other words, facilities can be equated with facilities and infrastructure. On the other hand, facilities provided by the Gacoan Noodle Business has provided comfort for consumers, such as the availability of seating, fans, wifi, parking, prayer areas and clean toilets so that consumers feel satisfied.

According to Siregar et al. in the article Prasasti & Maisara (2022)^[12] Taste is a way of choosing food that must be distinguished from the taste of the food. According to Husna (2021)^[7] Taste is food that can be felt and the determinant of taste in food is the tongue. Food appearance is one of the main factors assessed in choosing food, while food taste includes the aroma, taste and level of doneness of the food. The taste indicators are: 1) aroma; 2) taste; and 3) maturity level.

According to Gustriana (2019)^[3] Facilities are the provision of physical facilities to make it easier for guests or visitors to carry out their activities or activities, so that their needs can be met every time they visit a place. According to Kotler and Keller in Maulidiah, Survival, & Budiantono (2023)^[11], facility indicators include: 1) condition of facilities; 2) completeness; 3) interior design; and 4) exterior design.

According to Tjiptono in Hariaji & Iriyanto (2019)^[4] consumer satisfaction is a post-purchase evaluation which at least provides results (outcomes) equal to or exceeding customer expectations. According to Kotler and Keller in (Indrasari, 2019)^[8] Consumer Satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in mind against the expected performance. According to Rondonuwu and Komalig in Gagarin, Saufi, & Sudiarta (2023)^[2], consumer satisfaction is measured by how well consumer or customer expectations are met. Explain the indicators of consumer satisfaction, namely: 1) Fulfillment of consumer expectations; Attitude or desire to use the product; and 3) Good reputation.

Based on the theory that has been put forward and from previous researchers, the hypothesis of this research is:

H1: It is suspected that there is a partial positive and significant influence between taste and facilities on consumer satisfaction at the Gacoan Noodle business in Probolinggo City.

H2: It is suspected that there is a simultaneous positive and significant influence on taste and facilities on consumer satisfaction at the Gacoan Noodle business in Probolinggo City.

METHOD

Research design

This type of research is quantitative research with a causal associative approach. Quantitative research can be interpreted as a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2019)^[13]. Meanwhile, causal associativity is a relationship that is cause and effect (Sugiyono, 2019)^[13]. The aim of this research is to determine the influence of taste and facilities on consumer satisfaction at the Gacoan Noodle business in Probolinggo City. The time of this research is from November-December 2023. Population is a generalization area consisting of: objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2019)^[13]. The population of this research is consumers who have purchased at the Gacoan Noodle businesses in Probolinggo City.

Population, Sample, Sampling

The sample is part of the number and characteristics of the population (Sugiyono, 2019) ^[13]. In this research, the Hair Jr. formula was used. In (Hidayatullah, et al., 2023)^[6] the Hair formula is used because the population size is not yet known for certain and suggests that the minimum sample size be 5-10 times the indicator variable. So the number of indicators is 20 times 5 (20x5=100). So, based on calculations. By using this formula, the number of samples from this research was 100 respondents, coming from all consumers who had purchased at the Gacoan Noodle business products in Probolinggo City.

In this research, sampling was carried out using the Nonprobability Sampling technique with the Purposive Sampling method. Nonprobability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2019) ^[13]. Meanwhile, purposive sampling is a technique for determining samples with certain considerations (Sugiyono, 2019) ^[13]. The criteria for consumers who can be used as respondents in this research are consumers who have purchased at the Gacoan Noodle business products in Probolinggo City.

Researchers distributed questionnaires related to taste, facilities and consumer satisfaction to the Gacoan Noodle business consumers in Probolinggo City with the help of a Google form which was shared via social media (Whatsapp and Instagram). Data analysis in this research uses classical assumption tests which include normality tests, autocorrelation tests, multi-collinearity tests, heteroscedasticity tests, instrument tests which include validity and reliability tests, multiple linear regression tests, determination tests, and hypothesis tests. With IBM SPSS (Statistical Product and Service Solutions) version 23 tools.

Instrument

1. Validity and Reliability Test

Validity Test

This validity test was carried out by comparing the rcount value with rtable with a significance level of 5% (Sujarweni, 2019)^[14]. This validity test uses SPSS 23 with the following results:

Table 1. Validity Test Result

Variabel	No. Item	r _{hitung}	r _{tabel 0,05 (5%) (df=100-2)}	Keterangan
Cita Rasa (X ₁)	1	0,667	0,1966	Valid
	2	0,733	0,1966	Valid
	3	0,499	0,1966	Valid
	4	0,523	0,1966	Valid
	5	0,710	0,1966	Valid
	6	0,703	0,1966	Valid
Fasilitas (X ₂)	1	0,717	0,1966	Valid
	2	0,696	0,1966	Valid
	3	0,697	0,1966	Valid
	4	0,743	0,1966	Valid
	5	0,621	0,1966	Valid
	6	0,671	0,1966	Valid
	7	0,760	0,1966	Valid
	8	0,706	0,1966	Valid
Kepuasan Konsumen (Y)	1	0,726	0,1966	Valid
	2	0,807	0,1966	Valid
	3	0,756	0,1966	Valid
	4	0,801	0,1966	Valid
	5	0,726	0,1966	Valid
	6	0,629	0,1966	Valid

Source: primary data processed, 2024

From the table above it can be seen that all measurement concepts for the variables Taste, Facilities and Consumer Satisfaction used in research with several statement items are declared valid because $t_{count} > t_{table}$ is 0.1966.

Reliability Test

Reliability testing was carried out using the Cronbach Alpha analysis technique. According to (Sujarweni, 2019) ^[14] a variable is said to be reliable if it has a Cronbach Alpha > 0.60 . The test results for each variable are as follows:

Table 2. Reliability Test Result

Variabel	Cronbach Alpha	Critical Value	Keterangan
X ₁	0,678	0,60	Reliabel
X ₂	0,843	0,60	Reliabel
Y	0,829	0,60	Reliabel

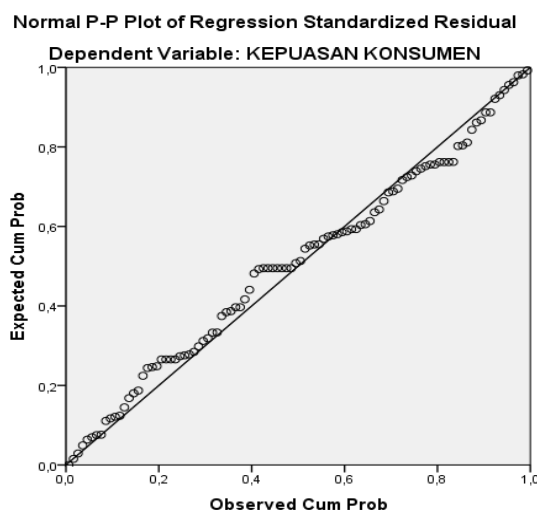
Source: primary data processed, 2024

Based on Table 2 above, it shows that each variable has a Cronbach Alpha value $>$ Critical Value. Variable X₁ has a value of $0.678 > 0.60$. The variable X₂ has a value of $0.843 > 0.60$. Variable Y has a value of $0.829 > 0.60$. It can be concluded that all the variables used in this research are reliable.

2. Classic Assumption Test

Normality Test

Table 3. Normality Test Result



Source: primary data processed, 2024

Figure 1 shows that the normal P-P Plot of Regression Standardized Residual graph depicts the distribution of data around a diagonal line and the distribution follows the direction of the diagonal line (Sujarweni, 2019) ^[14], so the regression model used in this research meets the normality assumption.

Autocorrelation Test

Table 4. Autocorrelation Test Result

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,702 ^a	,493	,482	2,391	1,973

a. Predictors: (Constant), FASILITAS, CITA RASA

b. Dependent Variable: KEPUASAN KONSUMEN

Source: primary data processed, 2024

D-W = 1,973

n = 100

du = 1,7152

4-du = 4-1,7152 = 2,2848

Based on tables 4 above, according to (Sujarweni, 2019) ^[14] using the Durbin Waston value with the criteria ($du < DW < 4-du$) namely $1.7152 < 1.973 < 2.2848$, it can be concluded that there is no autocorrelation in the regression model. used in this research.

Multicollinearity Test

Table 5. Multicollinearity Test Result

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7,373	2,452		3,007	,003		
CITA RASA	,360	,111	,285	3,253	,002	,683	1,464
FASILITAS	,297	,052	,501	5,727	,000	,683	1,464

a. Dependent Variable: KEPUASAN KONSUMEN

Source: primary data processed, 2024

According to (Sujarweni, 2019) ^[14] if the resulting VIF is between 1-10 then multicollinearity will not occur. Based on the table above, it is known that the tolerance value is $0.683 > 0.1$ and the VIF value is $1.464 < 10$. This means that multicollinearity does not occur.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,164	2,567		-,064	,949
CITA RASA	,049	,088	,059	,558	,578
FASILITAS	,023	,047	,051	,489	,626

a. Dependent Variable: ABS_RES

Source: primary data processed, 2024

According to (Sujarweni, 2019) ^[14] if the significance value is >0.05 then there are no symptoms of heteroscedasticity. Analysis of the results of table 6 of the SPSS Glejser test above shows that in the regression analysis there are no symptoms of heteroscedasticity, this can be seen from the significant value of the taste variable of $0.578 > 0.05$ and the facility variable of $0.626 > 0.05$.

3. Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test Result

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	7,373	2,452		,003
	CITA RASA	,360	,111	,285	,002
	FASILITAS	,297	,052	,501	,000

a. Dependent Variable: KEPUASAN KONSUMEN

Source: primary data processed, 2024

Based on the results of calculations using SPSS, which explain taste and facilities on consumer satisfaction, it can be shown in the results of the multiple linear regression equation as follows:

$$Y = 7,373 + 0,360 X_1 + 0,297 X_2 + e$$

If we analyze the numbers in the multiple linear regression, they can be described as follows:

- If variable X1 (taste) experiences an increase of 1 score, it will cause an increase in variable Y (consumer satisfaction) of 0.360 or 36%.
- If variable X2 (facilities) experiences an increase of 1 score, it will cause an increase in the variable (consumer satisfaction) of 0.297 or 29.7%.

4. Determination Test

Table 8. Determination Test Result

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,702 ^a	,493	,482	2,391

a. Predictors: (Constant), FASILITAS, CITA RASA

b. Dependent Variable: KEPUASAN KONSUMEN

Source: primary data processed, 2024

Based on the data above, the coefficient of determination test results were obtained at 0.493 or 49.3%. Where this coefficient value shows the magnitude of the influence of taste (X1) and facilities (X2) on consumer satisfaction (Y) the Gacoan Noodle business in Probolinggo City is 49.3% while the remaining 50.7% is influenced by other variables not included in this research such as promotion, brand image, location and so on.

5. Hypothesis Test

T Test (Partially)

Table 9. T Test Result

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	7,373	2,452		,003
	CITA RASA	,360	,111	,285	,002
	FASILITAS	,297	,052	,501	,000

a. Dependent Variable: KEPUASAN KONSUMEN

Source: primary data processed, 2024

1. From the table above, it shows that the calculated t value of the taste variable is $3.253 > t$ table 1.661 and has a significant number of $0.002 < 0.05$. H_0 is rejected and H_a is accepted, then H_1 is accepted, this shows that partially taste has a positive and significant effect on consumer satisfaction in purchasing the Gacoan Noodle business Probolinggo City Products.
2. The facility variable shows that the calculated t value is $5.727 > t$ table 1.661 and has a significant number of $0.000 < 0.05$. H_0 is rejected and H_a is accepted, then H_1 is accepted, this shows that partially the facilities have a positive and significant effect on consumer satisfaction in purchasing the Gacoan Noodle business Probolinggo City Products.

F Test (Simultaneously)

Table 10. F Test Result

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	538,712	2	269,356	47,123
	Residual	554,448	97	5,716	
	Total	1093,160	99		

a. Dependent Variable: KEPUASAN KONSUMEN

b. Predictors: (Constant), FASILITAS, CITA RASA

Source: primary data processed, 2024

The results of statistical analysis obtained an F-count value of $47.123 > 3.09$ and a significance value of $0.000 < 0.05$. So H_2 is accepted that there is an influence of taste and facilities on consumer satisfaction of the Gacoan Noodle business in Probolinggo City.

RESULTS AND DISCUSSION

The Influence of Taste on Consumer Satisfaction

The results of the analysis from this research prove that H_1 is accepted that taste has a positive and significant influence on consumer satisfaction at the Gacoan Noodle business in Probolinggo City. This means that the better the taste given to consumers, the higher the consumer satisfaction they will get. According to Winarno in Hariyanto, Wahyuni, & Widodo (2022)^[5] taste consists of the appearance and taste of food. Food appearance includes color, consistency, shape, portion size, and serving method. The appearance of food is one of the main factors assessed in choosing food, while the taste of food includes the aroma, texture and level of doneness of the food.

In increasing consumer satisfaction, the Gacoan Noodle business products provide a taste that includes aroma, taste and level of doneness of the food. Just like the food served is very appetizing, with a spicy taste, and has a chewy and soft food texture. This is in line with research conducted by (Husna, 2021^[7]; Janah, Maruta, & Pudjianto, 2022^[9]; Prasasti & Maisara, 2022^[12]) showing that taste has a significant and positive effect on consumer satisfaction.

The Influence of Facilities on Consumer Satisfaction

The results of the analysis from this research prove that H1 is accepted that facilities have a positive and significant effect on customer satisfaction for the Gacoan Noodle business in Probolinggo City. This means that the better the facilities provided and provided at the Gacoan Noodle business, the higher the level of consumer satisfaction when visiting the Gacoan Noodle business. According to Gustriana (2019)^[3] Facilities are the provision of physical facilities to make it easier for guests or visitors to carry out their activities or activities, so that their needs can be met every time they visit a place.

In increasing consumer satisfaction, the Gacoan Noodle business in Probolinggo City provides adequate facilities to make consumers safe and comfortable. Such as the availability of clean toilets, a large parking area, and easy to find accommodation for consumer needs. This is in line with research conducted by (Prasasti & Maisara, 2022^[12]; Hariaji & Iriyanto, 2019^[4]; Anjani, Fitriadi, & Yusnita, 2023)^[1] showing that facilities have a positive and significant effect on consumer satisfaction.

The Influence of Taste and Facilities on Consumer Satisfaction

Based on the results of testing the independent variable on the dependent variable simultaneously, H2 is accepted that taste and facilities have a positive and significant effect on consumer satisfaction of the Gacoan Noodle business in Probolinggo City. If the taste and facilities improve, there will be increased satisfaction among the Gacoan Noodle business consumers in Probolinggo City. However, on the other hand, if the taste and facilities decrease, it will have an impact on decreasing customer satisfaction for the Gacoan Noodle business in Probolinggo City, which will result in decreased sales. This illustrates that taste and facilities have an important role and are directly related to consumer satisfaction of the Gacoan Noodle business in Probolinggo City. This is in line with research conducted by (Prasasti & Maisara, 2022^[12]; Anjani, Fitriadi, & Yusnita, 2023)^[1] showing that facilities and taste simultaneously have a positive and significant effect on consumer satisfaction.

CONCLUSION

Based on the results of the research that has been discussed regarding taste and facilities on consumer satisfaction of the Gacoan Noodle business in Probolinggo City, it can be concluded that taste and facilities have a partially positive and significant effect on consumer satisfaction of the Gacoan Noodle business in Probolinggo City. In this case the company must always pay attention to and maintain taste and facilities in order to attract consumer attention to achieve consumer satisfaction. Satisfied consumers will return to buy the Gacoan Noodle business products in Probolinggo City and will even recommend them to others. In the simultaneous test, taste and facilities simultaneously have a positive and significant effect on consumer satisfaction of the Gacoan Noodle business in Probolinggo City.

Suggestions for future researchers are to expand the case study consumer satisfaction variable on the Gacoan Noodle business to other independent variables outside this research such as promotion, brand image, location and so on so that more complete information is obtained about the factors that influence consumer satisfaction.

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