

THE INFLUENCE OF SERVICE, PRICE, PRODUCT QUALITY ON INCREASING RESTAURANT SALES IGA BAKAR OEMIK IKA SIDOARJO JAWA TIMUR

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Abstract: *The aim of this research is to determine the influence of service, price and product quality on increasing sales of the Iga Bakar Oemik Ika restaurant in Sidoarjo. This study uses a quantitative approach. The population used in this research were people who had made purchases at the Iga Bakar Oemik Ika restaurant in Sidoarjo with a sample size of 150 people, so the sampling technique used was purposive sampling technique. Data collection was carried out using an online research instrument (Google Form) using a Likert scale. The independent variables studied by researchers include service, price and product quality as well as the dependent variable, namely increased sales. Researchers processed the data using SPSS software to test the proposed hypothesis. The results of this research partially show that the service variable has a significant positive effect on increasing sales of Iga Bakar Oemik Ika Sidoarjo. The results of research on the price variable have a significant positive effect on increasing sales of Iga Bakar Oemik Ika Sidoarjo. And the results on the product quality variable significantly have a positive effect on increasing sales of Iga Bakar Oemik Ika Sidoarjo. And simultaneously shows that the variables of service, price and product quality influence the increase in sales of the Iga Bakar Oemik Ika restaurant in Sidoarjo. The results of this research imply the importance of improving service, adjusting prices and increasing product quality and increasing sales of the Iga Bakar Oemik Ika restaurant in Sidoarjo.*

Keywords: *service, price, product quality, increased sales*

Introduction

The Indonesian culinary industry continues to develop rapidly due to economic growth. In the midst of increasingly intense competition, food and beverage business actors, one of which is the Iga Bakar Oemik Ika Sidoarjo restaurant, need to know the angles that encourage sales of each product. These aspects include Service Influence, the service influence variable is one of the consumer benchmarks. I will stop by the food stall again. Lesnussa et al (2023) stated that attitude and service quality have a positive and significant impact on customer satisfaction. food stall situation, friendly, fast and responsive presentation provide a positive experience for consumers. Good service includes fast ordering, friendly staff, and consistent service quality. Apart from the influence of service, there are price factors that influence increased sales. In research by Neti et al (2021), price is a flexible marketing mix element and can change quickly. The price level set by the restaurant will affect the quantity of sales. Apart from that, product quality has an effect on increasing sales. Product quality, especially taste and presentation, is an important element in food and beverage manufacturing. In

research conducted by Hakim et al. (2022) explained that product quality has a positive and significant impact on customer loyalty, companies must have a commitment to maintaining loyalty. Therefore, Oemic Ika must ensure that the quality of its grilled ribs remains high and meets consumer expectations. One of the favorite menus from the Omiek Ika restaurant is grilled ribs. The following is sales data for the Omiek Ika restaurant's grilled rib.

Annual sales volume of Oemic Ika Grilled Ribs

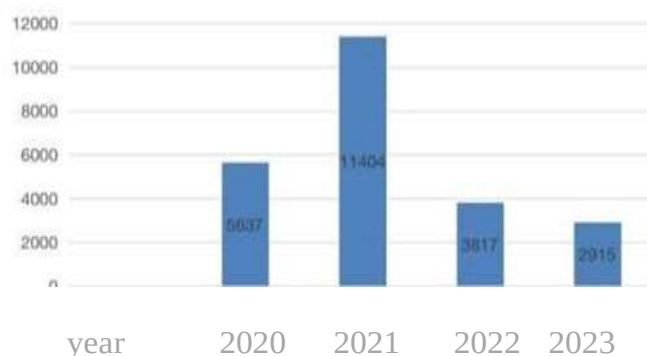


Figure 1 Chart of Sales of Oemic Ika Grilled Ribs for 2020-2023

Based on the graph above, it can be explained that sales of grilled ribs increase and decrease every year. In 2020, the sales volume of Oemic Ika grilled ribs was 24%, then from 2020-2021 there was a very significant increase, namely 48%, then in 2021-2022 there was a very significant decline to 16% and then in 2022-2023 it fell back to 12%. From these results, there are many things that cause this to happen. A development strategy is needed to increase sales of every menu available at the Iga Bakar Oemic Ika restaurant, especially the grilled ribs menu which is its trademark and to be able to understand consumer behavior based on factors that influence purchasing decisions. they. The findings from this research can be the basis for developing more effective marketing strategies.

Literature Review

Initially the reviewer continues this observation further, there are several previous observations on a similar topic that can be used as a reference:

Based on Dimas Realino, Valeria Eldyn Gula, Sofiana Jelita (2023) with the aim of understanding the impact of service quality and price on consumer satisfaction (Study of student motorbike taxi users). The observation results indicate that in partial testing service quality has a significant impact on consumer satisfaction. Price has an impact on consumer satisfaction. In simultaneous testing, service quality and price have at significant impact on the consumer satisfaction. Tied to the current observation is the impact of service quality and price on increased sales. Muhammad Hasbi Ash Shiddiqi, Sri Rahmadhani, Juliana Nasution (2022) with the mission of Go Food to Increase Culinary Business Sales (Case Study of Culinary Business Enterprises on Medan Area Regency). The observation results show that the Go Food application used by food traders will not be able to support the sales of some traders. The connection with this observation is examining the increase in sales in culinary businesses. Kevin (2024) with the aim of understanding the impact of Service Quality and Customer Value on Customer Satisfaction at Ws Hotels in Surabaya. The observation results show that the service quality variable has a significant and positive impact on customer satisfaction, observations regarding the service quality variable have a significant and positive impact on customer value, the customer value variable has an impact on customer satisfaction, and the service quality variable has a significant and positive impact on customer satisfaction. The service quality variable has a positive impact on satisfaction. customers through the intervening variable customer value. Regarding current observations, the variables observed

are in the service quality section. Merita Bernik (2019) with the aim of analyzing service quality to increase consumer satisfaction: Case study of Gold's Gym Bandung. The observation results show that there are indications of consumer satisfaction, where one of the indicators for maximizing consumer satisfaction is good service quality. The relationship with current observations is the variable used by the service.

Service

The meaning of observations from Zikri & Harahap (2022) is that service quality describes a form of buyer consideration regarding the quality of presentation received and the level of service required. If the service can be felt expected, then the quality of the service is good and can be satisfying. The satisfaction that is formed can encourage buyers to visit and shop again (Kotler 2019)

Price

Describe (Nasution, Limbong & Ramadhan, 2020) The price given to buyers is the price obtained from the purchase of goods. For companies, price is what is obtained from revenue. (Sudrartono & Saepudin, 2020).

Product quality

Asiyah (2022), the quality of the products served by the stall is not what motivates buyers to feel happy, but is also supported by other factors.

Increased Sales

Then in the research of Hidayah et al., (2021), in delivering products to consumers to achieve predetermined goals, marketing activities are used as a benchmark for every businessman. Therefore, marketing plays a big role in realizing business plans.

Framework

In this research, the background is arranged, the formulation of future research which will be divided into two.

- (1) Theoretical basis, (2) Discovery produces hypotheses and statistical tests. Studies conducted by Dimas Realino, Valeria Eldyn Gula, Sofiana Jelita (2023) influence service quality and price on satisfaction. Quantitative testing proves the significance of service quality and price on satisfaction. based on Dwi Miftahudin, Sugiono, Rin.nanik, Yolla Zelika Desastra, Buchori (2024) shows the quality of service with buyers. The test states that the greater the quality of service, the more purchasing decisions will increase, while the price is less able to increase consumer purchasing decisions. Fanny Aulia Putri Salsabila, Rini Handayani (2023) proves that there is an impact on product quality, price and label, on purchases. shows that there is a positive and significant impact on purchasing decisions from three factors, namely: (1) product quality, (2) price, and (3) label.. Masnun (2024) stated that product quality and consumer satisfaction have an impact on increasing product sales. The results of statistical analysis show that product quality has a significant impact on consumer satisfaction. This implies that customer satisfaction levels increase along with product quality. Putri (2023) stated that she knows the influence of distribution and price on increasing sales. The results of this research are that in distribution can increase product sales. Distribution plays an to important role in determinings the sales volume that a company can not achieve.

Research Methods Population and Sample.

this community used was buyer of the Oemik Ika restaurant. The samples taken in this research were 150 respondent based on the following criteria, namely consumers who had previously.

The validity test was carried out by expanding the instrument to 150 respondents at the Iga Bakar Oemic Ika restaurant. In this study, the service variable (X1) has 6 instrument statement items, the price variable (X2) has 4 instrument statement items that need to be answered by respondents. the product quality variable (X3) has 5 questionnaire statemeint items that must be answered by respondents and the sales increase variable (Y) has 4 statement items on the instrument that must be answered by respondents. All statements in this study meet the requirements to continue research because they have a significanc e score of <0.05 , can to concluded that the statements are the service variable (X1), the price variable (X2), the product quality variable (X3) and the sales increase variable (Y) in the questionnaire. declared valid. In the reliability testing of current researchers, the results of Cronbach's Alpha on the service variable were 0.790, the price variable was 0.661, the product quality variable was 0.804 and the sales increase variable was 0.807 so it was stated to be greater than 0.60. This research is a quantitative research method using a survey metihod. Data collection in this survey research used a Likert scale questionnaire and was analyzed using the SPSS program. The service variable has a positive effect on increasing sales of Iga Bakar Oemic Ika Sidoarjo. The price variable has a positive effect on increasing sales of Iga Bakar Oemic Ika Sidoarjo. And the results on the product quality variable have a positive effect on increasing sales of Iga Bakar Oemic Ika Sidoarjo, East Java. And the results of the service, price and proiduct quality variables simultaneously influence increasing sales.

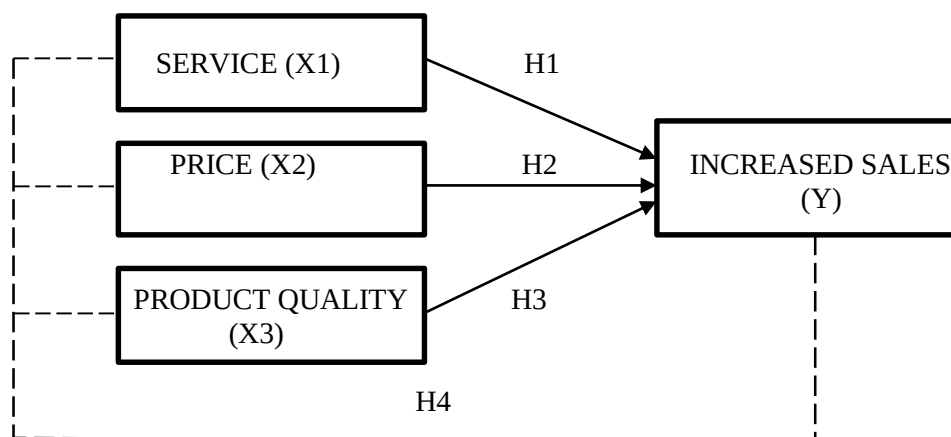


Figure: Research Conceptual Framework

Ghozali in (Agung 2023) validity test to measure whether a questionnaire is valid or not. The validity test in this research uses Pearson Product Moment. This test uses a determination with a Sig level > 0.05

Table 1
Validity test

Variable	Indicator	Pearson Correlation	Significance	Remarks
Variable Service (X1)	X1.1	0,781	0,000	Valid
	X1.2	0,648		Valid
	X1.3	0,561		Valid
	X1.4	0,679		Valid
	X1.5	0,679		Valid
	X1.6	0,645		Valid
Variable Price (X2)	X2.1	0,819		Valid
	X2.2	0,811		Valid
	X2.3	0,657		Valid
	X2.4	0,695		Valid
Variable Product quality (X3)	X3.1	0,703		Valid
	X3.2	0,631		Valid
	X3.3	0,657		Valid
	X3.4	0,755		Valid
	X3.5	0,669		Valid
Variable Increased sales (Y)	Y.1	0,754		Valid
	Y.2	0,819		Valid
	Y.3	0,728		Valid
	Y.4	0,694		Valid

Source: processing data (2024)

From the results of the validity test it can be stated that all questions in the questionnaire are declared valid because the Sig is less than 0.05

Reliability Test

According to Ghazali in (Agung 2023) states that reliability is a tool for measuring a questionnaire which is an indicator of the variables or constructs in a research that will be studied to determine the research results obtained. In this study, researchers tested the reliability of each instrument using the Cronbach alpha (α) statistical test. Where variable is said to be reliable if the value of Cronbach's alpha 0.6

Table 2
Reliability Test

No	Variables	Indicator	Cronbach Alpha if Item Deleted	Cronbach's Alpha	Remarks
1	Variable Service	X1.1	0,651	0,738	
		X1.2	0,699		
		X1.3	0,722		
		X1.4	0,688		
		X1.5	0,745		
		X1.6	0,700		
		X2.1	0,615		
		X2.2	0,603		

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2	Variable Price	X2.3	0,750	0,732	Reliabel
		X2.4	0,700		
3	Variable Product quality	X3.1	0,648	0,712	
		X3.2	0,691		
		X3.3	0,665		
		X3.4	0,644		
		X3.5	0,669		
4	Variable Increased sales	Y.1	0,668	0,737	
		Y.2	0,608		
		Y.3	0,721		
		Y.4	0,707		

Source: processed data (2024)

Based on the table above, the research results show that the Cronbach's Alpha value for each variable indicator is > 0.60 ,

Classic Assumptions test

Normality Test

Table 3
Normality test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			150
Normal Parameters ^{a,b}			
	Mean		,0000000
	Std. Deviation		1,20641297
Most Extreme Differences	Absolute		,093
	Positive		,071
	Negative		-,093
Kolmogorov-Smirnov Z			1,141
Asymp. Sig. (2-tailed)			,148

a. Test distribution is Normal.

b. Calculated from data.

Source: processed data (2024)

From the test results, the asymp.sig value from the Kolmogrov-Smirnov test was 0.148 (0.148 > 0.05). So it can be normally distributed.

Multicollinearity Test

Table 4
Multicollinearity Test

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,753	1,348		,558	,577		
Service	,426	,043	,600	9,905	,000	,814	1,228
Price	,121	,053	,135	2,297	,023	,866	1,155
Product quality	,173	,056	,186	3,059	,003	,813	1,230

a. Dependent Variable: Increase d sales

Source: processed data(2024)

From the test results, the VIF for the service variable was 1.228 (<10), the price variable was 1.155 (<10) and the product quality variable was 1.230 (<10). Based on the results obtained, it can be stated that the multiple linear regression used in this research is free from multicollinearity.

Hypotesis

Multiple Linier Regression Equations

Table 5
T Test (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
			a				
1 (Constant)	,753	1,348		,558	,577		
Service	,426	,043	,600	9,905	,000	,814	1,228
Price	,121	,053	,135	2,297	,023	,866	1,155
Product quality	,173	,056	,186	3,059	,003	,813	1,230

Dependent Variable: Increase d sales

Source: Processed Data (2024)

1. Based on the Sig value. for a service of 0.000, the Sig value is smaller than 0.05, it is proven that H1 is accepted and Ho is rejected. Therefore, service at Iga Bakar Oemic Ika in Sidoarjo has a significant effect on increasing sales of Iga Bakar Oemic Ika in Sidoarjo.
2. Based on the Sig value. the price variable is 0.023, the result is that the Sign value is smaller than 0.05, so H2 is accepted and Ho is rejected. Therefore, the price of Iga Bakar Oemic Ika in Sidoarjo has an effect on increasing sales of Iga Bakar Oemic Ika in Sidoarjo.
3. Based on the Sig value. The product quality variable is 0.003, the sign value is smaller than 0.05, so it is proven that H3 is accepted and Ho is rejected. Therefore, the quality of Iga Bakar Oemic Ika products in Sidoarjo has a significant influence on increasing sales of Iga Bakar Oemic Ika in Sidoarjo

F Test (Simultaneous)

Table 6
F Test (Simultaneous)

ANOVA ^b						
<i>Model</i>		<i>Sum of Squares</i>	<i>d f</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig .</i>
1	Regression	279,701	3	93,234	62,769	,000 ^a
	Residual	216,859	146	1,485		
	Total	496,560	149			

a. Predictors: (Constant), Product quality, Price, Service

b. Dependent Variable: Increased sales

Source: Processed Data (2024)

Based on the simultaneous output table, the F value is 62.769 with a sig value of 0.000. So that Sig < 0.05 then from these results it can be stated that H0 is rejected and Ha is accepted, meaning The variables Service (X1), Price (X2) and Product Quality (X3) have a simultaneous effect on increasing sales (Y).

Coefficient of determination test (R2)

Table 7
coefficient of determination result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,751 ^a	,563	,554	1,219

a. Predictors: (Constant), Product quality, Price, Service

b. Dependent Variable: Increased sales

Source: Processed Data (2024)

Based on the table above, it can be seen that the R Square value is 0.563 or 56,3%. So it can be concluded that there is a strong influence between the service variables (X1), price (X2) and product quality (X3) on the sales increase variable (Y). Meanwhile, the remaining 43,7% is influenced by other variables not examined by current researchers.

Discussion

The aim of this research is to examine the influence of service, price and product quality on increasing sales of Iga Bakar Oemik Ika in Sidoarjo. This research is a type of quantitative research with hypothesis testing. The sample taken in this research was 150 respondents. This research uses data collection using a Likert scale questionnaire and is analyzed using multiple linear regression using the SPSS program.

Validity test results: All statements in this study meet the requirements to continue the research because they have a significance score of < 0.05 , so it can be concluded that the statements are the service variable (X1), the price variable (X2), the product quality variable (X3) and the sales increase variable (Y) in the questionnaire is declared valid. In the reliability the research results show that the Cronbach's Alpha value for each variable indicator is > 0.60 , so all variables are declared reliable because the Cronbach's Alpha results are greater than 0.60. The partial test results show that the t-test sig value is 0.000, this value is smaller than the significance of 0.05, with a coefficient value of 0.426 so it can be concluded that the service variable has a partial and significant influence on increasing sales. on the price variable, the sig value of the t-test is 0.023, this value is smaller than the significance of 0.05 with coefficient value of 0.121, so it can be concluded that the price variable has a partial and significant influence on increasing sales. On the product quality results, the t-test sig value is 0.003, this value is smaller than the significance of 0.05, with a coefficient value of 0.173, so it can be concluded that the product quality variable has a partial and significant influence on increasing sales. on the simultaneous test results of this research, an F value of 62,769 was obtained with a sig value of 0.000. So that $\text{Sig} < 0.05$, from these results it can be stated that the variables Service (X1), Price (X2) and Product Quality (X3) have a simultaneous effect on increasing sales (Y).

Conclusion

Based on the SPSS test results, analysis and discussion explained in the previous section, the conclusions can be described as follows:

1. Based on the results of hypothesis testing, it is proven that partially service, price and product quality have a positive and significant effect on increasing sales of the Iga Bakar Oemik Ika restaurant in Sidoarjo.
2. Based on the results of hypothesis testing, it proves that simultaneously the service, price and product quality variables have a positive and significant effect on increasing sales of the Iga Bakar Oemik Ika restaurant in Sidoarjo.

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