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# The Influence of Product Quality and Price on Consumer Satisfaction at Lotus Restaurant Grand Savero Hotel Bogor

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**Abstract**

This study addresses the challenge of understanding factors influencing consumer satisfaction in the hospitality industry, focusing on product quality and price at Lotus Restaurant, Grand Savero Hotel Bogor. The research aims to determine the individual and combined effects of these variables on customer satisfaction. Employing a quantitative methodology, data were collected from 100 respondents and analyzed using multiple linear regression. The findings reveal that product quality significantly impacts consumer satisfaction, while price does not show a significant individual effect. However, when examined simultaneously, both product quality and price demonstrate a significant influence on consumer satisfaction. The coefficient of determination ($R^2$) indicates that these two factors account for 58.2% of the variance in customer satisfaction. The study concludes that while product quality is a crucial determinant of consumer satisfaction, while pricing strategies may require reassessment. The insignificance of price suggests that customers prioritize perceived product quality over cost considerations in a hotel dining context. The combined effect of both variables suggests a complex interplay in shaping customer experiences. These insights can guide the restaurant management focusing on maintaining consistent product quality while adjusting pricing strategies to better reflect customer value perceptions.

**Keywords**: product quality, price, consumer satisfaction

## A. Introduction

The culinary industry is growing quickly, which means that restaurants are competing more with each other. To keep customers happy, businesses need to constantly improve the quality of their products and their pricing strategies (Ishak & Azizah, 2022). In the hospitality industry, customer satisfaction is very important for the long-term success of a business. This is especially true in hotel restaurants, where customers expect better service and products. Naturally, those in the food service industry care about the quality of their products and how happy clients are with restaurant fare (Ishak & Utami, 2022). But early observations and online reviews from customers at Lotus Restaurant Grand Savero Hotel Bogor show that people have complained about the quality of the food and the prices, which suggests that there may be a difference between what customers expect and what they actually experience. Apart from product quality, restaurants must also consider the price of their menu (Ishak et al., 2023). Prices are very important in restaurants because they must be able to match their prices to the type of food they serve.

Previous research has extensively investigated how product quality and price affect consumer satisfaction. Many studies have shown that both factors significantly influence how satisfied consumers (Indajang et al., 2023; Maharani & Alam, 2022). Product quality is widely recognized as a crucial determinant of customer satisfaction within diverse service sectors (Septiano & Sari, 2021), and price frequently emerges as a substantial element in shaping perceived value and satisfaction. Nevertheless, certain studies present contradictory findings, particularly concerning the impact of price, where its influence may fluctuate based on contextual factors and customer perspectives (Asti & Ayuningtyas, 2020; Yudiana & Indiani, 2022). Furthermore, there is a dearth of research specifically addressing hotel restaurant environments in Indonesia, especially in Bogor, thereby creating a void in comprehension regarding the effects of product quality and price on consumer satisfaction within this particular hospitality context.

This research is unique because it examines the combined and separate effects of product quality and price on consumer satisfaction in a hotel restaurant. The study focuses on the Lotus Restaurant at the Grand Savero Hotel in Bogor. Unlike previous studies that generally focus on standalone restaurants or broader service sectors, this research provides contextual insights into customer perceptions in a hotel dining environment, where expectations and service standards differ. Lotus Restaurant Grand Savero Hotel Bogor has its flagship product, namely Oxtail Sop, apart from that, there are various other menu items including Indonesian dishes and also several foreign dishes. The prices offered vary from IDR 38,000 to IDR 120,000. Previously, the author had obtained visitor data from 2020 to 2022 as shown by figure 1 below.

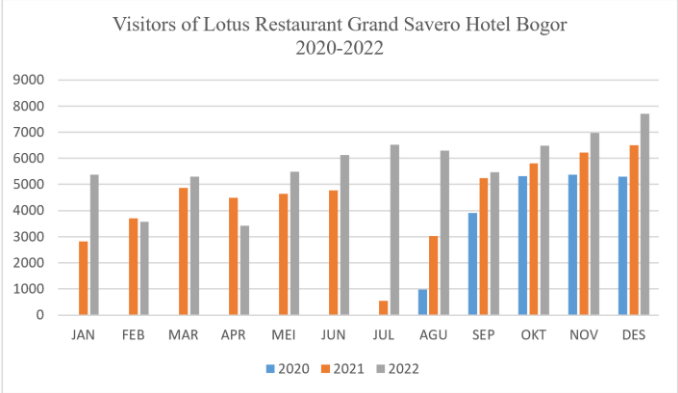



Figure 1. Visitor Data for Lotus Restaurant Grand Savero Hotel Bogor
Source: Lotus Restaurant Grand Savero Hotel Bogor (2023)

Previously, the author made initial observations at the Lotus Restaurant Grand Savero Hotel Bogor, in terms of products the author felt it was quite good and the prices were quite affordable. After that, the author made observations on Google reviews and received negative comments from several guests of Lotus Restaurant Grand Savero Hotel Bogor. The results of the pre-research showed that there were several consumers at Lotus Restaurant Grand Savero Bogor who complained about the quality of the products and the prices offered. The objective of this study is to analyze the partial effect of product quality on consumer satisfaction, the partial effect of price on consumer satisfaction, and the simultaneous effect of product quality and price on consumer satisfaction at Lotus Restaurant Grand Savero Hotel Bogor.

## B. Literature Review

In this study, the concept of product quality is grounded in the grand theory of marketing proposed by Kotler, which emphasizes that product value is a key determinant of customer satisfaction and competitive advantage. From a marketing perspective, products are not only tangible goods but also include intangible attributes such as service, experience, and perceived value that contribute to overall customer satisfaction. Therefore, product quality plays a central role in shaping consumer perceptions and influencing purchasing decisions.

Products are everything advertised by advertisers to be noticed, sought, obtained, used, or consumed by individuals to fulfill requests or publish these desires, according to Rahman et al. (2024). According to Martin et al. (2022), there are eight aspects that make up the quality of a product, including performance, features, suitability, durability, reliability, serviceability, aesthetics, and perceived quality. The ability of a product to carry out its functions as offered by producers to consumers with the hope that in the future the quality of various goods can be implemented, that is what the authors conclude from the knowledge mentioned above (Zuhdi et al., 2024).

Delute Mobo & Jaman (2022) claims that there are several indications of product quality, including the following: 1) items in the product that we can use to improve product performance, namely something related to the quality of goods, can accurately describe the real world or service practices the good one; 2) the scope and type of functionality, namely the existence related to the functionality included in the product or consumers who will usually buy products with the features or capabilities possessed by these products and services; 3) reliability or durability, which is something related to the required reliability; 4) Sensory properties, appearance descriptions, attractive characteristics, product variety as well as a number of factors can be important qualities in this case and 5) ethical profile and image, which can be associated with a large part of consumers' impressions of the company's products and services.

According to Rivanni et al., (2021) it defines pricing as a form of payment that must be made by consumers after using an item or service. And price indicators are including: 1) affordable price is the actual price of the product stated on the product that must be paid; 2) discount is a discount given by the seller; 3) Determination of the selling price, namely the price set by the seller to the consumer. From the above knowledge, it can be concluded that the price of a product is the amount of money that must be paid by consumers before or after using it as a tool or medium of exchange.

Consumer satisfaction is defined as a feeling of pleasure or disappointment that arises after comparing perceived performance with expectations (Indra Wibowo, 2022). ). This study adopts Expectation Confirmation Theory (Oliver), which serves as the grand theory explaining that satisfaction is formed through the comparison between expectations and actual performance. When performance meets or exceeds expectations, satisfaction is achieved; otherwise, dissatisfaction occurs. This theoretical perspective explains why managing customer expectations is as important as improving service performance. In the hospitality context, satisfaction is often influenced by multiple factors, including product quality, pricing, service delivery, and overall customer experience.

The indicators that construct the concept of customer satisfaction in this study consist of three key dimensions. First, conformity with expectations refers to the degree of alignment between the service performance anticipated by consumers and the actual experience they perceive. This indicator measures how effectively the service provider meets or exceeds customer expectations, which directly influences their satisfaction level. Second, interest in revisiting reflects the consumer's intention or desire to return and repurchase the service in the future. A strong revisit intention signifies that customers are satisfied and view the service as reliable and valuable. Third, willingness to recommend represents the extent to which consumers are inclined to endorse or share positive experiences with others, such as friends or family members. This indicator demonstrates not only satisfaction but also customer loyalty, as

satisfied consumers tend to promote services they perceive positively through word-of-mouth recommendations (Putri et al., 2020). The conclusion that can be drawn from the explanation above is the consumer's reaction to the satisfaction and disappointment that consumers feel when they receive goods and prices that meet their expectations. Because they already know what those consumers want, businesses find it easier to retain their current clients than to acquire new ones.

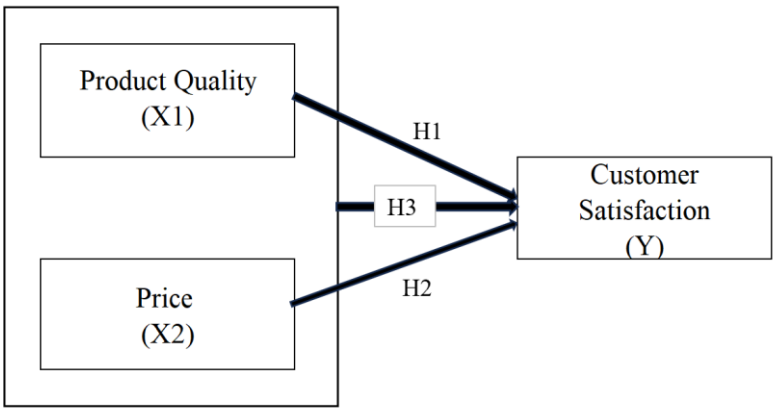



Figure 2. Thinking Framework
Source: Authors (2023)

In this research there are two (2) independent variables of product quality and price which theoretically can affect the dependent variable, namely customer satisfaction. Authors can summarize the thinking framework using figure 1 as above. Because the answers given are only based on theory, hypotheses are only temporary. The research hypothesis can be stated as follows by using the framework above and the theoretical description of the research results concerned, consist of following:1) H1: There is an influence of product quality (X1) on customer satisfaction at Lotus Restaurant Grand Savero; 2) H2: There is an effect of price (X2) on consumer satisfaction at Lotus Restaurant Grand Savero; H3: There is a simultaneous effect of Product Quality (X1) and Price (X2) on Lotus Restaurant Grand Savero's Consumer Satisfaction.

The results of the pre-research showed that there were several consumers at Lotus Restaurant Grand Savero Bogor who complained about the quality of the products and the prices offered. Refer to this background of the problems, the formation of the problems to be examined in this study are as follows: a) whether the product quality affect customer satisfaction at Lotus Restaurant Grand Savero Bogor, b) whether price affect customer satisfaction at Lotus Restaurant Grand Savero Bogor and c) whether product quality and price affect customer satisfaction at Lotus Restaurant Grand Savero Bogor.

The urgency of this research stems from the increasing competition in the culinary industry, where restaurants strive to meet the evolving demands and

preferences of consumers. With the rapid development of the culinary sector and changing consumer lifestyles, understanding the factors that influence consumer satisfaction, such as product quality and price, becomes crucial for the success and sustainability of restaurants like Lotus Restaurant Grand Savero in Bogor. The study's focus on investigating the impact of product quality and price on consumer satisfaction reflects the immediate need for restaurants to optimize these factors to enhance customer experiences and loyalty. By addressing these aspects, businesses can improve their competitiveness, attract more customers, and ultimately increase profitability.

Referring to the above background of the problems, the author wanted to find out whether there is a substantial relationship between product quality and price on consumer satisfaction at Lotus Restaurant Grand Savero Hotel Bogor. Therefor the objectives of this research are as follows: a) whether the product quality affect customer satisfaction at Lotus Restaurant Grand Savero Bogor, b) whether price affect customer satisfaction at Lotus Restaurant Grand Savero Bogor and c) whether product quality and price affect customer satisfaction at Lotus Restaurant Grand Savero Bogor.

## C. Research Methodology

This study employs a quantitative research design, which aims to examine the relationship and influence between independent and dependent variables. The research was carried out at Lotus Restaurant, Grand Savero Hotel, located in Bogor, within the period of February 2023 to July 2023. The independent variables in this study consist of product quality ($X_1$) and price ($X_2$), while the dependent variable is customer satisfaction (Y). This framework was designed to identify how variations in product quality and pricing strategies affect the overall satisfaction of restaurant customers. The population of this study includes all consumers who purchase and experience the food and services provided by Lotus Restaurant, Grand Savero Hotel. To obtain representative data, the researcher employed a purposive sampling technique, selecting respondents based on specific criteria relevant to the research objectives. The sample criteria required that participants be customers who had visited or made purchases at the restaurant more than twice, ensuring that their responses reflected a consistent and informed evaluation of the restaurant's service quality and pricing.

This study used a non-probability sampling technique with a purposive sampling approach to select respondents who had visited Lotus Restaurant at Grand Savero Hotel Bogor. The sample size was determined based on Roscoe's rule of thumb (Nurlia & Mahmud, 2021), which suggests that 30–500 respondents are adequate for research and sufficient for multiple regression analysis. Therefore, 100 respondents were selected as the sample. A total of 120 questionnaires were distributed, and 100 valid responses were analyzed.

The measurement of variables in this study is presented in Table 1. which is developed based on established theoretical frameworks.

Table 1. Measurement of Product Quality, Price and Consumer Satisfaction

| Variable | Dimensions | Questionnaire Items |
|---|---|---|
| Product Quality (X1) (Laetitia et al., 2021) | Performance | The food served has good taste quality |
| | Features | The menu offered is varied and attractive |
| | Conformance | The food quality matches restaurant standards |
| | Durability | The food quality is consistent over time |
| | Reliability | The food is always available as ordered |
| | Serviceability | The food is served properly and efficiently |
| | Aesthetics | The food presentation is visually appealing |
| | Perceived Quality | Overall, the product quality is satisfying |
| Price (X2) (Kotler & Keller, 2009) | Price Affordability | The price is affordable for customers |
| | Discount | The restaurant provides attractive promotions/discounts |
| | Price Suitability | The price matches the quality of the food |
| | Price Competitiveness | The price is competitive compared to other restaurants |
| Consumer Satisfaction (Y) (Hawkins & Loney, 2003) | Conformity with Expectations | The food meets my expectations |
| | Revisit Intention | I am willing to revisit this restaurant |
| | Willingness to Recommend | I am willing to recommend this restaurant to others |

Source: Authors (2023)

## D. Result

Table 2. indicates that a majority, specifically 60%, of the survey participants are female, implying a greater involvement of women in culinary pursuits and dining. The largest segment of respondents, aged 21–30 years (55%), represents a demographic often associated with productivity and lifestyle considerations; furthermore, a significant concentration of this group resides in Bogor (70%), which suggests the restaurant's primary focus is on a local customer base. A considerable number of respondents, 40%, reported visiting the restaurant 3–5 times, thereby reflecting a moderate degree of familiarity with its offerings. Moreover, employees comprised the largest segment of the sample (45%), followed by students (30%), and a considerable number of respondents reported a middle-level income of IDR 3–5 million (45%). Consequently, this data implies that the restaurant appeals to consumers with moderate financial means who value both the quality of the food and the overall dining experience.

Tabel 2. Respondent Characteristic

| Characteristics | Category | Frequency | Percentage |
|---|---|---|---|
| Gender | Male | 40 | 40% |
| | Female | 60 | 60% |
| Age | <20 years | 10 | 10% |
| | 21–30 years | 55 | 55% |
| | 31–40 years | 25 | 25% |
| | >40 years | 10 | 10% |
| Domicile | Bogor | 70 | 70% |
| | Outside Bogor | 30 | 30% |
| Visit Frequency | 1–2 times | 35 | 35% |
| | 3–5 times | 40 | 40% |
| | >5 times | 25 | 25% |
| Occupation | Student | 30 | 30% |
| | Employee | 45 | 45% |
| | Entrepreneur | 15 | 15% |
| | Others | 10 | 10% |
| Income | < IDR 3 million | 25 | 25% |
| | IDR 3–5 million | 45 | 45% |
| | > IDR 5 million | 30 | 30% |

Source: Authors (2023)

This research seeks to identify and analyze how product quality and pricing influence customer satisfaction at Lotus Restaurant, located within the Grand Savero Hotel Bogor. The study emphasizes evaluating the extent to which these two variables contribute to customers' overall satisfaction levels and their behavioral responses toward the restaurant's offerings. By examining the interplay between perceived quality and price fairness, the research aims to provide empirical evidence that supports managerial decisions in improving service standards and enhancing customer loyalty. The validity assessment was conducted to ensure the accuracy and appropriateness of the research instruments. The results of the validity test indicate that an item, statement, or indicator can be considered valid when the calculated correlation value (r-count) exceeds the critical value of the correlation table (r-table) and remains positive. In this study, the r-table value at a significance level of 5% ($\alpha = 0.05$) was determined to be 0.2565, confirming that all tested items meeting this criterion were statistically valid and suitable for further analysis.

Based on the data presented in Table 3, the analysis indicates that all variables successfully passed the validity test. This conclusion is drawn from the fact that the calculated correlation values (r-count) for each item exceed the critical threshold of the correlation table (r-table = 0.2565) and exhibit positive values. Hence, every item, statement, or indicator utilized in the instrument is confirmed to be statistically valid and appropriate for further analysis. Each

validated statement item effectively reflects and measures the corresponding indicator of its respective research variable. This outcome demonstrates that the questionnaire items are well-constructed and capable of accurately capturing the dimensions of product quality, price perception, and customer satisfaction as defined in the study framework.

Table 3. Variable Validity Test

| Variable | Item | r-table | r-calc | Remarks |
|---|---|---|---|---|
| Product Quality | X1.1 | 0.2565 | 0.594 | Valid |
| | X1.2 | 0.2565 | 0.283 | Valid |
| | X1.3 | 0.2565 | 0.455 | Valid |
| | X1.4 | 0.2565 | 0.439 | Valid |
| | X1.5 | 0.2565 | 0.705 | Valid |
| | X1.6 | 0.2565 | 0.479 | Valid |
| | X1.7 | 0.2565 | 0.585 | Valid |
| | X1.8 | 0.2565 | 0.711 | Valid |
| | X1.9 | 0.2565 | 0.671 | Valid |
| | X1.10 | 0.2565 | 0.454 | Valid |
| | X1.11 | 0.2565 | 0.511 | Valid |
| | X1.12 | 0.2565 | 0.680 | Valid |
| | X1.13 | 0.2565 | 0.622 | Valid |
| | X1.14 | 0.2565 | 0.670 | Valid |
| | X1.15 | 0.2565 | 0.660 | Valid |
| | X1.16 | 0.2565 | 0.448 | Valid |
| Price | X2.1 | 0.2565 | 0.640 | Valid |
| | X2.2 | 0.2565 | 0.460 | Valid |
| | X2.3 | 0.2565 | 0.612 | Valid |
| | X2.4 | 0.2565 | 0.715 | Valid |
| | X2.5 | 0.2565 | 0.732 | Valid |
| | X2.6 | 0.2565 | 0.562 | Valid |
| Consumer Satisfaction | Y1.1 | 0.2565 | 0.761 | Valid |
| | Y1.2 | 0.2565 | 0.727 | Valid |
| | Y1.3 | 0.2565 | 0.682 | Valid |
| | Y1.4 | 0.2565 | 0.711 | Valid |
| | Y1.5 | 0.2565 | 0.650 | Valid |
| | Y1.6 | 0.2565 | 0.690 | Valid |

Source: Results of Author Data Processing Using SPSS 25 (2023)

The validity assessment, as presented in Table 3, confirms the validity of all questionnaire items pertaining to Product Quality (X1), Price (X2), and Consumer Satisfaction (Y). This is evidenced by the calculated correlation coefficients (r-calc) for each item, which surpass the r-table value of 0.2565, and all are positive. The r-calc values for Product Quality, Price, and Consumer Satisfaction ranged from 0.283 to 0.711, 0.460 to 0.732, and 0.650 to 0.761, respectively, all surpassing the predetermined threshold. As a result, each item is

considered suitable and capable of accurately assessing its respective variable, thus confirming the research instrument's validity and its appropriateness for further analysis.

Table 4. Reliability Test

| Research Variables | Cronbach's Alpha Value | Result |
|---|---|---|
| Product Quality | 0.851 | Reliable |
| Price | 0.742 | Reliable |
| Consumer Satisfaction | 0.785 | Reliable |

Source: Results of Author Data Processing Using SPSS 25 (2023)

Based on the data presented in Table 4, the results of the reliability test indicate that all statement items across the three examined variables are considered reliable. This conclusion is supported by the finding that each variable's Cronbach's Alpha coefficient exceeds the threshold value of 0.6, confirming that the measurement instruments used in this study are internally consistent and suitable for further analysis. High reliability ensures that the responses accurately reflect the constructs of product quality, price, and customer satisfaction without measurement bias. Furthermore, a normality test was conducted to determine whether the residuals or confounding variables in the regression model were distributed normally.

Table 5. Normality Test (Kolmogorov–Smirnov)

| Description | Value |
|---|---|
| N | 100 |
| Mean | 0 |
| Std. Deviation | 2.9098474 |
| Most Extreme Differences (Absolute) | 0.056 |
| Most Extreme Differences (Positive) | 0.046 |
| Most Extreme Differences (Negative) | -0.056 |
| Test Statistic | 0.056 |
| Asymp. Sig. (2-tailed) | 0.200 |

Source: Results of Author Data Processing Using SPSS 25 (2023)

Using the Kolmogorov–Smirnov (K–S) test, it is assumed that the data follow a normal distribution if the significance value exceeds 0.05, while a value below 0.05 indicates non-normality. The test results show that the Asymp. Table 5 shows that Sig. value is 0.200, which is greater than 0.05. Therefore, it can be concluded that the residuals are normally distributed. This finding confirms that the data meet one of the fundamental assumptions required for multiple linear regression analysis, ensuring that subsequent statistical interpretations are valid and robust.

The multicollinearity test aims to identify whether a strong or perfect correlation exists among the independent variables, which could potentially distort the results of regression analysis. To detect the presence of multicollinearity, the analysis focuses on two key indicators, Tolerance and the Variance Inflation Factor (VIF). Referring to the framework proposed by (Jasmine & Susanti, 2023), a VIF value below 4 indicates that multicollinearity is absent, while a value exceeding 4 suggests the presence of multicollinearity among the independent variables.

Table 6. Coefficients and Multicollinearity Test

| Variable | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| Constant | 8.906 | 3.182 | — | 2.799 | 0.006 | — | — |
| Product Quality (X1) | 0.102 | 0.045 | 0.215 | 2.239 | 0.027 | 0.985 | 1.015 |
| Price (X2) | 0.285 | 0.109 | 0.251 | 2.617 | 0.01 | 0.985 | 1.015 |

Source: Results of Author Data Processing Using SPSS 25 (2023)

The findings of the multicollinearity analysis reveal in Table 6. that all independent variables in this study possess VIF values below the critical threshold of 4. This result signifies that no multicollinearity issues exist, and each independent variable contributes uniquely to the model without excessively correlating with one another. Therefore, the regression equation used in this research can be deemed statistically robust and reliable for interpreting the effects of product quality and price on customer satisfaction.

The heteroscedasticity test is employed to examine whether the regression model possesses a constant variance of residuals across all observations. This test evaluates the uniformity of error variance, which is essential for ensuring the reliability of regression estimates. When the residual variance remains consistent from one observation to another, the condition is referred to as homoscedasticity. Conversely, if the variance differs significantly among observations, it indicates the presence of heteroscedasticity. An ideal regression model must satisfy the homoscedasticity assumption, as it ensures that the estimated parameters are unbiased and the statistical tests (t-test and F-test) remain valid. Failure to meet this assumption may result in inefficient estimations and misleading conclusions. Therefore, confirming that the data exhibit homoscedasticity is a critical step in validating the accuracy and robustness of the regression model used in this study. The authors used the Glejser test, which involves regression of the absolute values of the residuals in the independent variable, to determine whether there is variance in a variable. (Sunaryo et al., 2023) emphasized that changes in variance did not occur if the significance level was greater than 0.05. Conversely, if the value is substantial, there is variable variation. Figure 3 is heteroscedasticity test results using the Gleijseir test. Based on the *Heteroscedasticity Twist* test results, it can be seen that their sig values are 0.112 x1 and 0.497 x2 or greater than 0.05, so it can be

concluded that there is no heteroscedasticity or homoscedasticity occurs. Thus, the requirements of multiple regression analysis are fulfilled.

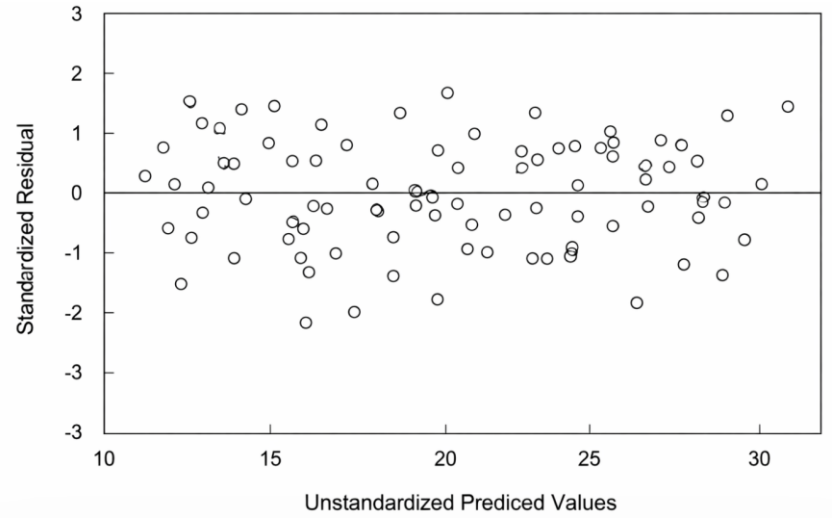



Figure 3. Heteroscedasticity Test Results
Source: Results of Author Data Processing Using SPSS 25 (2023)

Based on the Partial Twist (T-Twist) results, it can be seen that the Sig $X_1$ value of 0.027 is less than 0.05, so it can be said that their product quality relationship affects customer satisfaction at Lotus Restaurant Grand Savero Hotel Bogor partially so that their first hypothesis is accepted. Meanwhile, the Sig $X_2$ value of 0.01 is lower than 0.05, so it can be said that price has a partial effect on customer satisfaction at Lotus Restaurant Grand Savero Hotel Bogor so that the second hypothesis is accepted.

Table 7. Partial Test (t-test Results)

| Variable | B | Std. Error | Beta | t-value | Sig. | Decision |
|---|---|---|---|---|---|---|
| Constant | 8.906 | 3.182 | — | 2.799 | 0.006 | — |
| Product Quality (X1) | 0.102 | 0.045 | 0.215 | 2.239 | 0.027 | Significant |
| Price (X2) | 0.285 | 0.109 | 0.251 | 2.617 | 0.01 | Significant |

Source: Results of Author Data Processing Using SPSS 25 (2023)

Based on the results of the simultaneous (F-test) analysis examining the combined effect of product quality and price on customer satisfaction, the obtained significance value was 0.02. Since this F significance value is lower than the 0.05 significance threshold, it can be concluded that product quality and price together exert a statistically significant influence on customer satisfaction at Lotus Restaurant, Grand Savero Hotel Bogor. This outcome confirms that the third hypothesis of the study is accepted, indicating that both variables jointly contribute meaningfully to explaining variations in customer satisfaction levels. In other words, improvements in product quality and adjustments in pricing strategy collectively enhance customer satisfaction,

validating the theoretical assumption that these two factors interact synergistically in shaping consumer perceptions and experiences within the restaurant context.

Table 8. ANOVA Test Results

| Model | Source | Sum of Squares | df | Mean Square | F-value | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 116.496 | 2 | 58.248 | 6.74 | 0.002 |
| | Residual | 838.254 | 97 | 8.642 | — | — |
| | Total | 954.75 | 99 | — | — | — |

Source: Results of Author Data Processing Using SPSS 25 (2023)

The simultaneous test (F-test) is utilized to determine whether the independent variables product quality and price jointly influence the dependent variable, namely customer satisfaction. This statistical procedure evaluates the collective explanatory capability of the regression model, providing insight into whether the independent variables together contribute significantly to variations in the dependent variable, rather than examining each variable's effect separately. Based on the F-test results, the obtained significance value was 0.02, which is lower than the 0.05 significance level. This finding indicates that product quality and price, when considered simultaneously, have a statistically significant effect on customer satisfaction at Lotus Restaurant, Grand Savero Hotel Bogor. Thus, the regression model demonstrates that these two variables collectively play an important role in determining customer satisfaction levels, confirming the model's validity and the acceptance of the related research hypothesis. Therefore, the third hypothesis of this research is accepted, confirming that both variables together play a crucial role in shaping consumer satisfaction levels. This finding highlights that enhancing product quality alongside implementing an appropriate pricing strategy contributes meaningfully to improving customer satisfaction within the restaurant's service environment.

The coefficient of determination ($R^2$) serves to quantify the proportion of variance in the dependent variable, customer satisfaction that can be collectively explained by the independent variables, namely product quality and price. As shown in Table 9, the results of the multiple linear regression analysis yielded an $R^2$ value of 0.582, equivalent to 58.2%.

Table 9. Model Summary Coefficient of Determination/$R^2$

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0.763 | 0.582 | 0.573 | 0.7523 |

Source: Results of Author Data Processing Using SPSS 25 (2023)

This finding implies that the model accounts for 58.2% of the variation in customer satisfaction, demonstrating a substantial explanatory power of the two

predictors. The remaining 41.8% of the variance in customer satisfaction is attributed to other factors that were not included in this analysis, such as service quality, brand image, ambiance, or customer expectations. Therefore, while product quality and price play significant roles in shaping consumer satisfaction at Lotus Restaurant, other determinants beyond the scope of this research may also contribute meaningfully to the overall satisfaction level.

## E. Discussion

### The Effect of Product Quality on Consumer Satisfaction at Lotus Restaurant Grand Savero Hotel Bogor

The results of the partial test indicate that product quality has a statistically significant effect on consumer satisfaction at Lotus Restaurant Grand Savero Hotel Bogor, as evidenced by a significance value below 0.05. This demonstrates that improvements in product quality directly contribute to higher levels of customer satisfaction. The results demonstrate that product quality significantly influences consumer happiness, aligning with other research (Lubis et al., 2024; Hanaysha, 2017). The findings confirm that product quality is a key determinant of consumer satisfaction in the hotel sector. Unlike prior investigations (Sahrul, 2020; Miftahurridlo & Harini, 2024), this study revealed that price did not significantly impact consumer satisfaction in a partial sense. This suggests that customers at Lotus Restaurant prioritize product quality over price when evaluating their dining experience.

Furthermore, the simultaneous analysis reveals that product quality and price collectively influence consumer happiness, thereby supporting earlier research. The coefficient of determination, at 58.2%, indicates a substantial impact of these variables on consumer satisfaction, although other factors may also play a role. A solid average score in product quality highlights the importance of maintaining high standards, which is essential for sustaining customer satisfaction and competitiveness in the restaurant industry.

The moderate category rating for price (mean score 20.56) indicates a need for strategic pricing adjustments. This finding is consistent with research by (Lien et al., 2015), who emphasized the importance of balancing pricing with perceived value in influencing customer satisfaction. Our recommendations for standardizing drink recipes and offering attractive promotions are in line with suggestions from studies by (Lee & Kim, 2012) and (PhD & Jang, 2006), which highlight the importance of consistency in product quality and effective pricing strategies in the hospitality industry.

### Effect of Price on Consumer Satisfaction at Lotus Restaurant Grand Savero Hotel Bogor

Rahman M & p k (2016) state that price is the sum of all resources required to obtain a good or service. Similarly, (Indajang et al., 2023) define pricing as the form of payment that consumers must make after using a good or service, while (Hulu et al., 2022) emphasize that price represents value

expressed in monetary terms as a medium of exchange. Various indicators of price have been identified, including affordable price, discount, and selling price (Z. A. Putri et al., 2023).

Based on the research data, most consumers of Lotus Restaurant Grand Savero Hotel Bogor perceive the price as being in the moderate category, with a percentage of 77%, followed by 40% in the high category and 7% in the low category. The mean score of 20.56 further indicates that the overall perception of price falls within a moderate level.The results of the partial statistical test show that the significance value for the price variable ($X_2$) is 0.010, which is below 0.05, indicating that price has a significant effect on consumer satisfaction. This means that changes in price perception directly influence customer satisfaction at Lotus Restaurant. However, this finding needs to be interpreted in the context of the restaurant's characteristics. Since most respondents perceive the price as moderate, it suggests that the price is generally acceptable and aligned with customer expectations. Therefore, price contributes to satisfaction not because it is low, but because it is perceived as fair relative to the quality and experience received.

This finding contrasts with previous studies (Albari, 2020; Maharani & Alam, 2022; Yudiana & Indiani, 2022; Asti & Ayuningtyas, 2020), which also found that price affects consumer satisfaction, but differences may arise due to contextual factors. In the case of a hotel restaurant, customers tend to prioritize overall experience, including service quality and ambiance, rather than focusing solely on price. As a result, price plays a complementary role, where its influence depends on its consistency with perceived value. From a managerial perspective, this implies that maintaining price fairness and value alignment is more important than simply offering lower prices.

**The Effect of Product Quality and Price on Consumer Satisfaction Simultaneously at Lotus Restaurant Grand Savero Hotel Bogor**

Consumer satisfaction is a critical factor for business success. By understanding the concept of consumer satisfaction, identifying its key indicators, and implementing effective strategies to measure and enhance it, businesses can cultivate a loyal customer base, drive long-term growth, and achieve sustainable success. Consumer satisfaction, as defined by Wang & Hall, (2019), is an expression of happiness or dissatisfaction someone feels after comparing the anticipated performance with what was actually received. Consumer satisfaction, according to Gofur (2022) , is the extent to which product performance feedback matches consumer expectations.

Pfeifer (2005) state that retaining repeat customers is easier than acquiring new ones. This means that businesses find it easier to keep their current clients because they are familiar with and can assess the quality of the goods or services provided. According to (Chiu & Cho, 2021) the following indicators constitute consumer satisfaction: 1) expectation conformity is the degree to which the service performance expected by the consumer matches the results

perceived by the consumer; 2) interest in revisiting is the consumer's desire to revisit or reuse the related service; 3) willingness to recommend is the consumer's readiness to recommend the perceived service to friends or family. According to (Kaplan & Norton, 1992), there are six markers of consumer happiness: 1) overall consumer satisfaction; 2) consumer satisfaction measurement; 3) expectation confirmation; 4) consumer rights return; 5) willingness to recommend; 6) consumer

## F. Conclusion

The research findings indicate that product quality significantly influences consumer satisfaction at Lotus Restaurant Grand Savero Hotel Bogor, however pricing does not exert a significant partial effect. Nonetheless, product quality and pricing concurrently affect consumer happiness. The data suggest that consumer happiness is predominantly influenced by the extent to which product quality aligns with customer expectations, whereas pricing serves a supplementary function based on its correspondence with perceived value.

This study enhances the understanding of hospitality and consumer behavior by affirming the significant significance of product quality as a crucial factor in customer satisfaction within a hotel restaurant setting. The findings offer guidance for restaurant management to focus on sustaining and enhancing food quality while ensuring pricing strategies align with customer-perceived value. Recommendations entail guaranteeing product uniformity, synchronizing product display with advertising materials, and upholding pricing frameworks that correspond to product worth. These initiatives can improve customer happiness, promote repeat patronage, and bolster competition within the restaurant sector.

This research possesses multiple limitations. The research was only conducted at Lotus Restaurant Grand Savero Hotel Bogor, perhaps constraining the generalizability of the findings to other restaurant or hospitality settings. The study exclusively examines product quality and pricing, neglecting other criteria such as service quality, ambiance, and location that may significantly affect consumer satisfaction. Third, the research was conducted throughout a defined timeframe, which may not reflect alterations in consumer behavior over time.

Future study should broaden the range of variables by include new elements such as service quality, ambiance, and brand image to enhance the knowledge of consumer happiness. Furthermore, comparison analyses of other restaurants or lodging places are recommended to discern differences in consumer views across situations. Subsequent research should examine a bigger sample size and diverse locales to enhance the generalizability of the results.

## G. Conflict of Interest

None of the authors has any financial, professional, or personal interests that could compromise the impartiality of this research. The assessment of

product quality, price, and consumer satisfaction at Lotus Restaurant, Grand Savero Hotel Bogor, reflects the authors' independent analysis and judgment.

## H. Declaration of AI Use

ChatGPT, developed by OpenAI, assisted the authors in developing and organizing the conceptual content of the Introduction, Literature Review, Research Methodology, Results and Discussion, and Conclusion sections. The authors evaluated the AI-generated suggestions against the original literature, research procedures, and empirical findings, and revised the content accordingly. All interpretations and conclusions reflect the authors' scholarly judgment. The authors assume full responsibility for the accuracy, originality, references, and integrity of the manuscript.

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