

Analysis of Product Quality, Locations and Services of Culinary SMEs in Restaurants Toward Customer Loyalty: A Study of Customer Satisfaction In Pandemic Times

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Abstract

This study aims to analyze the quality of products, locations and services of SMEs _ partially and partially on customer loyalty in Labuhanbatu during the pandemic. The research methodology used is quantitative, with a population of 8,130, a sample of 381 respondents, with a probability sampling technique using simple random sampling. The data collection technique used SPSS vars i 20. The instrument test used validity and reliability tests. The pandemic has had an impact on various aspects of society, especially SMEs. There are impacts that arise during the pandemic such as aspects of sales, aspects of business profits, aspects of capital and aspects of the ability of all culinary business actors to experience these problems due to the pandemic period. Culinary businesses apply online sales strategies, although not all of them. The community buying electricity during the pandemic caused a lot of loss of income so that people buying electricity were reduced due to the pandemic period, the situation of the community when they made purchases using the online method and were active at home. Interview results show that there is a pandemic for SMEs. Where is the impact of culinary businesses such as uas players who experience a decrease in the level of people's purchasing power because they reduce their activities outside the home community. There is an attempt by actors to increase their business opinion in the midst of the Century pandemic by learning about technology, providing good service and maintaining the quality of the products to be sold to consumers. The results of this study conclude that partially and simultaneously there is a significant and positive effect between product quality, location, service on customer satisfaction and loyalty and there is a significant and positive influence between satisfaction and customer loyalty.

Keywords: product quality, service, location, SMSs.

1. Introduction

In living this life, humans need goods and services to survive, especially during a pandemic. In Indonesia, SMEs have been able to contribute to the budget. The position of SMEs is considered very good because this sector is not only a source of livelihood, but also provides direct and indirect employment opportunities to people with relatively low levels of knowledge and skills. SMEs are a type of business that has a significant contribution in encouraging economic growth. Culinary business, which is the type of SME that is most commonly found in Indonesia, this type of culinary business will never die because every human being definitely needs food. Food is the most basic need for humans. Therefore, every human being needs food to meet all the nutritional needs of his body, Kristanto & Adiwijaya,(2018). According to Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises, small businesses are defined as productive economic activities that stand alone. UKM is not a subsidiary or branch of a medium or large class company. The economy of a country from the efforts made by the community. Government assistance is very meaningful for SMEs so that they can move up to become big companies.

Increasing food needs are forcing business actors to open food or culinary businesses. UKM is a business that is much in demand by the wider community, culinary is increasingly widespread because it has (land) that is quite potential and creative in its management.

Table 1 shows that many open businesses in the culinary field of food or food, especially in Labuhanbatu. In addition to a smaller investment value, the market potential is also large. This has resulted in increasingly fierce competition,

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so culinary needs to be improved in terms of product quality, location, and service, besides that culinary arts must have a competitive advantage in order to survive or win the competition. The global pandemic has an impact on various sectors, especially those around the economy. The economic impact is not only felt domestically but also globally. In Indonesia, this will certainly have a significant impact on pre-tourism, in the fields of trade and industry, including micro, small and medium enterprises (MSMEs). During the current pandemic, it is recommended to make a number of adaptations for the continuity of the culinary business, one of which is not only controlling daily transactions from culinary or food places. This pandemic has caused a shift in buying patterns, usually there are online sales, but many consumers buy products directly at the buying center.

Table 1. Data on the Distribution of Restaurants in Labuhanbatu Regency 2016-2019

Subdistrict	2016	2017	2018	2019
(1)	(2)	(3)	(4)	(5)
Bila Hulu	10	10
Pangkalan	2	2
Bilah Barat	2	2
Bilah Hilir	8	8
Panai Hulu	9	9
Panai Tengah	5	5
Panai Hilir	3	3
Rantau Selatan	33	33
Rantau Utara	41	41
Labuhanbatu	113	113

Source: Badan Pusat Statistik Kabupaten Labuhanbatu

Culinary Business in Labuhanbatu, the number of businesses in the culinary field continues to grow, especially in Rantauperapat. However, culinary began, but culinary began to experience a very high increase and development. During this pandemic, businessmen began to use social media to promote culinary products and it was very good to introduce a product to the community. Culinary is not only required to be smart in marketing products but it is also very important to know how factors affect the brand of the product itself.

In this pandemic period, SMEs use social media a lot to develop culinary delights and utilize applications such as the Facebook application, WhatsApp application, Tiktok application and Instagram application, each culinary party adjusts and uses what application is used for online sales.

People during this pandemic prefer online shopping to meet their food needs by consuming culinary delights. This can happen because of the pandemic and busy working hours, as well as the emergence of lazy nature to cook yourself. Consumers also consider the quality of the product they will buy. The product has an important meaning for the culinary business, therefore without the product, the business will not be able to carry out a stimulating process for the business being run. A product is something that can be offered by a producer to be purchased or consumed by the market to meet the needs or desires of the relevant market. Nofrianda (2019) also states that product quality affects customer satisfaction. Product quality is the factors contained in a result that causes the goods or results to be in accordance with the purpose of the goods or the original intended. A product is considered quality if it meets what consumers expect and vice versa the product is considered not of quality if it does not meet customer expectations.

According to Insani & Madiawati (2020) service quality has an impact on customers, especially customer loyalty which shows better service quality, customers will be happy and loyal to these business products and services. Therefore, every culinary business demands to compete competitively in terms of creating and creating customer loyalty, one of which is through product quality competition to provide satisfaction for its customers. At a low level of competition in this pandemic, consumers only distinguish a product from other products, it is necessary to have a new product so that consumers do not feel bored with the products provided to consumers, because it is the beginning that affects the level of consumer satisfaction. Thus, this study aims to analyze the impact of product quality, location, service, satisfaction to use customer loyalty.

2. Literature Review

2.1. Product Quality

Product quality is the customer detects the suitability of a product listed and then wants it according to his wishes in

completing his interests (Fadhli & Pratiwi 2021). (Aldi et al (2021) defines that a product is a key item in the completeness of the market offering. Preparation of the sales mix is done by outlining offers that satisfy the number for customers in accordance with the purpose of the offer forming the validity of a company in forming productive relationships with customers. According to (Setyo, 2017) product quality is closely related to product expertise, simple belief, operationalization, renovation and other benefits. (Maramis et al., 2018) said product quality is the totality of product privileges obtained from a marketing application of production and exploitation that realizes the product can be needed to complement consumer desires. (Reven & Ferdinand, 2017) said that product quality has a sustainability effect according to the ability of products and services where product quality is the main characteristic of product quality quickly passed by customers. Product quality is a very important factor that will affect a long-term business performance, one of which is in the culinary business. Therefore, business owners must really focus on creating quality products, especially during the pandemic, where many culinary products appear with new types of businesses and new types of culinary (Dahmiri et al., 2021).

Putro, (2018) says that the factors that are used in testing customer satisfaction for products are:

- a) Performance
- b) Product diversity
- c) Trust
- d) Suitability or suitability
- e) Durability
- f) Advantage
- g) Artistic (beautiful)
- h) The quality you feel

2.2. Location

Location is a place for businesses to work or places where they can make activities to realize products or services that prioritize marketing (Atmanegara, 2019). According to (Sudarwanto & Rahman, 2021) location is the motility of budget expenditures then generates assumptions and repeatedly locations shape the company's business strategy. Location is a key flexible key to modifying customers or consumers when shopping (Rivaldo & Yusman, 2021). Business capital like this is very fitting to do during this pandemic, because there is a lot of free time available and business locations can be done from home, so first-time businesses are not busy thinking about costs for location and can force capital costs in opening a business (Fadhli & Pratiwi, 2021).

According to (Husen et al., 2018) said that the place or location is a variety of company activities to get the product to be produced or sold is also achieved in the target market.

According to (Meutia & Andiny, 2019) the location can be measured by determining the indicators:

- a) Access is easy to reach the location or destination and easy to reach for customers using vehicles.
- b) Location of the parking lot

2.3. Service

Murnilawati et al., (2019) define that service quality is an evaluation of the advantages or advantages of a product or service globally. Angelia & Rezeki, (2020) Defining service is a state of enthusiasm with an interest in products, services, individuals, procedures with an atmosphere that is sufficient or beyond desire. Service quality is a benchmark for how well the level of service allocated is capable of meeting customer expectations (Rachman & Suryoko, 2017). Service quality needs to start from the interests of consumers and stop at consumer responses, this situation is important so that good quality is not based on service logistics responses based on consumer feedback. This is intended for entrepreneurs or managers and employees in carrying out the needs of consumers for clean, safe, and environmentally friendly business products and services during the pandemic (Muhammad & Wurjaningrum, 2021). According to (William & Purba, 2020) there are five indicators contained in service quality, namely:

- a) Physical evidence
- b) Reliability
- c) Responsiveness
- d) Guarantee

2.4. Satisfaction

Rachma & Hufron, (2020) that satisfaction is a sentimental feeling in humans who live after feeling a state of reaction when someone has finished buying or using a product that has been purchased and is in line with his desire. Customer satisfaction is the perceived value of shopping from the business capacity that their goals are fulfilled (Pohan, 2022). Consumers are satisfied when their wishes are fulfilled and happy when their spending is increased (Krisdayanto et al., 2018). (Novianti, 2018) said that customer satisfaction is a response until their wishes have been realized or passed. Customer satisfaction is an assessment of the completion of shopping or the end of the assessment after equating how consumers feel and want (Razak, 2019). (Saidani et al., 2019) when research reveals customer satisfaction is a factor to get the needs of consumers' desires realized. According to (Gultom, Kurniawan, & Arif, 2020) consumer satisfaction is a hypothetical concept of how satisfaction that should be diversified from personal to a product depends on the value of individual desires. In this pandemic period, MSME actors should not only focus on promotions in social media to get new customers, because as new business actors, they must be able to take care of existing consumers by creating consumer satisfaction and being able to create customer loyalty. (Nabilah et al., 2021). According to (Cindy & Sari, 2021) there are factors that influence customer satisfaction, namely:

- a) Product quality
- b) Price
- c) Emotional
- d) Cost
- e) Convenience

2.5. Customer loyalty

According to (Rachma & Hufron, 2020) customer loyalty is an advantage that consumers have from experiencing customer satisfaction or even consumers who increase to buy products that will be repeated and produce business actors how to hold marketing funds and increase profits. The customer is a customer commitment based on loyalty when the product is also a very actual physical based sale when the purchase is prolonged (Siregar & Hakim, 2017). According to (Ramadhan, 2020) loyalty is held as an incentive to shop or reshape the products and services that are of interest in the future, even though the impact of circumstances and capacity sales results in switching consumers. Customer loyalty can be formed if the customer is satisfied through the product or the level of facilities obtained with the desire to consistently continue the bond (Rasyid, 2017). In this pandemic period, consumers remain loyal because RAID has a high standard of professionalism so that the services that RAID provides to consumers always make consumers satisfied (Maalik & Sirai, 2021).

3. Methods

In this study using quantitative research, quantitative research is a systematic scientific study of parts and phenomena and relationships, the purpose of quantitative research is to develop and use mathematical models, theories and hypotheses related to natural phenomena. The population in this study amounted to 8,130 consumers, in the study the number of samples obtained from 74 restaurants. The sampling technique used is Proportional Randon Sampling. Determination of the number of samples used by the Slovin formula. In this study, the sampling technique used probability sampling because the probability sampling technique was a sampling technique that provided equal opportunities for each element (member) of the population to be selected as a member of the sample (Sugiyono, 2013). The method used was simple random sampling in because the sampling of members of the population is done randomly without regard to the existing strata in the population. The calculation is done with the proportional allocation formula.

The data collection method used in this study was conducted through a questionnaire. This research questionnaire uses a question or statement system, where the questionnaire has been given a choice of answers and respondents are expected to choose one answer that has been made or provided.

The measurement scale that will be used is the Likert scale. The Likert scale is a scale used to measure a person's perception, attitude or opinion regarding an event or phenomenon, based on operational definitions that have been set by the researcher. The Likert measurement scale is to measure agreement with a score of 1-5. Information about the divisions and categories are as follows: Score 1 = Strongly disagree (STS), Score 2 = Disagree (TS), Score 3 = Neutral (N), Score 4 = Agree (S), Score 5 = Strongly agree (ST).

The technique in this quantitative data analysis uses data analysis techniques with the aim of answering the hypotheses that have been formulated. In this study, the authors carried out various ways to obtain this information, by observing

the research location, distributing questionnaires to customers to find out how much influence will be studied, Documenting activities or information related to product sales. From these activities the author will get the desired data and information. The Validity and Reliability testing was carried out using the IBM SPSS Statistic 20 program on Windows.

4. Result and Discussions

The purpose of testing research instruments is to determine the level of validity and reliability of the questionnaire before data collection is carried out. The validity test used the analysis of r arithmetic $> r$ table, while the validity and reliability test carried out using the SPSS 20.0 program for windows. Hypothesis testing was carried out using the SPSS 20.0 program for Windows. The hypothesis test used in this study is a partial significant test (t test). The decision-making criteria for the partial test (t test) is if t count $< t$ table, then H_0 is accepted or H_0 is rejected and if t count $> t$ table, then H_0 is rejected or H_a is accepted, with a significance level below 0, 05 eat H_0 is rejected and H_a is accepted.

The validity and reliability tests in this study were carried out outside the sample. This study was conducted outside the 381 respondents. The purpose of testing the research instrument was to determine the level of validity and reliability of the questionnaire before data collection. It is known that for all variables, the value of Corrected item – total correlation (t count $> t$ table (2.823). Thus, all questionnaire items are valid, by validity test and all indicators of variable measurement are declared valid, then a reliability test is carried out. There are also the results of reliability testing it is known that the Cronbach's alpha coefficient is > 0.60 , therefore all questionnaire items can be relied upon. The table below presents the results of the validity and reliability test of the research variables as follows.

4.1. Validity and Reliability Test

Table 2. Validity and reliability Test

Variable	Indicator	r- count	sig	Criteria r- table	Cronbach's Alpha
Product Quality	Performance	0.606	0.000	>0.3	0.778
	trust	0.742	0.000		
	Endurance	0.738	0.000		
	Suitability	0.778	0.000		
	Product Diversity	0.782	0.000		
Location	Access	0.678	0.000	>0.3	0.774
	Facilities	0.687	0.000		
	The place parking	0.692	0.000		
	Expansion	0.666	0.000		
	Environment	0.733	0.000		
Service	Physical Evidence	0.693	0.000	>0.3	0.777
	Reliability	0.716	0.000		
	Guarantee	0.708	0.000		
	Power responsive	0.730	0.000		
	Empathy	0.704	0.000		
Satisfaction	Quality product	0.700	0.000	>0.3	0.784
	Price	0.701	0.000		
	Emotional	0.722	0.000		
	Cost	0.746	0.000		
	Convenience	0.729	0.000		
Loyalty customer	Purchase repeat	0.593	0.000	>0.3	0.803
	Always like with product the	0.771	0.000		
	Habits consume product	0.845	0.000		
	Permanent choose product the	0.852	0.000		
	sure that brand it 's the best	0.846	0.000		

Source: primary data processed by researchers (2022).

Based on the table 2, it can be seen that the product quality (X1), location (X2), service (X3), satisfaction (Y1) and customer loyalty (Y2) in this test have met the requirements with the Pearson correlation value or r count greater than 0.30 and significant value <0.05. So that it can be concluded that this statement is valid.

Based on the results of the instrument reliability test, it can be concluded that the instruments are reliable because the Cronbach's Alpha value of each instrument is greater than r table 0.60. So that it can be used to carry out research or test research hypotheses.

4.2. Y1 Multicollinearity Test Results

Table 3. Y1 Multicollinearity Test Results

Variable	Tolerance	VIF	Results
Product quality	0.654	1.530	Free of multicollinearity
Location	0.552	1.812	Free of multicollinearity
Service	0.566	1.765	Free of multicollinearity

Source: primary data processed by researchers (2022).

4.3. Y2 Multicollinearity Test Results

Table 4. Y2 Multicollinearity Test Results

Variabel	Tolerance	VIF	Results
Product quality	0.563	1.776	Free of multicollinearity
Location	0.545	1.834	Free of multicollinearity
Service	0.515	1.941	Free of multicollinearity
Satisfaction	0.530	1.886	Free of multicollinearity

Source: primary data processed by researchers (2022).

If the VIF value for each independent variable is less than 10, and the Tolerance value is greater than 0.10. In accordance with the stipulated provisions, based on these results, it can be stated that the variables in the study do not experience a correlation between variables.

4.4. Multiple Regression Analysis and Y1 and Hypothesis Testing

Table 5. Results of Multiple Regression Analysis and Y1 and Hypothesis Testing

Variable	Beta	t-count	Sig.t
Constance	1.555	1.637	0.000
Product quality	0.384	7.789	0.000
Location	0.294	5.181	0.000
Service	0.209	3.815	0.000
R-Square	0.470		
Adjusted square	0.466		
F	11.342		
Sig.F	0.000		

Source: primary data processed by researchers (2022).

Based on the table 5, the t-count value is 7.789 and the significant value is 0.00 <0.05. So it can be concluded that there is a partial relationship between the variables X1 to Y1.

Looking at the t-count value, which is 5.181 and a significant value of 0.00 <0.05, it can be concluded that there is a partial relationship between the X2 and Y1 variables.

Looking at the t-count value, which is 3.815 and a significant value of 0.00 <0.05, it can be concluded that there is a partial relationship between X3 and Y1 variables.

Based on the table 6, the t-count value is 5.297 and the significant value is 0.00 <0.05. So it can be concluded that there is a partial relationship between the variables X1 to Y2.

Looking at the t-count value, which is 3.263 and a significant value of 0.00 <0.05, it can be concluded that there is a

partial relationship between the X2 and Y2 variables.

Looking at the t-count value of 3.57 and a significant value of 0.00 <0.05, it can be concluded that there is a partial relationship between X3 and Y2 variables.

Looking at the t-count value of 5.546 and a significant value of 0.000 <0.05, it can be concluded that there is a partial relationship between the Y1 and Y2 variables.

Based on the value in table 5, the value of f - count is 35.836 and a significant value of 0.000 <0.05, it can be concluded that there is a simultaneous or joint effect between X1,X2,X3,Y1,Y2.

Table 6. Results of Multiple Regression Analysis and Y2 and Hypothesis Testing

Variable	Beta	t-count	Sig.t
Constance	12.836	16.520	0.000
Product Quality	0.322	5.297	0.000
Location	-0.190	3.263	0.000
Service	0.297	3.577	0.000
Satisfaction	0.338	5.546	0.000
R-Square	0.532		
Adjusted square	0.542		
F	35.836		
Sig.F	0.000		

Source: primary data processed by researchers (2022).

The multicollinearity test is to see whether or not there is a high correlation between independent variables and related independent variables is less than 10, and the tolerance value is greater than 0.10. In accordance with the stipulated provisions, based on these results, it can be stated that the variables in the study did not have a correlation between the variables, so that the regression model used was free from the problem of multicollinearity and could be used in the analysis process of this study.

4.5. Discussion

Product quality has in line with customer loyalty that product quality has a significant effect on customer satisfaction and loyalty with a significance value of 0.000 <0.05 (Cardia et al., 2019).

The next result of this research is that location has a significant effect on customer satisfaction and loyalty. The results of this study are supported by (Wasiman et al., 2020) which states that location has an influence on customer loyalty with a significant value of 0.000 <0.05.

The service in this study has a significant influence on customer satisfaction and loyalty, where the results of this study are also in line with (Angraini & Budiarti, 2020) which states that service has an influence on customer loyalty with a significant value of 0.000 <0.05.

The next result of this research is that satisfaction has a significant effect on customer loyalty. The results of this study are supported by (Suhartono & Rahayu, 2021) which states that location has an influence on customer loyalty with a significant value of 0.000 <0.05.

The final results of this study also show that product quality, location, service, and satisfaction also need to be considered and considered, if customers do not feel they are not satisfied with the services provided by the company, this will have an impact on customer loyalty where customers do not will make a repeat purchase, therefore the company needs to pay attention to the service and level of customer satisfaction with the company, product quality and location also need to be considered in order to attract more customers.

Product quality, i.e. the customer detects the suitability of a product listed and then wants it according to his wishes in completing his interests (Pratiwi, 2021). Location is a place for business to work or a place for making activities to realize products or services that prioritize marketers (Atmanegara, 2019). According to (Murnilawati et al., 2019) defines that service quality is an evaluation of the advantages or advantages of a product or service globally. According to (Rachma & Hufron, 2020) satisfaction is a sentimental feeling in humans who are carried out after feeling a state of reaction when someone has finished buying or using a product that has been purchased and is in line with his desire. According to (Rachma & Hufron, 2020) customer loyalty is an advantage that consumers have from experiencing customer satisfaction or even consumers who increase to buy some products which will often bear and

produce business actors how to hold marketing funds and increase profits.

Managerial implications

From the results of the study, it can be concluded that the managerial implications of this study are that product quality affects satisfaction, location affects satisfaction, service affects satisfaction, product quality affects customer loyalty, there is a significant negative effect of location on customer loyalty, and service influences customer loyalty. customer satisfaction has a positive effect on customer loyalty.

The managerial implications of the researcher provide several suggestions, namely product quality is a very important factor for businesses that have a long term. Therefore, business owners are expected to focus on creating new products during the pandemic. Locations during a pandemic do not need to find or create a location to open a business because an office location can be made friendly and does not spend capital for business. Culinary SMEs can do for customer needs for a product and business services must be environmentally friendly during the pandemic. Customer loyalty in this pandemic period, consumers remain loyal because culinary businesses must have high standards so that consumers are always fast on product quality. Satisfaction during the SME pandemic is not only focused on promotion on social media to get customers, because culinary owners must create customer satisfaction.

Social Implication

The pandemic has an impact on various aspects of society, especially SMEs. As for the impacts that arise during the pandemic, such as aspects of sales, aspects of operating profit, aspects of capital, and aspects of the ability of all culinary business actors to experience problems due to the pandemic. Culinary businesses apply online sales strategies, although not all of them. People's purchasing power during the pandemic caused a lot of loss of income so that people's purchasing power was reduced due to the pandemic, the situation of the community when buying necessities online and doing activities at home.

Implications for further research

Based on the results of the study, after seeing the shortcomings in this study, the researchers suggested that further researchers could improve this research by adding one variable, namely the environmental variable.

5. Conclusion

From the results of partial hypothesis testing, it shows that:

- (1) product quality has a positive and significant effect on customer loyalty and customer satisfaction at culinary SMEs in Labuhanbatu during the pandemic period;
- (2) location has a positive and partially significant effect on customer loyalty and customer satisfaction in culinary SMEs in Labuhanbatu during the pandemic;
- (3) service has a positive and partially significant effect on customer loyalty and customer satisfaction for SME culinary products in Labuhanbatu during the pandemic;
- (4) customer loyalty has a positive and significant effect on customer satisfaction at culinary SMEs in Labuhanbatu during the pandemic;
- (5) Product quality, location and service have a positive and significant effect on customer loyalty and customer satisfaction at culinary SMEs in Labuhanbatu during the pandemic period

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