

HOKBEN JABABEKA'S BUSINESS STRATEGY IN CREATING CUSTOMER SATISFACTION

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ABSTRACT

The development of the industry in the food industry is growing rapidly. Especially in the food industry which has long faced the free market. Price, product quality, and service quality are the most important things in a business to get customer satisfaction. This type of research is a quantitative method. The research approach used in this research is descriptive analysis using questionnaire data with a sample of 96 respondents. The sampling technique used was non-probability sampling with a purposive sampling method. The statistical analysis used in this study is the validity and reliability test of the classic assumption test, regression analysis, hypothesis testing using the t test, F test and analysis of the coefficient of determination. T test results of the price variable t value obtained t-count = 2,690, product quality variable obtained t-count = 4,481, service quality variable obtained t-count 2,340. While the table obtained using the alpha value ($\alpha = 5\%$, a value of 1.989 was obtained). T value is greater than the table value which means that there is a partially and significantly positive effect between price, product quality, service quality on satisfaction. The results of the f test statistics obtained the calculated f value of 31.202. ($\alpha = 5\%$, f table = 2.70). The results show that the f count is greater than the f table ($31,202 > 2.70$), with a significant value ($0,000 < 0.05$) which means that there is a simultaneous and significant positive effect between price, product quality, service quality on customer satisfaction. The coefficient of determination (R^2) R-square value of 0.504, this means that the price, product quality, service quality variables affect customer satisfaction as much as 50.4%, the rest is influenced by other variables.

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1. INTRODUCTION

Industrial development in the food industry is growing rapidly. Especially the food industry sector which has long faced the free market. Winning the hearts of customers requires improvement in terms of employee service quality, food and beverage (product) quality. Improved employee service in terms of friendliness, courtesy, smiling, and good communication with customers.

Fast food restaurants originating from abroad, namely KFC, McDonald's, Pizza Hut, Yoshinoya, Hanamasa and others, already have many branches in Indonesia and have loyal customers. Meanwhile, domestic restaurants such as Hoka Hoka Bento (HokBen), California Fried Chicken (CFC), Papa Ronz Pizza, Es Teller 77, and others are also competing with restaurants from abroad.

Based on the table above the 2017-2018 Top Brand index is held by KFC and Hokben in the top 5 in the last two years with intense competition among fast food in Indonesia. Winning the hearts of customers requires improvement in terms of employee service quality, food and beverage (product) quality. Improved employee service in terms of friendliness, courtesy, smiling, and good communication with customers.

Customer satisfaction will provide benefits for companies, especially businesses in the culinary field. By maintaining and providing satisfaction to consumers, they tend to repurchase the goods and services they have consumed. Satisfaction will also encourage positive word of mouth communication. Communication delivered by satisfied consumers can be in the form of recommendations to other potential customers and saying good things about the company (Daryanto and Setyobudi, 2014: 39-40).

Customer satisfaction is the level of one's feelings after comparing the performance (or results) that he perceives compared to his expectations. (Fandy Tjiptono 2012: 312). Customer satisfaction There are factors including product quality, price, service quality, emotional factors, costs, and convenience. It is

hoped that business owners, especially in the culinary field, will really pay attention to the factors driving satisfaction. This will create satisfaction for consumers after consuming goods or services of a company.

Price is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of owning or using the product or service (Kotler and Armstrong, 2010: 345). This research is supported by previous articles from Andreas Herrmann, Lan Xia, Kent B. Monroe, Frank Huber in an article entitled The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases published in the Journal of Product & Brand Management, Emerald Publishing Group Limited [ISSN 1061-0421] [DOI 10.1108 / 10610420710731151] Volume 16 Number 1 2017 led to the conclusion that our study contributes to the literature on satisfaction by incorporating the role of price perceived fairness. Price is an important element in consumer purchases; Therefore it has a great influence on the assessment of consumer satisfaction. The results of the study show that price perceptions directly affect satisfaction ratings as well as indirectly through.

Product quality is the characteristic of a product or service that depends on its ability to satisfy consumer needs. (Kotler & Armstrong, 2008 in Hari Nugroho et al 2016). This research is supported by previous articles from Ismail Razak, Nazief Nirwanto and Boge Triatmanto, in an article entitled The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value published in the Journal of Marketing and Consumer Research ISSN 2422-8451 An International Peer-reviewed journal: volume 30 (2016) concludes that research shows that product quality has a significant effect on consumer satisfaction.

Service quality is an action that is intangible (not physically tangible) that can be offered to customers and is able to meet the needs and desires of customers Lewis & Booms (1983) in Fandy Tjiptono and Gregorius Chandra (2016). This research is supported by previous articles from GloriaK.Q in an article entitled The Effect of Service Quality on Customer Satisfaction in the Utility Industry – A Case of Vodafone (Ghana) published in the journal Published by the Canadian Center of Science and Education International Journal of Business and Management doi:10.5539/ijbm.v6n5p203 Vol. 6, No. 5; May 2011 concluded that this finding implies that recruiting competent staff may be an important aspect for customers in assessing the quality of telecommunications services. There is a positive relationship between service quality and customer satisfaction.

The original Indonesian restaurant, namely Hoka-Hoka Bento or commonly called Hokben, is a restaurant that already has more than 150 branches in Indonesia. Hokben providing Japanese specialties was founded by Hendra Arifin under the auspices of PT. Eka Bogainti on April 18, 1985. The name Hoka Hoka Bento comes from Japanese which means hot food in a box. Hokben won an international award at the WORLD BRANDING AWARDS event which was held on 11 October 2017 at Kensington Palace, London. HokBen was selected as BRAND OF THE YEAR 2017-2018 for the Indonesian Quick Service Restaurants category, this is an added value compared to other domestic restaurants. This award proves that customers trust the quality of the Hokben brand.

Hokben must maintain service quality and product quality to customers. And also persuasive communication from employees so that all customers want to follow the invitation to buy the products offered. Hokben customers will switch to competitors if the service quality and product quality do not meet customer expectations. Hokben Jababeka has a number of employees that are not in accordance with predetermined standards. This is because HRD Hokben often changes employees, for operations 2 shifts per day. This is because HRD Hokben has not reopened vacancies so that Hokben Jababeka maximizes existing employees to serve and satisfy customers.

2. METHOD

The type of research used in this study is a quantitative method. This study uses a quantitative method that uses multiple linear regression methods to estimate whether there is an influence between the dependent and independent variables. Survey data collection method in the form of distributing questionnaires. The purpose of using the questionnaire is to dig deeper into the respondents' answers about variables. The analytical method used is validity test, reliability test, classical assumption test, multiple linear analysis and hypothesis testing. The population to be examined in this study were all consumers of Hokben Jababeka Cikarang with a total sample of 96 people.

3. RESULT AND DISCUSSION

Validity Test Result

Tests in this study used a significance level of 5% with test criteria if the value of $r_{count} > r_{table}$, it was concluded that the question items were valid. However, if the value of $r_{count} < r_{table}$ then the item is

said to be invalid. R table in this study using a confidence level of 95%, $e = 5\%$, $df N-2$ or $96-2 = 94$ and found an r table value of 0.201. Based on the validity test of all instruments, the results of R count on all variables have a value greater than r table so it can be concluded that the results of the validity test can be said to be valid in this study and it can be said that respondents in filling out questionnaire statements revealed that all variables in this study were feasible to use.

Reliability Test Result

Reliability test is the extent to which measurement results using the same object will produce the same data. If the correlation is 0.60 or more then the item is said to provide a fairly high level of reliability, but conversely if the correlation value is below 0.60 then the item is said to be less reliable. The test results show that the value of Cronbach's Alpha for all instruments is greater than 0.60 for each statement item. So it can be concluded that the measuring instruments in the research instrument as a whole can be declared reliable to use.

Multiple Linear Regression Analysis Test Result

Multiple linear regression analysis is a linear relationship between two or more independent variables (price, product quality, service quality) with the dependent variable (customer satisfaction). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether it has a positive or negative effect.

Table 1. Multiple Linear Regression Analysis
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.988 | 1.942 | | 1.023 | .309 |
| | Price | .261 | .097 | .276 | 2.690 | .008 |
| | Product Quality | .203 | .045 | .450 | 4.481 | .000 |
| | Service Quality | .178 | .076 | .178 | 2.340 | .021 |

The multiple linear regression equation model of the analysis results can be interpreted as a constant value of 1.998, meaning that if the price, product quality and service quality variables are zero, then customer satisfaction is 1.998. The value of the beta coefficient on the price variable is 0.261 which means that any change in the price variable X1 by one unit will result in a change in customer satisfaction (Y) of 0.261 units. On the other hand, a one-unit decrease in customer satisfaction (Y) will reduce the price by 0.261 with other assumptions being the same. The beta coefficient value on the product quality variable is 0.203, which means that any change in the product quality variable X2 by one unit will result in a change in customer satisfaction (Y) by 0.203 units. Conversely, a one-unit decrease in customer satisfaction (Y) will reduce product quality by 0.203 with other assumptions being the same. The beta coefficient value on the service quality variable is 0.178 which means that any change in the service quality variable X3 of one unit will result in a change in customer satisfaction (Y) of 0.261 units. Conversely, a one-unit decrease in customer satisfaction (Y) will reduce service quality by 0.178 with other assumptions is the same.

F Test Result (Simultaneous)

The F test is a test to determine the effect of the independent variables namely price, product quality, and service quality simultaneously on the dependent variable, namely customer satisfaction. The criteria for testing the hypothesis are, hypothesis testing to find out the truth of the hypothesis in this study by comparing f count with F table.

Table 2. F Test

| Model | | Anova ^a | | | | |
|-------|------------|--------------------|----|-------------|--------|-------------------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 242.786 | 3 | 80.929 | 31.202 | .000 ^b |
| | Residual | 238.621 | 92 | 2.594 | | |
| | Total | 481.406 | 95 | | | |

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

The results of the f test statistic obtained a calculated f value of 31,202. With a total of 96 data, where f table at $\alpha = 5\%$ with degrees of freedom (df) $(k; n-k) = (3; 93)$ then obtained f table = 2.70. The results show that f count is greater than f table $(31,202 > 2.70)$, with a significant value of 0.000 less than 0.05 $(0.000 < 0.05)$ then the hypothesis states that price, product quality, service quality have a positive effect and significant simultaneously to customer satisfaction can be accepted.

T Test (Partial)

The statistical results of the t test for the price variable obtained a t value of 2,690. With a total of 96 data, where t table at $\alpha = 5\%$ with degrees of freedom (df) $n-k-1 = 92$, then we get t table = 1.989. The results show that t count $>$ t table $(2,690 > 1.989)$, with a significant value of 0.008 less than 0.05 $(0.008 < 0.05)$, and the regression coefficient has a positive value of 0.261.

The statistical results of the t test for product quality variables obtained a t value of 4.481. With a total of 96 data, where t table at $\alpha = 5\%$ with degrees of freedom (df) $n-k-1 = 92$, then we get t table = 1.989. The results show that t count $>$ t table $(4.481 > 1.989)$, with a significant value of 0.000 less than 0.05 $(0.000 < 0.05)$, and the regression coefficient has a positive value of 0.203.

The statistical results of the t test for the service quality variable obtained a t value of 2.340. With a total of 96 data, where t table at $\alpha = 5\%$ with degrees of freedom (df) $n-k-1 = 92$, then we get t table = 1.989. The results show that t count is greater than t table $(2.340 > 1.989)$, with a significant value of 0.021 less than 0.05 $(0.021 < 0.05)$, and the regression coefficient has a positive value of 0.178.

DISCUSSION

Based on the results of the calculation of the test data analysis the Coefficient of Determination (R^2) which was carried out to test how much influence the independent variables have on the dependent variable in this study is 50.4%, while the other 49.6% is influenced by other factors. The magnitude of the influence number proves that the importance of the independent variables in this study on customer satisfaction. Some of the results of testing the hypothesis that price partially affects customer satisfaction with a significance value of 0.008 or less than 0.05. The calculated t value of the price variable shows the number 2.690 or greater than the t table of 1.989. This proves that the first hypothesis is accepted that price has a positive and significant effect on customer satisfaction. The second hypothesis which states that product quality affects customer satisfaction is proven by the t test which produces a significant value of 0.008 or less than 0.05 and is declared accepted. The calculated t value on the product quality variable shows the number 4.481 or greater than the t table of 1.989. This proves that the second hypothesis is accepted that product quality has a positive and significant effect on customer satisfaction. The third hypothesis which states that service quality affects customer satisfaction is proven by the t test which produces a significant value of 0.021 or less than 0.05 and is declared accepted. The calculated t value for the service quality variable shows the number 2.340 or greater than the t table of 1.989. This proves the third hypothesis is accepted that service quality has a positive and significant effect on customer satisfaction. And the fourth hypothesis which states that price, product quality, service quality have a positive and significant simultaneous effect on customer satisfaction is also accepted. These results also prove that price, product quality, service quality simultaneously influence customer satisfaction at Hokben Jababeka Cikarang.

4. CONCLUSION

Based on the results of the research that has been done, it can be concluded that partially price has a positive and significant effect on customer satisfaction, product quality has a positive and significant effect on customer satisfaction and service quality has a positive and significant effect on customer satisfaction. While simultaneously price, product quality and service quality have a positive and significant impact on customer satisfaction. Price in this study is very important in influencing customer satisfaction, it is hoped that the results of this study can be used as a reference for future researchers. Product quality in this study has the greatest influence in causing customer satisfaction. Because with the quality of the product, customers will be satisfied with the quality provided. Service quality in this study has the least influence on customer satisfaction, therefore it is improved regarding service so that customers survive and are satisfied with the services provided.

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