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The Effect of Reliability, Responsiveness, On Consumer Satisfaction of Culinary Msmes In Semarang

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ABSTRACT

This study aims to analyze the influence of reliability, responsiveness and on consumer satisfaction in Semarang culinary MSMEs. The object of this study was all customers who bought food or drinks at Culinary MSMEs, with a customer population of 100 people and the sample in this study was as many as 100 respondents. In this study, the total number of variable indicators amounted to 14, the data analysis method used in this study was multiple linear regression analysis. The results showed that the variables of reliability, responsiveness, had a significant effect on consumer satisfaction in Culinary MSMEs. So it can be concluded that reliability, responsiveness, and can affect consumer satisfaction.

KEYWORDS- Reliability, Responsiveness, Customer Satisfaction

1. INTRODUCTION

In today's business era, competition in the business world is getting tougher. This increasingly fierce competition requires business people to be able to maximize their company's performance in order to compete in the global market. Companies must strive to learn and understand the needs and desires of their customers. By understanding the needs, wants and demands of customers, it will provide important input for companies to design marketing strategies in order to create consumer satisfaction.

The food business is one of the businesses that are in great demand by the public, because in addition to generating high profits, food is also a basic need for everyone. People will need food as a basic necessity (Wulan, 2007:5).

In this case, it has resulted in many restaurants that have sprung up in Semarang with various concepts offered to meet the needs of its consumers. To overcome competition between business people, business people must determine a consumer-oriented marketing strategy. Orientation to consumers is carried out by business people by making innovations that are able to provide satisfaction with consumer needs and desires. Thus companies can increase customer satisfaction by maximizing pleasant customer experiences and minimizing or eliminating unpleasant experiences. Consumer demand and needs must be served, but this does not mean leaving everything to consumers. Efforts to satisfy consumer needs must be carried out profitably or in a nature where both parties feel happy or very valuable in order to maintain the sustainability of these consumers to continue to run a business or business.

There are so many choices of restaurants that exist, there are many things that consumers consider to arrive at the decision to choose the right restaurant. The restaurant management strives to meet all the criteria that are considered by consumers, both its and the quality of its services, so that it can provide satisfaction for its consumers. If this is ignored, there will be a gap between consumers' desires (expectations) towards and the quality of services that are in the dining house, therefore the success or failure of the restaurant in communicating with consumers depends on the best, and the quality of service is the best as well.

Consumer-oriented marketing is marketing that emphasizes satisfying the needs and desires of consumers (McDonald and Keegan, 1999:7). Oliver (1997:13) explains that satisfaction is an assessment that a product has provided a level of comfort from meeting customer needs. This customer satisfaction can be influenced by several factors. One way to create a competitive advantage is to apply the quality of service and well, so as to satisfy consumers.

The term quality itself contains a wide variety of interpretations, in simple terms quality can be interpreted as a defect-free product. Service quality is a comparison between the level of service delivered by the company compared to customer expectations (Tjiptono, 2008:70). The quality of service is realized through the fulfillment of customer needs and desires and the accuracy of its delivery in keeping pace with or exceeding customer expectations. The quality of service is closely related to customer satisfaction. Restaurants or restaurants need to find ways to maintain and continuously improve the quality of service. The quality of poor service will make customers dissatisfied and give persuasion to others not to go to the restaurant.

One of the factors that determine consumer satisfaction is consumer perceptions of service quality which focus on five dimensions of service or service quality, namely Reliability, Responsiveness, Certainty, Empathy, and Tangible.

The quality of service can consistently shape customer satisfaction. Service quality is not the only factor that can affect customer satisfaction, it can also affect customer satisfaction (Diah: 2014). Based on Jimmy's research (2013), it shows that the six variables of Service Quality, Food Quality, and Price have a significant effect on consumer satisfaction at Yung Ho Restaurant Surabaya. Meanwhile, the dominant factor that affects customer satisfaction in this restaurant is Service Quality. Dwi (2010), the results of this study show that the five dimensions that shape service quality have proven to have a significant effect on service quality. The strongest dimensions in explaining successive service qualities are Reliability, Responsiveness, Assurance, Empathy, and Tangibility.

Iksan (2013), the results of this study show that the dimensions of Reliability, Responsiveness, Assurance, Empathy, and Tangibility affect consumer satisfaction of McDonald's Basuki Rahmat drive thru service users in Surabaya. While the most dominant dimension affecting consumer satisfaction is Responsiveness. A kind and polite employee will not be able to replace. Essinger and Wylie (2003:126) dividing products especially food in several categories such as, quality in terms of taste, quantity or portion, variety of menus or variations of food offered, distinctive taste, hygiene or hygiene, and innovation. Based on the description above, it is necessary to conduct research on "The Influence of Reliability, Responsiveness on Consumer Satisfaction in Semarang culinary MSMEs". The discussion in this study focused on consumer satisfaction in services carried out by employees and food served by Semarang culinary MSMEs.

2. METHOD

Research Design or Design
This research is included in the explanatory research category because this research is intended to explain the causal (causal) relationship between variables through testing hypotheses that have been formulated. In this study, the author tried to explain the relationship between the variables of reliability, responsiveness, and to consumer satisfaction in Semarang culinary MSMEs.

Data Types and Sources
The type of data used in this study is quantified qualitative data. Data sources are obtained from primary data sources obtained directly from the source using certain methods, namely by distributing questionnaires, conducting interviews, and observations. Furthermore, it uses secondary data, in the form of information and theories used to support the research carried out. Data obtained from books, magazines, journals and media internet.

Population and Sample
The population in this study is the population in this study is all customers who buy food or drinks at culinary MSMEs in Semarang. The sample collection technique in this study was carried out with purposive sampling technique. Purposive sampling is a technique of retrieving data sources using certain considerations or criteria. The characteristics of the first sample used are Semarang culinary MSME consumers who have purchased and consumed Semarang culinary MSME food more than once during the last 3 months in April to June 2021. The second criterion of respondents was not less than 17 years old because at the age of 17 years the respondent was considered capable of giving answers that matched the reality felt by the respondents. According to Green (1991), to find out the number of samples for regression research, you can use the formula 50 + 8 (n), where n is the number of variables used in the study. So that the number of samples in this study was 50 + 8 (4) = 82, rounded to 100 respondents.

3. DISCUSSION

The Effect of Reliability on Consumer Satisfaction

Based on the results of the study, reliability has an influence on consumer satisfaction because it has a significance value that is smaller than the specified significance value of 5% or (0.05), so it can be concluded that the reliability variable is proven to significantly affect consumer satisfaction. This shows that the reliability felt by consumers can affect consumer satisfaction. The first hypothesis in this study states that reliability affects consumer satisfaction, accepted. It can be concluded that reliability has an effect on consumer satisfaction of culinary MSMEs in Semarang, meaning that the role of reliability in consumer satisfaction is significant, if reliability is increased, it will also increase consumer satisfaction of culinary MSMEs in Semarang.

Based on empirical studies by Inka Janita, Sembiring Suharyono, and Andriani Kusumawati (2014). The results of this study show that product quality and service quality have a significant effect on customer satisfaction, customer satisfaction has a significant effect on customer loyalty, product quality has been proven to have an insignificant influence on customer loyalty and service quality has proven to have a significant effect on customer loyalty.

The Effect of Responsiveness on Customer Satisfaction

Based on the results of the study, responsiveness has an influence on consumer satisfaction because it has a significance value that is smaller than the specified significance value of 5% or (0.05), so it can be concluded that the responsiveness variable has been shown to significantly affect consumer satisfaction. This shows that the responsiveness felt by consumers can affect consumer satisfaction.

The first hypothesis in this study states that responsiveness affects consumer satisfaction, accepted. It can be concluded that responsiveness has an effect on consumer satisfaction of culinary MSMEs in Semarang, meaning that the role of responsiveness to consumer satisfaction is significant, if responsiveness is increased, it will also increase consumer satisfaction of culinary MSMEs in Semarang.

Based on the empirical study of Dian Yunitasari and Marsudi Lestariningsih (2016). The results of this study show that products and prices have a significant effect on consumer satisfaction, while service quality does not have a significant effect, and products are the dominant variables for consumer satisfaction.

The Effect on Customer Satisfaction

Based on the results of the study, it has an influence on consumer satisfaction because it has a significance value that is smaller than the specified significance value of 5% or (0.05), it can be concluded that the variable is proven to significantly affect consumer satisfaction. This shows that what consumers feel can affect consumer satisfaction.

The first hypothesis in this study states that it affects consumer satisfaction, accepted. It can be concluded that it has an effect on consumer satisfaction of culinary MSMEs in Semarang, meaning that the role of consumer satisfaction is significant, if it is increased, it will also increase consumer satisfaction of culinary MSMEs in Semarang.

Based on the empirical study of Putri Ronitawati and Desi W.T Simangunsong (2016) examined the Effect of (X1), Service Quality (X2) on Consumer Satisfaction (Y). The results of this study show that the quality of service and the quality of food have a significant effect on consumer satisfaction.

4. CONCLUSION

Based on the results of data analysis and discussion about the influence of the Reliability (X1), Responsiveness (X2), (X3) variables on the consumer satisfaction (Y) bound variables, several conclusions can be drawn as follows:

A. Reliability has a positive effect on consumer satisfaction
B. Responsiveness positively affects consumer satisfaction
C. positive influence on customer satisfaction

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