

Examining the Influence of Product Quality and Pricing on Customer Satisfaction: A Case Study of "Dange" Cake in Pangkep Regency

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ABSTRACT

Dange Cake, a distinctive delicacy originating from the Pangkep Regency community, is crafted from primary ingredients such as black or white glutinous rice, coconut, and brown sugar. The Dange Cake enterprise has emerged as a promising venture for the local populace. This research endeavors to assess the impact of product quality and pricing on customer satisfaction levels concerning Dange Cake within the region. Employing multiple linear regression as the analytical method, the study seeks to quantify the degree of influence exerted by product quality and pricing on customer satisfaction. The investigation reveals the presence of two variants of Dange Cake, namely White Dange and Black Dange, retailed at IDR15,000 per box for each variant. The Dange Cake Sabah enterprise has succeeded in amassing a monthly revenue of IDR78,000,000, offset by a total production expenditure of approximately IDR37,647,500, thereby yielding a net profit of IDR40,352,500. A business feasibility assessment demonstrates a R/C Ratio of 2.07, underscoring the profitability and viability of the Dange Cake enterprise. Consumer perceptions pertaining to the quality and pricing of Dange Cake in Dange Sabah are overwhelmingly positive, with patrons enjoying its delectable flavor, distinctive texture, and reasonable pricing. Furthermore, commendations are extended towards product packaging and employee service, both of which receive high acclaim from consumers. The significance values associated with the product quality and pricing variables underscore their profound influence on customer satisfaction, with significance values of $0.000 < 0.05$.

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1. Introduction

Traditional cakes in Indonesia not only tantalize the taste buds but also symbolize a profound connection to cultural heritage, bridging Indonesians to their traditions. These delectable treats, including jongkong, lompong, talam, lapis, black dawet, and geplak, carry immense cultural significance and are deeply ingrained within the country's culinary legacy (Murtini & Lorenza, 2020; Agustina & Sutisna, 2020; Elsty & Nahdlah, 2020). The diverse array of traditional cakes mirrors Indonesia's culinary intricacy, showcasing the amalgamation of various ethnic groups and historical narratives, notably influenced by Dutch colonization, which introduced these delicacies to the region (Windiany, 2023; Aziz, 2023).

Indonesia's culinary landscape serves as a vibrant tapestry, weaving together the cultural fabric and traditions of the archipelago, holding a paramount position within the

national ethos. Renowned for its abundant use of indigenous spices and traditional culinary techniques, Indonesian cuisine exemplifies a unique culinary identity (Kartika, 2019). The culinary realm, ripe with opportunities for entrepreneurship, particularly flourishes in regions such as the South Sulawesi Province, celebrated for its diverse culinary offerings ranging from robust dishes like coto, kapurung, and sop konro to delectable snacks such as pisang epe and roti maros. Among these culinary treasures, "dange," a traditional cake originating from the Pangkep district, emerges as a highly sought-after delicacy.

"Dange," a traditional cake originating from Pangkep Regency, specifically in Segeri District, has emerged as a promising business opportunity for the local community. Vendors often market these delicacies by the roadside, enticing passersby with their distinctive flavors. The primary ingredients for "dange" comprise black or white sticky rice, coconut, and brown sugar, blended and baked using specific molds (Madiong & Aprasing, 2018).

In the fiercely competitive culinary industry, effective marketing strategies are essential for meeting consumer demands and ensuring their contentment. Product quality stands out as a crucial determinant in addressing the tacit expectations of consumers. Similarly, product pricing plays a significant role in shaping consumer satisfaction, as affordability often weighs heavily in decision-making processes (Kotler & Armstrong, 2012).

Consumer satisfaction is a multifaceted concept influenced by various factors, including service quality, pricing, and product quality. Previous research has delved into the correlation between these factors and consumer contentment. For instance, Sawitri & Prasada (2022) underscored the substantial impact of price and relationship marketing on customer satisfaction, while indicating a comparatively lesser influence of service quality. Satria & Komara (2020) further emphasized the profound influence of price and quality on customer satisfaction. Additionally, Anas *et al.* (2022) demonstrated that product quality, pricing, and service quality collectively shape customer satisfaction. However, contrary findings by Fakhriza *et al.* (2021) suggest that pricing does not significantly impact customer satisfaction.

The comprehension of how pricing and quality affect consumer satisfaction concerning "dange" kue products in Pangkep Regency, particularly through a focused analysis of the "dange" Sabah enterprise in Bone'e Village, Segeri Sub-district, is paramount in elucidating consumer preferences and the determinants of their contentment. Consequently, this study facilitates a deeper understanding of how these variables shape consumer perceptions and contentment levels with "dange" cake products. Moreover, grasping the intricacies of the culinary market is essential for bolstering the competitiveness of traditional food ventures, particularly within Pangkep Regency.

This research endeavors to achieve several objectives: firstly, to delineate the varieties and pricing structures of Sabah "dange" cakes; secondly, to elucidate the production processes and assess the financial yield derived from Sabah "dange" cakes; thirdly, to evaluate the viability of the Sabah "dange" cake enterprise; fourthly, to scrutinize consumer perceptions regarding product quality, pricing, and satisfaction within the Sabah "dange" cake consumer base; and finally, to probe the repercussions of product quality and pricing on consumer contentment with Sabah "dange" cakes in Bone'e Village, Segeri District, Pangkep Regency.

2. Methodology

2.1. Materials and Tools

The study was conducted in Bone'e Village, Segeri District, Pangkep Regency. The choice of this research site was made due to its significance as the primary marketplace for "dange" in Pangkejenne and Islands Regency. The research took place between April and June 2023

2.2. Research Population and Sample

There are two distinct populations under consideration in this study: the consumer respondents of "dange" cake, for whom the precise number is unknown, and the producer respondents, totaling nine individuals. The participants in this research consist of proprietors and employees associated with the "dange" enterprise. The focus of the study will be on the consumer respondents, totaling 30 individuals. The sampling methodology employed is purposive sampling, where selection is based on specific criteria. Participants must have purchased "dange" Sabah cake on at least three occasions and be aged 17 or older. This criterion ensures that respondents possess adequate familiarity with the product and are of an age where their opinions can be considered informed. By restricting the sample to individuals who have purchased the product multiple times, researchers can discern more consistent trends in consumer preferences and behaviors. Additionally, selecting respondents aged 17 and above ensures a greater understanding of the product and consumer requirements. Consequently, these sampling criteria not only enhance the quality of the acquired data but also yield deeper insights into overall consumer preferences.

2.3. Data Collection

Data collection for this study utilized various methods. The techniques employed were:

2.3.1 *Review of Existing Literature*

The process of data collection entailed a meticulous review of pertinent literature derived from books, academic journals, and prior research studies that bear significance to the central themes addressed in this study.

2.3.2 *Field-based Data Collection*

Direct data collection in the field was executed through the dissemination of questionnaires to respondents. These questionnaires were structured meticulously with the aim of eliciting valid, reliable, and relevant information pertaining to the research subject. The Likert scale was employed in the questionnaire design to assess the attitudes, opinions, and perceptions of individuals or groups concerning social phenomena. Each question elicited responses scored on a scale from 1 to 5, where 5 indicated the highest level of agreement or intensity.

2.4. Data Analysis

2.4.1. *Descriptive Analysis*

Descriptive Analysis of "Dange" Cake and Consumer Perception:

Type and Price of "Dange" Cake:

Income Analysis:

Revenue can be analyzed using a simplified formula as follows (Fidyansari, 2017):

$$TR = P \times Q$$

Information:

TR = Total Revenue (IDR)

P = Price (IDR/kg)

Q = Quantity (kg)

2.4.2. Total Cost

$$TC = TFC + TVC$$

Information:

TC = Total cost (IDR)

TFC = Total Fixed Cost (IDR)

TVC = Total Variable Cost (IDR)

2.4.3. Total Cost

$$\pi = TR - TC$$

Information:

π = Revenue cost ratio

TR = Total Revenue (IDR)

TC = Total Cost (IDR)

2.5. Business Feasibility Analysis

Business feasibility analysis is calculated using the formula (Srihidayati, 2021):

$$R/C\text{-Ratio} = TR/TC$$

Information:

R/C = Revenue cost ratio

TR = Total Revenue (IDR)

TC = Total Cost (IDR)

2.6. Multiple Linier Regression Analysis

The purpose of multiple linear regression analysis is to quantify the influence of price and product quality on customer satisfaction. The multiple linear regression model utilized in this study conforms to the framework outlined by Setyo (2017).

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:

Y = consumer satisfaction

A = constant coefficient

β_1 - β_2 = regression coefficient

X1 = product quality

X2 = price

E = Standard Error

3. Results and Discussion

3.1 Types, Prices and Production of “dange” Cakes

Information on Sabah's "dange" cake types, prices and production volumes can be found in Table 1.

Table 1. Types, Prices and Production of Sabah “Dange” Cakes

No	Type	Price (IDR)	Production (Box)
1.	Black “dange”	15,000	2,600
2.	White “dange”	15,000	2,600
Total			5,200

The findings presented in Table 1 illustrate the existence of two varieties of "dange" cakes manufactured at UKM Sabah, specifically black "dange" and white "dange". The black "dange" cake is crafted from black sticky rice, grated coconut, brown sugar, and a pinch of salt, whereas the white "dange" cake is composed of white sticky rice, grated coconut, brown sugar, and a similar amount of salt. Each black or white "dange" cake is priced at IDR. 15,000 per box, with one box containing seven pieces. Consequently, the monthly production of black and white "dange" cakes stands at 18,200 pieces each. These findings contrast with those of Resky (2019), who reported a monthly production of 500 boxes of "dange" cakes in Benteng Village, Mandalle District, Pangkep Regency, priced at IDR. 20,000 per box. The competitive pricing of black and white "dange" cakes is evident, supported by the substantial production volumes of both variants, each reaching 18,200 pieces monthly. This suggests a consistent and robust demand for the product. Therefore, UKM Sabah effectively upholds its competitiveness within the traditional cake market through its competitive pricing strategy.

3.2 “Dange” Sabah Business Income Analysis

3.2.1. *Variable Costs*

Variable costs encompass expenditures essential for business proprietors to facilitate operational activities, exerting a direct influence on the production process. Detailed information pertaining to variable costs in Sabah is accessible within Table 2.

Table 2. Variable Costs per Month for “Dange” Sabah Business

No	Cost type	Amount	Unit Price (IDR)	Total Price (IDR)
1.	white sticky rice (kg)	260	15,000	3,900,000
2.	black sticky rice (kg)	260	31,000	8,060,000
3.	Brawn sugar (unit)	208	37,000	7,696,000
4.	Coconut (unit)	540	6,000	3,240,000
5.	Banana Leaf (unit)	312	2,500	780,000
6.	table salt (Packed)	10	5,000	50,000
7.	charcoal (sack)	10	100,000	1,000,000
8.	Mica plastic (box)	50	27,000	1,350,000
9.	Plastic bag (box)	20	25,000	500,000
10.	electricity fees	-	-	100,000
Total Price				26,676,000

The findings presented in Table 2 reveal that the aggregate variable costs for "dange" cake products within a given month total IDR26,676,000. Variable costs constitute a fundamental element in economic analysis, particularly in the context of traditional cake manufacturing. In the production of traditional cakes, variable costs, which vary with production levels, assume pivotal importance. Ingredients such as sugar, flour, and flavorings typically fall under the category of variable costs in traditional cake production (Ueckerdt *et al.*, 2013). These costs exhibit a direct correlation with the volume of cakes manufactured; as production increases, so does the utilization of ingredients, consequently leading to a proportional rise in variable costs.

A comprehension of variable costs, including the expenses associated with raw materials and auxiliary resources, empowers manufacturers to establish competitive pricing strategies. Rational and competitive pricing strategies can enhance the perceived value of products among consumers, thereby augmenting consumer satisfaction. The computation of variable costs enables manufacturers to assess and prioritize the facets of production exerting the greatest impact on product quality. Consequently, they can allocate resources more judiciously to ensure the attainment of optimal product quality. Superior product quality serves to heighten consumer satisfaction and foster brand loyalty

Chambers (2006) delves into the significance of even minor alterations in the cost function curve, elucidating their potential to yield significantly distinct equilibria and thereby influence the level of quality differentiation, competitors' profitability, and market dynamics. Through an understanding of variable costs and the optimization of product quality, manufacturers can attain competitive advantages by fine-tuning their pricing strategies and efficiently deploying resources (Reager *et al.*, 2016).

3.2.2. Fixed Cost

Fixed costs represent the essential expenses required for a company to initiate production of goods and services. The fixed business costs of "dange" Sabah are delineated in Table 3.

Table 3. Fixed Costs Per Month for “dange” Sabah Business, 2023

No.	Type of cost	Value (IDR)
1.	Tax	50,000
2.	Tool depreciation	187,500
3.	Employee salary	10,740,000
	Total	10,977,500

The results depicted in Table 3 reveal that the total fixed costs amount to IDR10,977,500, comprising equipment depreciation totaling IDR187,500, monthly salaries for 8 management and employee positions totaling IDR10,740,000, and a monthly tax expense of IDR50,000. It is imperative to comprehend that fixed costs are a category of expenses unaffected by variations in production volume or product sales (Abdi *et al.*, 2020). These fixed costs encompass regular expenditures such as employee wages, asset depreciation, and requisite taxes essential for sustaining business operations.

Analysis of the data indicates a concentration of the largest fixed costs within management and employee salaries. This observation underscores the significance of labor-related expenses within the cost framework of the "dange" Sabah cake business, exerting the most substantial influence on total fixed costs. The quality of the produced goods often

correlates with the skill level and efficiency of the workforce. Higher salaries may signify the company's investment in superior human resources, thereby enhancing product quality. This finding aligns with the recognition that labor costs constitute the primary cost component in farming (Anggraini *et al.*, 2022). Consequently, each fixed cost component outlined in Table 3 possesses the potential to impact the pricing and quality of products manufactured by "dange" Sabah cake enterprises. It is imperative for the business to judiciously manage these fixed costs to strike the appropriate balance between competitive pricing and satisfactory product quality.

3.2.3. Total Income

Revenue represents the disparity between total income and incurred costs, denominated in rupiah. The business income attributed to Sabah's "dange" can be observed in Table 4.

Table 4. "Dange" Sabah Business Monthly Income

No.	Description	Amount (box)	Price (IDR)	Total (IDR)
1.	White "dange"	2,600	15,000	39,000,000
2.	Black "dange"	2,600	15,000	39,000,000
3.	Total receipts (1+2)	-	-	78,000,000
4.	Fixed cost	-	-	10,977,500
5.	Variable cost	-	-	26,676,000
6.	Total cost (4+5)	-	-	37,653,500
7.	Income (3-6)	-	-	40,347,500

The findings presented in Table 4 illustrate that the "dange" Sabah business achieves a monthly revenue of IDR78,000,000, incurring total production costs of IDR37,653,500, resulting in a monthly revenue generation of IDR40,347,500. These results indicate that the "dange" Sabah business consistently generates substantial monthly revenue. The monthly revenue figure of IDR78,000,000 underscores a robust demand for the business's products. It is worth noting, however, that achieving this revenue necessitates significant production costs amounting to IDR37,653,500. Nonetheless, even after factoring in production costs, the business still realizes a net profit of IDR40,347,500 per month.

Analysis of the monthly profit data reveals that the cost management and pricing strategies implemented by the business are both efficient and successful. This observation suggests that the financial performance of the Sabah "dange" business remains stable and merits further development. This assertion finds support in research conducted by Wijaya (2018), which posits that customer satisfaction hinges upon the quality of products and services offered, as well as the value proposition that meets or exceeds customer expectations. Furthermore, Amrullah *et al.* (2022) ascertain that product quality and customer satisfaction play a partial role in influencing customer loyalty. Thus, maintaining high standards of product and service quality has the potential to enhance customer satisfaction and, consequently, foster customer loyalty.

3.3 "Dange" Sabah Business Feasibility Analysis

Business feasibility analysis entails comparing gross income against costs. Below is an analysis of the feasibility of the "Dange" Sabah business.

$$R/C \text{ Ratio} = \frac{\text{Total receipts}}{\text{Total Cost}}$$

$$R/C \text{ Ratio} = \frac{78.000.000}{37.653.500}$$

$$R/C \text{ Ratio} = 2,07$$

The feasibility assessment of a business venture in "Dange" Sabah indicates that if the R/C Ratio exceeds 1, the business in "Dange" Sabah proves to be profitable. A ratio greater than 1 denotes that for every IDR1.00 spent, there is a return of IDR2.07, rendering it a profitable venture worth considering. Consequently, pursuing the "Dange" Sabah enterprise in Bone'e Village, Segeri District, is justified due to its profitability, with the R/C Ratio surpassing 1. Alsemgeest & Smit's study (2013) underscores the interconnectedness among business unit performance, customer satisfaction, and profitability. It underscores that a direct correlation exists between customer satisfaction and profitability, suggesting that businesses excelling in customer satisfaction tend to yield higher profitability. This observation parallels the notion of an R/C Ratio exceeding 1, indicating profitability. By emphasizing the enhancement of customer satisfaction through superior products and services, enterprises like the one in "Dange" Sabah stand to achieve profitability. Therefore, given the literature supporting the relationship between customer satisfaction and profitability, pursuing the "Dange" Sabah venture in Bone'e Village, Segeri District, especially when the R/C Ratio exceeds 1, emerges as a feasible and potentially lucrative undertaking. Through a commitment to delivering quality offerings, the business can aspire to sustainable profitability.

3.4 Consumer Perception

3.4.1. Product Quality

Consumer perception regarding product quality in the Sabah "dange" industry is held to very high standards. Criteria include the cakes' delicious taste, shelf life of 1-3 days at room temperature, rough and slightly chewy texture, distinctive and fragrant aroma of roasted coconut, and effective packaging to ensure consumer satisfaction when purchasing "dange" in Sabah. These quality indicators are detailed in the table below.

Table 5. Respondents' Perceptions Regarding Product Quality

No	Variable	Score					Total	Criteria
		SA	A	D	DA	SD		
1	"dange" cake has a delicious taste	30	-	-	-	-	150	very high
2	"dange" cake has a long shelf life	-	27	3	-	-	117	very high
3	"dange" cake has a rough and slightly chewy texture	30	-	-	-	-	150	very high
4	"dange" cake products have a distinctive and fragrant aroma	30	-	-	-	-	150	very high
5	"dange" cake products have good packaging	23	-	-	-	-	143	very high
Total							710	
Average							142	very high

Information: 5. Strongly Agree (SA), 4. Agree (A), 3. Disagree (D). 2. Don't Agree (DA). 1. Strongly Disagree (SD)

The results presented in Table 5 reveal that the mean value of respondents' evaluations of product quality was 142, suggesting that "dange" cake products are highly regarded in terms of quality, as the overall mean value falls within the range of 126 to 150. To comprehend consumer perceptions of product quality within the context of Sabah's "dange," it is imperative to consider the interplay among price, product quality, and consumer satisfaction. Research conducted by Wang (2022) on factors influencing consumer satisfaction with online shopping for fresh agricultural products underscored the significance of product quality in enhancing consumer satisfaction. The insights gleaned from this study can be leveraged to uphold high product quality standards for Sabah's "dange" and fulfill consumer expectations.

Furthermore, Grace and colleagues (2021) underscored the considerable impact of consumer satisfaction and product quality on consumer loyalty. This indicates that by ensuring Sabah's "dange" maintains a high-quality product with attributes such as delightful taste, pleasing texture, and appealing packaging, it can foster consumer satisfaction, thus bolstering consumer loyalty. Additionally, Rahmi and his team (2022) discussed the influence of price and product quality on consumer satisfaction. Their study assesses consumer satisfaction derived from the purchase selection process and product consumption experience. By offering Sabah's "dange" at a reasonable price while still prioritizing quality attributes such as taste, texture, and aroma, it can positively influence consumer satisfaction.

3.4.2. Price

Consumer perceptions of prices at the Sabah "dange" business meet stringent criteria, characterized by the affordability of Sabah "dange" cakes, priced at 15,000 per box. Furthermore, the pricing of "dange" cakes is commensurate with their exceptional taste, ensuring consumer satisfaction with their purchases. The following table outlines consumer perceptions regarding pricing.

Table 6. Respondents' Responses Regarding Prices

No	Variable	Skor					Total	Criteria
		SA	A	D	DA	SD		
1	"dange" cake products have a delicious taste. The price of "dange" cake is very affordable	30	-	-	-	-	150	very high
2	The price of "dange" cake is balanced with the taste	30	-	-	-	-	150	very high
Total							300	
Average							150	very high

Information: 5. Strongly Agree (SA), 4. Agree (A), 3. Disagree (D). 2. Don't Agree (DA). 1. Strongly Disagree (SD)

Based on Table 6, it is evident that the mean value of respondents' assessments concerning price is 150. This indicates that the price of "dange" cake is deemed notably high, as the overall mean falls within the range of 126 – 150. Consumer perception regarding the pricing of "dange" Sabah's products as highly favorable, attributable to their affordability and delectable taste, leading to customer satisfaction, can be substantiated by various theories and studies. The Expectation-Confirmation Model proposed by Bhattacharjee (2001) elucidates that user satisfaction is influenced by the confirmation of expectations from previous experiences and perceived utility. This aligns with the notion that when consumers

perceive the pricing of "dange" Sabah's cakes as reasonable and the flavor as delightful, it affirms their positive expectations, consequently augmenting their satisfaction.

Furthermore, the research conducted by Chaturvedi *et al.* (2022) on sustainable practices within the restaurant industry elucidates that element such as food quality and sustainability exert a considerable influence on consumer satisfaction. This observation can be correlated with the findings of "dange" Sabah, indicating that their emphasis on delivering cakes of superior quality and taste at an accessible price point contributes significantly to customer contentment.

3.4.3. Consumer Satisfaction

Consumer perceptions of customer satisfaction adhere to stringent criteria, wherein consumers express high satisfaction with the competitive pricing of "Dange" cake products, priced at 15,000 per box. Moreover, the packaging of "Dange" cake products is commendable, employing plastic mica, and the level of service from employees is both friendly and efficient, contributing to consumer satisfaction in their purchases of "Dange" cakes. An illustration of consumer perceptions on customer satisfaction is presented in Table 7.

Table 7. Respondents' Responses Regarding Consumer Satisfaction

No	Variable	Skor					Total	Criteria
		SA	A	D	DA	SD		
1	Are you satisfied with the price of "dange" cake products?	30	-	-	-	-	150	very high
2	Are you satisfied with the packaging of the "dange" cake product?	-	23	7	-	-	110	high
3	Are you satisfied with "dange" Sabah's services?	30	-	-	-	-	150	very high
Total							410	
Average							136	very high

Information: 5. Strongly Agree (SA), 4. Agree (A), 3. Disagree (D). 2. Don't Agree (DA). 1. Strongly Disagree (SD)

Based on Table 7, it is evident that the mean response of participants concerning price stands at 136, indicating that consumer satisfaction with "dange" cakes is notably high, given that the overall average falls within the range of 126 to 150. The favorable perception of consumers towards the affordable pricing of "dange" cake offerings at 15,000 per box can be elucidated through various theoretical frameworks. Price perception has been recognized as a significant determinant influencing customer contentment (Rivai & Zulfitri, 2021). When customers perceive prices as economical, it can positively affect their satisfaction levels. Furthermore, customer satisfaction plays a pivotal role in establishing and retaining a loyal consumer base (Bhattacharjee, 2001). This implies that the affordability of "dange" cake products can contribute to heightened levels of customer satisfaction, consequently fostering consumer loyalty.

3.5 Multiple Linear Regression Analysis

The study utilizes multiple linear regression analysis to investigate the effects of product quality (X1) and price (X2) on customer satisfaction (Y), with the objective of determining the influence of these independent variables on the dependent variable.

Evaluation of the coefficient of determination (R²) is employed to measure the degree to which product quality (X1) and price (X2) collectively impact customer satisfaction (Y), offering insights into their combined influence on the dependent variable.

Table 8. Coefficient of Determination (R²) of Product Quality and Price on Consumer Satisfaction

No	Model Summary	Value
1.	Correlation Coefficient (R)	0.940
2.	Coefficient of Determination (R ²)	0.883
3.	Standar Error	0.152

According to Table 8, the coefficient of determination (R²) is 0.883, indicating that roughly 88.3% of the variability in consumer satisfaction can be explained by the quality and price variables analyzed. This suggests a significant influence of these factors on consumer satisfaction. Nevertheless, the remaining 11.7% of the variability remains unexplained by these variables alone. This implies the existence of supplementary factors not addressed in this study, such as brand image, customer service, individual consumer preferences, or external environmental factors.

3.6 Simultaneous Analysis (F-Test)

The F-test serves as a means to assess the significance of the regression model, specifically evaluating whether the independent variables, product quality (X1) and price (X2), collectively exert an influence on the dependent variable, consumer satisfaction (Y), with a confidence level of 5% ($\alpha = 0.05$). The outcomes of the F-test in this study are presented in Table 9.

Table 9. F-Test Results (Simultaneous) Coefficient of Determination (R²) Product Quality and Price on Consumer Satisfaction

Parameter	Result of Regression Model
F	102.223
Sig.	0,000**
Remarks	Very Significant

Based on the findings presented in Table 9, it is evident that both the variables of product quality and price exhibit a significance value of 0.000. These results lead to the conclusion that both variables exert a highly significant influence on customer satisfaction, as indicated by their significance values significantly lower than the threshold of 0.05. This discovery aligns with prior research conducted by Rizayanti (2021), which substantiates the substantial impact of price and product quality on customer satisfaction.

This implies that alterations in product quality and pricing will notably impact the degree of customer satisfaction. Hence, this conclusion robustly supports the imperative of maintaining and enhancing product quality while aligning prices with consumer expectations and requirements.

3.7 Partial Analysis (t-test)

The t-test serves the purpose of assessing the significance of each independent variable within the regression model. Within this framework, the t-test is carried out to ascertain whether the variables, product quality (X1) and price (X2), exert individual influences on the dependent variable, namely customer satisfaction (Y), with a confidence level of 5% ($\alpha=0.05$). The outcomes of the t-test for each variable are detailed in Table 10.

Table 10. T-Test Results (Partial) Product Quality and Price on Consumer Satisfaction

Model	Unstandardized B	Sig.	Information
Constan (Y)	1.292		
product quality (X ₁)	0,599	0,000**	Very Significant
Price (X ₂)	0,116	0,047	Very Significant

Information: *) significant effect ($\alpha = 0,05$)
 **) very significant effect ($\alpha = 0,01, \alpha = 0,05$)

Regression Equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 1.293 + 0,599X_1 + 0,116X_2$$

Interpretation of the regression coefficients:

- a. Product Quality (X1): The significance value for product quality (X1) concerning customer satisfaction (Y) is 0.000, indicating a highly significant effect of product quality on customer satisfaction. The regression coefficient for X1 is 0.599, suggesting that a 1% increase in product quality results in a 59.9% increase in customer satisfaction. Aspects such as taste, durability, texture, aroma, and packaging significantly influence customer satisfaction. This finding aligns with prior research conducted by Suwardi and Belina (2022), affirming the substantial impact of product quality on consumer purchasing decisions.
- b. Price (X2): The significance value for price (X2) regarding customer satisfaction (Y) is 0.047, implying a significant influence of price on customer satisfaction, albeit not as pronounced as product quality. The regression coefficient for X2 is 0.116, indicating that a 1% increase in price corresponds to an 11.6% increase in customer satisfaction. Pricing strategies that align with consumer preferences play a pivotal role in influencing both satisfaction levels and purchasing decisions. This conclusion is corroborated by the perspectives articulated by Purnama (2022), underscoring the significant impact of price on customer satisfaction

4. Conclusion

The traditional Dange Sabah cake enterprise produces two varieties of cakes: white "Dange" and black "Dange," priced at IDR15,000 per box for both variants. Sabah's Dange business is capable of yielding a monthly revenue of IDR78,000,000 with total production costs amounting to approximately IDR37,647,500, thus resulting in a net profit of IDR40,352,500. A business feasibility analysis indicates that the R/C Ratio is greater than 1, signifying profitability and viability in operating the Dange cake enterprise. Consumer perceptions regarding the quality and pricing of Dange Sabah cakes are notably positive. Consumers perceive Dange cakes to possess delightful flavors, distinctive textures, and exceedingly reasonable prices. Furthermore, both product packaging and employee services are regarded

as highly commendable. The significance value attributed to the product quality and price variables demonstrates their combined substantial impact on customer satisfaction, with a significance value of $0.000 < 0.05$.

Enhancing product quality can be achieved through the utilization of superior-grade raw materials and innovative recipe formulations. Establishing prudent pricing strategies necessitates thorough market analysis, comprehension of consumer preferences, and deliberation on factors like production expenses and targeted profit margins. Implementing effective customer service protocols involves instructing staff members in delivering affable and prompt assistance. Potential constraints of this study may encompass a restricted sample size; thus, for subsequent investigations, it is imperative to broaden the scope of sampling and deliberate on supplementary variables that could impact consumer contentment within a broader framework.

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