

## THE INFLUENCE OF PRODUCT QUALITY, PRICE AND BRAND IMAGE ON CONSUMER SATISFACTION AT THE MALIKA CAKE & BAKERY SHOP, ULEGLE BRANCH

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### Abstract

Consumer satisfaction is essential for every company, especially in the light food industry. The main factors that drive consumer satisfaction are product quality, price, and brand image. Therefore, business owners, particularly in the culinary field, are expected to pay attention to these satisfaction-driving factors. The purpose of this study is to determine the influence of product quality, price, and brand image on consumer satisfaction at Malika Cake & Bakery Ulee Gle branch. This research uses a quantitative approach with an empirical study type. The sampling technique used in this study is accidental sampling with 100 respondents. Primary data was collected through questionnaires, and secondary data was obtained from journals and books. The data analysis techniques used are descriptive analysis and multiple linear regression analysis, classic assumption tests (normality, multicollinearity, heteroscedasticity), instrument tests (validity and reliability), and hypothesis testing (F-test and T-test) using SPSS version 20.0. The results of this study indicate that product quality (X1), price (X2), and brand image (X3) have a positive and significant influence on consumer satisfaction (Y). High product quality is achieved through quality raw materials, standardized production processes, and modern technology, while competitive pricing is determined by efficient cost management and adaptive pricing strategies. A strong brand image is formed from good customer service, continuous product innovation, and targeted marketing approaches. These factors not only increase consumer satisfaction but also strengthen the loyalty and competitiveness of Malika Cake & Bakery.

**Keywords:** Consumer Satisfaction, Product Quality, Price, Brand Image

### INTRODUCTION

In today's modern era, customer satisfaction is always a must for every company, especially in the snack food industry. Currently, many snack food industry businesses increasingly understand the importance of consumer satisfaction and are developing strategies to provide satisfaction for their consumers. Consumer satisfaction will provide benefits for the company, because 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 (Roswita et al., 2021). According to Kotler and Keller (2018), consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the predicted product performance (or results) with the expected performance. The main factors that can encourage consumer satisfaction are product quality, price and brand image. so it is hoped that business owners, especially in the culinary sector, will really pay attention to the factors that drive satisfaction (Roswita et al., 2021).

Malika Cake & Bakery Shop is a well-known business product that produces bakery products of the best quality. Malika Cake & Bakery has opened a branch in Ulee Gle in early 2022, located at Jl. Banda Aceh -Medan, Keude Ulee Gle, Bandar Dua District, Pidie Jaya Regency. Malika Cake & Bakery Shop is a producer of processed bread and cake products with various variations. Malika Cake & Bakery Shop products can be categorized into several types of products such as bread, pastry, white bread, sponge cake and birthday cakes. With the various types of cakes and bread available, this is intended as a strategy to attract consumer interest and satisfaction so that they remain loyal to the products processed by Toko Malika Cake & Bakery. With so many processed bread products which will eventually expire and mushroom when displayed in shops,

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bread producers continue to produce various types of cakes and bread, as does the Malika Cake & Bakery Shop. This shop has released several new bread products with various flavours.

However, like a business, Malika Bakery also faces several problems related to customer satisfaction. One of them is the problem of product quality. According to shop employees, the most frequent consumer complaints are that some cakes have a texture that does not match what is expected and what is usually purchased, so this can reduce the level of consumer satisfaction. According to Sangadji and Sopiah (2013), consumer satisfaction is a condition where consumer expectations for a product match the reality received by consumers. If the product is far below expectations, consumers will be satisfied. Thus, a cake with a texture that does not meet consumer expectations regarding product quality. Consumers certainly have expectations: if the cake they buy has a soft and delicious texture, but if the cake they buy has a hard or unpleasant texture, this can cause disappointment and reduce the level of consumer satisfaction (Ariyani and Kiswanul, 2021).

Apart from product quality, price is also an important factor that influences consumer satisfaction at the Malika Cake & Bakery Shop. The prices of cakes in this shop tend to be a little more expensive compared to other cake shops in the surrounding area. The higher price certainly raises several considerations and doubts for some consumers. Consumers will of course consider the suitability of the price of the cake offered with the quality of the product obtained. According to Budi Rahayu (2017), consumers' perceptions of price are influenced by costs or sacrifices compared to the value or benefits of the product offered. A similar thing was also conveyed by Sari (2019) who stated that price has a big benefit on the level of consumer satisfaction because with efficient prices in accordance with the benefits of the product obtained, consumers will feel satisfied. Therefore, the more efficient a price is, the more consumer satisfaction it will increase.

Apart from product quality and price, Brand Image also plays an important role in shaping consumer satisfaction. This brand image is included in the perceptions and associations that consumers have towards a particular brand. At the Malika Cake & Bakery Shop, Brand Image can influence the extent to which consumers are satisfied with the products and services they receive. However, feedback obtained from consumers states that consumers no longer feel a match between what this brand offers and their personal values or needs. For example, if Malika Bakery is known for the freshness and quality of its products or friendliness, consumers no longer feel these things when interacting with shop assistants or their products. This can be caused by changes in service, product quality, or Brand Image which make consumers feel that the relationship they previously felt with Malika Bakery is no longer as strong or as they expected. This could result in a decrease in consumer satisfaction in purchasing products at Toko Malika Cake & Bakery.

Apart from that, based on research conducted by Belvia et al (2023), it is stated that product quality and price variables have a significant effect on consumer satisfaction in purchasing Salt sucre birthday cake products. while the promotion variable does not have a significant effect on Consumer Satisfaction,

## LITERATURE REVIEW

### Understanding Marketing

According to Analta (2021), marketing is the meeting of sellers and buyers to carry out transaction activities for goods or services.

### Understanding Product Quality

Understanding Product Quality: Quality is a factor contained in a product that causes the product to be valuable according to the purpose for which the product was produced. Quality is determined by a set of uses or functions, including durability, dependence on other products or components, exclusivity, comfort, external appearance (color, shape, packaging and so on). According to Ely (2021), product quality is a totality that has the characteristics of a product or service that can have the ability to full fill needs that will be stated implicitly. Meanwhile, according to Ririn, 2020, the word product quality as a whole can have characteristics as well as the nature of a quality. products that can influence the ability to be interested in our products.

### Understanding Price

Price is the only component that generates income, while other elements show costs, so you need to be wise in setting prices. According to Kotler Armstrong (2018) price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or using the product or service. In the narrowest sense, price is the amount of money charged for a product or service

According to Nasution et al. (2020) price is something that is very meaningful for consumers and sellers. For consumers, price is the cost of something. Meanwhile for sellers, price is a source of income or profit. It can be concluded that price is one of the determining factors for buyers to determine consumer satisfaction with products or services. Based on the definition above, it can be concluded that price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using a product or service

### Understanding Brand Image

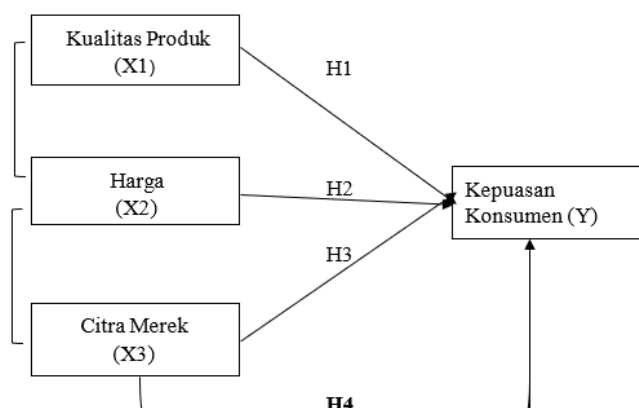
Brand Image is a collection of impressions that exist in the minds of consumers about something a brand that is assembled from consumers' memories of that brand. According to Erna Ferindadewi in (Puspitasari et al., 2018), Brand Image is a concept created by consumers for subjective reasons and personal emotions. Meanwhile, Freddy Rangkuti in (Wibowo & Samad, 2016) Brand Image is a set of brand associations that are formed and embedded in the minds of consumers.

### Consumer Satisfaction

Satisfaction is an expression of a person's feelings of happiness or disappointment that arise from comparing the results of a product's performance with those expectations that are believed to exist. Satisfaction itself is a person's reaction after purchasing a product or an emotional condition shown in the form of anger, dissatisfaction, neutrality, joy and pleasure (Ibrahim and Thawil, 2019). According to Haryanto and Widyastuti (2018) satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived performance of a product with their expectations. Satisfaction itself is an attitude decided based on the experience gained. According to Shokouhyar et al., (2020) consumer satisfaction is a company's step in improving the company's survival. 39 Management Study Program Consumer satisfaction itself shows that it is possible for consumers to have a level of loyalty to the company which provides its own benefits for the company.

### Conceptual Framework

A conceptual framework is a model that explains how a theory relates to known factors in a particular problem. The conceptual framework in this research is as shown in Figure 2.1 below.



## **Hypothesis**

A hypothesis is a temporary answer to a research problem, until proven through the data collected. A hypothesis will be accepted if the data collected supports the question. So the formulation of the hypothesis in this research is:

H1: Product quality influences consumer satisfaction at Malika Cake & Bakery Shop, Ulee Gle Branch, Ulee Gle Branch

H2: Price influences consumer satisfaction at Malika Cake & Bakery Shop, Ulee Gle Branch

H3: Brand Image influences Consumer Satisfaction at the Malika Cake & Bakery Shop, Ulee Gle Branch

H4: Product Quality, Price and Brand Image Influence Consumer Satisfaction at Malika Cake & Bakery Store, Ulee Gle Branch

## **METHOD**

### **Research Approach**

A research method is a method or technique that can assist research regarding the sequence of how research is carried out. (Sugiyono, 2019) defines research methods as a scientific way to obtain valid data with the aim of discovering, developing and proving certain knowledge so that it can in turn be used to understand, solve and anticipate problems. With this research method, the author intends to collect historical data and observe carefully certain aspects closely related to the problem being studied so that data can be obtained to support the preparation of research reports.

### **Place and Time of Research**

This research was conducted at Malika Bakery, Ulee Gle Branch, located in Lueng Tengeh, Kec. Bandar Dua, Kab. Pidie Jaya. In this research, the author will use a period of approximately one month and the research period will start in June 2024.

### **Research Population**

Population is a generalized area consisting of objects and subjects that have certain qualities and characteristics determined by researchers to be studied and researched and then conclusions drawn (Sugiyono, 2020). The population used in this research is all visitors to the Malika Cake & Bakery Ulee Gle Branch, the exact number of which is unknown. In this study, the accidental sampling method was used, which is a sampling technique based on necessity, that is, anyone who happens to meet the researcher who has visited the Malika Bakery can be used as a sample, if they are deemed to match the criteria determined by the researcher (Sugiyono, 2019).

### **Research Sample**

The sample is part of the total number of characteristics possessed by the population Sugiyono (2020). The sample is part of the number and characteristics of the population. If the population is large, and it is impossible for the research to study everything in the population, for example due to limited funds, energy and time, then the research can use samples taken from that population.

### **Data Analysis Methods**

#### **Descriptive Analysis**

In this research, descriptive statistics were carried out to answer the identification of the first and second research problems that had been determined. (Sugiyono, 2019) states that descriptive statistics are statistics used to analyze data by describing or illustrating the collected data as it is without intending to draw conclusions that apply to the general public. Descriptive analysis techniques are used to analyze variable descriptions. Specifically, the descriptive data analysis used is to calculate the size of the concentration and distribution of the data that has been obtained, and then present it in the form of tables and graphs.

### **Multiple Linear Regression Analysis**

The analysis was carried out using the SPSS tool using a multiple linear regression method that connects one dependent variable with several independent variables. The technique used in this research is multiple linear regression analysis with the aim of finding out the influence of the independent variables consisting of product quality, price and brand image on the dependent variable, namely consumer satisfaction. The following is a multiple linear regression equation model.

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Information:

Y	= Consumer Satisfaction
$\alpha$	= Constant
$\beta_1, \beta_2, \beta_3$	= Linear regression coefficients for each variable
X1	= Product Quality
X2	= Harga
X3	= Brand Image.

**RESULTS AND DISCUSSION**

**Validity Test Results**

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. Validity testing is carried out by conducting correlation bivariate between each indicator score and the total construct score. Correlation results bivariate can be known by looking at the output Cronbach's Alpha which is in the Correlated Item – Total Correlation column. Testing was carried out using a significance level ( $\alpha$ ) of 5% or 0.05. A statement is said to be valid if  $r\text{-count} > r\text{-table}$ , and invalid if  $r\text{-count} < r\text{-table}$ . Researchers carried out a validation test on 100 respondents using the formula  $df = n - k$ , so  $100 - 4 = 96$  and the  $r\text{-table}$  obtained was 0.1986.

The validity testing results obtained are shown in the following table.

Table 4.3 Validity Test Results

Statement Items	Corrected Item- Total Correlation (r-hitung)	r-table	Results
<b>Product Quality Variable (X<sub>1</sub>)</b>			
1	0,963	0,1986	Valid
2	0,911	0,1986	Valid
3	0,861	0,1986	Valid
4	0,963	0,1986	Valid
5	0,911	0,1986	Valid
6	0,861	0,1986	Valid
<b>Price Variable (X<sub>2</sub>)</b>			
1	0,767	0,1986	Valid
2	0,976	0,1986	Valid
3	0,973	0,1986	Valid
4	0,976	0,1986	Valid
<b>Brand Image Variable (X<sub>3</sub>)</b>			
1	0,942	0,1986	Valid
2	0,917	0,1986	Valid
3	0,956	0,1986	Valid
4	0,703	0,1986	Valid
5	0,956	0,1986	Valid
6	0,703	0,1986	Valid
<b>Consumer Satisfaction Variable (Y)</b>			
1	0,864	0,1986	Valid
2	0,818	0,1986	Valid
3	0,951	0,1986	Valid
4	0,818	0,1986	Valid
5	0,951	0,1986	Valid
6	0,864	0,1986	Valid

Source: Research Results, Data Processed 2024

Based on Table 4.6 above, it shows that the validity test results for all research variables are both independent variables (product quality, price and brand image) and dependent variables (consumer satisfaction). The validity test results show that all the statement items tested produce an  $r\text{-count} > r\text{-table}$  value, namely 0.1986 with a significance level ( $\alpha$ ) = 5% or 0.05. Thus, all the question items contained in this research variable can be declared valid and can be used entirely as research data.

### Reliability Test Results

A questionnaire is said to be reliable or reliable if the respondents' answers to questions are consistent or stable over time. In this research, criteria for the value of an instrument that are considered reliable are used. To find out whether a questionnaire is reliable or not by looking at its Cronbach Alpha ( $\alpha$ ). When Cronbach Alpha  $> 0.60$  then the instrument can be said to be reliable or reliable, whereas Cronbach Alpha  $< 0.60$  then the instrument is not reliable. The results of reliability testing for each variable are shown in Table 4.13 below.

Table 4.4 Reliability Test Results

Variable	Cronbach Alpha	Constant	Results
Product Quality ( $X_1$ )	0,955	0,60	Reliability
Price ( $X_2$ )	0,944	0,60	Reliability
Brand Image ( $X_3$ )	0,927	0,60	Reliability
Consumer Satisfaction (Y)	0,933	0,60	Reliability

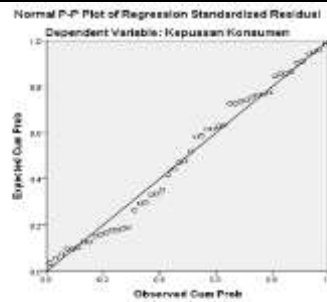
Source: Research Results, Data Processed 2024

Based on Table 4.13 above, it can be seen that all variables that have been tested for reliability have obtained Cronbach Alpha  $> 0.60$ . Thus, all the indicators in this research are declared to be reliable, that is, all the statement items used are able to obtain consistent and meaningful data. If the statement is submitted again, you will get an answer that is relatively the same as the previous answer.

### Classic Assumption Test Results

- **Normality Test Results**

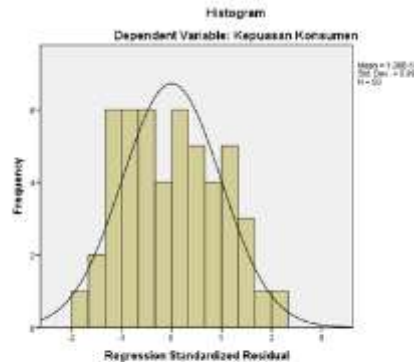
According to Ghozali (2018), the normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution. Data normality testing can be done using two methods, graphics and statistics. Test the normality of the graphic method using normal probability plot, while the normality test uses statistical methods One Sample Kolmogorov Smirnov Test. As for the test results normality probability plot is like in the following picture.



Source: Research Results, Data Processed 2024

Figure 4.1 Test Results Normality Probability Plot

Based on the results of the data normality test using normality probability plot The image above shows that the points in the graph spread around the diagonal line or follow the diagonal line. Therefore, it can be concluded that the data used in this research is normally distributed. The normality test can then be carried out using a histogram graph on the basis of taking if the diagonal line in the graph is symmetrical or does not deviate to the left or right, then this shows that the data is normally distributed (Ghozali, 2018). The results of the data normality test using histogram graphs in this study are as shown in the following image.



Source: Research Results, Data Processed 2024

Figure 4.2 Histogram Test Results

Based on the results of the data normality test using the histogram graph in the image above, it shows that the diagonal lines in the graph are symmetrical or do not deviate to the left or right. Therefore, it can be concluded that the data used in this research is normally distributed. The normality test can also be carried out using a test One Sample Kolmogorov Smirnov with the basis of decision-making behavior when value asymp. sig greater than 0.05, then this indicates that the data in the research is normally distributed (Ghozali, 2018). The normality test results use the test One Sample Kolmogorov Smirnov in this research are as in the following table:



Table 4.5 Test Results *One Sample Kolmogorov Smirnov*

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	.47585586
Most Extreme Differences	Absolute	.092
	Positive	.092
	Negative	-.066
Kolmogorov-Smirnov Z		.924
Asymp. Sig. (2-tailed)		.361

a. Test distribution is Normal.

b. Calculated from data.

Source: Research Results, Data Processed 2024

Based on Table 4.5, it can be seen that the 2-tailed Asymp Sig value is 0.361. By looking at the test conditions One Sample Kolmogorov Smirnov Test, if the significance value is above 5% or 0.05 then the data is normally distributed. So it can be concluded that all variables in this study are normally distributed.

• **Multicollinearity Test**

According to Ghozali (2018), multicollinearity testing aims to find out whether the regression model found any correlation between independent variables or independent variables. Mark Tolerance measures the variability of the selected independent variable that cannot be explained by other independent variables. So value tolerance low is the same as a high VIF value, because  $VIF = 1/\text{tolerance}$ , and shows that there is high collinearity. The multicollinearity test criteria are as follows.

- a. Tolerance Value  $< 0.10$  or  $VIF > 10$  then symptoms of multicollinearity occur
- b. Tolerance Value  $> 0.10$  or  $VIF < 10$  then there are no symptoms of multicollinearity

The tolerance or VIF calculation values using the SPSS program can be seen in table 4.6 as follows.

Table 4.6 Multicollinearity Test Results

**Coefficients<sup>a</sup>**

Model	Collinearity Statistics		
		Tolerance	VIF
1	Product Quality	.080	12.538
	Price	.109	9.209
	Brand Image	.078	12.811

a. Dependent Variable: Consumer Satisfaction

Source: Research Results, Data Processed 2024

Based on Table 4.6, it can be seen that the value tolerance from the Product Quality Variable (X1) of 0.080, Price (X2) of 0.109, and Brand Image (X3) of 0.078. The test results show that all

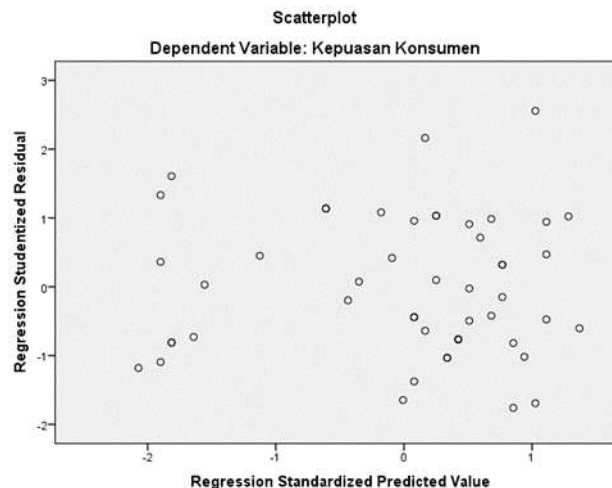
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tolerance values are less than or equal to 0.10. Meanwhile, the VIF of the Product Quality Variable (X1) of 12,538, Price (X2) of 9.209, and Brand Image (X3) of 12,811.

Based on the calculation results above, it can be seen that the value tolerance of Product Quality Variables (X1) and Brand Image (X3) is smaller than 0.1 while the Price Variable (X2) value is equal to 0.1. Then for the VIF value of the Product Quality Variable (X1) and Brand Image (X3) is greater than 10, while the Price Variable (X2) value is smaller than 10. So it can be concluded that for the Product Quality Variable (X1) and Brand Image (X3) symptoms of multicollinearity occur while for the Price Variable (X2) there is no multicollinearity in the regression model.

- **Heteroscedasticity Test**

The heteroscedasticity test aims to test whether in a regression model there is a variation in variance from the residuals in one observation to other observations. One way to determine whether there is heteroscedasticity in a multiple linear regression model is by looking at the graph, scatterplot or from the predicted value of the dependent variable, namely SRESID with a residual error, namely ZPRED. If the points spread above or below the number 0 on the y-axis, it can be concluded that heteroscedasticity does not occur and vice versa. Based on the results of data processing, the heteroscedity test in this study is shown in Figure 4.3 below.



Source: Research Results, Data Processed 2024  
Figure 4.3 Heteroscedasticity Test Results

Based on Figure 4.3, it can be seen that the data pattern is above the zero point and some of it is spread below the zero point and the points do not collect only above or below and the distribution is not patterned. So it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

### Data Analysis Results

- **Correlation Coefficient (R)**

Correlation Coefficient is a measure of the relationship between two variables, which has a value between -1 and 1. If the two variables have a perfect linear relationship, the correlation coefficient will have a value of 1 or -1. The positive or negative sign depends on whether the variables are positively or negatively related. The correlation coefficient is 0 if there is a linear relationship between the variables. The correlation coefficient values in this research are as follows.

Table 4.7 Correlation Coefficient (R)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938 <sup>a</sup>	.880	.876	1.062

a. Predictors: (Constant), X3, X2, X1

Based on Table 4.7, a correlation coefficient of 0.938 is obtained, meaning that there is a strong correlation between product quality (X1), price (X2), brand image (X3) and consumer satisfaction (Y) and this shows that there is a strong relationship between all the variables tested in this research. .

- **Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination or also known as R-Square functions to find out how much influence each independent variable has on the dependent variable in percentage form. The coefficient of determination obtained from this research is as follows.

Table 4.8 Coefficient of Determination (R<sup>2</sup>)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938 <sup>a</sup>	.880	.876	1.062

a. Predictors: (Constant), X3, X2, X1

Based on Table 4.8, it can be seen that the value of the coefficient of determination or Adjusted R Square of 0.876 or 87.6%. This shows that the independent variables studied are product quality (X1), Price (X2), and Brand Image (X3) on the dependent variable, namely Consumer Satisfaction (Y), which is 87.6%, while the remaining 12.4% is influenced by other variables not studied.

- **Results of Multiple Linear Regression Analysis**

This multiple linear regression test aims to see the magnitude of the role of the independent variable (X) on the dependent variable (Y) in a study. Therefore, data analysis in this research uses multiple linear regression analysis using SPSS. The analysis of each variable is explained in the following.

Table 4.9 Results of Multiple Linear Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.846	.738		1.146	.255
	X1	.434	.103	.262	4.198	.000
	X2	.159	.116	.073	2.370	.040
	X3	.600	.078	.487	7.710	.000

a. Dependent Variable: Y

Source: Research Results, Data Processed 2024

Based on the research results, the results of the multiple linear regression equation are obtained as follows:

$$Y = 0.846 + 0.434X1 + 0.159 X2 + 0.6X3 + e$$

From the multiple linear regression equation above, it can be explained as follows:

1. Product Quality Variable (X1) obtained a coefficient value of 0.434 indicating a positive (unidirectional) relationship with Consumer Satisfaction, meaning that every increase in Product Quality is predicted to increase Consumer Satisfaction with Malika Cake & Bakery Cabang Ulee Gle, H1 accepted (p = 0.000).
2. Price Variable (X2) obtained a coefficient value of 0.159 indicating a positive (unidirectional) relationship with Consumer Satisfaction, meaning that every time there is an increase in the following price, it is predicted that it will increase Consumer Satisfaction with Malika Cake & Bakery Cabang Ulee Gle, H2 accepted (p = 0.04).
3. Brand Image Variable (X3) obtained a coefficient value of 0.6 indicating a positive (unidirectional) relationship with Consumer Satisfaction, meaning that every increase in following the Brand Image is predicted to increase Consumer Satisfaction with Malika Cake & Bakery Cabang Ulee Gle, H3 accepted (p = 0.000).

### Hypothesis Testing

- **Simultaneous Test (F Test)**

The F test aims to find the relationship between independent variables that together (simultaneously) influence or not the dependent variable. The F test is carried out to see the influence of all independent variables together on the dependent variable. The significance used in this research is 0.05 or 5%, where if the significant value is  $F < 0.05$  (Ghozali, 2018). The F test criteria are as follows.

1. If the significant value is  $< 0.05$  then H1 accepted. This means that all independent variables or independent variables in the research have a simultaneous influence on the dependent variable or dependent variable.
2. If the significant value is  $> 0.05$  then and H1 rejected. This means that all independent variables or independent variables do not have a simultaneous influence on the dependent variable or dependent variable.

The results of the F test (simultaneous) in this study are as shown in Table 4.17 below.

Table 4.10 F Test Result

**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	814.457	6	135.743	519.664	.000 <sup>b</sup>
Residual	24.293	93	.261		
Total	838.750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X1, X2, X3

Source: Research Results, Data Processed 2024

Based on Table 4.7, the calculated F value is 519.664 ( $r_{table} = 2.699$ ) with a significance of  $0.000 < 0.05$ , meaning that all independent variables or independent variables in this research, namely Product Quality, Price and Brand Image, have a simultaneous influence on the dependent variable or The dependent variable is Consumer Satisfaction.

• **Partial Test (T Test)**

The t statistical test basically shows how far the influence of an independent variable individually is in explaining variations in the dependent variable (Ghozali, 2018). The t test in this research was carried out using a significance level of 5% or 0.05. The criteria for accepting or rejecting the hypothesis are as follows:

1. If  $t_{count} < t_{table}$  and the probability value (significant)  $> 0.05$ , then H1, H2, H3 are rejected, meaning that partially the independent variable has no significant effect on the dependent variable.
2. If  $t_{count} > t_{table}$  and the probability value (significant)  $< 0.05$ , then H1, H2, H3 are accepted, meaning that the independent variable partially has a significant effect on the dependent variable.

The results of the T test (partial) in this study are as shown in Table 4.8 below.

**Table 4.11 T Test Results Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.846	.738		1.146	.255
	X1	.434	.103	.262	4.198	.000
	X2	.159	.116	.073	2.370	.040
	X3	.600	.078	.487	7.710	.000

a. Dependent Variable: Y

Source: Research Results, Data Processed 2024

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Based on Table 4.8, the value obtained for each independent variable (independent variable). By looking at the predetermined criteria, namely  $\alpha = 0.05$  ( $100-4 = 96$ ), the t-table value is 1,985 so that from the test results above the following conclusions can be drawn:

1. The Product Quality Variable (X1) on the Consumer Satisfaction Variable (Y) has a significance value of  $0.000 < 0.05$  with a t-count value of  $4.198 > t\text{-table } 1.985$ . Thus, H1 Accepted means that there is an influence between Product Quality (X1) on Consumer Satisfaction (Y).
2. The Price Variable (X2) on the Consumer Satisfaction Variable (Y) has a significance value of  $0.04 < 0.05$  with a t-count value of  $2.370 > t\text{-table } 1.985$ . Thus, H2 Accepted means that there is an influence between Price (X2) on Consumer Satisfaction (Y).
3. The Brand Image Variable (X3) on the Consumer Satisfaction Variable (Y) has a significance value of  $0.000 < 0.05$  with a t-count value of  $7,710 > t\text{-table } 1.985$ . Thus, H3 Accepted means that there is an influence between Brand Image (X3) on Consumer Satisfaction (Y).

## CLOSING

### Conclusion

1. Based on the research results, it can be seen that Product Quality (X1) has a significant positive influence on Consumer Satisfaction (Y) on Malika Cake & Bakery Cabang Ulee Gle.
2. Based on the research results, it can be seen that Price (X2) has a significant positive influence on Consumer Satisfaction (Y) on Malika Cake & Bakery Cabang Ulee Gle.
3. Based on the research results, brand image (X3) has a significant positive influence on consumer satisfaction (Y) at Malika Cake & Bakery Cabang Ulee Gle.
4. Based on the results of research conducted in Malika Cake & Bakery Ulee Gle Branch, there is a significant influence of Product Quality, Price and Brand Image on Consumer Satisfaction.

### Suggestions

Based on the conclusions above, the researcher provides several suggestions as follows.

1. For Cake and Bread Entrepreneurs  
It is recommended for cake and bakery shop entrepreneurs to focus on improving product quality with high quality raw materials and standardized production processes. It is also important to improve friendly and responsive customer service, and continue to innovate in products to meet consumer expectations. By maintaining operational consistency, creating a positive shopping experience, and adopting an effective marketing approach, stores can strengthen their brand image and increase customer loyalty in a competitive marketplace.
2. For Malika Owners and Staff Cake & Bakery Cabang Ulee Gle  
Recommended for Malika owners and staff Cake & Bakery Ulee Gle Branch to maintain high standards in product and service quality, continue to innovate in developing new products, and increase positive interactions with consumers through responsive service. Apart from that, you can also carry out regular training for staff to strengthen their skills, as well as remain committed to brand integrity and corporate social responsibility to build a strong brand image.
3. For Further Researchers  
It is recommended for future researchers to examine more deeply the influence of external factors and differences between branches on consumer satisfaction at Malika Cake & Bakery. It is also necessary to consider psychological aspects in brand perception and different marketing strategies to improve brand image and consumer satisfaction.

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