



**AFECTING FACTORS CONSUMER SATISFACTION OF TRADITIONAL
CAKES KAK NUR'S UMKM IN LANGUNG VILLAGE, MEUREBO
DISTRICT, WEST ACEH REGENCY**

**FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN KONSUMEN
KUE TRADISIONAL UMKM KAK NUR DI DESA LANGUNG
KECAMATAN MEUREBO KABUPATEN ACEH BARAT**

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Abstract

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Consumer satisfaction is the main key to the success of culinary businesses, including Kak Nur's UMKM. Factors such as product quality, price, service, and product innovation play a major role in determining the level of consumer satisfaction. This research aims to identify and analyze the factors that influence consumer satisfaction with traditional cakes produced by Kak Nur UMKM in Langung Village, Meurebo District, West Aceh Regency. We conducted this research from January to June 2024. The data analysis methods used were descriptive analysis, regression analysis, coefficient of determination test, T test, and F test. The results of the study showed that product quality, price, and service variables had a positive and significant effect on consumer satisfaction of Kak Nur's traditional MSME cakes. Based on the adjusted R square value of 0.715, which means that the independent variables are product quality, price, and service, they are able to explain 71.50 percent of the dependent variable, namely consumer satisfaction, and the remaining 28.50 percent is explained by other variables not studied.

Keywords: Price, Consumer Satisfaction, Quality, Service, UMKM

Abstrak

Kepuasan konsumen merupakan kunci utama dalam keberhasilan bisnis kuliner, termasuk UMKM Kak Nur. Faktor-faktor seperti kualitas produk, harga, pelayanan, dan inovasi produk sangat berperan dalam menentukan tingkat kepuasan konsumen. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis faktor-faktor yang mempengaruhi kepuasan konsumen terhadap kue tradisional yang diproduksi oleh UMKM Kak Nur di Desa Langung, Kecamatan Meurebo, Kabupaten Aceh Barat. Penelitian ini dilakukan pada bulan Januari sampai dengan Juni 2024. Metode analisis data yang digunakan adalah metode analisis deskriptif, analisis regresi, uji koefisien determinasi, uji T dan uji F. Hasil penelitian menunjukkan bahwa variabel kualitas produk, harga dan layanan berpengaruh positif dan signifikan terhadap kepuasan

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konsumen kue tradisional UMKM Kak Nur. Berdasarkan nilai adjusted R square sebesar 0,715 yang berarti variabel bebasnya adalah kualitas produk, harga dan pelayanan mampu menjelaskan 71,50 persen variabel terikat yaitu kepuasan konsumen dan sisanya sebesar 28,50 persen dijelaskan oleh variabel lain yang tidak diteliti.

Kata Kunci: Harga, Kepuasan konsumen, Kualitas, Layanan, UMKM.

INTRODUCTION

MSMEs (Micro, Small, and Medium Enterprises) play a significant role in the Indonesian economy, particularly in the preservation of traditional cakes that are integral to the rich culture. Traditional cakes are essential for society, particularly for the people of Aceh, as they serve both traditional and consumption purposes. Traditional Acehnese cakes are highly sought after, but they also face significant competition. Kak Nur's MSMEs, located in Langung Village, District Meurebo, West Aceh Regency, have been successful in maintaining traditional cakes in the middle-class, highly competitive market. Traditional cakes produced by UMKM Kak Nur has a place in the hearts of the public; however, to maintain and improve consumer satisfaction, one must have a deep understanding of the factors that influence it.

Customer satisfaction is crucial for the success of any culinary business, including Kak Nur's MSMEs. A number of factors, including product quality, price, service, and innovation, significantly influence the level of consumer satisfaction. Quality product is a hope from the customer that something product will compare with their products and what they expect to accept. Price is the amount of money exchanged by customers to get products and services, or price is the amount of money charged for products or services to obtain profit. Quality service is a model that describes the condition of the customer in the form of hope will something service from experience moment shop with compare service from what they expect with what they accept or feel (Kotler & Keller, 2016). With know-and-understand factors, Kak Nur's MSMEs can get it. Keep going and increasing the quality and service offered so you can maintain consumer loyalty and attractiveness.

The best effort to increase consumer satisfaction is to provide maximum consumer image or satisfaction so that consumers can buy again and recommend the product to other potential consumers. Consumer satisfaction can be achieved by providing quality products both in terms of taste, aroma, and cleanliness in production. Apart from that, consumer satisfaction can also be provided through prices that are appropriate to the product, price stability, and competitive prices. Furthermore, consumer satisfaction can also be provided through services that suit consumer needs, such as strategic location, fast and precise, and providing certainty or guarantees to consumers regarding the products offered.

Study This aim for identify and analyze influencing factors satisfaction consumer to cake traditional products produced by MSME Kak Nur in Langung Village, District Meurebo, West Aceh Regency



RESEARCH METHODS

Location and Time of Research

We conducted this research at Kak Nur UMKM, located at Jalan Meulaboh-Tapak Tuan in Langung Village, Meureubo District, West Aceh Regency. The location for this research was chosen using a purposive sampling technique (intentionally) because Kak Nur MSME is one of the MSMEs that produces traditional cakes. We conducted this research from January to June 2024.

Sampling and Data Methods

This research used non-probability sampling as a sampling method. The researchers in this study employed an accidental sampling technique, also known as convenience sampling. The method selects the sample from individuals who coincidentally or accidentally meet the researchers, and it can serve as a data source if a random person deems it appropriate. The researcher chose this method because she did not have a list of traditional cake consumers within Kak Nur MSMEs. The number of samples used was 80 respondents. This study employs questionnaires as the primary data collection technique. We first assess the questionnaire's feasibility by testing its validity and reliability using SPSS software. We conduct validity tests to ensure that the tool measure is accurate and reliable. What will be measured? Meanwhile, reliability testing is done. We utilize a consistent measuring tool, as far as we are aware. If you use the same tool at different times, you should use different measurements.

Data types and sources

Data used in the research consists of primary data and secondary data. In the field, researchers directly obtain or collect primary data by conducting interviews with respondents. Researchers collect secondary data from relevant agencies, such as BPS, the Department of Industry, and previous research publications.

Data Analysis Method

The data analysis methods used to answer the research objectives are the descriptive analysis method, regression analysis, coefficient of determination test, T test, and F test. The equation for multiple linear regression analysis is as follows:

$$Y = a_0 + a_1X_1 + a_2X_2 + a_3X_3$$

Where: Y = Satisfaction consumer

a_0 = Intercept

$a_1 - a_3$ = Regression coefficient

X_1 = Product quality

X_2 = Product price

X_3 = Service



RESULTS AND DISCUSSION

Respondent Characteristics

The study focuses on existing customers who have made purchases at Kak Nur MSME more than twice and are over 17 years old, as they are already capable of providing an objective assessment. We researched the individual or distinctive characteristics of Kak Nur MSME consumers to determine their quality. We categorized the characteristics of respondents in this study based on their gender, age, highest level of education, and occupation.

Table 1. Characteristics Demographics consumers , Kak Nur MSME

Characteristics Respondent	Category	Frequency	Percentage (%)
Age	<15 Years	0	0.00
	15-64 Years	80	100.00
	>64 Years	0	0
Gender	Man	18	22.50
	Woman	62	77.50
Level of education	elementary school	11	13.80
	JUNIOR HIGH SCHOOL	17	21.30
	SENIOR HIGH SCHOOL	30	37.50
	Diploma	3	3.80
	Bachelor	17	21.30
	Postgraduate	2	2.50
Work	Farmer	2	3.00
	IRT	36	45.00
	Employee	8	10.00
	Self-employed	16	20.00
	Civil servants	13	16.00
	Other	5	6.00

Source : Primary Data (processed)

Based on Table 1, the majority of consumers with an age productive that is as much as 100 percent. Age: the youngest respondent is 27 years old, while the oldest is 62 years old. Generally, someone who is in the range of age productive owns more income compared to those who aren't included in age productive because of age productive.

Respondent manifold sex men with as many as 22.50 percent and women as much as 77.50 percent. This matter indicated that the majority of Kak Nur's MSME consumers are women. Women become consumers. She is the representative of the running family function shop in fulfilling the needs of his family.



Based on the results of the survey, it is known that the main respondents employment status is Work main reviewed from allocation time most used in do something field work or income largest obtained from field occupation. There is as much as 45 percent of MSME respondents and consumers. Kak Nur's work is mainly as a housewife (IRT). In their daily lives, housewives often carry out shopping activities for products for their family's needs. This is in accordance with Maulana's (2022) research that housewives are one of the consumers who tend to have large consumer behavior and are included in the group of consumers who pay attention to various aspects in shopping, especially when shopping for basic needs for the family because of their role as financial manager in the household. As for work from Kak Nur's MSME, consumers other than housewives are farmers, employees, entrepreneurs, and civil servants.

Level of formal education pursued by part of Kak Nur's MSME consumers is still at level education School Upper Secondary (SMA), namely as many as 30 people (37.50 percent). Level of education somebody in a way no direct can influence pattern thinking and ability to take decisions in choosing products to fulfill his needs.

Validity and Reliability Test of Research Instruments

Validity testing in this research uses *the product moment coefficient of correlation test* with SPSS version 20 *software*. Based on SPSS version 20 output data, all statements are declared valid because they have a significance level below 0.05 or 5%.

Table 2. Validity Test Results of Research Instruments

No	Statement	Variable	Correlation coefficient	Critical Value 5% (N=80)	Valid
1	P1		0.651		Valid
2	P2		0.393		Valid
3	P3	Product	0.816		Valid
4	P4	Quality (X1)	0.511		Valid
5	P5		0.818		Valid
6	P6		0.569		Valid
7	P7	Price (X2)	0.541		Valid
8	P8		0.625		Valid
9	P9		0.753	0.220	Valid
10	P10		0.749		Valid
11	P11		0.817		Valid
12	P12		0.343		Valid
13	P13	Service	0.651		Valid
14	P14	(X3)	0.583		Valid
15	P15		0.664		Valid
16	P16		0.578		Valid



17	P17	Consumer	0.589	Valid
18	P18	Satisfaction	0.818	Valid
19	P19	(Y)	0.792	Valid
20	P20		0.724	Valid

Source: Primary Data (processed)

Furthermore, testing the reliability of the instrument in this study will use Cronbach's alpha, which is generally considered reliable if the Cronbach's alpha value is > 0.60.

Table 3. Reliability Test Results of Research Instruments

No	Variable	Variable Items	Alpha Value	Reliability Level	Information
1	Product Quality (X1)	5	0.651	Enough	Reliable
2	Price (X2)	5	0.661	Enough	Reliable
3	Service(X3)	5	0.607	Enough	Reliable
4	Consumer satisfaction (Y)	5	0.728	Tall	Reliable

Source : Primary Data (processed)

Analysis of Factors that Influence Consumer Satisfaction

Testing appropriateness from something equality regression done with analyze mark significance. F statistical test with mark significance (Sig) <0x7E> 0.05, then hypothesis accepted. This matter shows that the independent variable, that is, quality products, prices, and services, in a way simultaneous, has a significant influence on the dependent variable, that is, satisfaction of MSME consumers, Kak Nur.

Coefficient Determination (R<0x11>) Coefficient determination used in study This is Adj R-squared. Data processing results for see influencing factors and satisfaction of MSME consumers Kak Nur, with the use method analysis and multiple linear regression, coefficient determination shows The adj R-squared value is 0.715, which is a significant variable free is quality products, prices, and services capable of explaining 71.50 percent of the of the variable bound that is satisfaction consumers, and the rest amounting to 28.50 percent is explained by other variables that are not researched.

Table 4. Multiple linear model estimation results influencing variables satisfaction consumers, Kak Nur MSME

Variable	Coefficient	Std. Error	t Statistics	Significance
Quality Product	,427	.114	3,731	,000
Price	,264	,100	2,645	,010
Service	,339	.106	3,195	,002
_cons	-.384	1,473	-.261	,795

Number of obs = 80; F(3, 80) = 66.998 ; Prob > F = 0.0000

R-squared = .726 ; Adj R-squared = .715



Based on table 4 above, the model equation regression formed in the regression test this is

$$Y = a_0 + a_1X_1 + a_2X_2 + a_3X_3$$

$$Y = -0.384 + 0.427X_1 + 0.264X_2 + 0.339X_3$$

Table 4 shows that Product Quality (X1) has a positive effect on consumer satisfaction (Y), with a coefficient estimation of 0.427 at a level of 1 percent. Therefore, a 1 percent improvement in product quality (X1) will lead to a 0.427 ceteris paribus increase in consumer satisfaction (Y). Furthermore, t_{count} is $3.731 > t_{table}$ 1.664 with a significance value of $0.000 < 0.05$. Therefore, we reject Hypothesis Ho and accept Hypothesis Ha. This matter is in line with the study Nofita (2013), which stated that product quality influences customer satisfaction.

The variable price (X2) has a positive effect on consumer satisfaction (Y), with a coefficient estimate of 0.264 at a real 1 percent level. In other words, if consumers perceive price (X2) as affordable and competitive, an increase of 1 percent will lead to a 0.264 ceteris paribus increase in consumer satisfaction (Y). Furthermore, the t-count of 0.2645 exceeds the t-table of 1.664, indicating a significant impact of product price on consumer satisfaction. Therefore, we accept hypothesis ho, while we reject hypothesis ha. This shows that the price of Kak Nur's traditional MSME cakes is still affordable for consumers. Research result According to studies by Hadibrata (2020), Rahmandika et al. (2020), and Wijaya (2017), price influences consumer satisfaction. If customers perceive a product's price favorably, it can influence their purchasing decisions and determine the product's marketing success, thereby increasing consumer satisfaction.

The variable service (X 3) has a positive effect on consumer satisfaction (Y), with a coefficient estimation of 0.339 at a real 1 percent level. If we increase the enhancement service (X 3) by 1 percent, it will result in an increase in consumer satisfaction (Y) of up to 0.339, assuming all other factors remain unchanged. Furthermore, the t count of 3.195 exceeds the t table of 1.664, indicating a significant difference of 0.002 to 0.05. Consequently, we reject hypothesis Ho and accept hypothesis Ha. This shows that Kak Nur MSMEs have provided services to customers so that they are able to meet consumer satisfaction. This research aligns with Jamhari's (2018) findings, indicating a positive and significant impact of service on consumer satisfaction. Likewise, research by Aryani and Rosinta (2010) on KFC, Setia et al. (2018) at Alfamart, and Aryadi (2013) at Giant Supermarket Dinoyo Malang shows that there is a strong and positive influence between variable quality service and consumer satisfaction. Providing quality, good service to consumers will increase their satisfaction.

CONCLUSION

The discussion above yielded the following conclusions:

1. Product quality variables have a positive and significant effect on consumer satisfaction with traditional cakes made by Kak Nur's MSME. This shows that the higher the quality of a product, the more consumer satisfaction will increase.



2. Price variables have a positive and significant effect on the consumer satisfaction of traditional cakes at Kak Nur's MSME. The perception of affordable and competitive selling prices among similar products will lead to an increase in consumer satisfaction.
3. Service variables have a positive and significant effect on the consumer satisfaction of traditional cakes at Kak Nur's MSME. This shows that the better the customer service provided when selling a product, the higher consumer satisfaction will be.

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