

THE INFLUENCE OF SERVICE QUALITY, TASTE, AND PRICE ON INTEREST IN PURCHASING UMKM EGG MARTABAK IN SUGIO (Case study of Champion Egg Martabak Taste)

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ABSTRACT

In line with the current era of globalization, the food and beverage industry is facing many very exciting business opportunities, for example, on the side of the road in the city of Lamongan, there has been a phenomenon of decision making to buy "Jawara Rasa" egg martabak products as a type of food that has its own appeal in terms of price and taste, so food businesses must organize their marketing strategies to survive in today's increasingly fierce competition. This research aims to determine and partially analyze the influence of service quality, taste and price on the buying interest of egg martabak MSMEs in Sugio. To find out and analyze simultaneously the influence of service quality, taste and price on the buying interest of egg martabak MSMEs in Sugio. To find out which is the most dominant influence on service quality, taste and price on the buying interest of egg martabak MSMEs in Sugio. This research uses quantitative methods and the technical analysis used is validity test, reliability test, multiple linear regression analysis test, T test (partial), F test (simultaneous), coefficient of determination test. The number of samples taken using the purposive sampling method with the Slovin formula was 395. In this study, the results showed that from the t test results obtained $t_{count} > t_{table}$ with a value of $10.216 > 1.966$ with a significance of $0.000 < 0.05$, so H_0 was accepted and H_a was rejected. The Fcount result was 771.109, while the Ftable was obtained using the formula $df = (n-k-1) = 395-3-1 = 391$. So the resulting Ftable was 3.019 so $F_{count} > F_{table}$, so H_0 was rejected.



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INTRODUCTION

According to Lolowang and Waney (2018), egg martabak ingredients are divided into two groups of purposes: the main ingredients for making martabak skin and complementary ingredients for coating it. Martabak Jawara Rasa must continue to develop to show its superiority over competitors and attract new customers and retain old customers.

According to the 2021 Culinary Trends Report (Sindonews.com, 2021). Martabak Jawara Rasa continues to be committed to providing the best service to its customers, with the main emphasis on savings, speed, and precision in serving. With the dynamic development and competition in the food and beverage industry, Martabak Jawara Rasa is committed to continuing to increase customer trust and attract public attention to maintain customer satisfaction levels.

According to Umar (2019), customer satisfaction can be defined as the level of customer feelings after comparing what they get with what they expect. When consumers are satisfied, they tend to stay loyal. To ensure customer satisfaction, Martabak Jawara Rasa continues to improve product quality standards, provide the best service, set competitive prices, and maintain good brand quality. Product quality is one of the components that affects customer satisfaction (Indrasari, 2019).

According to Tjiptono Indrasari, (2019) stated that service quality is when products, services, human resources, processes, and the environment can meet or even exceed the expected service quality.

Good service quality is related to customer satisfaction, according to Sampara in (Rifa'i). According to Indrasari (2019), customer satisfaction is related to the quality of products or services.

According to Drummond KE and Brefere LM. (2010) in the journal Dita, K (2018), taste is a way to choose food that must be distinguished from the taste (or taste) of the food. Taste includes characteristics such as appearance, smell, taste, texture, and temperature of opinion. The taste of a food can show its characteristics, which makes it very important.

According to Setyo (2017) in the journal Maulana, M.I. (2021), price is the amount of value that consumers exchange for a product or service that has benefits when consumers own or use the product or service purchased. So the price must be set. Price is also an important factor in marketing because it can influence customer decisions to buy a product. The development of the Micro, Small, and Medium Enterprises (MSMEs) sector is very important in efforts to reduce the poverty rate of a country. The development and growth of the MSME sector are often considered as indicators of development success, especially in countries with low per capita income Primiana, (2009).

According to George R. Terry, decision-making itself means choosing one of two or more behavioral choices Syamsi, Ibnu (2000). Talking about consumer intentions to buy a particular product and the number of product units needed within a certain period of time, the term "purchase interest" is used. During planning a purchase, customers often face many product choices, including quality, brand, location, and other options.

Previous research by Maharani (2014) found that two factors influence consumer decisions to buy culinary products martabak Jawa rasa. Internal factors consist of motivation, while external factors include price, product, location, promotion, and service. The results of the data analysis show that external factors have the greatest influence of 73.69% on consumer decisions to purchase Martabak Jawa Rasa.

RESEARCH METHODS

This type of research uses quantitative descriptive research, which is based on the philosophy of positivism. It is used to study a particular population or sample, and data is collected using research instruments. The purpose of quantitative or statistical analysis of this data is to develop and test previously established hypotheses Sugiyono, (2019:17). Based on the explanation above, the quantitative approach in research is used for existing or ongoing phenomena and the results are presented in numerical form. In addition, conclusions are made to provide an overview of the subject being studied. The Population and Sample of this study amounted to 394,736 rounded to 395,000 people.

RESULTS AND DISCUSSION

T-Test (Partial)

The T-Test (partial) aims to test how the partial or individual influence of the independent variable on the dependent variable. Below are the criteria used in the T-Test, namely the criteria for the area of rejection of the hypothesis acceptance as follows:

1. If $t_{count} > t_{table}$ or $t_{count} < -t_{table}$ then H_0 is rejected and H_a is accepted. This means that the independent variable has an effect on the dependent variable.
2. If $-t_{table} \leq t_{count} \leq t_{table}$ then H_0 is accepted and H_a is rejected. This means that the independent variable does not have an effect on the dependent variable.

This test is carried out using the SPSS 26 for Windows program as follows:

Table 1 T Test Results (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,173	,865		,200	,841
	Kualitas pelayanan	,473	,046	,463	10,219	,000
	Cita rasa	,098	,047	,085	2,108	,036
	Harga	,412	,042	,414	9,861	,000

a. Dependent Variable: Minat Beli

Source: SPSS 26 Statistical Output processed in 2025

Based on the above test with a significant $\alpha = 0.05$. $df = n-k-1$ ($395-3-1 = 391$) obtained t table (1.966) with the following analysis:

1. The Effect of Service Quality (X_1) on Purchase Interest (Y)

From the results of the t test obtained t count $>$ t table with a value of $10.216 > 1.966$ with a significance of $0.000 < 0.05$, then H_0 is accepted and H_a is rejected. Which means that the Service Quality variable has a partial and significant effect on consumer purchase interest in Champion egg martabak taste.

2. The Effect of Taste (X_2) on Purchase Interest (Y)

From the results of the t test obtained t count $>$ t table with a value of $2.108 > 1.966$ with a significance of $0.036 < 0.05$, then H_0 is accepted and H_a is rejected. Which means that the Taste variable has a partial and significant effect on consumer purchasing interest in Champion egg martabak taste.

3. Price (X_3) Against Purchase Interest (Y)

From the results of the t-test, t count $>$ t table was obtained with a value of $9.861 > 1.966$ with a significance of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. Which means that the Price variable has a partial and significant effect on consumer purchasing interest in Champion egg martabak taste.

F Test (Simultaneous)

The F test is used to determine whether there is a real influence between the independent variables and the dependent variables simultaneously. The F test is conducted to test whether all independent variables of Service Quality (X_1), Taste (X_2), and Price (X_3) have a significant influence simultaneously on the dependent variable Purchase Interest (Y). The basis for making the F test decision is as follows:

1. If F count $<$ Ftable and the significant value of the F test $>$ 0.05, it can be concluded that H_0 is accepted and H_1 is rejected, this means that simultaneously the three independent variables do not have a significant influence on the dependent variable.
2. If F count $>$ Ftable and the significant value of the F test $<$ 0.05, it can be concluded that H_0 is rejected and H_1 is accepted, this means that simultaneously the three independent variables have a significant influence on the dependent variable.

Table 2 F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16844,104	3	5614,701	771,109	,000 ^b
	Residual	2846,999	391	7,281		
	Total	19691,104	394			
a. Dependent Variable: Minat Beli						
b. Predictors: (Constant), Harga, Cita rasa, Kualitas pelayanan						

Source: SPSS 26 Statistical Output processed in 2025

Based on the table above, the F count result is 771.109 while the F table is obtained using the formula $df = (n-k-1) = 395-3-1 = 391$. So the F table is 3.019 so that F count $>$ F table then H_0 is rejected so it can be concluded that there is a simultaneous influence between the variables of Service Quality (X_1), Taste (X_2), and Price (X_3) on Purchase Interest (Y) at Champion egg martabak taste.

Multiple Linear Regression Test

Multiple linear regression analysis is used by researchers, if researchers intend to predict how the condition (rise and fall) of the dependent variable (criterion) is Purchase Interest, if two or more independent variables, namely Service Quality, Taste, and Price as predictor factors are manipulated (increased or decreased in value). The following is a table of calculation results using IBM SPSS Statistics version 26 of the variables analyzed, namely:

Table 3 Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	,173	,865		,200	,841
	Kualitas pelayanan	,473	,046	,463	10,219	,000
	Cita rasa	,098	,047	,085	2,108	,036
	Harga	,412	,042	,414	9,861	,000

a. Dependent Variable: Minat Beli

Source: SPSS 26 Statistical Output processed in 2025

The following is an explanation of the results of the multiple linear regression equation, namely as follows:

1. $a = 0.173$ is a constant which means that the independent variables in this research (Service Quality, Taste, and Price) have an effect = 0, so the result of buying interest is 0.173
2. $b_1 = 0.473$, explaining that if the Service Quality variable (X_1) increases by 1 unit, purchasing interest will increase by 0.473 with the assumption that other influencing variables are considered constant.
3. $b_2 = 0.098$, explaining that if the Taste variable (X_2) increases by 1 unit then buying interest will increase by 0.098 with the assumption that other influencing variables are considered constant.
4. $b_3 = 0.412$, explaining that if the price variable (X_3) increases by 1 unit, buying interest will increase by 0.412 with the assumption that other influencing variables are considered constant.

Coefficient of Determination Test

The coefficient of determination is a number that states or is used to determine the contribution or contributions made by one or more variables X (independent) to variable Y (dependent).

Table 4 Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,925 ^a	,855	,854	2,69839

a. Predictors: (Constant), Harga, Cita rasa, Kualitas pelayanan

Source: SPSS 26 Statistical Output processed in 2025

Based on the following table, the explanation of the coefficient of determination results is as follows. The coefficient of determination value obtained by R Square is 855 or 85.5%, showing how large the variation in the dependent variable is. Which means that 85.5% of the variables of buying interest can be explained by the independent variables, namely Service Quality (X_1), Taste (X_2), and Price (X_3). The remaining 14.5% is explained by other variables outside these variables which were not studied. For example Brand Image, Product Quality, Consumer Satisfaction.

CONCLUSION

Based on the explanation and data analysis that has been carried out by researchers regarding the influence of service quality, taste and price on interest in buying egg martabak SMEs in Sugio (case study of the jawara rasa egg martabak), the following conclusions can be drawn:

1. T Test (Partial)

From the results of the t test, $t_{count} > t_{table}$ is obtained with a value of $10.219 > 1.966$ with a significance of $0.000 < 0.05$, so H_0 is accepted and H_a is rejected. Which means that service quality has a partial and significant effect on purchasing interest. From the results of the t test for the taste variable, it was obtained that $t_{count} > t_{table}$ with a value of $2.108 > 1.966$ with a significance of $0.036 < 0.05$, so H_0 was accepted and H_a was rejected. Which means there is a partial and significant influence of taste on buying interest. From the results of the t test for the price variable, $t_{count} > t_{table}$ is obtained with a value of $9.861 > 1.966$ with a significance of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. Which means that the price variable has a partial and significant effect on consumer buying interest in Champion egg martabak taste.

2. F Test (Simultaneous)

If $F_{count} < F_{table}$ and the significant value of the F test > 0.05 then it can be concluded that H_0 is accepted and H_1 is rejected, this means that simultaneously the three independent variables do not have a significant influence on the dependent variable. If $F_{count} > F_{table}$ and the significant value of the F test < 0.05 then it can be concluded that H_0 is rejected and H_1 is accepted, this means that simultaneously the three independent variables have a significant influence on the dependent variable. Based on the table above, the F_{count} result is 771.109, while the F_{table} is obtained using the formula $df = (n-k-1) = 395-3-1 = 391$. So the resulting F_{table} is 3.019 so that $F_{count} > F_{table}$, so H_0 is rejected so it can be concluded that there is a simultaneous influence between the variables Service Quality (X_1), Taste (X_2), and Price (X_3) on buying interest (Y) in Champion egg martabak taste.

3. Multiple Linear Regression Test (Dominant)

$a = 0.173$, is a constant which means that the independent variables in this research (Service Quality, Taste, and Price) have an effect = 0, so the result of buying interest is 0.173. $b_1 = 0.473$, explaining that if the Service Quality variable (X_1) increases by 1 unit, purchasing interest will increase by 0.473 with the assumption that other influencing variables are considered constant. $b_2 = 0.098$, explaining that if the Taste variable (X_2) increases by 1 unit then buying interest will increase by 0.098 with the assumption that other influencing variables are considered constant. $b_3 = 0.412$, explaining that if the Price variable (X_3) increases by 1 unit then buying interest will increase by 0.412 with the assumption that other influencing variables are considered constant.

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