

**THE EFFECT OF HALAL, TASTE, PRICE PERCEPTION, PRODUCT
QUALITY ON CUSTOMER SATISFACTION ON KANG ACHMED
KEBAB PRODUCTS
(Consumer Case Study in Lamongan Community)**

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Article Info	ABSTRACT
Keyword: Halal. Taste, Preception, Product Customer Statisfaction	This research aims to determine the influence of halal, taste, price Price perception, product quality on customer satisfaction with Kang Quality, Achmed kebab products (Case Study in the Lamongan Community). This type of research is quantitative research. The population in this study were consumers who had bought Kang Achmed kebab. The sampling technique used the purposive sampling method with the Slovin formula, resulting in a sample size of 309 respondents. The data collection technique uses online questionnaire distribution via Google Form which has been tested for validity and reliability. The data analysis technique uses the classic assumption test, multiple linear regression, coefficient of determination, T test and F test using SPSS 26. This research began in November 2024 to March 2025.

INTRODUCTION

According to Tjiptono, (2015) Kebab is one of the businesses that is growing rapidly and has a lot of potential to grow. Many food businesses have made profits, but many have also gone bankrupt. This happens because of the wrong marketing strategy and poor product quality. The success of a business among competitors is determined by the use of the right marketing strategy and good customer relations. Food is always at the top of the list in meeting human needs. Therefore, food problems are categorized as primary needs or basic needs. Eating is the only way humans can survive, and they cannot let go of this need. One of the culinary businesses that has advantages with many choices of menus that customers want, I In a competitive industry, businesses are often forced to include competitive products and prices. Kebab prices must consider the value offered to customers based on the quality or quantity

of the product or service provided. Thus, proper pricing can be an effective strategy to compete. The level of kebab sales will be directly affected by the price offered to the public. When high-quality products are available in a company, customers can feel satisfied and will continue to buy kangachmed kebab if they are satisfied, therefore, it is important to.

RESEARCH METHODS

This research is an associative type using primary data as the main data source, the type of data used is data in the form of numbers (quantitative) taken from respondents' answers to the research instrument in the form of a Likert-scale questionnaire.

The population used in this study were all consumers of product kebab in Lamongan City whose number was not known for sure (Unknown Population).

According to Riduwan (2015), to determine the number of samples in an unknown population, the Cochran formula was used and a sample of 309 people was obtained. The sampling technique was carried out using the purposive sampling method, namely with the criteria)

- 1) female consumers who use kebab products
- 2) Kebab product users who are 17 years of age and over because they are considered to be able to answer questions on the questionnaire.

The data collection techniques in this study were observation, questionnaires and literature studies which were then analyzed using validity testing techniques, reliability tests, classical assumption tests, multiple linear regression analysis, multiple correlation coefficients, determination tests, t tests and f tests

RESULTS AND DISCUSSION

1. Test Validitas

Test Results Validitas

Variabel	Indikator	R hitung	Tabel r	Keterangan
Halal (X1)	X1.1	0,884	0,2039	Valid
	X1.2	0,842	0,2039	Valid
	X1.3	0,781	0,2039	Valid
	X1.4	0,763	0,2039	Valid
	X1.5	0,860	0,2039	Valid
Cita Rasa (X2)	X2.1	0,883	0,2039	Valid
	X2.2	0,822	0,2039	Valid
	X2.3	0,806	0,2039	Valid
	X2.4	0,865	0,2039	Valid
	X2.5	0,851	0,2039	Valid
Persepsi Harga (X3)	X3.1	0,843	0,2039	Valid
	X3.2	0,800	0,2039	Valid
	X3.3	0,766	0,2039	Valid
	X3.4	0,880	0,2039	Valid
	X3.5	0,801	0,2039	Valid
	X3.6	0,783	0,2039	Valid
Kualitas Produk (X4)	X4.1	0,853	0,2039	Valid
	X4.2	0,887	0,2039	Valid
	X4.3	0,865	0,2039	Valid

Kepuasan Pelanggan (Y)	X4.4	0,863	0,2039	Valid
	X4.5	0,799	0,2039	Valid
	X4.6	0,770	0,2039	Valid
	X4.7	0,745	0,2039	Valid
	X4.8	0,826	0,2039	Valid
	Y1.1	0,809	0,2039	Valid
	Y2.2	0,797	0,2039	Valid
	Y3.3	0,761	0,2039	Valid
	Y4.4	0,834	0,2039	Valid
	Y5.5	0,792	0,2039	Valid

Source Data Is Processed, 2025

Table 1 explains that the statement instrument is valid if the r-value used 4.3.3count is greater than r-table and significance value is less than 0.05 r-table for 309 respondents.DF-2-309-2-307 is 1.966. This means that all variables in this studyconsists of Halal (X1), Taste (X2), Price Perception (X3) Product Quality (X4) and Satisfaction Customer (declared valid).

2. Test Realibilitas

Tabel 2
Test Results Realibilitas

Vriabel	N	Cronbach's Alpha	Taraf	Keterangan
Halal (X1)	5	0,876	0,600	Reliabe
Cita Rasa (X2)	5	0,891	0,600	Reliabe
Persepsi Harga (X3)	6	0,897	0,600	Reliabe
Kualitas Produk (X4)	8	0,934	0,600	Reliabe
Kepuasan Pelanggan (Y)	5	0,858	0,600	Reliabe

Source Data Is Processed, 2025

Based on table 2, it can be said that each research instrument variable succeeded in obtaining Cronbach's Alpha value above 0.60. So it can be said that the questionnaire used in the research is reliable.

3. Test Normalitas

Tabel 2
Test Results Normalitas

N		309
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.33992630
Most Extreme Differences	Absolute	.049
	Positive	.040
	Negative	-.049
Test Statistic		.049
Asymp. Sig. (2-tailed)		.076 ^c

Source Data Is Processed, 2025

Based on table 3, it explains that the normality test above using the Kolmogorov - Smirnov Test, obtained a significant probability value of 0.076 or greater than 0.050, meaning that the data in this study were normally distributed. This proves that this study was normally distributed. The normality test of the data can also be seen from the Normal P-Plot graph. The graph is used as a consideration for the delist.commaliter date in the regress model. Here are the results of the normality test.

4. Test Multikolinearitas

Tabel 4

Test Results Multikolinearitas Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	2.230	.741		3.010	.003					
Halal	.175	.043	.187	4.047	.000	.678	.226	.128	.472	2.118
Cita Rasa	.227	.049	.238	4.642	.000	.732	.257	.147	.382	2.617
Persepsi Harga	.192	.044	.240	4.381	.000	.748	.244	.139	.336	2.975
Kualitas Produk	.172	.031	.288	5.515	.000	.746	.302	.175	.369	2.711

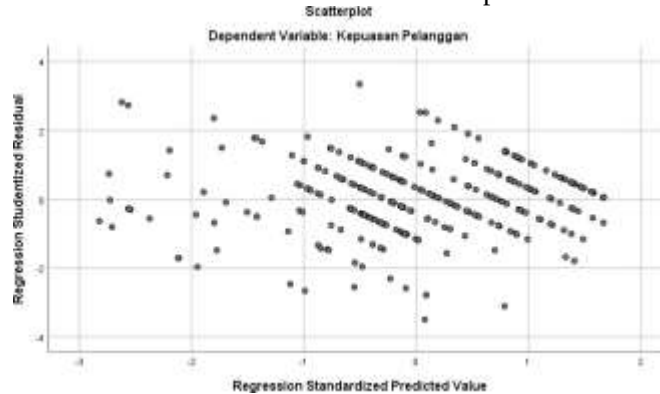
a. Dependent Variable: Kepuasan Pelanggan

Source Data Is Processed, 2025

Based on table 4. above, it can be seen that the tolerance value of all independent variables is more than 0.10 and the VIF value of all independent variables is less than 10. This means that the variables used in this study do not show any symptoms of multicollinearity, which means that all variables can be used.

Test Heteroskedastisitas

Test Results Heteroskedastisitas Graphic Method



Source Data Is Processed, 2025

Test Results Heteroskedastisitas Test Glejser

Tabel 5 Test Results Multikolinearitas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.815	.470		5.991	.000
Halal	-.065	.027	-.191	-.356	.191
Cita Rasa	-.021	.031	-.061	-.682	.495
Persepsi Harga	.038	.028	.129	1.348	.179
Kualitas Produk	-.028	.020	-.129	-1.407	.161

Source Data Is Processed, 2025

Based on Figure 5. above, the points on the graph are spread out in an irregular and non-directional manner, meaning that the data in this study is free from symptoms of heteroscedasticity

Regresi Linear Berganda

Tabel 6 Test Results Regresi Linear Berganda Coefficientsa

Mod	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	2.230	.741		3.010	.003					
Halal	.175	.043	.187	4.047	.000	.678	.226	.128	.472	2.118
Cita Rasa	.227	.049	.238	4.642	.000	.732	.257	.147	.382	2.617
Persepsi Harga	.192	.044	.240	4.381	.000	.748	.244	.139	.336	2.975
Kualitas Produk	.172	.031	.288	5.515	.000	.746	.302	.175	.369	2.711

a. Dependent Variable: Kepuasan Pelanggan

Source Data Is Processed, 2025

$$Y = a + bx_1 + bx_2 + bx_3 + bx_4 + e$$

$$Y = 2,230 + 0,175x_1 + 0,227x_2 + 0,192x_3 + 0,172x_4 + e$$

a. Constant value of 2.230, which means that if the value of the independent variable (Halal, Taste, Price Perception, Product Quality) is equal to 0 (zero), then the level of Customer Satisfaction with Kang Achmed's Kebab Products (Case Study in Lamongan Society) is 2.230

b. The regression coefficient for the Halal variable (X1) is 0.175, which means that if the Halal variable increases by 1 point, then Customer Satisfaction with Kang Achmed's Kebab Products (Case Study in the Lamongan Community) is 0.175.

c. The regression coefficient for the Taste variable (X2) is 0.227, which means that if the Taste variable increases by 1 point, then Customer Satisfaction with Kang Achmed's Kebab Products (Case Study in the Lamongan Community) will increase by 0.227.

d. The regression coefficient for the Price Perception variable (X3) is 0.192, which means that if the Price Perception variable increases by 1 point, then Customer Satisfaction with Kang Achmed's Kebab Products (Case Study in Lamongan Society) will increase by 0.192.

e. The regression coefficient for the Product Quality variable (X4) is 0.172, which means that if the Product Quality variable increases by 1 point, then Customer Satisfaction with Kang Achmed's Kebab Product (Case Study in the Lamongan Community) will increase by 0.172.

Koefisien Korelasi dan Test Determinasi

Koefisien Korelasi

Tabel 7
Koefisien Korelasi dan Test Determinasi

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.833 ^a	.695	.691	1.349	.695	172.850	4	304	.000	1.832

Source Data Is Processed, 2025

The determination coefficient value is 0 R 1 or between zero and one. The determination coefficient value can be seen in SPSS in the model summary table, namely in the Adjusted R² column which is used to find out how big the independent variables are in the study.

Test Determinasi

From the table 7 above, we can see the R square value of 0.691 or 60.6%. This shows that the Purchasing Decision can be influenced by 69.1% by the independent variables, namely Halal, Taste, Price Perception, and Product Quality. Meanwhile, 39.0% of Customer Satisfaction is influenced by other variables outside the research model used in the study.

Test Results T

Tabel 8

Test Results T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	2.230	.741		3.010	.003					
Halal	.175	.043	.187	4.047	.000	.678	.226	.128	.472	2.118
Cita Rasa	.227	.049	.238	4.642	.000	.732	.257	.147	.382	2.617
Persepsi Harga	.192	.044	.240	4.381	.000	.748	.244	.139	.336	2.975
Kualitas Produk	.172	.031	.288	5.515	.000	.746	.302	.175	.369	2.711

a. Dependent Variable: Kepuasan Pelanggan

Source Data Is Processed, 2025

$$T \text{ tabel } (n-k-1) = 309-3-1 = t \text{ tabel } 305 = 1,98498$$

Variable X1

Based on the t-test table above, the influence of X1 on variable Y is $0.002 < 0.050$, while the calculated t value is $4.047 > t \text{ table } (1.98498)$, where H_0 is rejected and H_1 is accepted, which means that Halal has a partial influence on Customer Satisfaction.

Variable X2

Based on the UJST table above, the influence of X2 on variable Y is $0.000 < 0.050$, while the calculated t value is $4.642 > t \text{ table } (1.98498)$, where H_0 is rejected and H_1 is accepted, which means that trust has a partial influence on Customer Satisfaction

Variable X3.

Based on the t-test table above, the influence of X3 on variable Y is $0.000 < 0.050$, while the calculated t value is $4.381 > t \text{ table } (1.98498)$, where H_0 is rejected and H_1 is accepted, which means that Online Customer Reviews have a partial influence on Customer Satisfaction.

Variable X4

Based on the t-test table above, the influence of X3 on variable Y is $0.000 < 0.050$, while the calculated t value is $5.515 > t \text{ table } (1.98498)$, where H_0 is rejected and H_1 is accepted, which means that Online Customer Reviews have a partial influence on Customer Satisfaction.

Test Results F

Tabel 9
Test Results F

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1257.676	4	314.419	172.850	.000 ^b
	Residual	552.984	304	1.819		
	Total	1810.660	308			

a. Dependent Variable: Kepuasan Pelanggan

Source Data Is Processed, 2025

Based on the table above, it is known that the calculated F value is greater than the F table (172.8502.70), with a significance value of $0.000 < 0.050$. Thus, H_0 is rejected and H_2 is accepted, which means that Halal, Taste, Price Perception and Product Quality together (simultaneously) have an effect on Customer Satisfaction.

CONCLUSION

The results of the T-test show that the Halal variable (X1) obtained a t count of 4.047 and a t table of 1.98498 with a significance value of 0.002 using a significance limit of 0.050. This shows that $4.047 > 1.98498$ or $0.002 < 0.050$, which means that H_0 is rejected and H_1 is accepted. While the Taste variable (X2) obtained a t count of 4.642 and a t table of 1.98498 with a significance value of 0.000 using a significance limit of 0.050. This shows that $4.642 > 1.98498$ or $0.000 < 0.050$, which means that H_0 is rejected and H_1 is accepted. Meanwhile, the Price Perception variable (X3) obtained a t count of 4.381 and a t table of 1.98498 with a significance value of 0.000 using a significance limit of 0.050.

This shows that $4.381 > 1.98498$ or $0.000 < 0.050$ which means H_0 is rejected and H_1 is accepted. Meanwhile, the Product Quality Perception variable (X4) obtained a t count of 5.515 and a t table of 1.98498 with a significance value of 0.000 using a significance limit of 0.050. This shows that $5.515 > 1.98498$ or $0.000 < 0.050$ which means H_0 is rejected and H_1 is accepted. So it can be concluded that the Halal, Cita Sense of Perception of Price and Product Quality partially influences Customer Satisfaction with Kang Achmed Kebab Products.

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