

The Influence of Facilities, Price, Service Quality and Food Menu Innovation on Consumer Satisfaction at Ayana Sumberjo Buffet Seblak

Irmayani Dalimunthe^{1*}, Yuniman Zebua², Novrihan Leily Nasution³

^{1,2,3}Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Labuhanbatu, Indonesia

*Corresponding Author:

Email : Irmayandalimunthe25@gmail.com

Abstract.

This study aims to determine the effect of facilities, price, service quality, and menu innovation on consumer satisfaction at Seblak Prasmanan Ayana Sumberjo. This research uses a quantitative approach with a survey method through the distribution of questionnaires to consumers who have made purchases. The data obtained were analyzed using multiple linear regression analysis to determine the relationship between the research variables. The results show that the available facilities provide comfort for consumers while at the business location, thereby increasing their satisfaction. Prices that are considered appropriate with product quality also influence the level of consumer satisfaction. In addition, good service quality such as friendliness, speed, and accuracy in serving consumers can provide a positive experience. Menu innovation that is diverse and attractive is also a factor that can increase consumers' interest in enjoying the products offered. Overall, it can be concluded that facilities, price, service quality, and menu innovation play an important role in increasing consumer satisfaction at Seblak Prasmanan Ayana Sumberjo.

Keywords: Facilities; price; service quality; menu innovation and consumer satisfaction.

I. INTRODUCTION

The advancement of the culinary world in Indonesia shows very rapid dynamics. A wide variety of types of food products continue to emerge and gain widespread acceptance. This situation has encouraged many producers to capitalize on the increasing business opportunities, filling the market with new brands offering their own unique offerings. The increasing number of culinary entrepreneurs has led to increasingly fierce competition among producers. In this situation, every business player is required to develop innovative strategies to provide differentiating value to the products they offer. Product uniqueness is a crucial factor in attracting consumer attention and maintaining competitiveness in a constantly evolving market (Fadilah et al., 2024). The culinary world in Indonesia has shown significant growth, marked by the emergence of various food innovations, particularly spicy dishes. One that has garnered much attention is the seblak buffet, which has now become a favorite across various levels of society (Wiratno & Abdurrahman, 2020). This trend is growing stronger among young people, especially because buffet seblak originated as a Sundanese culinary specialty in Bandung, which then spread and became popular in various regions, including Sumberjo. The concept of serving buffet seblak, which allows consumers to choose their own ingredients and toppings, is a key factor that makes this product appealing (Desiyani et al., 2022). The wide selection of ingredients, toppings, and spiciness levels from level 1 to level 5 provides a personalized dining experience tailored to each consumer's taste. The situation at Seblak.

Prasmanan Ayana Sumberjo indicates an interesting change in consumer behavior. Based on initial observations, this business has an unstable number of customers, especially during peak hours and weekends. Consumers have a variety of choices regarding location amenities such as seating availability, cleanliness of the dining area, and environmental comfort. Furthermore, some consumers are starting to compare prices offered with similar businesses in the area, making perceptions of affordability a factor influencing their decisions and satisfaction. On the other hand, service quality, such as speed of service, employee friendliness, and accuracy in fulfilling orders, are also of concern to consumers. Furthermore, consumers are also showing interest in menu innovations, both in terms of topping variations, spiciness levels, and presentations that differ from typical seblak. A lack of menu updates over a period of time has the potential to reduce consumer repurchase interest, so engaging menu innovations can increase consumer appeal and satisfaction. This situation indicates that consumer satisfaction is not only determined by product taste, but also influenced by facilities, price, service quality, and menu innovations received directly at the business location.

Formulation Of The Problem

1. Do facilities affect customer satisfaction at Seblak Prasmanan Ayana Sumberjo?
2. Does price affect customer satisfaction at Seblak Prasmanan Ayana Sumberjo?
3. What is Quality Does service influence customer satisfaction at Seblak Prasmanan Ayana Sumberjo?
4. Does menu innovation affect customer satisfaction at Seblak Prasmanan Ayana Sumberjo?

Research Purposes

1. To find out whether facilities influence consumer satisfaction at Seblak Ayana Sumberjo Buffet.
2. To find out whether price influences consumer satisfaction at Seblak Prasmanan Ayana Sumberjo.
3. To find out whether service quality has an effect on consumer satisfaction in Ayana Sumberjo Buffet Seblak.
4. To find out whether innovation has an impact on consumer satisfaction at Seblak Pramanan Ayana Sumberjo.

II. LITERATURE REVIEW

Facility

Facilities are means, infrastructure or conveniences provided to expedite, simplify or support the implementation of an activity, function or provide comfort for users, which can be in the form of physical objects such as buildings and equipment, or services. According to (Sila et al., 2024), facilities are the means involved in facilitating a business in the products or services offered. According to Tjiptono (2019), facilities are the physical components of the service environment (service cape) that play an important role in creating customer impressions and perceptions of service quality. Meanwhile, according to (Lupiyoadi, 2020), facilities are all physical forms that support the implementation of services and provide smoothness and comfort for consumers.

Facility Indicators:

1. Complete Facilities

Whether or not the facilities needed by consumers are available (tables, chairs, toilets and parking).

2. Comfort Facilities

The level of comfort felt by consumers when using the facility.

3. Cleanliness of Facilities

Cleanliness of dining room, equipment and other facilities.

4. Facility Security

The sense of security felt by consumers when they are in the service area.

5. Physical Quality of Facilities

Are the facilities still in good condition, modern, well-organized and functioning well?

Price

Price is the exchange value of a good or service expressed in monetary units (money), namely the amount that customers must pay to obtain benefits or satisfaction from the product, It also determines company profits and is an indicator of market demand. According to Kotler and Armstrong in their book, Syarifuddin (2021: 106), price is the amount of money charged for a product or service, or the sum of the values exchanged for the benefits of owning or using a product or service. Price is a major factor influencing buyer choice. Price is also the most important element in determining a business's market share and profitability. Dahlstrom (2021; 99) states that price is a marketing mix element that has a degree of flexibility and can be changed.

Price Indicators:

1. Affordability price

Prices are according to consumer purchasing power.

2. Price matches quality

Consumers consider the price to be commensurate with the quality of the product or service.

3. Price competitiveness

Prices compared to similar places or products.

4. Clarity of pricing information

Pricing is easy to understand, not confusing, and transparent.

5. Price match with benefits

Consumers feel that the value or benefits they receive are commensurate with the price.

Quality of Service

Service quality is a customer's assessment of the level of service excellence received, measured by how well the service meets or exceeds their expectations, including aspects such as reliability, responsiveness, assurance, empathy, and tangibles, which are crucial for customer satisfaction and loyalty. According to Anggraini (2021), indicators in service quality are used to determine the quality of service as perceived by consumers. According to Wibowati, I (2020), service is any activity carried out to fulfill the needs and desires of other parties.

Service Quality Indicators:

1. Tangibles (Physical Evidence)

Appearance of employees, cleanliness of the place, and supporting equipment.

2. Reliability

Ability to provide services accurately and consistently.

3. Responsiveness

The speed and alertness of employees in serving.

4. Assurance

The knowledge, courtesy, and abilities of employees provide a sense of security.

5. Empathy

Personal attention and understanding of customer needs.

Menu Innovation

Menu innovation is the creative process of creating new dishes or improving ones existing ones with fresh ideas, combining unique flavors, modern cooking techniques, attractive presentations (such as culinary arts), or a blend of local and global ingredients, to increase value, appeal, customer experience, and competitiveness in the competitive culinary industry. According to Lukas in Harini et al., (2022) menu innovation is the process and use of new technology into a product so that the product can have utility value. According to Egim et al (2021) innovation is an idea, practical things, methods, ways, man-made goods, which are observed or felt as something new for a person or group of people.

Menu Innovation Indicators:

1. Menu novelty

Provide a new or different menu from competitors.

2. Menu variations

A variety of food choices tailored to consumer tastes.

3. Creativity of presentation

Innovation in appearance, plating, or how food is served.

4. Adapting to trends

The menu follows culinary trends and lifestyle.

5. Quality of materials and processing technology

Use of fresh, healthy ingredients and modern processing methods.

Customer Satisfaction

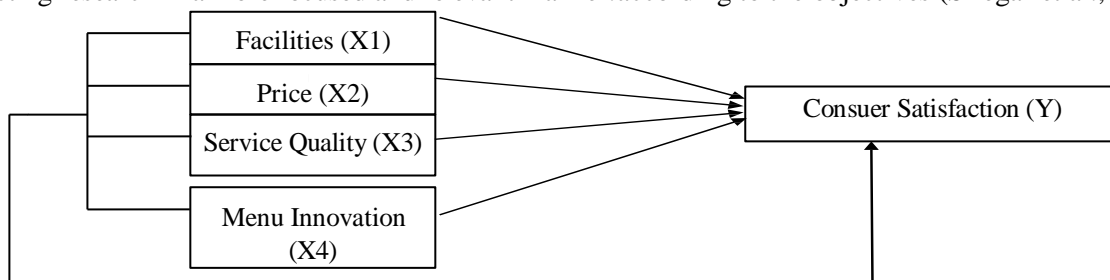
Consumer satisfaction is a feeling of pleasure or disappointment after comparing the actual performance of a product/service with their expectations. According to Kotler and Keller (2020), Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing a product's perceived performance with their expectations. According to Oliver (2019), consumer satisfaction is the level of feeling a person has after comparing perceived performance or results with expectations. Therefore, the level of satisfaction is a function of the difference between perceived performance and expectations.

Consumer Satisfaction Indicators:

1. Conformity of expectations with reality. The product meets or exceeds expectations.
2. Satisfaction with product quality Assessment of taste, appearance, and quality of service.
3. Satisfaction with service Consumers feel satisfied with the services they receive.
4. Desire to repurchase (repeat purchase) Consumers intend to return because they feel satisfied.
5. Willing ness recommend word of (mouth) Consumers are willing to recommend to others.

Conceptual Framework

A conceptual framework is a logical construction of thought that has been arranged to explain the variables to be researched (Iriani, N et al., 2022). The conceptual framework aims to facilitate researchers in conducting research in a more focused and relevant manner according to the objectives (Siregar et al., 2022).



The conceptual model above describes the relationship between independent variables consisting of Facilities (X1), Price (X2), Service Quality (X3), and Menu Innovation (X4), Facilities, Price, Service Quality and Menu Innovation (X5) with the dependent variable, namely Consumer Satisfaction (Y). Each independent variable has an influence on increasing or decreasing the level of customer satisfaction.

Hypothesis

According to Sugiyono (2022:99), a hypothesis is a temporary answer to a formulation research problem, where the formulation of the research problem has been stated in the form of a question sentence. A hypothesis is a tentative question about the relationship between two or more variables. Based on the conceptual framework above, the hypothesis in this study is: The Effect of Facilities, Price, Service Quality and Food Menu Innovation on Consumer Satisfaction at Seblak Buffet Ayana Sumberjo.

H1 : Facility influence on consumer satisfaction at Seblak Prasmanan Ayana Sumberjo.

H2 : Price influences consumer satisfaction at Seblak Prasmanan Ayana Sumberjo.

H3 : Service quality influences consumer satisfaction at Seblak Ayana Sumberjo Buffet.

H4 : Menu innovation influences consumer satisfaction at Seblak Buffet Ayana Sumberjo.

III. METHODS

This research uses a quantitative approach. According to Sugiyono (2022:8) the research Quantitative research is a research method based on positivism, used to examine populations or samples. The explanatory research design aims to explain the influence of facilities, price, service quality, and menu innovation on customer satisfaction. This approach was chosen because it can test the relationship between variables measurably through statistical analysis. The types of data used in this study are primary and secondary data. Primary data were obtained directly from respondents through questionnaires, while secondary data were obtained from journals, books, reports, and various supporting documents relevant to the research topic.

Location and Time of Research

This research was conducted at Seblak Prasmanan Ayana Sumberjo, located in Sumberjo Market 2B. This location was chosen because it has a high number of visitors and is relevant. The research variables include facilities, price, service quality, and menu innovation. This research is planned for February 2026.

Population

According to Rianto, S. (2020, p.11) population is the totality of subjects or objects that will be studied. become the target of the research. Population is not simply the number of objects studied, but encompasses all the characteristics or traits possessed by the subjects or objects. In accordance with the definition above, the population of this study is the 50 consumers of Seblak Prasmanan Ayana Sumberjo.

Sample

According to Sheikh et al. (2023:35) Samples are part of the number and characteristics that a sample is a subset of a population that serves as the object of research. If the population is large and it is impossible for researchers to study everything in the population, a sample drawn from that population can be used. The sample used was 50 customers of Seblak Prasmanan Ayana Sumberjo.

a) Questionnaire

The main technique used to obtain primary data from respondents is The questionnaire was designed using a Likert scale with five answers (1-5) to measure customer perceptions regarding facilities, price, service quality, and menu innovation.

b) Observation

This is done to directly see the condition of the facilities, service flow, atmosphere of the place, and the uniqueness of the menu offered. This observation helps researchers obtain a real picture of the research object that cannot always be obtained from questionnaires.

Data analysis

The data analysis model in this study was designed to measure The contribution of each independent variable to the formation of the data function. The variables in this study were measured using a Likert scale. All indicators for each variable were arranged in the form of statements so that respondents could assess the extent to which they agreed or disagreed with the statement. With this approach, the study is expected to provide a comprehensive overview of the factors influencing consumer satisfaction levels in choosing Seblak Prasmanan Ayana in Sumberjo. The general equation for data analysis used is written as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Y = Consumer Satisfaction

β = Influence of Each Variable

β^0 = Constant

X = Independent Variable (facilities, price, service quality and menu innovation) e = Error

Validity Test

According to Dewi and Sudaryanto (2020), validity testing is a test used to test the accuracy of a tool. Measuring is the process of measuring something that should be measured. This validation test is conducted to determine whether the data obtained after the research is valid or not, using a measuring instrument (questionnaire). The validation test was conducted on 50 respondents at Seblak Prasmanan Ayana Sumberjo.

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

Information:

r_{xy} = Correlation coefficient n = Number of samples

$\sum xy$ = The sum of the multiplication of variables x and y

$\sum x$ = Total value of variable x

$\sum y$ = Number of variable values

$\sum X^2$ = Sum of the powers of the values of variable x

$\sum Y^2$ = Sum of the powers of the values of the variable y

This validation test was carried out using the SPSS program with the following criteria:

- If the count > r table then the statement is declared valid.
- If r calculated < r table then the statement is declared invalid.
- The calculated value can be seen in the corrected item total correlation column.

Reliability Test

According to Marzuki, Armereo and Rahayu (2020, p. 66), reliability tests are useful for measuring the reliability of a questionnaire which can be used to explain ongoing research. This reliability test was conducted on 50 visitors using SPSS. The variables were declared reliable based on the following criteria:

1. If r-alpha is positive and greater than r-table then the statement is reliable.
2. If r-alpha is negative and smaller than r-table then the statement is not reliable.
- a. If the Cronbach's Alpha value > 0.6 then it is reliable.
- b. If the Cronbach's Alpha value is < 0.6 then it is not reliable.

Partial Hypothesis Test (t-Test)

Partial Hypothesis Testing is used to determine the extent of the relationship between the independent variable and the dependent variable, whether the relationship influences each other or not. The independent variables in this study are Facilities, Price, Service Quality, and Menu Innovation, while the dependent variable is customer satisfaction. The partial hypothesis is explained in statistical form as follows:

1. $H_1 : b_1 \neq 0$, there is an influence of facilities on consumer satisfaction at Seblak Prasmanan Ayana Sumberjo.
2. $H_2 : b_2 \neq 0$, there is an influence of price on consumer satisfaction at Seblak Prasmanan Ayana Sumberjo.
3. $H_3 : b_3 \neq 0$, there is an influence of service quality on consumer satisfaction at Seblak Prasmanan Ayana Sumberjo.
4. $H_4 : b_4 \neq 0$, there is an influence of the quality of menu innovation on consumer satisfaction. Ayana Sumberjo Buffet Seblak.

Then testing is carried out using the t-test formula: $t = \frac{\sqrt{n-4}}$

$$\frac{\sqrt{1-r}}{-}$$

Information:

r = Partial Correlation n = Number of Samples

t = Significance Level (Denotes *thitung* and *ttabel*)

Next, the results of the hypothesis *thitung* are compared with *ttabel*. as follows:

1. If $thitung > tt$, then H_0 is rejected and H_1 is accepted.
2. If $thitung > ttabel$, then H_0 is rejected and H_1 is rejected.

Simultaneous Hypothesis Test (f-Test)

The f test is used for To determine whether all independent variables are able to explain the dependent variable, a simultaneous hypothesis test is conducted using the f-statistic test. The f-statistic test essentially indicates whether all independent variables included in the model have a joint influence on the dependent variable. In this study, the researcher proposed a hypothesis with a significance level of $\alpha = 0.05$, which is described as follows:

1. Formulating Hypotheses

a) $H_0: b_1, b_2 = 0$

It means there is no the influence of facilities, price, service quality and menu innovation on consumer satisfaction.

b) $H_0 : b_1, b_2 \neq 0$

This means that there is an influence of facilities, price, service quality and innovation. menu on consumer satisfaction.

2. Determine the level of significance, namely 5% or 0.05 and degrees of freedom (db) = nk-1, for knowing the *Ftabel* area as the boundary of the acceptance and rejection area of the hypothesis.

3. Calculate the *Fhitung* value to determine whether the correlation coefficient variables are significant or not. With the following formula:

$$F = \frac{R^4 \setminus k}{(1-R^4)-(n-k-1)}$$

R^4 = The multiple correlation coefficient that has been determined.

K = Number of independent variables (facilities, price, service quality, and menu innovation. n = Number of sample members.

F = *Fhitung* which is then compared with *Ftabel* (nk-1) = degrees of freedom.

From this calculation, we will obtain the F distribution with numerator K and denominator (nk-1) with the following provisions:

- Reject H_0 if $F_{hitung} > F_{tabel} \rightarrow H_1$ is accepted (significant)
- Reject H_0 if $F_{hitung} < F_{tabel} \rightarrow H_1$ is rejected (not significant)

IV. RESULT AND DISCUSSION

Research Data Description

The data in this study were obtained through the distribution of online questionnaires using Google Forms to 50 respondents who were consumers. The questionnaire consisted of 50 questions arranged based on indicators of five research variables, namely facilities (X1), price (X2), service quality (X3), menu innovation (X4), and consumer satisfaction (Y), using a Likert scale to measure the level of respondent agreement. The collected data were then processed and analyzed using the SPSS application version 31.0.2.0 to determine the effect of facilities, price, service quality, and menu innovation on consumer satisfaction, and used as a basis for statistical analysis and testing research hypotheses.

Respondent Characteristics

The characteristics of the respondents in this study show that of the total of 50 respondents, the majority were female (37 people) (74%), while 13 were male (26%). Based on age, the respondents were dominated by the 21–25 age group (34 people) (68%), followed by the 26–40 age group (8 people) (16%), and the 16–20 age group (6 people) (12%), and 1 person (2%) aged 41–50 years and 51 years and above. Based on occupation, the majority of respondents were students (27 people) (54%), followed by other categories (12 people) (24%), entrepreneurs/traders and private employees (4 people each) (8%), civil servants (2 people) (4%), and a small number of students who also work as private employees (1 person) (2%). This shows that consumers are dominated by women, young adults, and students.

Validity Test

Validity testing is used to determine the extent to which the statement items in the questionnaire are able to measure the variables being studied. The validity test in this study was conducted using the Pearson Product Moment technique through the SPSS version 31 program. The validity testing criteria are if the calculated r value is greater than the r table (0.278) with a total of 50 respondents, then the statement item is declared valid. Based on the results of the validity test that has been conducted, it is known that all statement items in the variables of Facilities, Price, Service Quality, Menu Innovation, and Consumer Satisfaction have a calculated r value greater than the table r (0.278). Thus, it can be concluded that all statement items in the questionnaire are declared valid and suitable for use as research instruments.

Table 1. Validity Test

Facilities (X1)

No	Item	r Count	r Table	Information
1	X1.1	0.852	0.278	Valid
2	X1.2	0.852	0.278	Valid
3	X1.3	0.796	0.278	Valid
4	X1.4	0.841	0.278	Valid
5	X1.5	0.882	0.278	Valid
6	X1.6	0.888	0.278	Valid
7	X1.7	0.843	0.278	Valid
8	X1.8	0.792	0.278	Valid
9	X1.9	0.815	0.278	Valid
10	X1.10	0.796	0.278	Valid

Source: Primary data processed with SPSS 2026

Price (X2)

No	Item	r Count	r Table	Information
1	X2.1	0.709	0.278	Valid
2	X2.2	0.755	0.278	Valid
3	X2.3	0.783	0.278	Valid
4	X2.4	0.723	0.278	Valid

5	X2.5	0.762	0.278	Valid
6	X2.6	0.706	0.278	Valid
7	X2.7	0.655	0.278	Valid
8	X2.8	0.722	0.278	Valid
9	X2.9	0.722	0.278	Valid
10	X2.10	0.737	0.278	Valid

Source: Primary data processed with SPSS 2026

Service Quality (X3)

No	Item	r Count	r Table	Information
1	X3.1	0.824	0.278	Valid
2	X3.2	0.776	0.278	Valid
3	X3.3	0.784	0.278	Valid
4	X3.4	0.863	0.278	Valid
5	X3.5	0.810	0.278	Valid
6	X3.6	0.813	0.278	Valid
7	X3.7	0.792	0.278	Valid
8	X3.8	0.781	0.278	Valid
9	X3.9	0.845	0.278	Valid
10	X3.10	0.842	0.278	Valid

Source: Primary data processed with SPSS 2026

Menu Innovation (X4)

No	Item	r Count	r Table	Information
1	X4.1	0.769	0.278	Valid
2	X4.2	0.805	0.278	Valid
3	X4.3	0.681	0.278	Valid
4	X4.4	0.852	0.278	Valid
5	X4.5	0.816	0.278	Valid
6	X4.6	0.645	0.278	Valid
7	X4.7	0.806	0.278	Valid
8	X4.8	0.783	0.278	Valid
9	X4.9	0.763	0.278	Valid
10	X4.10	0.670	0.278	Valid

Source: Primary data processed with SPSS 2026

Consumer Satisfaction (Y)

No	Item	r Count	r Table	Information
1	Y.1	0.794	0.278	Valid
2	Y.2	0.799	0.278	Valid
3	Y.3	0.741	0.278	Valid
4	Y.4	0.879	0.278	Valid
5	Y.5	0.777	0.278	Valid
6	Y.6	0.731	0.278	Valid
7	Y.7	0.729	0.278	Valid
8	Y.8	0.792	0.278	Valid
9	Y.9	0.714	0.278	Valid
10	Y.10	0.713	0.278	Valid

Source: Primary data processed with SPSS 2026

Reliability Test

Reliability testing is used to determine the extent to which a research instrument can produce consistent results when measured repeatedly. Reliability testing in this study used the Cronbach's Alpha method with the help of SPSS version 31. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.60. Based on the results of the reliability test, the Cronbach's Alpha value for the Facilities variable was 0.951, Price was 0.900, Service Quality was 0.942, Menu Innovation was 0.918, and Consumer Satisfaction was 0.922. Since all Cronbach's Alpha values were greater than 0.60, it can be concluded that all variables in this study are reliable and can be used as research data collection tools.

Table 2. Reliability Test

No	Variables	Cronbach Alpha	Standard	Information
1	Facilities (X1)	0.951	0.60	Reliable
2	Price (X2)	0.900	0.60	Reliable
3	Service Quality (X3)	0.942	0.60	Reliable
4	Menu Innovation (X4)	0.918	0.60	Reliable
5	Consumer Satisfaction (Y)	0.922	0.60	Reliable

Source: Primary data processed with SPSS 2026 Table 3. Multiple Linear Regression Analysis

Coefficientsa					
(Constant)	.563	.573		.982	.331
FACILITY	.239	.017	.294	14,130	<.001
PRICE	.230	.025	.220	9,257	<.001
QUALITY OF SERVICE	.252	.017	.308	15,198	<.001
MENU INNOVATION	.265	.020	.290	12,984	<.001

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Primary data processed with SPSS

Based on the results of the multiple linear regression analysis in the table above, the regression equation is obtained:

$$Y = 0.563 + 0.239X1 + 0.230X2 + 0.252X3 + 0.265X4$$

1. The constant value of 0.563 states that if there are no facilities (X1), the price (X2), quality of service (X3), and menu innovation (X4) then consumer satisfaction (Y) of 0.563.
2. The regression coefficient value of the facility (X1) is 0.239. This means that if every 1 unit is added to the facility (X1), it will increase consumer satisfaction (Y) by 0.239 and vice versa, if the facility (X1) is reduced by 1 unit, then purchasing interest (Y) will decrease by 0.239 if X2 is considered *ceteris paribus*.
3. The value of the price regression coefficient (X2) is 0.230. It can be concluded that if every 1 unit increase in price (X2) will increase consumer satisfaction (Y) by 0.230 and vice versa if the price (X2) decreases by 1 unit then purchasing interest (Y) will decrease by 0.230 if X3 is considered *ceteris paribus*.
4. The value of the service quality regression coefficient (X3) is 0.252. This means that if every 1 unit increase in service quality (X3) will increase consumer satisfaction (Y) by 0.252, and vice versa, if service quality (X3) decreases by 1 unit, purchasing interest (Y) will decrease by 0.252 if X4 is considered *ceteris paribus*.
5. The value of the menu innovation coefficient (X4) is 0.265. This means that if every 1 unit is added to the facility (X4), it will increase consumer satisfaction (Y) by 0.265 and vice versa, if the menu innovation (X4) is reduced by 1 unit, then purchasing interest (Y) will decrease by 0.265 if X1 is considered *ceteris paribus*.

Table 4. Partial Test(t)

Coefficients					
(Constant)	.563	.573		.982	.331
FACILITY	.239	.017	.294	14,130	<.001
PRICE	.230	.025	.220	9,257	<.001
QUALITY OF SERVICE	.252	.017	.308	15,198	<.001
MENU INNOVATION	.265	.020	.290	12,984	<.001

b. Dependent Variable: CUSTOMER SATISFACTION

Partial Test (t)

The t-test is used to determine whether each independent variable partially influences the dependent variable. The test was conducted using SPSS version 31 with a significance level of 0.05. The decision-making criterion is that if the significance value is <0.05, then the independent variable has a significant effect on the dependent variable.

$$Df = n - k - 5 = 45$$

The T table of 45 is 2.014

With a sample size of 50 respondents, the t-table value obtained was 2.014 ($\alpha = 0.05$).

The test results show:

1. The Facilities variable has a calculated $t = 14.130 > t \text{ table} = 2.014$, so H_0 is rejected and H_1 is accepted. This means that facilities have a significant effect on consumer satisfaction.
2. The price variable has a calculated $t = 9.257 > t \text{ table} = 2.014$, so H_0 is rejected and H_2 is accepted. This means that price has a significant effect on consumer satisfaction.
3. The Service Quality variable has a calculated $t = 15.198 > t \text{ table} = 2.014$, so H_0 is rejected and H_3 is accepted. This means that service quality has a significant effect on customer satisfaction.
4. The Menu Innovation variable has a calculated $t = 12.984 > t \text{ table} = 2.014$, so H_0 is rejected and H_4 is accepted. This means that menu innovation has a significant effect on consumer satisfaction.

Thus, it can be concluded that all independent variables partially have a significant effect on consumer satisfaction at Seblak Prasmanan Ayana Sumberjo.

Table 5. F Test

		ANOVA				
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1193,811	4	298,453	1640.010	<.001b
	Residual	8,189	45	.182		
	Total	1202,000	49			

a. Dependent Variable: CONSUMER SATISFACTION

c. Predictors: (Constant), MENU INNOVATION, SERVICE QUALITY, FACILITIES, PRICE

Source: Primary data processed with SPSS

F Test (Simultaneous)

The F-test is used to determine whether independent variables simultaneously or jointly influence the dependent variable. This test was conducted using SPSS version 31 with a significance level of 0.05. The decision-making criterion is that if the significance value is <0.05 , then the independent variables simultaneously influence the dependent variable.

Based on the results of the F test analysis, the following values were obtained:

$$n - k - 1$$

$$50 - 4 - 1 = 45$$

So the F table is 2.57

1. F count = 1640.010
2. F table = 2.57 ($df_1 = 4$ and $df_2 = 45$, $\alpha = 0.05$)

Because F count (1640.010) $>$ F table (2.57) then H_0 is rejected and H_1 is accepted.

This shows that the variables of facilities, price, service quality, and menu innovation simultaneously or together have a significant effect on consumer satisfaction at Seblak Prasmanan Ayana Sumberjo.

Discussion

1. The Influence of Facilities on Consumer Satisfaction

Based on the results of the t-test, it is known that the facility variable has a calculated t value of 14.130, while the t table is 2.014 at a significance level of 0.05. In addition, the significance value obtained is 0.001. Because the significance value is smaller than 0.05 ($0.001 < 0.05$) and the calculated t is greater than the t table, it can be concluded that facilities have a significant effect on consumer satisfaction at Seblak Prasmanan Ayana Sumberjo. This shows that the facilities available at a business significantly impact customer comfort during their visit. Amenities such as adequate seating, a clean dining area, and a comfortable environment can make customers feel more at home. The better the facilities provided, the more satisfied customers will be when they visit the establishment.

2. The Influence of Price on Consumer Satisfaction

Based on the results of the t-test, the calculated t-value was 9.257, while the t-table value was 2.014 with a significance level of 0.05. The significance value obtained was 0.001, so 0.001

< 0.05 . This shows that price has a significant effect on consumer satisfaction. These results indicate that the price offered by Seblak Prasmanan Ayana Sumberjo is a key consideration for consumers. Consumers will be satisfied if the price they pay is commensurate with the quality of the food and service they receive. If the price is perceived as too high or not commensurate with the quality provided, consumers may be dissatisfied.

3. The Influence of Service Quality on Consumer Satisfaction

Based on the analysis results, the calculated t value was 15.198, while the t table value was 2.014 with a significance level of 0.05. The significance value obtained was 0.001, so it can be concluded that service quality has a significant effect on consumer satisfaction. This demonstrates that employee service significantly impacts customer satisfaction. Friendly, prompt, and accurate service can make customers feel valued. If customers feel well-served, they will have a positive impression of the establishment. Therefore, service quality is a crucial factor businesses must consider to ensure customer satisfaction and return visits.

4. The Influence of Menu Innovation on Consumer Satisfaction

Based on the t-test results, the calculated t-value was 12.984, while the t-table value was 2.014 at a significance level of 0.05. The significance value obtained was 0.001, so $0.001 < 0.05$. This indicates that menu innovation has a significant effect on consumer satisfaction. This means that the varied menu at Ayana Sumberjo's Seblak Buffet offers customers more choices. Customers come not only to eat but also to try different and interesting dishes. If culinary businesses continue to innovate their menu offerings, customers will not easily get bored. This can increase customer satisfaction and encourage them to return.

5. The Influence of Facilities, Price, Service Quality, and Menu Innovation on Consumer Satisfaction.

Based on the results of the F test, the calculated F value was 1640.010, while the F table was 2.57 at a significance level of 0.05. The significance value obtained was 0.001, so $0.001 < 0.05$ and the calculated F was greater than the F table. This indicates that facilities, price, service quality, and menu innovation all significantly influence customer satisfaction. This means that customer satisfaction is not influenced by a single factor, but rather by a combination of several. If the facilities are comfortable, the price is reasonable, the service is good, and the menu is appealing, customers will be more satisfied when visiting Seblak Prasmanan Ayana Sumberjo.

V. CONCLUSION AND SUGGESTION

Conclusion

Based on the results of research and data analysis regarding the influence of facilities, prices, service quality, and menu innovation on consumer satisfaction at Seblak Prasmanan Ayana Sumberjo, the following conclusions can be drawn:

1. Facilities significantly influence customer satisfaction. This is demonstrated by the calculated t-value of 14.130, which is greater than the t-table value of 2.014, and a significance value of $0.001 < 0.05$. This means that the better the facilities provided, such as comfort, cleanliness, and completeness of the facilities, the higher the level of customer satisfaction.
2. Price significantly influences customer satisfaction. This is demonstrated by the calculated t-value of 9.257, which is greater than the t-table value of 2.014, with a significance value of $0.001 < 0.05$. This indicates that prices that are commensurate with product and service quality can increase customer satisfaction.
3. Service quality significantly impacts customer satisfaction. This is evidenced by the calculated t-value of 15.198, which is greater than the t-table value of 2.014, and a significance value of $0.001 < 0.05$. This means that fast, friendly, and accurate service can provide a positive experience, thereby increasing customer satisfaction.
4. Menu innovation significantly impacts customer satisfaction. This is evident from the calculated t-value of 12.984, which is greater than the t-table value of 2.014, with a significance value of $0.001 < 0.05$. Attractive and diverse menu innovations can provide more choices for consumers, thus increasing their satisfaction.

5. Facilities, price, service quality, and menu innovation all significantly influence customer satisfaction. This is indicated by the calculated F value of 1640.010, which is greater than the F table value of 2.57 with a significance value of $0.001 < 0.05$. Thus, these four variables simultaneously influence the level of customer satisfaction at Seblak Prasmanan Ayana Sumberjo.

Suggestion

1. Advice for Businesses

a. Businesses are expected to improve and maintain the quality of available facilities to ensure a more comfortable customer experience. Good facilities will provide a positive experience, which can increase customer satisfaction.

b. Businesses are advised to set prices that reflect the quality of the product and service provided. Prices that are considered fair and commensurate with the benefits received will lead to customer satisfaction.

c. Businesses need to improve service quality, such as employee friendliness, speed of customer service, and the ability to understand customer needs. Good service can increase customer satisfaction and loyalty.

d. Businesses are also advised to continually innovate their menus to provide more choices for consumers and prevent them from getting bored with the existing offerings. Menu innovation can also entice customers to return.

2. Suggestions for Further Research

Future researchers are expected to expand this study by adding other variables that can influence consumer satisfaction, such as product quality, location, promotions, or atmosphere. Furthermore, further research could use a larger sample size to ensure more accurate results and provide a broader picture.

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