

The Effect of *Service Quality, Customer Experience and Price Discount* on Customer Satisfaction at Golden Lamian Plaza Medan Fair

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ABSTRACT

This study aims to find out and analyze the partial and simultaneous influence of Service Quality, Customer Experience and Price Discount on Consumer Satisfaction at Golden Lamian Plaza Medan Fair. The type of research used in this study is causal associative research with quantitative methods. The population in this study are consumers who are visiting or have visited the Golden Lamian Plaza Medan Fair. The sampling technique in this study is to use the non-probability sampling method with accidental sampling technique. To determine the sample size, the researcher used the lameshow formula. The number of research samples taken in this study was rounded from 98 to 120 respondents to avoid biased data. The results of the study in the partial test showed that Service Quality had a positive and significant effect on Consumer Satisfaction, Customer Experience had a positive and significant effect on Consumer Satisfaction and Price Discount did not have a positive and significant effect on Consumer Satisfaction. Meanwhile, the results of the study in the simultaneous test showed that Service Quality, Customer Experience and Price Discount together had a positive and significant influence on Consumer Satisfaction at Golden Lamian Plaza Medan Fair. A adjusted value R square 0.232 can be called the determination coefficient, this means that 0.232 (23.2%) Consumer Satisfaction can be obtained and explained by Service Quality, Customer Experience and Price Discount while the remaining 76.8% is explained by variables outside the model that were not studied.

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1. INTRODUCTION

In today's competitive business world, the culinary industry is one of the fastest-growing industries, including in Indonesia. The culinary industry continues to thrive despite uncertain times,

as food is a basic necessity . In Indonesia, the food and beverage industry continues to grow in line with increasingly modern lifestyles. The food and beverage sector is a significant contributor to the country's economic growth. Restaurants, cafes, traditional food businesses, and other fast-growing culinary industries are among the fastest-growing in Indonesia. The restaurant industry in Indonesia, from small to medium-sized to large-scale establishments, remains a promising business opportunity, capable of surviving even in times of crisis.

According to Yasmin (2019), based on data obtained from the Ministry of Industry, the food and beverage industry grew by 9.23% in 2019, an increase compared to 8.46% in 2018. The restaurant industry is not only growing in Indonesia in general, but also specifically in North Sumatra, especially in the city of Medan.

Golden Lamian is a restaurant located in Medan City that also takes advantage of business opportunities in the culinary sector, especially Chinese cuisine. This restaurant is a favorite choice for various groups, from families to young people, to enjoy the signature Lamian noodle dish made fresh on the spot. Golden Lamian Plaza Medan Fair is located at Jalan Gatot Subroto No. 30, Sekip, Medan Petisah District. Not only does it serve various noodle variants, but it also provides other menus such as rice, dim sum, and various accompanying drinks. Golden Lamian offers a comfortable atmosphere with a clean and tidy indoor dining area and fast and friendly service. Supporting facilities such as a spacious seating area and easy access make Golden Lamian an ideal place to dine with friends or family. With various advantages offered, Golden Lamian has the potential to attract consumers' interest to make purchases and become loyal customers.

According to Kotler (2021), satisfaction is defined as a person's feelings of pleasure or disappointment that arise after comparing a product's perceived performance (results) to its expected performance. Consumers will feel satisfied when their desires are met by the company as expected. The added value of a product increases customer satisfaction and the likelihood of becoming a long-term customer is significantly higher.

One of the factors influencing customer satisfaction is service quality, customer experience, and price discounts. Service quality is a measure of customer satisfaction based on a company's performance in providing services to customers (Ginting, 2021). Another factor influencing customer satisfaction is customer experience. Customer experience is the internal and subjective response of customers resulting from interactions, both directly and indirectly, with the company (Sipayung, 2023).

Besides service quality and customer experience, price discounts are also a factor that can influence customer satisfaction at the Golden Lamian Plaza Medan Fair. Price discounts are a company strategy to increase sales volume by offering price cuts on a product for a specific period. They represent a price reduction or reduction of a product offered to buyers (Yuliarahma & Nurtantiono, 2022).

2. METHOD

Types and Methods of Research

This type of research is causal associative research using quantitative methods. According to Sugiyono (2022), causal associative research is research that seeks the causal influence or relationship between independent variables and dependent variables. In this research, it is possible to develop theories that can explain, predict, and group events. The goal of quantitative research is to develop and apply mathematical models, theories, or hypotheses related to real-world phenomena.

Location and Time of Research

This research was conducted on Golden Lamian Medan Fair is located at Plaza Medan Fair, Jl. Gatot Subroto No. 30, Sekip, Medan Petisah District, Medan City, North Sumatra 20113. The research was conducted from March 2025 to August 2025.

Population and Sample

The population in this study are consumers who are currently visiting or have purchased products at Golden Lamian Plaza Medan Fair. Sampling in this study used a *non-probability method* with an *accidental sampling technique*. According to Sugiyono (2022), *accidental sampling* is a sampling technique carried out by selecting anyone who happens to be encountered by the author and is deemed suitable as a data source. For sampling techniques where the population size is unknown, the researcher uses the Lameshow formula as follows:

$$n = \frac{Z^2 p (1 - p)}{d^2}$$

Information :

n : Number of samples

Z : standard value = 1.96

p : maximum estimate = 50% = 0.5

d : alpha (0.10) or sampling error 10%

$$n = \frac{1,96^2 \cdot 0,5 (1-0,5)}{0,10^2}$$

$$n = 0.9604 \cdot 0.01$$

$$n = 96.04$$

Data collection technique

a. Observation

According to Sugiyono (2022), observation is a data collection technique that has specific characteristics compared to other techniques. In this study, the observation was conducted by conducting direct observations at the Golden Lamian Plaza Medan Fair, the object of the research

b. Interview

Interviews are data collection by conducting direct interviews with the Head of the Golden Lamian Plaza Medan Fair shop.

c. Questionnaire

A questionnaire is a list of statements filled out by consumers at the Golden Lamian Plaza Medan Fair, which is the object of the research. The author must formulate a number of statements regarding a particular topic, which will then be filled out by respondents with answers such as strongly agree, agree, less agree, disagree, and strongly disagree.

3. FINDINGS AND DISCUSSION

Data Analysis Techniques

Validity Test

Table 1. Validity Test Results

Item Statement	Person Correlation	Information
X1.1	0.711	Valid
X1.2	0.672	Valid
X1.3	0.617	Valid
X1.4	0.676	Valid
X1.5	0.607	Valid
X1.6	0.565	Valid
X1.7	0.623	Valid
X1.8	0.584	Valid
X1.9	0.673	Valid
X1.10	0.626	Valid
X2.1	0.671	Valid
X2.2	0.691	Valid
X2.3	0.733	Valid
X2.4	0.679	Valid
X2.5	0.616	Valid
X2.6	0.630	Valid
X2.7	0.611	Valid
X2.8	0.642	Valid
X2.9	0.696	Valid
X2.10	0.648	Valid
X3.1	0.669	Valid
X3.2	0.685	Valid
X3.3	0.624	Valid
X3.4	0.628	Valid
X3.5	0.625	Valid
X3.6	0.629	Valid
Y.1	0.682	Valid
Y.2	0.504	Valid
Y.3	0.574	Valid
Y.4	0.634	Valid
Y.5	0.775	Valid
Y.6	0.775	Valid

It can be seen based on the results of the *statistical* validity test on the variables *Service Quality*, *Customer Experience*, *Price Discount* and *Consumer Satisfaction* that *the person correlation value* for all *statement* items has a value > 0.361 , so it is concluded that the results of the research data on each available statement item are valid/legitimate.

Table 2. Reliability Test Results

Variables	Cronbach Alpha Value	Information
X1	0.834	Reliable
X2	0.856	Reliable
X3	0.712	Reliable
Y	0.745	Reliable

It can be seen based on the results in the table above that the *Cronbach's alpha value* for all research variables is > 0.60 , so it can be said that the results of the reliability test for all variables are reliable.

Normality Test

Table 3. Results of the Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.97264815
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.045
Test Statistics		.078
Asymp. Sig. (2-tailed)		.070 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the table above, it is known that the results of the Kolmogorov-Smirnov test have a significance value of $0.064 > 0.05$ so it can be concluded that the data tested is normally distributed.

Heteroscedasticity Test Results

Table 4. Results of the Heteroscedasticity Glacier Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
(Constant)	2,205	1,161		1,900	.060
Service Quality	-.035	.037	-.094	-.875	.383
Customer Experience	-.031	.035	.096	.894	.373
Price Discount	.013	.050	.028	.254	.800
a. Dependent Variable: Abs_RES					

Based on the table above, it is known that the results of the Gletjser test on the three independent variables have a significance value of > 0.05 , so it can be concluded that heteroscedasticity does not occur.

Multicollinearity Test Results

Table 5. Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
<i>Service Quality</i>	.743	1,345
<i>Customer Experience</i>	.744	1,344
<i>Price Discount</i>	.724	1,382
a. Dependent Variable: Consumer Satisfaction		

Based on the table above, it is known that the results of the multicollinearity test for *the Service Quality* variable (X1), *Customer Experience* (X2) and *Price Discount* (X3) have a *tolerance value* > 0.10 and $VIF < 10$, so this study is declared free from multicollinearity problems.

Multiple Linear Regression Test Results

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
(Constant)	6,361	1,995		3,189	.002
<i>Service Quality</i>	.213	.063	.314	3,367	.001
<i>Customer Experience</i>	.187	.060	.288	3,094	.002
<i>Price Discount</i>	-.010	.087	-.010	-.111	.912
a. Dependent Variable: Consumer Satisfaction					

- a. Constant $\alpha = -33.876$

It can be seen from the regression equation that the constant value of α is 1.552, which means that HR Planning, Physical Work Environment and Non-Physical Work Environment in constant state -33,876.

- b. $\beta_1 = 0.641$

It can be seen from the regression equation that the regression coefficient value β_1 of 0.641 and has a value of positive . This means if variables planning tbps increases by one unit then the decision variable purchase will also increase by 0.641 units .

- c. $\beta_2 = 0.842$

It can be seen from the regression equation that the regression coefficient value β_2 is 0.842 and has a value of positive . This means if variables environment Work physique increases by one unit then the decision variable purchase will also increase by 0.842 units .

d. $\beta_3 = 0.189$

It can be seen from the regression equation that the regression coefficient value β_3 is 0.197 and has a positive value. This means that if the environmental variable... non- physical work increases by one unit then the decision variable purchase will also increase by 0.197 units

Partial Test Results (t-Test)

Table 7. Partial Test Results (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,361	1,995		3,189	.002
<i>Service Quality</i>	.213	.063	.314	3,367	.001
<i>Customer Experience</i>	.187	.060	.288	3,094	.002
<i>Price Discount</i>	-.010	.087	-.010	-.111	.912
a. Dependent Variable: Consumer Satisfaction					

- The influence of HR planning on employee performance, with a calculated t value of $4.173 > t_{\text{table}}$ 1.67 ($nk = 62-4 = 58$ at 0.05/5%) and a significance value of $0.000 < 0.05$, so that H_a is accepted and H_0 is rejected, it can be concluded that employee planning Human resources partially have a positive and significant effect on employee performance. (Hypothesis 1 is accepted).
- The influence of product design on employee performance, with a calculated t value $5.687 > t_{\text{table}}$ 1.67 ($nk = 62-4 = 58$ at 0.05/5%) and significance value $0.000 < 0.05$, so H_a is accepted and H_0 is rejected, it can be concluded that the environment Work physique in a way partial positive and significant influence on employee performance. (Hypothesis 2 is accepted).
- The influence of product quality on employee performance, with a calculated t value of $-1.720 > t_{\text{table}}$ 1.67 ($nk = 62-4 = 58$ at 0.05/5%) and a significance value of $0.091 < 0.05$, so that H_a is rejected and H_0 is accepted, it can be concluded that the work environment non- physical work in a way partial has a negative and insignificant effect on employee performance. (Hypothesis 3 is rejected).

Simultaneous Test Results (F-Test)

Table 8. Simultaneous Test Results (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	352,910	3	117,673	12,973	.000 ^b
	Residual	1051,890	116	9,068		
	Total	1404,800	119			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Price Discount, Customer Experience, Service Quality						

Based on the table above, it is known that the F test produces a calculated F value of 12.973 with mark significance of 0.000. It is said influential If mark $F_{\text{count}} > F_{\text{table}}$ and its significance value < 0.05 . To find the F_{table} , the values of df_1 and df_2 must be known, where $df_1 = k-1$ ($4-1 = 3$) and $df_2 = nk$ ($120-4 = 116$) (k is the number of variables and n is the number of respondents). Based on this formula, the F_{table} value is 2.45. So it can be seen that the calculated F value of $12.973 > F_{\text{table}} 2.45$ with a significance value of $0.000 < 0.05$ so that H_a is accepted and H_0 is rejected, meaning that *Service Quality*, *Customer Experience* and *Price Discount* together have an influence on satisfaction consumers. So the previous hypothesis (H_4) is accepted.

Determination Test Results

Table 9. Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.501 ^a	.251	.232	3,011
a. Predictors: (Constant), <i>Price Discount</i> , <i>Customer Experience</i> , <i>Service Quality</i>				

Based on the table above, it is known that the *Adjusted R Square* value of 0.232 can be called the coefficient of determination, this means that 0.232 (23.2%) of consumer satisfaction can be obtained and explained by *Service Quality*, *Customer Experience* and *Price Discount*. while the remaining 76.8% is explained by variables outside the model that were not studied.

The Influence of *Service Quality* on Consumer Satisfaction

The results of the study show that *Service Quality* has a positive and significant effect on Consumer Satisfaction at Golden Lamian Plaza Medan Fair. This can be seen from the t-value of the image brand of $3.367 > 1.65$ ($nk=120-4= 116$ at 0.05/5%) and significant $0.000 < 0.05$, so H_a is accepted and H_0 is rejected, then *Service Quality* has a positive and significant effect on Satisfaction Consumers.

The Influence of *Customer Experience* on Consumer Satisfaction

The results of the study show that *Customer Experience* has a positive and significant effect on Consumer Satisfaction at Golden Lamian Plaza Medan Fair. This can be seen from the t-value of Perception Consumer of $3.094 > 1.65$ ($nk= 120-4 = 116$ at 0.05/5%) and significant $0.000 < 0.05$, so H_a is accepted and H_0 is rejected, then *Customer Experience* has a positive and significant impact on Satisfaction Consumers.

The Effect of *Price Discounts* on Consumer Satisfaction

The results of the study show that *Price Discount* has a positive and significant effect on Consumer Satisfaction at Golden Lamian Plaza Medan Fair. This can be seen from the t-value of Perception Consumer of $-1.111 < 1.65$ ($nk= 120-4 = 116$ at 0.05/5%) and significant $0.000 < 0.05$, so H_a is accepted and H_0 is rejected, then *Price Discount* No has a positive and significant effect on Satisfaction Consumers.

The Influence of Service Quality, Customer Experience and Price Discount on Consumer Satisfaction

The results of the study indicate that *Service Quality*, *Customer Experience*, and *Price Discount* have a positive and significant effect on Consumer Satisfaction at the Golden Lamian Plaza Medan Fair. This can be seen from the F test which produces a calculated F. $12.973 > F_{table 2, 68} (nk = 120 - 4 = 116)$ so that H_a is accepted and H_o is rejected, meaning that *Service Quality*, *Customer Experience* and *Price Discount* have an effect on Consumer Satisfaction.

4. CONCLUSION

Based on the results of the research that has been carried out, the author can draw conclusions. The conclusion is that *Service Quality* has a positive and significant partial influence on Consumer Satisfaction at Golden Lamian Plaza Medan Fair. *Customer Experience* Has a Positive and Partially Significant Influence on Consumer Satisfaction at Golden Lamian Plaza Medan Fair. *Price Discount* Does Not Have a Positive and Partially Significant Effect on Consumer Satisfaction at Golden Lamian Plaza Medan Fair. *Service Quality*, *Customer Experience*, and *Price Discount* Have a Positive and Significant Simultaneous Influence on Consumer Satisfaction at Golden Lamian Plaza Medan Fair.

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