Analysis of Customers Satisfaction: Study of Street Vendors
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Abstract—This study aims to examine the consumer satisfaction of street vendors in Semarang. The sample in this study amounted to 103 respondents. This study was analyzed using multiple linear regression. Based on the results of research and discussion that has been done, conclusions can be drawn from the analysis of factors that influence consumer satisfaction with street vendors in the Manyaran area, Semarang, namely that there are positive and significant influences between price, product quality and service quality variables on customer satisfaction variables.

Index Terms— Customers Satisfaction, price, product quality, service quality

1 INTRODUCTION
The phenomenon of the informal sector is one of them Street Vendors (PKL) is a phenomenon that is common in developing countries. The percentage of the informal sector including street vendors in third world countries such as Latin America, Sub-Saharan Africa, the Middle East and North Africa and South Asia ranges from 30-70% of the total workforce. The swelling of the informal sector is caused by the inability of the formal sector to absorb more labor. The inability of the formal sector is caused by population growth exceeding the speed of employment. Therefore, the informal sector economic activities become the main alternative to reduce unemployment (Fransiska.R. Korompis, 2002: 2). In 2016, the Central Statistics Agency released in the census conducted every 10 years, recorded the number of non-agricultural businesses reached 26.7 million. This figure increased by 17.6% when compared to the number of businesses resulting from the 2006 economic census of 22.7 million businesses. According to the head of BPS Suryamin that an increase in the number of these businesses could also support an increase in the distribution of expenditure to the bottom 40%. So, it can be concluded that the problem of unemployment is saved by the informal sector which is more able to absorb labor. One way from the informal sector is by becoming a trader, like a street vendor. With the basic purpose of the business, which is to make a profit, street vendors are competing to show the quality of the goods or services they offer. But over time, a lot of street vendors who sell similar merchandise, so innovation and creativity is needed in order to continue to obtain the expected benefits. In the street vendor area, there are some consumers who don't only pay attention to the price and quality of the products offered. They will pay attention to the comfort of the quality of services provided by these traders. So that satisfaction is owned by consumers will look perfect if the services provided can fulfill their desires. For this reason, the desired benefits can be obtained to the maximum, then a very important factor in business is to create and also retain consumers. According to Philip Kotler (1997, Basu Swastha 2000) satisfaction has a meaning that is feeling happy or disappointed someone who comes from the comparison of his impression of the performance (or results) of a product and expectations. In connection with increasingly fierce business competition, especially in the culinary field in the street vendor area, to be able to win the competition as well as to be able to survive the street vendors, especially in the Manyaran Semarang area, then they carry out various strategies in running their business. In addition to the price being considered there are several other considerations that are not less important, including product quality, and quality of service provided. Product quality is a determining factor for consumer satisfaction after making a purchase and use of a product. With good product quality, the desires and needs of consumers for a product will be fulfilled. According to Handoko (2002: 23) product quality is a condition of an item based on an evaluation of its conformity with established measurement standards. The more appropriate the standards set, the more quality the product will be assessed. But price is also an indicator of quality where a product in the form of goods or services with high quality will dare to be set with a high price as well. Price will be able to influence consumer awareness of a particular brand or product label. Based on previous research on prices, it can be concluded that with a relatively small price or below the standard price offered to consumers, there are many companies that still experience profits in terms of sales. But all that is based on the quality of its products. Tjiptono (2014: 22) explained that the product is anything that can be offered by producers to be noticed, requested, sought, bought, rented, used or consumed in the market (both end consumer and industrial markets) as a fulfillment of the needs or desires of the relevant market. of increased customer satisfaction, of course will increase profits or profits obtained by business people or traders. This is what causes the increasing number of street vendors in every corner of the city in Indonesia, especially in the city of Semarang. Located in the village of Manyaran Semarang, there is a street vendor area (PKL), which until now the number of traders continues to grow. This certainly has an impact on the increasing number of consumers to buy necessities there, especially those related to night culinary. In this area it is certainly very crowded when the night has arrived, this is because people in the area are more interested in buying food in the street vendor area rather than cooking themselves during recess.

2 LITERATURE REVIEW
Consumer Satisfaction According to Kotler & Keller (2009) satisfaction is the difference between consumer expectations and consumer perceptions of what companies provide to
them. Satisfaction follows the feelings of pleasure or disappointment that someone appears after comparing the perception of the performance of a product and its expectations. Consumer Satisfaction according to Zeithaml & Bitner (2003) defines consumer satisfaction as a consumer response to the evaluation of perceived discrepancies between expectations and the actual performance of services. Consumer satisfaction is the feeling of someone who is satisfied or vice versa after comparing between reality and expectations received from a product or service (Kotler and Armstrong, 2003: 36). Based on the opinion of Shemwell, Yavas and Bilgin (1998: 165) justification of the dimensions of consumer satisfaction can be derived from the dimensions of service quality. The five dimensions of satisfaction assessment include: reliability, which is the suitability between expectations and acceptance - of the ability to carry out the promised service accurately and reliably, responsiveness is the suitability between expectations and acceptance of the ability to help customers and provide services quickly, assurance is the compatibility between expectations and acceptance of knowledge and ability to generate trust and confidence, empathy is the suitability between expectations and acceptance of the requirements for caring, giving personal attention to customers, tangible is the match between expectations and acceptance of physical appearance, equipment, personnel and communication media. Krajewski and Ritzman (1990) distinguish the notion of quality in the view of producers and consumers. In the manufacturer's view, quality is conformity to specifications, in this case the manufacturer provides certain tolerances specified for critical attributes of each part produced. From the consumer's perspective, quality is value, that is, how well a product or service provides the intended purpose at the price level that consumers are willing to pay in assessing quality. Which includes hardware in the form of physical form or equipment, supporting products or services, and psychological impression. Product is something that can be offered in the market to be noticed, owned, used, or consumed so that it can satisfy wants and needs. In a broad sense, products include anything that can be marketed, including physical objects, human services, places, organizations, and ideas or ideas (Wahyu Saidi, 2007). According to Mowen (2002: 90) product quality (product quality) is a comprehensive evaluation of consumers for the good performance of the product or service. Product quality is the characteristic of a product or service that depends on its ability to satisfy the stated or implied consumer needs (Kotler & Armstrong, 2003: 272). The quality of a product is one of the important factors in increasing product competitiveness, in addition to the production costs that determine the selling price of products and the timeliness of production which determines the ability to distribute products in a timely manner (MN. Nasution, 2001: 26). According to Kotler (2009) service quality is a form of consumer assessment of the level of service received (perceived services) with the level of service expected (expected service). The definition of service quality comes from a comparison between consumers' expectations about the service they should receive with the service that they have actually obtained (Hallowell, 1996: 813). Service quality can be defined as the extent of the difference between reality and consumer expectations for the service they receive (Lupiyoadi, 2001: 148). In this study, researchers also limited the object of research, namely all consumers aged 20 years - 40 years who live in the Manyaran area, Semarang. This is so that researchers can easily get respondents to research on street vendors in the Manyaran area, Semarang.

3 METHODOLOGY

This type of research is quantitative research that is distributing questions in the form of questionnaire questions to consumers on street vendors in the Manyaran area, Semarang. The population in this study are all consumers who buy products at street vendors in the Manyaran area, Semarang. In this study, the sample used was 103 respondents. This study uses primary data collected using a questionnaire instrument. In addition, this research also uses interview techniques and secondary data in the form of relevant literature.

4 RESULTS AND DISCUSSION

Based on the regression equation is obtained as follows:

\[ Y = 5.949 + 0.081 X1 + 0.069 X2 + 0.123 X3 \]

Based on the results of hypothesis testing, it can be seen that all variables have a positive and significant direction so that all research hypotheses can be accepted.

From the above equation can be interpreted as follows:

a) Employee performance will increase by 0.081 units for each additional one-unit X1 (price).
b) Employee Performance will increase by 0.069 units for each additional one-unit X2 (product quality).
c) Employee Performance will decrease by 0.123 units for each additional one-unit X3 (Civic virtue).
d) Employee Performance will increase by 0.028 units for each additional one-unit X4 (Courtesy).

So, if Courtesy has increased by 1 unit, Employee Performance will increase by 0.028 units assuming the other variables are considered constant.

e) Employee Performance will increase by 0.006 units for each additional one unit of X3 (Civic virtue). So if the Civic virtue has increased by 1 unit, then Employee Performance will increase by 0.006 units assuming the other variables are considered constant.

Effect of price on customer satisfaction

By using the t test, it can be explained that testing the variable X1 by comparing T table = 1.980 with alpha = 5% (0.05) it can be seen that Tcount > T table is 3.319 > 1.980, and a significance value of 0.001 <0.05 (5%). Therefore, it can be stated that Ho is rejected and accepts H1, thus indicating that customer satisfaction is influenced by price factors.

In the Coefficients table in column B it can be seen that the price is 0.288. This shows that there is a positive and significant effect between the price variable with consumer satisfaction with a level of influence of 28.8% and the rest is influenced by other variables.

Effect of product quality on customer satisfaction

The table is 3.822 > 1.980 and the significance value is 0.000 <0.05 (5%). Therefore, it can be stated that Ho was rejected and received H2. So, the conclusion that consumer satisfaction is influenced by product quality factors. Whereas in the Coefficients table in column B it can be seen that product quality has a value of 0.199, so this shows that there is a positive and significant influence between product quality variables with customer satisfaction of 19.9% and the rest is influenced by other variables.

Effect of service quality on customer satisfaction

From the day of analysis using the t test where X3 variables can be known Tcount > Ttable namely 3.004 > 1.980, and a
significance value of 0.003 <0.05 (5%). Therefore, it can be stated that Ho is rejected and accepts H3, where customer satisfaction is influenced by service quality factors. Meanwhile, to find out how much influence the quality of service variables on customer satisfaction can be seen through the Coefficients table in column B that is equal to 0.150. Then it can be stated that there is a positive and significant effect between service quality variables on customer satisfaction with a level of influence of 15.0% and the rest is influenced by other variables.

Discussion
Based on the results of research and discussion that has been done, conclusions can be drawn from the analysis of factors that influence consumer satisfaction among street vendors in the Manyaran area, Semarang, namely that there are positive and significant influences between price, product quality and service quality variables on customer satisfaction variables. The statistical test results show as follows:

Based on the results of the analysis it is proven that the price has a positive and significant effect on consumer satisfaction with a level of influence of 28.8%. As for the results of the analysis of product quality factors that show these factors are proven to have a positive and significant effect on customer satisfaction by 19.9%. While the results of the analysis also proved that the quality of service there is a positive and significant effect on customer satisfaction with a level of influence of 15.0%.

Suggestion
After looking at the previous table, the highest indicator of the influence of the 3 factors explained upfront on consumer satisfaction with street vendors in the Manyaran area, Semarang is the price indicator. Street vendors should in the Manyaran area still maintain a fairly competitive price so that consumers still feel satisfied buying products at street vendors in the Manyaran area, Semarang. While the 3 factors that have been carried out research, the service quality factor is the lowest indicator that will affect consumer satisfaction with street vendors in the Manyaran area, Semarang. So that the street vendors in the Manyaran area must improve the quality of service in order to also increase consumer satisfaction. The most important thing that should not be forgotten in doing business in a street vendor environment is innovation and creativity. This is certainly very helpful for street vendors in developing their business and the thing to note is consumer satisfaction. Because with the existence of these customer satisfaction, they will certainly buy repeatedly the products they have bought.

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