The Influence of Service Quality, Price and Cleanliness to Consumer Satisfaction at Solaria RestaurantManado Town Square 3

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Abstract

This study aims to test and analyze: The influence of service quality, price and cleanliness simultaneously on consumer satisfaction at Solaria Manado Town Square 3, and. The influence of service quality, price and cleanliness partially on consumer satisfaction at Solaria Manado Town Square. This study uses a survey method and the data collection process is carried out by distributing questionnaires to consumers at Solaria Manado Town Square 3. The sampling technique uses Probability sampling, with a sample size of 150 respondents. The data analysis technique uses multiple linear regression. The results of the study indicate that: There is a positive and significant influence of service quality, price and location on consumer satisfaction at Solaria Manado Town Square 3, the next result is that there is an influence of service quality on consumer satisfaction at Solaria Manado Town Square 3, the next result is that there is an influence of price on consumer satisfaction at Solaria Manado Town Square 3, and the last result is that there is an influence of cleanliness on consumer satisfaction at Solaria Manado Town Square 3.

INTRODUCTION

In the current era of globalization, the business world is growing very rapidly, one of which is the culinary business. The many businesses that have emerged have resulted in an increase in the number of similar businesses causing increasingly tight competition. So to face such situations and circumstances, you must be quick and responsive in making decisions so that the business you establish can develop well. Business actors are required to be able to maintain the market and win the competition. In winning the competition, companies must be able to understand the needs and desires of their customers. By understanding the needs and desires of customers, it will provide important input for companies to design marketing strategies in order to create satisfaction for their customers and be able to survive in competing in the market. Maintaining and developing this restaurant business is not easy because there are more and more competitors in this business. Starting from urban areas to remote areas that have a variety of delicious specialties. Seeing this phenomenon, local companies like Solaria must be able to respond well to market demand in the food and beverage sector. Solaria was founded in 1995, first having an outlet at the Lippo Cikarang mall. Solaria is a local and authentic Indonesian restaurant (local brand) which is a family restaurant with a casual dining concept. With 200 outlets spread across major cities in Indonesia. Solaria is a local restaurant that is in great demand. Here are the trademarks of Solaria, a popular restaurant in Indonesia with a focus on cuisine Solaria Menu Offers Indonesian and Asian cuisine with a varied menu, including rice, noodles, and snacks. Prioritizing the concept of casual dining that is family-friendly at affordable prices, Solaria's Atmosphere and Ambiance Relaxed and modern atmosphere, perfect for a quick meal or gathering with family and friends. Simple and comfortable interior design. Solaria's Target Market Targets families and individuals from various backgrounds at affordable prices. Suitable for all ages, especially for those looking for

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everyday food. Solaria's prices are generally more affordable, with menu choices that suit the family budget. Solaria's Reputation and Popularity Popular among families and the wider community, with many branches throughout Indonesia.

Customer Satisfaction is a level where the needs, desires and expectations of customers can be met which will result in repeat purchases or continued loyalty. The more the expectations of consumers are met, the more satisfied they will be. If consumers are satisfied, they will make repeat purchases. Consumer satisfaction at Solaria reflects how each restaurant meets customer expectations through various aspects. Both restaurants, although different in approach and target market, are able to provide high satisfaction to their respective customers by meeting their needs and expectations effectively.

By examining the influence of service quality, price, and cleanliness on customer satisfaction at Solaria Manado Town Square, this study is expected to provide a deeper understanding of the key factors that shape customer experience. This study not only aims to identify existing problems, but also to provide recommendations that can be used by Solaria management to improve customer satisfaction, build loyalty, and strengthen their position in a competitive market. Thus, this study is expected to contribute to the development of more effective business strategies in the restaurant industry. Based on the background description that has been stated above, the author is interested in conducting research with the title:"The Influence of Service Quality, Price and Cleanliness on Consumer Satisfaction at Solaria Manado Town Square 3.

Research purposes

1. To Analyze the Effect of Service Quality, Price and Cleanliness Simultaneously on Consumer Satisfaction at Solaria Manado Town Square 3.
2. To analyze the influence of service quality on consumer satisfaction at Solaria Manado Town Square 3.
3. To analyze the effect of price on consumer satisfaction at Solaria Manado Town Square 3.
4. To Analyze the Influence of Cleanliness on Consumer Satisfaction at Solaria Manado Town Square 3.

LITERATURE REVIEWS

Customer Satisfaction

Oliver (2021) states that consumer satisfaction is "an emotional reaction that arises from the experience of purchasing and using a product or service." According to him, satisfaction is not only the end result of a transaction, but also a process that involves various stages, from awareness of needs to post-purchase experiences. Kotler and Keller (2020) define consumer satisfaction as "a feeling of pleasure or disappointment that arises after comparing the performance of a product or service received with the expectations that consumers have." In this context, consumer satisfaction is determined by how well the performance of a product or service meets the expectations that have been previously set by consumers.

Marketing Management

According to Kotler and Keller (2023), "The art and science of choosing target markets and building profitable relationships with them", marketing management is an art and science to choose target markets and achieve, maintain, and grow customers by analyzing, planning, and controlling programs in the hope that company goals can be achieved. Kotler, Keller, and Chernev (2020) emphasize that marketing management is the process of identifying, creating, and delivering value to meet the needs of target markets in a profitable way.

Quality of Service

Kotler (2023) defines quality as the overall nature of a product or service that affects its ability to satisfy stated or implied needs. Through this understanding and theory, it can be seen that a good or service will be considered quality if it can meet consumer expectations of the value of the product given to the consumer. This means that quality is one of the factors that determines the assessment of consumer satisfaction.

Price

Monroe (2020) in Pricing: Making Profitable Decisions defines price as the value given by customers to obtain a good or service. According to Monroe, price influences consumer decisions not only rationally, but also emotionally, because price is often seen as an indicator of quality or prestige. Morris and Calhoun (2018) define price as a strategic tool used by companies to position themselves in the market and create perceptions of value.

Cleanliness

According to Barber and Scarcelli (2021), restaurant cleanliness includes all aspects related to maintaining the restaurant environment, kitchen, and eating and cooking utensils in hygienic conditions. They emphasize that cleanliness is essential to ensure food safety and customer satisfaction. A clean environment not only prevents foodborne diseases but also creates a more enjoyable dining experience for consumers.

Previous Research

Hilal Said Abdullah Almanwari, Nor Hasliza Md Saad, Siti Rohaida Mohamed Zainal (2024) with the title: Research The influence of environment & location, personal motivation, and fee & price on satisfaction, attitude and behavioral loyalty among international students in Oman. The results of the study indicate a significant relationship between the environment and location of higher education, personal motivation, fees and prices, and satisfaction of international students.

Aulia Rahman and Ika Sari (2023) with the title: The Role of Service Quality, Price, and Cleanliness in Influencing Customer Satisfaction in Retail Stores. The results of the study show that service quality and cleanliness have a significant positive impact on satisfaction, while price functions as an element that forms customer expectations.

MJ Ali (2022) with the title: The Influence of Price, Service Quality, and Cleanliness on Customer Satisfaction in Restaurants, the results of the study show that service quality and cleanliness are the main predictors of satisfaction, while price affects the perception of value, which has an indirect impact on satisfaction.

Sato, K. & Johnson, M (2020) with the title: Comparative Analysis of Consumer Perceptions on Service Quality, Hygiene, and Price in Japanese and American Restaurants, with the results of the study showing that service quality and cleanliness are recognized as major factors in both countries. However, Japanese customers are more sensitive to price compared to American customers. Cleanliness remains an important element that contributes to satisfaction in both contexts.
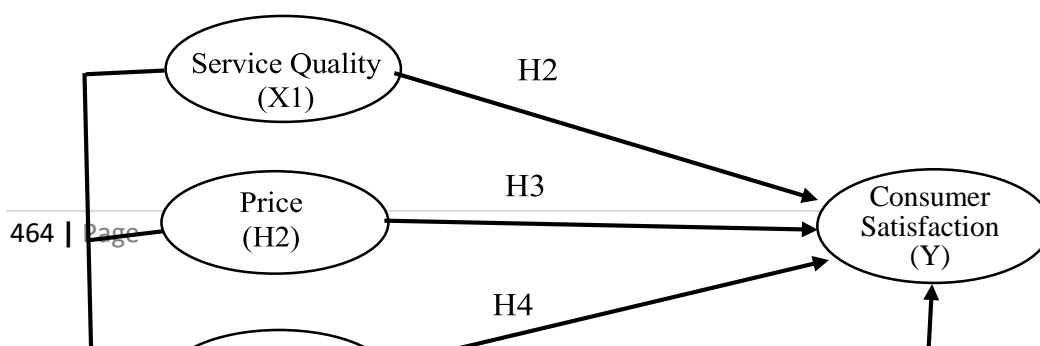
Research Model and Hypothesis

Figure 1.Research Model
Source: Literature Reviews, 2024

Hypothesis

Hypothesis is a temporary assumption whose truth still needs to be tested. The author states the hypothesis that will be tested in this study as follows:

H1: There is an influence of Service Quality, Price and Cleanliness on consumer satisfaction.Solaria Manado Town Square 3.

H2: There is an influence of Service Quality on consumer satisfactionSolaria Manado Town Square 3.

H3: There is an influence of price on consumer satisfactionSolaria Manado Town Square 3.

H4: There is an influence of cleanliness on consumer satisfactionSolaria Manado Town Square 3.

RESEARCH METHODS

Types of research

This type of research is a descriptive quantitative method research, because the researcher wants to describe the nature of something and see the cause and effect of the independent variable on the dependent variable that has taken place in the research conducted with data obtained from the research population sample analyzed according to the statistical method used and then interpreted to facilitate drawing conclusions.

Place and Time of Research

This research was conducted at Solaria Town Square 3 Restaurant, Jl. Piere Tendean, Sario Tumpaan, Sario District, North Sulawesi 95114. Research Time in September 2024.

Population and Sample
Population

According to Kuncoro (2009), population is a group of elements consisting of objects and subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study is consumers who have made purchases at the Solaria Manado Town Square 3 restaurant.

Sample

According to Sugiyono (2021) sampling technique is a technique used in sampling used in research. The sampling technique used in this study is probability sampling with a simple random sampling type. It is said to be simple because the sample members of the population are carried out randomly without considering the strata in the population. Where the population of this study is male or female consumers at the Solaria Manado Town Square 3 restaurant, totaling 150 people.

Research Approach

This research is reviewed from the analytical approach classified into quantitative methods. According to Sugiyono (2021) quantitative research is a research method based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses.

Variables and Operational Definitions
Research Variables

According to Sugiyono (2021), a research variable is something in any form that is determined by a researcher to be studied so that information is obtained about it, then conclusions are drawn. Research variables are divided into 2 types, namely independent variables and dependent variables. The independent variables used in this study are service quality (X1), price (X2), and cleanliness (X3) and the dependent variable used in this study is consumer satisfaction (Y).

Operational Definition of Variables

The operational definition of a variable according to Sugiyono (2021) is a definition given to a variable by giving meaning or specifying an activity or justifying an operation needed to measure the variable.

Table1.Operational Definition of Variables

No	Variables Research	Variable Definition	IndicatorVariables
1	Quality of Service (X1)	Service quality is the result of customers' evaluation of how well the service received compares to their expectations before receiving the service. Grönroos (2020)	1. Responsiveness 2. Reliability 3. Guarantee 4. Empathy 5. Physical Evidence
2	Price(X2)	Price is a signal that provides information about the value of a product or service to consumers. Monroe (2020)	1. Affordability 2. Price matches product quality 3. Competitivenessprice 4. Price match with benefits
3	Cleanliness (X3)	Cleanliness is a crucial aspect of the service environment that affects customer satisfaction and trust in the safety of the products or services offered. Ladhari (2021	1. Have a clean location or place 2. Have good sanitation or hygiene facilities. 3. Storing and serving food in a clean manner. 4. Have good processing standards
4	SatisfactionConsumer (Y)	identified consumer satisfaction as an emotional response that occurs as a result of a consumption experience, where the level of satisfaction depends on the match between initial expectations and actual outcomes. Giese & Cote (2020)	1. Perceived Service 2. Quality. Employee Service Factors, 3. Brand image, 4. Timeline

Source: Processed (2024)

Hypothesis Testing
Coefficient of Determination

The coefficient of determination is a measure to determine the suitability or accuracy between the estimated value or regression line with the sample data. If the correlation

coefficient value is known, then to obtain the coefficient of determination can be obtained by squaring it. The magnitude of the coefficient of determination can be calculated using the following formula:

$$Kd = r^2 \times 100\%$$

Where:

Kd = Coefficient of determination; r^2 = Correlation coefficient

The criteria for the analysis of the coefficient of determination are:

1. If Kd detects zero (0), then the influence of the independent variable on the dependent variable is weak.
2. If Kd detects one (1), then the influence of the independent variable on the dependent variable is strong.

F Test (Simultaneous)

The F test is used to determine whether all independent variables simultaneously have a significant effect on the dependent variable (Sugiyono, 2021).

1. If the sig. α value < 0.05, it means that all X variables have a significant effect on Y variables.
2. If the sig. α value > 0.05, it means that variable X has no effect on variable Y.

T-Test (Partial)

According to Sugiyono (2021), to determine the influence of each independent variable partially having a significant effect on the dependent variable, a t-test is used, where the degree of significance used is $\alpha = 0.05$. With the following decision-making rules:

1. If the sig. α value <0.05, it means that each independent variable partially has a significant effect on consumer satisfaction at Solaria Manado Town Square 3.
2. If the sig. α value > 0.05, it means that the independent variable partially has no effect on consumer satisfaction at Solaria Manado Town Square 3.

RESEARCH RESULTS AND DISCUSSION

Research result
Validity Test Results

Validity Test aims to show the extent to which the measuring instrument used to measure what is measured, by correlating the scores obtained on each statement item with the individual's total score. Validity testing is carried out with the help of a computer using the SPSS program. In this study, validity testing was carried out on 150 respondents. Rtable for this study is 0.159. Decision making is based on the value of r count > r table.

Results of Validity Test of Service Quality Variables

The results of the calculation of the validity test of the service quality variables are as follows:

Table 2. Validity Test of Service Quality Variables

No. Item Statement	rhitung	rtable	Information
1	0.795	0.159	Valid
2	0.823	0.159	Valid
3	0.841	0.159	Valid
4	0.747	0.159	Valid
5	0.722	0.159	Valid
6	0.824	0.159	Valid
7	0.870	0.159	Valid

8	0.642	0.159	Valid
9	0.751	0.159	Valid
10	0.779	0.159	Valid

Source: IBM SPSS Processed Data (2024)

Based on the table above, it can be seen that all statements for the service quality variable have valid status, because the r value$_{count}$> rtable is 0.159.

Price Variable Validity Test Results

The results of the calculation of the validity test of the location variable with 8 statement items are as follows:

Table 3.Price Variable Validity Test

No. Item Statement	rhitung	rtable	Information
1	0.838	0.159	Valid
2	0.904	0.159	Valid
3	0.893	0.159	Valid
4	0.879	0.159	Valid
5	0.799	0.159	Valid
6	0.796	0.159	Valid
7	0.865	0.159	Valid
8	0.868	0.159	Valid

Source: IBM SPSS Processed Data (2024)

Based on table 3, it can be seen that all statements for the price variable have valid status, because r count > r table of 0.159.

Results of Validity Test of Cleanliness Variables

The results of the calculation of the validity test of the Cleanliness variable with 8 statement items are as follows:

Table 4. Validity Test of Cleanliness Variables

No. Item Statement	Rcount	Rtable	Information
1	0.864	0.159	Valid
2	0.780	0.159	Valid
3	0.811	0.159	Valid
4	0.880	0.159	Valid
5	0.875	0.159	Valid
6	0.878	0.159	Valid
7	0.882	0.159	Valid
8	0.867	0.159	Valid

Source: IBM SPSS Processed Data (2024)

Based on the table above, it can be seen that all statements for the Cleanliness variable have valid status, because r count > r table of 0.159.

Results of Validity Test of Consumer Satisfaction Variables

The results of the calculation of the validity test of the Consumer Satisfaction variable with 8 statement items are as follows:

Table 5. Validity Test of Consumer Satisfaction Variables

No. Item Statement	rhitung	rtable	Information
1	0.867	0.159	Valid
2	0.855	0.159	Valid
3	0.850	0.159	Valid

4	0.872	0.159	Valid
5	0.879	0.159	Valid
6	0.894	0.159	Valid
7	0.849	0.159	Valid
8	0.764	0.159	Valid

Source: IBM SPSS Processed Data (2024)

Based on table 5, it can be seen that all statements for the consumer satisfaction variable have valid status, because r count > r table of 0.159.

Reliability Test Results

The reliability test aims to see the consistency of the answers to the statement items given by the respondents. Decision making is based on the Cronbach Alpha value > 0.70. The reliability for each variable is as follows:

Table 6.Reliability Test

Variables	Number of statement items	*Cronbach's Alpha*	Information
Service Quality (X1)	10	0.922	Reliable
Price (X2)	8	0.947	Reliable
Cleanliness (X3)	8	0.943	Reliable
Consumer Satisfaction (Y)	8	0.947	Reliable

Source: IBM SPSS Processed Data (2024)

Based on table 6, the Cronbach's Alpha results of the service quality variable are 0.922, the Cronbach's Alpha of the price variable is 0.947, the Cronbach's Alpha of the Cleanliness variable is 0.943, and the Cronbach's Alpha of the customer satisfaction variable is 0.947. These four variables have a Cronbach's Alpha value> 0.70, so the four variables are declared reliable.

Classical Assumption Test Results
Normality Test Results

The normality test aims to test whether in the regression model, the confounding variables or residuals have a normal distribution. To find out whether data is normally distributed or not, it can be done by testing normality using the one sample kolmogorov-smirnov test on the residual equation with the test criteria if the probability value> 0.05 then the data is normally distributed and if the probability value <0.05 then the data is not normally distributed.

Table 7.Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.85352845
Most Extreme Differences	Absolute	.120
	Positive	.120
	Negative	-.119
Test Statistics		.120
Asymp. Sig. (2-tailed)		.210c

Source: IBM SPSS Processed Data (2024)

Based on table 7, the significance value is 0.210. Because the significance result is 0.210 > 0.05, it can be concluded that the data distribution in this study is normally distributed.

Multicollinearity Test Results

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. The following table shows the results of the multicollinearity test.

Table 8.Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Quality of Service	0.233	4.295
Price	0.318	3.144
Cleanliness	0.290	3.453

a. Dependent Variable: Consumer Satisfaction

Source: IBM SPSS Processed Data (2024)

Based on the SPSS output results in table 8 above, it can be concluded that the tolerance value for Service Quality is 0.233, Price is 0.318, Cleanliness is 0.290. The calculation results show that all independent variables have a tolerance value of more than 0.10, which means there is no correlation between independent variables, so this regression model is good. While the VIF value for Service Quality is 4,295, Price is 3,144, Cleanliness is 3,453, indicating that all independent variables have a VIF value <10, so this regression model is good and there is no multicollinearity and meets the requirements for data normality

Heteroscedasticity Test Results

The heteroscedasticity test in this study was conducted to test whether the regression model had unequal variance from the residuals between one observation and another. The analysis was conducted by looking at the significance of the independent variable on the dependent variable. If the independent variable statistically significantly affects the dependent variable, then there is an indication of heteroscedasticity. This can be seen from the results of its significance if it is above 5% or above 0.05, then it can be concluded that the regression model does not contain heteroscedasticity. The heteroscedasticity test was conducted with a statistical test using the Spearman's Test. The results of the Spearman's Test are as follows:

Table 9.TestHeteroscedasticity

			Quality Service	Price	Cleanliness	Unstandardized Residual
Spearman's rho	Quality Service	Correlation Coefficient	1,000	.768**	.802**	.014
		Sig. (2-tailed)	.	.000	.000	.864
		N	150	150	150	150
	Price	Correlation Coefficient	.768**	1,000	.738**	.017
		Sig. (2-tailed)	.000	.	.000	.837
		N	150	150	150	150
	Cleanliness	Correlation Coefficient	.802**	.738**	1,000	.053
		Sig. (2-tailed)	.000	.000	.	.518
		N	150	150	150	150
	Unstandardized Residual	Correlation Coefficient	.014	.017	.053	1,000
		Sig. (2-tailed)	.864	.837	.518	.
		N	150	150	150	150

Source: IBM SPSS Processed Data (2024)

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Based on the table above using the Spearman Test, it can be seen that the significance value of all independent variables is above 0.05. So it can be concluded that all independent variables used in this study are free from heteroscedasticity symptoms.

Data Analysis Methods
Multiple Correlation Coefficient
The correlation coefficient is a value that shows the relationship between two or more variables and how big the relationship is between the variables. The multiple correlation coefficients of this study are as follows:

Table 10.Multiple Correlation Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876a	.767	.763	2.88270

Model Summary

a. Predictors: (Constant), Cleanliness, Price, Service Quality

Source: IBM SPSS Processed Data (2024)

Based on table 10, the correlation coefficient (R) value of this study is 0.876. Based on the interpretation of the magnitude of the coefficient value, the variables of service quality, price and cleanliness have a strong close relationship to the consumer satisfaction variable.

Multiple Linear Regression Analysis
Multiple linear regression analysis is used to determine the direction of the relationship between independent variables and dependent variables. In multiple linear regression, several things that need to be analyzed are the regression equation, coefficient of determination, standard error of estimation, standard error of regression coefficient, F-value and t-value. The regression equation of service quality, price and cleanliness variables on consumer satisfaction variables is as follows:

Table 11.Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	4.723	1.305	
	Quality of Service	.246	.068	.301
	Price	.214	.067	.226
	Cleanliness	.351	.063	.411

Source: IBM SPSS Processed Data (2024)

Based on table 11, it can be seen that the constant value of β_0 is 4.723, the regression coefficient b1 is 0.246, the regression coefficient b2 is 0.214, and the regression coefficient b3 is 0.351. The constant values and regression coefficients (β_0, β_1, β_2, β_3) are entered into the multiple linear regression equation as follows:

$$Y = 4{,}723 + 0.246\,X1 + 0.214\,X2 + 0.351\,X3$$

From the multiple regression equation, the following can be seen:

Describes that the independent variables (independent) Service Quality (X1), Price (X2) and Cleanliness (X3) in the regression model can be stated if one independent variable changes by 1 (one) and the others are constant, then the change in the dependent variable (dependent) Consumer Satisfaction (Y) is the value of the coefficient (b) of the value of the

independent variable. The constant of 4.723 provides the understanding that if Service Quality (X1), Price (X2) and Cleanliness (X3) simultaneously or together do not experience any change or are equal to zero (0) then the amount of Consumer Satisfaction (Y) is 3.531 units.

If the value of b1 which is the regression coefficient of Service Quality (X1) is 0.246, which means it has a positive influence on the dependent variable of Consumer Satisfaction (Y), it means that if the Service Quality variable (X1) increases by 1 unit, then Consumer Satisfaction (Y) will also increase by 0.246 units, assuming that other variables remain constant.

If the b2 value which is the regression coefficient of Price (X2) is 0.214, which means it has a positive influence on the dependent variable Purchase Decision (Y), it means that if the Price variable (X2) increases by 1 unit, then Consumer Satisfaction (Y) will increase by 0.214 units, assuming that other variables remain constant.

If the b3 value which is the regression coefficient of Cleanliness (X3) is 0.351, which means it has a positive influence on the dependent variable Consumer Satisfaction (Y), it means that if the Cleanliness variable (X3) increases by 1 unit, then Consumer Satisfaction (Y) will increase by 0.351 units, assuming that other variables remain constant.

Hypothesis Testing
Partial T-Test Results

The t-test is conducted to show how far the influence of one independent variable on the dependent variable by assuming the other independent variables are constant or in other words to prove whether each independent variable entered in the model has an influence on the dependent variable. The results of partial testing of each variable of service quality, price and cleanliness on the consumer satisfaction variable are as follows:

Table 12.Partial T Test

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.723	1.305		3,619	.000
Quality of Service	.246	.068	.301	3.636	.000
Price	.214	.067	.226	3.196	.002
Cleanliness	.351	.063	.411	5,544	.000
a. Dependent Variable: Consumer Satisfaction					

Source: IBM SPSS Processed Data (2024)

The Service Quality Hypothesis Test (X1) has a significance level of p-value = 0.000 < 0.05, so it can be concluded that Ho is rejected and Ha is accepted or Service Quality (X1) has a significant effect oncustomer satisfaction(Y). Thus, this study rejects H0 and accepts H1.

The Price Hypothesis Test (X2) has a significance level of p-value = 0.002<0.05, so it can be concluded that Ho is rejected and Ha is accepted or Price (X2) has a significant effect oncustomer satisfaction(Y). Thus, this study rejects H0 and accepts H1.

The Hygiene Hypothesis Test (X3) has a significance level of p-value = 0.000 < 0.05, so it can be concluded that Ho is rejected and Ha is accepted or that Hygiene (X3) has a significant effect oncustomer satisfaction(Y). Thus, this study rejects H0 and accepts H1.

Simultaneous F Test Results

The F test is carried out to determine whether the regression model used is suitable for use as a data testing model and the proposed hypothesis. with the criteria if sig < 0.05 then the research model is suitable for use, otherwise If sig > 0.05 then the research model is not suitable

for use. The following are the results f-test research, The criteria for accepting and rejecting the simultaneous hypothesis of this research are as follows:

H0 :   If sig. $\alpha > 0.05$ So there is no influence of service quality, price and location on consumer satisfaction.

H1 :   If sig. $\alpha < 0.05$ then there is a significant influence of service quality, price and location on consumer satisfaction.

Table 13.Simultaneous F Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4004.082	3	1334.694	160,614	.000b
	Residual	1213.251	146	8,310		
	Total	5217.333	149			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Cleanliness, Price, Service Quality						

Source: IBM SPSS Processed Data (2024)

Based on the regression results in table 13, it shows that the analysis results obtained a Simultaneous Test (F test) with a significant level of p-value = 0.000 <0.05, so it can be concluded that H0 is rejected or Ha is accepted, which means that Service Quality (X1), Price (X2) and Cleanliness (X3) together have a significant effect on Consumer Satisfaction (Y).

Coefficient of Determination

The coefficient of determination is used to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between 0 and 1. When the coefficient value approaches one, it means that the ability of the independent variables shows almost all the information needed to predict the dependent variables.

Table 14.Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876a	.767	.763	2.88270
a. Predictors: (Constant), Cleanliness, Price, Service Quality				

Source: IBM SPSS Processed Data (2024)

It can be seen that the Multiple Correlation Coefficient (R) value produced in model 1 is 0.876, meaning it has a strong relationship. The R Square Determination Coefficient value is 0.767. This means that the influence of Service Quality (X1), Price (X2) and Cleanliness (X3) on Purchasing Decisions is 76.7% and the remaining 23.3% is influenced by other variables not examined in this study.

Discussion of Research Results
The Influence of Service Quality, Price and Cleanliness on Consumer Satisfaction.

The variables of service quality, price and cleanliness have a positive and significant effect on the variable of consumer satisfaction at Solaria Manado Town Square 3.

These results are in line with theories on consumer satisfaction which state that satisfaction is the result of consumer evaluation of various aspects of the service received. Consumer satisfaction is not only determined by one factor, but is a combination of various aspects, including service quality, price, and cleanliness. This study strengthens the view that to achieve optimal satisfaction, there needs to be a balance and synergy between these factors.

The influence of service quality on customer satisfaction

Service quality variables have a significant effect on consumer satisfaction at Solaria Manado Town Square 3.

Service Quality as a Determinant of Consumer Satisfaction Service quality includes various dimensions such as Reliability (Reliability) Consistency in providing services according to promises, Responsiveness (Responsiveness): Speed and alertness in serving consumers, Assurance (Guarantee): Employee competence in providing a sense of security, Empathy (Empathy): Personal attention to consumer needs, Tangibles (Physical Evidence): Physical environment and facilities that support the service. When service quality is rated high, consumers tend to be more satisfied because their needs and expectations are met.

The Influence of Price on Consumer Satisfaction

This study found that the price variable has a significant influence on consumer satisfaction at Solaria Manado Town Square 3.

Based on the results of partial tests with SPSS. Price is one of the variables that plays an important role in determining how satisfied consumers are with the services they receive. If the price is set according to perceived value and quality expectations, then consumer satisfaction will increase. Conversely, if the price is considered too high without adequate quality support, consumer satisfaction will decrease. The practical implication of these results is that Solaria must set prices by considering perceived value perceptions, price competition, and the suitability of prices to the quality of service and food. By understanding and implementing appropriate pricing strategies, Solaria can continue to improve its consumer satisfaction.

The Influence of Cleanliness on Consumer Satisfaction

The Cleanliness variable has a positive and significant effect on the consumer satisfaction variable at Solaria Manado Town Square 3.

Based on the results of the study, cleanliness is proven to have a significant influence on consumer satisfaction through partial tests. This shows that cleanliness as an independent variable has a real impact on consumer satisfaction individually, regardless of other factors. The Cleanliness variable has a significant influence on consumer satisfaction at Solaria Manado Town Square 3, with a level of significance that meets the criteria for statistical tests ($p < 0.05$). This means that cleanliness individually is an important factor in influencing the level of consumer satisfaction.

CLOSING

Conclusion

The conclusion in this study is:

1. The variables of service quality, price, and cleanliness simultaneously have a significant effect on customer satisfaction at Solaria Manado Town Square 3.
2. Service quality variables have a significant effect on customer satisfaction at Solaria Manado Town Square 3.
3. Price variable has a significant effect on customer satisfaction at Solaria Manado Town Square 3.
4. Cleanliness variables have a significant effect on customer satisfaction at Solaria Manado Town Square 3.

Suggestion

Based on the conclusions, the suggestions that can be given are:

1. Solaria management consistently pays attention to and improves aspects of service quality, price, and cleanliness.
2. Solaria management consistently invests in staff training and improving service processes, so that the experience provided to customers remains optimal and satisfying.
3. Solaria management can set competitive and fair prices, and ensure that customers have a satisfactory experience.
4. Solaria management is consistent in maintaining and improving cleanliness standards throughout the area, including the implementation of strict cleanliness protocols. This effort will not only increase customer satisfaction, but can also strengthen the restaurant's reputation among customers, encourage loyalty, and attract more visitors.

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