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Suggested Citation: Nofrizal et al. (2022) : The key to success increasing customer satisfaction of SMEs product souvenir food, Cogent Business & Management, ISSN 2331-1975, Taylor & Francis, Abingdon, Vol. 9, Iss. 1, pp. 1-11,
<https://doi.org/10.1080/23311975.2022.2084897>

This Version is available at:

<https://hdl.handle.net/10419/288861>

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To cite this article: Nofrizal, Nurhayani Lubis, Sucherly, Undang Juju, Arizal N & Wita Dwika Listihana (2022) The key to success increasing customer satisfaction of SMEs product souvenir food, Cogent Business & Management, 9:1, 2084897, DOI: [10.1080/23311975.2022.2084897](https://doi.org/10.1080/23311975.2022.2084897)

To link to this article: <https://doi.org/10.1080/23311975.2022.2084897>



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Received: 16 September 2021
Accepted: 10 May 2022

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Reviewing editor:
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MARKETING | RESEARCH ARTICLE

The key to success increasing customer satisfaction of SMEs product souvenir food

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Abstract: The purpose of this study was to find and test the key success factors for increasing consumer satisfaction in the small and medium industry of souvenir food products in Pekanbaru City, Indonesia by examining the variables of product uniqueness, product completeness, Buying Decision and consumer satisfaction so as to increase business profits. The problem of this study is to find the direct and indirect effects of the variables of product uniqueness, product completeness, Buying Decision and consumer satisfaction of souvenir food products. The population is all consumers who buy food products by the city of Pekanbaru but It is not known the total population. So, the sampling technique uses categories that are not known to the population using the isac k theory with the results of calculations using the formula as many as 173 consumers. sampling technique using proportional sampling. The data used in this study are primary and secondary data using a questionnaire. The measurement scale used is a 5-point Likert scale. The analysis of the data obtained was tested for its reliability validity and hypothesis testing was carried out with Structural Equation Modeling (SEM). The results of the study all factors have a significant influence but on several factors that are not significant, namely the uniqueness of the product on Buying Decision and product completeness on consumer satisfaction through Buying Decision

Subjects: Services Marketing; Marketing Research; Sales; Consumer Behaviour; Relationship Marketing

Keywords: Product uniqueness; product completeness; Buying Decision; consumer satisfaction

1. Introduction

Tourism activities have become a necessity for everyone. Then talking about tourism, culinary and souvenirs will not be separated from tourism activities. Culinary and souvenirs in each region certainly has its own uniqueness and differences. This uniqueness is what attracts everyone to do

PUBLIC INTEREST STATEMENT

This research is very helpful for the general public to find out what is factors can increase consumer satisfaction. The general public can find out why they are willing to spend money to buy souvenir food products which so far have only been limited to buying products and consuming them, without knowing the process of a product being created until it is offered to consumers. In this article, the general public can find out the reason why a consumer is satisfied with a souvenir food product, including the factors of completeness of the product into consideration. The public is satisfied with shopping for souvenir food products, this is because consumers only have little time to shop because they have to continue. Therefore, the manager of a gift shop must completeness/variant/type of product. Furthermore, the uniqueness of the product is important for consumers to show the origin of the souvenir food product and if the consumer is satisfied, a purchase decision again.

culinary tours and souvenir shopping tours when visiting an area. Pekanbaru City is one of the cities that is developing in the tourism sector. The tourists who come to Riau are more likely to want to experience culinary tours and souvenir shopping tours. The number of food industries in Riau province with small industrial scale is 3,972 business units, medium industry is 82 business units and large industry is 165. So with this data the condition of the food industry in Riau province is low compared to other provinces. The condition of the Pekanbaru small and medium industry worsened in 2019, the first Covid outbreak appeared in China, spreading throughout the world, including Indonesia and Pekanbaru City. Nationally, the economic impact of the COVID-19 pandemic has reduced the sales turnover of business actors; large businesses, MSMEs and street vendors up to 80 percent (Effendy, 2020) As a result, companies and business actors are no longer able to bear all operational costs and consumers' inability to buy due to restrictions and layoffs. As a result of the implementation of PSBB resulting in changes in consumer behavior when product buyers, namely; Selective on price, tends to staple products, shop online and shop in bulk to get discounts. Therefore, it is important for researchers to conduct a study on consumer Buying Decision when buying souvenir food products from the City of Pekanbaru during the Covid 19 pandemic for the development of Riau souvenir food products in the future.

2. Theoretical development and research hypotheses

Product uniqueness. Uniqueness will provide a distinct advantage, because these products cannot be compared directly with competitors' products. This uniqueness will be difficult for competitors to imitate because competitors cannot gain access to that source of knowledge. According to (Salim, 2010) The uniqueness of the product is that the supplier produces very specific products so that the company has a higher bargaining position compared to companies whose products are commodity products. The uniqueness of the product is the added value that makes the product stand out from other competitors. According to (Cooper & K, 1990) product uniqueness basically comes from research to meet customer needs which involves innovation and high technology. Uniqueness is considered important because uniqueness makes the finished product different from most products. Completeness of the product is something that can be offered to the market for attention. According to (Vocke Poli, Paulus Kindangen, 2015) Uniqueness can be in the form of product form, product taste, packaging or presentation. The completeness of the product includes the depth, breadth and quality of the products offered and the availability of the products offered at each store (Utami, 2012)

Meanwhile, according to (P. Kotler, 2000) the provision of good product complements is not only attractive but must be able to attract customer attention but must be diverse, product diversity has a relationship with our consumer behavior in making purchases. According to (Raharjani, 2005) completeness of the product includes the variety of goods sold in the market and the availability of goods as for several indicators of completeness of the product, namely product diversity, product variety, product availability and types of brands available. According to (Gilbert, 2003) important factors of the completeness of the products being sold are Variety, Width or Breadth, Depth, Consistency, Balance. According to (Aminullah et al., 2018) on the relationship between product uniqueness and product completeness. Then the hypothesis proposed as.

Hypothesis 1. The uniqueness of the product has an influence on the completeness of the product

Based on the previous theory about product uniqueness, it has been explained in the first part which was conveyed by (Salim, 2010; Varbanova, 2012), (Cooper & K, 1990) about the definition and importance of product uniqueness. According to (Kotler, Philip dan Armstrong, 2014) Buying Decision are consumers' resistance to determine their choices when purchasing products to consuming products/services. Purchases can be made in person or through other people. According to (P. and K. L. K. Kotler, 2016) The following indicators of the buying process of a product can be seen from the following characteristics, namely need recognition, information

search, evaluation of alternatives, purchase decisions and post-purchase behavior. According to (Tjiptono, 2014) Buying Decision are actions taken by consumers to buy products/services where each decision is determined by the activity. According to (Sugiyarti et al., 2018) product uniqueness has an influence on Buying Decision, according to (Tugulea et al., 2018) product uniqueness has a relationship with Buying Decision. And (Lee et al., 2018). According to (Permana & Ramdan, 2019) that the uniqueness of the product has an influence on Buying Decision. Then the hypothesis is proposed as follows:

Hypothesis 2. The uniqueness of the product has an influence on Buying Decision

According to (P. Kotler, 2000) the provision of good product complements is not only attractive but must be able to attract customer attention but must be diverse, product diversity has a relationship with our consumer behavior in making purchases. According to (Raharjani, 2005) completeness of the product includes the variety of goods sold in the market and the availability of goods as for several indicators of completeness of the product, namely product diversity, product variety, product availability and types of brands available. According to (Gilbert, 2003) important factors of the completeness of the products being sold are Variety, Width or Breath, Depth, Consistency, Balance. According to (Kotler, Philip dan Armstrong, 2014) Buying Decision are consumers' resistance to determine their choices when purchasing products to consuming products/services. Purchases can be made in person or through other people. According to (P. and K. L. K. Kotler, 2016) The following indicators of the buying process of a product can be seen from the following characteristics, namely need recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. According to (Tjiptono, 2014) Buying Decision are actions taken by consumers to buy products/services where each decision is determined by the activity. The results of the study show that there is a relationship between the completeness of the product and the Buying Decision made by (KIM & YANG, 2020) and (Harahap et al., 2018b) completeness of the product has an influence on the USU small tax industry. Research results from (Amanah et al., 2018) also shows a significant value of product completeness on Buying Decision at tokopedia.com. While the research results from (Parmana et al., 2019) that the completeness of the product has an influence on Buying Decision for furniture in Bogor. Then the hypothesis is proposed as follows:

Hypothesis 3. Completeness of the product has an influence on Buying Decision

According to (Kotler, Philip dan Armstrong, 2014) Purchasing decision is the stage where consumers determine their choices when purchasing products to consuming products/services. Purchases can be made in person or through other people. According to (P. and K. L. K. Kotler, 2016) The following indicators of the buying process of a product can be seen from the following characteristics, namely need recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. According to (Tjiptono, 2014) Buying Decision are actions taken by consumers to buy products/services where each decision is determined by the activity. According to (Keller & L, 2012) Customer satisfaction is a feeling of pleasure or disappointment that arises when comparing perceived performance with customer expectations. Meanwhile, according to (Umar, 2012) customer satisfaction is the level of consumer feelings after comparing reality with expectations, while according to (Nugroho, 2003) customer satisfaction is an important element in order to improve the marketing performance of a company. According to (Sangadji, Etta Mamang, 2013) customer satisfaction is able to create a good basis for repeat purchases and the creation of consumer loyalty. According to (Rondonuwu, 2013) mentions several indicators of consumer satisfaction, namely the fulfillment of consumer expectations, attitudes and desires to use the product again, recommending to others, service quality, loyalty, good reputation and location. The results of research conducted by According to (Viloria

& Pastor, 2021) and (Nurul et al., 2020) Buying Decision have an influence on consumer satisfaction Super Market 212 Gowa. Research result (Kusno et al., 2021) Purchase decisions have an influence on consumer satisfaction of organic rice in Indonesia. Then the hypothesis is proposed as follows:

Hypothesis 4. Purchase decisions have an influence on consumer satisfaction

According to (P. Kotler, 2000) the provision of good product complements is not only attractive but must be able to attract customer attention but must be diverse, product diversity has a relationship with our consumer behavior in making purchases. According to (Raharjani, 2005) completeness of the product includes the variety of goods sold in the market and the availability of goods as for several indicators of completeness of the product, namely product diversity, product variety, product availability and types of brands available. According to (Gilbert, 2003) important factors of the completeness of the products being sold are Variety, Width or Breadth, Depth, Consistency, Balance. According to (Keller & L, 2012) Customer satisfaction is a feeling of pleasure or disappointment that arises when comparing perceived performance with customer expectations. Meanwhile, according to (Umar, 2012) customer satisfaction is the level of consumer feelings after comparing reality with expectations, while according to (Nugroho, 2003) Customer satisfaction is an important element in order to improve the marketing performance of a company. According to (Sangadji, Etta Mamang, 2013) customer satisfaction is able to create a good basis for repeat purchases and the creation of consumer loyalty. According to (Rondonuwu, 2013) mentions several indicators of customer satisfaction, namely the fulfillment of consumer expectations, attitudes and desires to use the product again, recommending to others, service quality, loyalty, good reputation and location. The results of previous studies that were carried out showed that there was an effect of product completeness on consumer satisfaction by (Khairi, 2017),(Korowa et al., 2018),(Harahap et al., 2018a) Then the proposed hypothesis

Hypothesis 5. Completeness of the product has an influence on consumer satisfaction

Hypothesis 6. The uniqueness of the product has a significant indirect effect on consumer satisfaction through product completeness.

Hypothesis 7. The uniqueness of the product has a significant indirect effect on consumer satisfaction through Buying Decision.

Hypothesis 8. Completeness of the product does not have a significant indirect effect on consumer satisfaction through Buying Decision

3. Research methods

The population is all consumers who buy food products by the city of Pekanbaru but It is not known the total population. So, the sampling technique uses categories that are not known to the population using the isac micheal theory with the results of calculations using the formula as many as 173 consumers. sampling technique using proportional sampling. The data used in this study is primary data using a questionnaire. The measurement scale used is a 5-point Likert scale. The operational variables of this research are product uniqueness, product completeness, Buying Decision and consumer satisfaction. Analysis of the data obtained was tested for the validity of its reliability and hypothesis testing was carried out using Structural Equation Modeling (SEM) by going through several stages 1)Theoretical Model Development, 2) Development Flowchart (Path Diagram), 3) Convert Flowcharts into Structural Equations and Measurement Models, 4) Selecting the Type of Input Matrix and Estimated Proposed Model, 5) Possible Identification Problems, 6)

Evaluation of Goodness of Fit Criteria, 7) Interpreting Test Results and Model Modification all of the SEM using AMOS 21 software.

4. Results and discussion

Based on the results of the descriptive analysis, the majority of respondents answered strongly agree about the product uniqueness variable with a mean value of 4.0417. Furthermore, for the variable completeness of consumer products, they answered that they agreed with a mean value of 3.8875. Meanwhile, the purchasing decision variable is dominated by the consumer's answer agreeing with a mean value of 4.0963. And the variable of consumer satisfaction is 4.0900 which is still categorized as agree.

4.1. Validity and reliability test

Validity test is used to determine whether the measuring instrument compiled can be used to measure what will be measured accurately. An item is said to be valid if the corrected item-total correlation value is greater than r table with $df = 173 - 2 = 0.1493$ and a significance level of 0.05. Based on the results of testing the data, it can be seen that the corrected item-total correlation value is greater than 0.1493, so all the question items used are valid and feasible for testing. The reliability test is intended to determine the consistency of the measuring instrument in its use. A measuring instrument is said to be reliable if in several times the measurement of the same group or subject obtains relatively the same results, as long as the aspects within the group or subject being measured have not changed. To achieve this, a reliability test was carried out using Cronbach's alpha method with a value above 0.60. Based on the results of testing the measuring instruments used in this study, the Cronbach's alpha value generated by processing using SPSS assistance is above 0.60, so the instruments used in this study are declared reliable or consistent when used several times.

4.2. Model fit test

The model will be tested for model suitability which aims to determine whether the construct of the model is fit or not from each variable or the entire model, if the results of the conformity test are the model is not fit, modifications will be made until the model becomes fit. Testing the suitability of the service quality variable model in the study, several parameters that emerged from the model suitability test include Probability Level, Goodness of fit index (GFI), Adjusted Goodness of Index (AGFI), RMSEA, Comparative fit index (CFI), TuckerLewis Index (TLI), Normo fit index (NFI) shows that the RMR parameter is declared fit. It is used to determine the value of the loading factor of the indicator.

4.3. Model structure

The suitability of this research model is shown in Table 1 which has been processed using the model suitability test application, namely AMOS 21. The results of the model suitability test in

Table 1. Goodness of fit			
Goodness of fit index	Cut of Value	Indicator value	Conclusion
Chi-Square (X2)	Close to 0	52.124	Goodness of Fit
Probability	≥ 0.050	0.070	Goodness of Fit
CMIN/DF	≤ 2.000	1.737	Goodness of Fit
GFI	≥ 0.900	0.942	Goodness of Fit
AGFI	≥ 0.900	0.894	Marginal Fit
TLI	≥ 0.950	0.974	Goodness of Fit
CFI	≥ 0.950	0.983	Goodness of Fit
RMSEA	≤ 0.80	0.06	Adequate Fit

Source: (Processed data, 2021)

Figure 1. Model Structure SEM

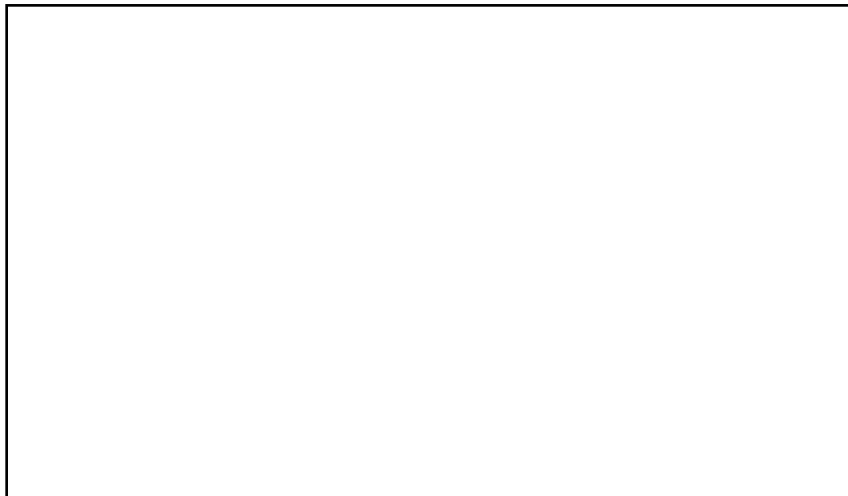


Table 1 include Probability Level, Goodness of fit index (GFI), Adjusted Goodness of Index (AGFI), RMSEA, Comparative fit index (CFI), Tucker-Lewis Index (TLI), Normal fit index (NFI).

4.4. Discussion

In this section, the results of the study will be discussed with the results of several previous studies related to product uniqueness, product completeness, Buying Decision and consumer satisfaction.

Hypothesis 1. The uniqueness of the product has an influence on the completeness of the product.

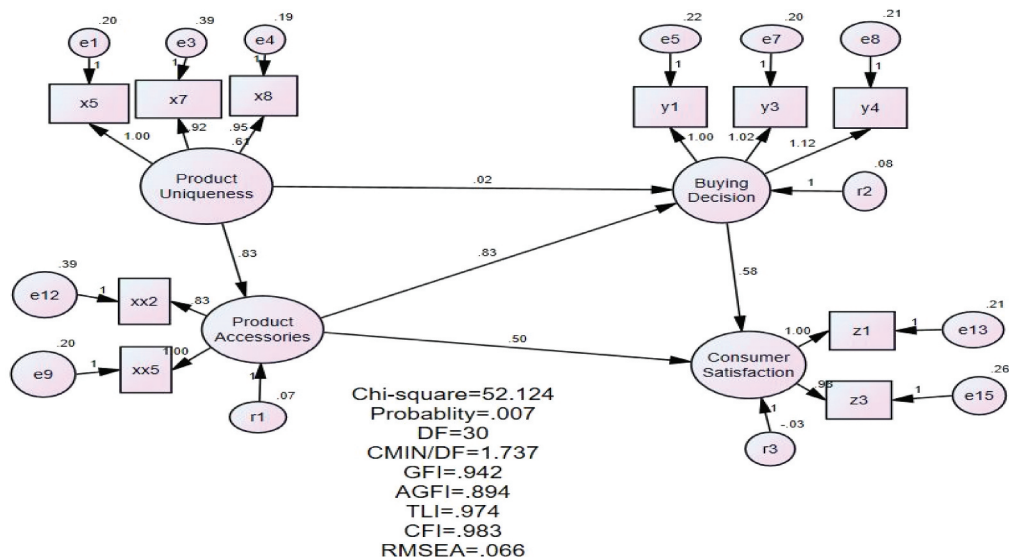
Based on the results of Table 2 shows that the uniqueness of the product has a significant influence on the completeness of the product with a value of $0.000 < 0.50$ so that the H1

Table 2. Result hypothesis test					
	Estimate	S.E	C.R	P	Conclusion
Product Accessories ← Product Uniqueness	.835	.069	12.149	***	Significant
Buying Decision ← Product Uniqueness	.020	.285	.070	.945	No Significant
Buying Decision ← Product Accessories	.826	.333	2.484	.013	Significant
Consumer Satisfaction ← Buying Decision	.581	.166	3.502	***	Significant
Consumer Satisfaction ← Product Accessories	.504	.156	3.223	.001	Significant

Source: (Data Process, 2021)

Figure 2. Result Model structure drawing.

Source: (Data Process, 2021)



hypothesis is accepted, so the results of this study support the research conducted by (Olsen et al., 2021) that the uniqueness of the product has an effect on buying traditional food, according to (Das et al., 2018) product uniqueness is able to mediate consumer buying interest in limited editions, product uniqueness has the effect of modifying the product (Yin et al., 2020) according to research conducted by (Aminullah et al., 2018).

Hypothesis 2. Product uniqueness has no influence on Buying Decision

Based on Table 2 shows that the uniqueness of the product has no influence on the decision to purchase food products by the city of Pekanbaru with a significant value of 0.945 > 0.50 so that hypothesis H2 is rejected, this result is contrary to the results of the study. (Sugiyarti et al., 2018) who researched the small batik industry in Indonesia that the uniqueness of the product was able to increase sales as well as research (Tugulea et al., 2018) and (Lee et al., 2018). According to (Permana & Ramdan, 2019) that the uniqueness of the product has an influence on the Buying Decision of SMEs Sukabumi.

Hypothesis 3. Completeness of the product has an influence on Buying Decision

Table 3. Result Indirect influence test			
Indirect influence	Value	Z sobel	Conclusion
Product Uniqueness-> Product Accessories-> Consumer Satisfaction	0,421	3.12 > 1,96	Significant
Product Uniqueness->Buying Decision->Consumer Satisfaction	0,480	2.02 > 1,96	Significant
Product Accessories-> Buying Decision-> Consumer Satisfaction	0,012	0.07 < 1,96	No Significant

Source: (Data Process, 2021)

Based on the results of hypothesis testing, it shows that the completeness of the product has a significant effect on Buying Decision for food products by the city of Pekanbaru with a value of $0.13 < 0.50$ then H3 is accepted, the results of this study support research from (Rahayu, 2018) completeness of the product has an influence on Buying Decision for Imam Market Kisaran products, the results of this study also support research (KIM & YANG, 2020) and (Harahap et al., 2018b) completeness of the product has an influence on the USU small tax industry. Research results from (Amanah et al., 2018) also shows a significant value of product completeness on Buying Decision at tokopedia.com. while the research results from (Parmana et al., 2019) that the completeness of the product has an influence on Buying Decision for furniture in Bogor.

Hypothesis 4. Purchase decisions have an influence on consumer satisfaction

The results of hypothesis testing show that Buying Decision have an influence on consumer satisfaction with a significant value of $0.000 < 0.50$, then the H4 hypothesis is accepted, in accordance with the research (Rivai, 2021) which states that Buying Decision have an effect on consumer satisfaction for Kopi Harapan Jiwa (Waluya et al., 2019) stated that Buying Decision have an influence on consumer satisfaction buying automotive products. According to (Viloria & Pastor, 2021) and (Nurul et al., 2020) Buying Decision have an influence on consumer satisfaction supermarket 212 Gowa. Research result (Kusno et al., 2021) Purchase decisions have an influence on consumer satisfaction of organic rice in Indonesia.

Hypothesis 5. Completeness of the product has an influence on consumer satisfaction

The results of the analysis of the hypothesis show that the completeness of the product has a significant influence on consumer satisfaction with a value of $0.001 < 0.50$ then the hypothesis H5 is accepted, these results support the research conducted by (Khairi, 2017),(Korowa et al., 2018),(Harahap et al., 2018a)

Hypothesis 6. The uniqueness of the product has a significant indirect influence on consumer satisfaction through product completeness.

Based on the Indirect Influence Test table, it shows that the uniqueness of the product has a significant effect on consumer satisfaction through the completeness of food products by the city of Pekanbaru with a value of 0.421 where the Z Sobel value is $3.12 > 1.96$, so hypothesis 6 is significant and accepted. According to (Putro Dan et al., 2014) that product quality has an indirect influence on consumer loyalty.

Hypothesis 7. The uniqueness of the product has a significant indirect influence on consumer satisfaction through Buying Decision.

Based on the Indirect Influence Test table, it shows that the uniqueness of the product has a significant indirect influence on consumer satisfaction through the decision to purchase food products by the city of Pekanbaru with a value of 0.480 where the Z value of Sobel is $2.02 > 1.96$, so hypothesis 7 is significant and accepted. According to (Lukman, 2014) brand indirect effect on customer satisfaction through Buying Decision bottled tea products sosro.

Hypothesis 8. Completeness of the product does not have a significant indirect effect on consumer satisfaction through Buying Decision

Based Indirect Influence Test table shows that the completeness of the product does not have a significant indirect effect on customer satisfaction through the Buying Decision of food products souvenirs Pekanbaru city with a value

0.012 where the Z Sobel value is $0.07 < 1.96$, then hypothesis 7 is not significant and is rejected. According to (Herlina, 2018) completeness of the product does not have a significant influence on customer satisfaction through the purchase decision.

5. Conclusions and suggestions

The results of the study show that the direct effect of the product uniqueness variable has a significant effect on product completeness, product uniqueness does not have a significant effect on Buying Decision, product completeness has a significant influence on Buying Decision, and purchase decisions have a significant influence on consumer satisfaction. The indirect effect of product completeness has a significant effect on consumer satisfaction through product completeness, product uniqueness has a significant influence on consumer satisfaction through Buying Decision and product completeness does not have a significant influence on consumer satisfaction through purchase decisions, so based on the results of this study, the key to success is increasing satisfaction. Consumers is to create product uniqueness and product completeness. Therefore, small and medium industry players must make unique products and provide complete products so that consumers can easily get the products they want in one place selling souvenir food products in the city of Pekanbaru, Indonesia.

Funding

The authors received no direct funding for this research.

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Disclosure statement

No potential conflict of interest was reported by the author(s).

Description research activities

This research activity is carried out in a team, where each group member has their respective duties and responsibilities, this research is a continuation of previous research discussing the object of research is small and medium enterprises, this research starts from the current phenomenon, namely the problem of declining sales throughout sectors including the food industry caused by the covid 19 pandemic that hit the whole world. The research aims to help unravel the marketing problems faced by the food industry, which continues to experience declining sales due to social restrictions imposed by the whole world. With this research, it is known that consumers will be satisfied with souvenir food products or other food products if the policy is to provide complete and unique products. Therefore, this research can help the world's problems so that the marketing of food products can rise again after the 19th pandemic is over.

Citation information

Cite this article as: The key to success increasing customer satisfaction of SMEs product souvenir food, Nofrizal, Nurhayani Lubis, Sucherly, Undang Juju, Arizal N & Wita Dwika Listihana, *Cogent Business & Management* (2022), 9: 2084897.

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