
The Influence of Product Quality, Price, and Bundling Strategy on Consumer Satisfaction of Seblak Goyang Lidah

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Abstract (dalam bahasa Inggris)

Research aim :

This study aims to analyze the influence of product quality, price, and bundling strategy on consumer satisfaction at Seblak Goyang Lidah.

Design/Method/Approach :

This study used a quantitative approach with a correlational method, collecting data through questionnaires distributed to Seblak Goyang Lidah consumers. The sample was determined using a purposive sampling technique. Data analysis was performed using multiple linear regression supported by the classical assumption test, t-test, F-test, and coefficient of determination to determine the partial and simultaneous effects of product quality, price, and bundling strategy on consumer satisfaction.

Research Finding :

The results of the study indicate that product quality, price, and bundling strategy simultaneously have a significant effect on consumer satisfaction at Seblak Goyang Lidah. Partially, product quality and bundling strategy are proven to have a significant influence on consumer satisfaction. This indicates that the better the product quality and the more attractive the bundling strategy offered, the higher the level of consumer satisfaction. However, the price variable does not show a significant effect on consumer satisfaction. This indicates that consumers do not consider price as the main factor in determining satisfaction, but rather consider product quality and the added value obtained through the bundling strategy.

Theoretical contribution/Originality :

The theoretical contribution of this research is to enrich studies in the field of marketing management, particularly consumer satisfaction theory, by providing empirical evidence that product quality and bundling strategies are important factors influencing consumer satisfaction in the culinary business, while price is not always the dominant factor. This research confirms that consumer satisfaction is formed from perceptions of quality and perceived added value, not solely from the price aspect. These findings can serve as an academic reference for the development of conceptual models that involve innovative

marketing strategies such as bundling in increasing customer satisfaction.

Practitioner/Policy implication :

The practical implications of this research provide input for Seblak Goyang Lidah's management to focus more attention on improving and maintaining product quality consistency and developing attractive bundling strategies. Offering menu packages that provide added value has been proven to increase customer satisfaction. Meanwhile, although price does not have a significant impact, pricing should still be maintained within reasonable limits to align with consumers' perceived value.

Research limitation :

This study has several limitations. First, it only examined three independent variables: product quality, price, and bundling strategy. Therefore, other factors such as service quality, digital promotion, and location were not analyzed. Second, the study was conducted on only one business, Seblak Goyang Lidah, so the results may not be fully generalizable to other culinary businesses with different characteristics.

Keywords :

Product Quality, Price, Bundling Strategy and Consumer Satisfaction

1. Introduction

Amid the increasingly intense competition in the culinary industry, business owners are required to sustain their operations through innovation and the implementation of effective marketing strategies. The culinary sector continues to grow rapidly due to its wide and diverse market base [1]. Shifting food trends encourage businesses to focus not only on taste but also on product quality and pricing as key factors influencing customer satisfaction. This reflects that consumers are becoming more critical and selective in choosing food products that match their needs and expectations [2].

Customer satisfaction is a crucial factor in determining business success, particularly in the culinary sector. According to Kotler, it refers to the emotional response of satisfaction or dissatisfaction that emerges when customers compare a product's performance with their expectations [3]. When the product meets or exceeds expectations, customers are likely to feel satisfied and become loyal. In contrast, unmet expectations may lead customers to switch to alternative products or brands.

Product quality plays a key role in influencing consumer satisfaction. According to Tjiptono, it refers to a product's capability to perform its intended functions effectively, including aspects such as durability, reliability, accuracy, and ease of use [4]. High-quality products deliver positive experiences to consumers, which ultimately lead to greater satisfaction.

In addition to product quality, price also plays an important role in influencing consumer satisfaction. According to Bio, price represents the amount of money that consumers must pay, or the value they exchange, to obtain the benefits of a product or service [5]. Several previous studies have reported inconsistent findings regarding the

relationship between product quality and price on consumer satisfaction. Amirudin's research found that product quality has a significant effect on consumer satisfaction, while price does not significantly influence it. This suggests that consumers tend to prioritize product quality over price when determining their level of satisfaction. In this context, satisfaction is mainly driven by factors such as taste, cleanliness, and consistency of the product [6]. Therefore, consumers are still willing to accept relatively higher prices as long as the product quality meets their expectations.

The case of Seblak Goyang Lidah in Nganjuk indicates that despite its popularity and distinctive spicy flavor, there are still several issues related to product quality. Some consumers report inconsistencies in taste, particularly in terms of spiciness levels and ingredient doneness, resulting in varied customer experiences [7]. Additionally, cleanliness and food presentation have become concerns, as quality in the culinary industry is not only judged by taste but also by appearance and hygiene [8]. These inconsistencies may weaken consumers' positive perceptions of product quality and ultimately affect their level of satisfaction [9].

Another issue concerns pricing. Some customers perceive the price of seblak at this establishment as slightly higher than similar vendors in the area, while others consider it reasonable based on portion size and taste. This variation in perception indicates that consumer perceived value has not yet fully stabilized [10]. When the price paid does not align with expectations of product quality, it can lead to lower customer satisfaction [11]. This situation reflects a gap between customer expectations and actual experiences, making it important to conduct further research to examine the extent to which product quality and price influence consumer satisfaction at Seblak Goyang Lidah in Nganjuk.

In addition to product quality and pricing, marketing strategies also play a significant role in enhancing customer satisfaction. One commonly applied strategy in the culinary industry is bundling, which involves combining multiple products into a single package. This approach offers a more attractive price compared to purchasing items separately, thereby increasing perceived value and encouraging purchase decisions.

In the context of the culinary business, bundling strategies can provide benefits to consumers by offering a variety of products in a single package at a more affordable price. Menu packages, food and beverage combinations, and family-oriented promotions can increase product attractiveness and create a more enjoyable consumption experience. When consumers perceive greater value from these packages, their satisfaction levels tend to rise.

At Seblak Goyang Lidah in Nganjuk, bundling strategies have begun to be implemented through various menu packages offered to customers. However, the extent to which this strategy contributes to increased customer satisfaction remains unclear. Therefore, in addition to product quality and price, bundling strategy is an important variable to be examined in relation to customer satisfaction.

The importance of this study lies in the need to understand the factors that influence customer satisfaction, enabling businesses to develop effective strategies to enhance their competitiveness. By examining the impact of product quality and price on customer

satisfaction, business owners can identify and improve areas that are still underperforming. Additionally, this study is expected to contribute to the advancement of marketing management knowledge, particularly in the fields of consumer behavior and culinary business strategies.

Based on the description, this study is entitled The Influence of Product Quality, Price and Bundling Strategy on Consumer Satisfaction of Seblak Goyang Lidah.

1.1. Statement of Problem/Pernyataan Masalah

Based on this description, the research questions can be formulated as follows:

1. Does product quality individually have a significant impact on customer satisfaction at Seblak Goyang Lidah?
2. Does price individually have a significant effect on customer satisfaction at Seblak Goyang Lidah?
3. Does the bundling strategy individually have a significant impact on customer satisfaction at Seblak Goyang Lidah?
4. Do product quality, price and bundling strategy have a significant influence on consumer satisfaction with Seblak Goyang Lidah simultaneously?

1.2 Research Objectives/Tujuan Penelitian

Based on the formulation of the problem, the research objectives of this study can be detailed as follows:

1. To identify and partially analyze the significant effect of product quality on consumer satisfaction with Seblak Goyang Lidah.
2. To identify and partially analyze the significant effect of price on consumer satisfaction with Seblak Goyang Lidah.
3. To identify and partially analyze the significant effect of bundling strategy on consumer satisfaction with Seblak Goyang Lidah.
4. To simultaneously identify and analyze the significant effect of product quality, price, and bundling strategy on consumer satisfaction with Seblak Goyang Lidah.

2. Method

This study adopted a quantitative approach with a correlational design using multiple linear regression to examine the effect of product quality, price, and bundling strategy on customer satisfaction at Seblak Goyang Lidah. The quantitative method was chosen because the research variables can be measured numerically and analyzed statistically. Data were collected through a closed questionnaire distributed to consumers who had previously purchased Seblak Goyang Lidah, using a purposive sampling technique. With a sample size of 40 respondents consisting of active consumers who had made at least one purchase in the last six months.

Operational definitions are used to clarify how each variable is measured so that it can be observed in practice. Consumer satisfaction (Y) is defined as the level of satisfaction

experienced by customers after purchasing and consuming Seblak Goyang Lidah, measured through perceptions of product or service quality, pricing, employee service, service speed, convenience, and the alignment between expectations and actual experiences.

Product quality (X1) is measured based on consumer evaluations of taste, ingredient freshness, consistency, cleanliness, presentation, and overall quality perception. Price (X2) is assessed through affordability, the appropriateness of price relative to quality and portion size, consumer purchasing power, and price competitiveness compared to similar products. Meanwhile, the bundling strategy (X3) is measured through indicators such as the number of items included in the package, the pricing of the bundle, the suitability of product combinations, promotional and communication efforts, consumer appeal and satisfaction, as well as its effectiveness in driving sales.

The research instrument used was a closed-ended questionnaire structured based on indicators for each variable: product quality, price, and customer satisfaction. Questions in the questionnaire used a Likert scale of 1–5, ranging from strongly disagree to strongly agree, to quantitatively measure respondents' attitudes and perceptions. The use of a Likert scale aims to organize the data obtained, facilitate analysis, and reflect actual empirical conditions.

The statistical tests used in this study include classical assumption tests and hypothesis tests. Classical tests consist of a normality test to determine whether the data are normally distributed, a multicollinearity test to ensure there is no strong relationship between the independent variables (product quality and price), and a heteroscedasticity test to determine whether there is inequality of residual variance in the regression model. The classical assumption test was conducted to ensure that the multiple linear regression model meets the analysis requirements and produces accurate estimates. Furthermore, hypothesis testing was conducted using multiple linear regression analysis. Testing was carried out using a partial t-test to determine the effect of each independent variable (product quality and price) on customer satisfaction individually, and a simultaneous F-test to determine the effect of both independent variables simultaneously on customer satisfaction. In addition, the coefficient of determination (R^2) was used to measure the contribution of product quality and price in explaining variations in consumer satisfaction with Seblak Goyang Lidah.

3. Results and Discussion

Instrument Test Analysis

Validity Test

Instrument testing in this study consisted of validity and reliability analysis to ensure the quality of the research data. Based on the validity test results, all statement items in the variables Product Quality (X1), Price (X2), Bundling Strategy (X3), and Consumer Satisfaction (Y) showed a calculated correlation value (r-count) greater than the r-table value of 0.312. This indicates that each item is valid and able to measure the intended construct accurately. The r-count values ranged from 0.474 to 0.881, indicating that all indicators meet the validity

requirements. Even the lowest value ($Y7 = 0.590$) still exceeds the minimum threshold, confirming its validity. Therefore, all questionnaire items are considered appropriate and can be used for further statistical analysis.

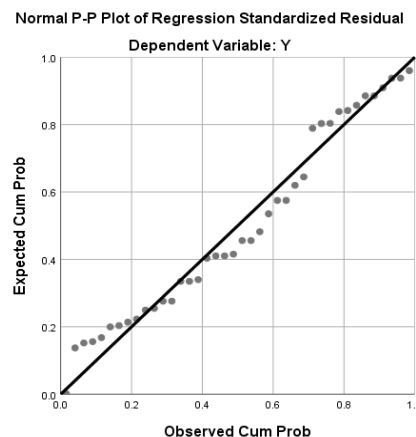
Furthermore, the reliability test showed that all variables had a Cronbach's Alpha value above 0.70. Specifically, Product Quality (X1) had an alpha value of 0.939, Price (X2) 0.871, Bundling Strategy (X3) 0.915, and Consumer Satisfaction (Y) 0.917. These values indicate that the instrument used in this study has a high level of internal consistency. In other words, the items in each variable are consistent in measuring the same construct and produce stable results.

Overall, the findings from both validity and reliability tests confirm that the research instruments are both valid and reliable. This ensures that the data collected are accurate, consistent, and suitable for further analysis, such as regression or hypothesis testing, thereby supporting the credibility of the research results.

Classical Assumption Test Analysis

Normality Test

Normality testing is carried out to assess whether the research data follows a normal distribution, as this is a key assumption in parametric statistical methods such as linear regression, t-tests, and F-tests. When the normality assumption is satisfied, the results of statistical analysis become more accurate and reliable, reducing the risk of biased conclusions. Additionally, normality testing helps researchers decide whether the chosen analytical method is appropriate or whether it should be replaced with a nonparametric approach if the data is not normally distributed.



Tabel 1 Normality Test Result

One-Sample Kolmogorov-Smirnov Test

	Y	X1	X2	X3
Kolmogorov-Smirnov Z	.362	.416	.376	.442

Source: Processed Primary Data 2026

Based on the results of the normality test using the Kolmogorov-Smirnov method, as presented in the table above, the Asymp. Sig. (2-tailed) value is 0.362, which is higher than the 0.05 significance level. This indicates that the data is normally distributed and the normality assumption has been met. Therefore, the data is suitable for further analysis using parametric statistical methods, such as linear regression and other hypothesis tests, because the results can be considered valid and consistent with statistical standards.

Multicollinearity Test Data Analysis

A multicollinearity test is conducted to identify whether strong correlations exist among independent variables in a regression model. A well-specified regression model requires that independent variables are not highly correlated, allowing each variable to explain its effect on the dependent variable effectively. When strong relationships occur among independent variables, multicollinearity arises, which can reduce the accuracy of model estimation. Independent variables are considered free from multicollinearity if they are orthogonal, meaning they have no or very low correlation with one another. To detect multicollinearity, Tolerance and Variance Inflation Factor (VIF) values are used. The Tolerance value indicates the proportion of variance in an independent variable that is not explained by other independent variables, while VIF reflects the inverse. Lower Tolerance values and higher VIF values indicate a greater likelihood of multicollinearity. Generally, a regression model is considered free from multicollinearity when the Tolerance value exceeds 0.10 and the VIF value is below 10.

Tabel 2 Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
X1	.175	7.823
X2	.137	7.429
X3	.218	8.634

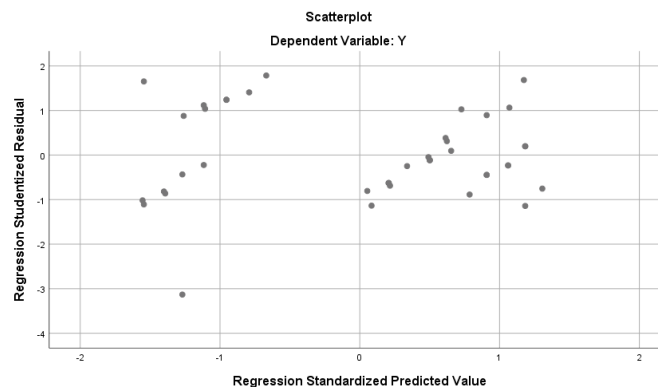
Source: Primary Data Processed 2026

Based on the multicollinearity test results presented in the table above, all independent variables (X1, X2, and X3) have Variance Inflation Factor (VIF) values below 10 and Tolerance values above 0.10. This indicates that there is no high correlation among the independent variables in the regression model. Therefore, it can be concluded that the regression model meets the assumption of being free from multicollinearity, allowing each independent variable to be analyzed accurately without excessive interference from linear relationships.

Heteroscedasticity Test

The heteroscedasticity test is conducted to evaluate whether the residual variance in a regression model is consistent across observations. A well-specified regression model requires homoscedasticity, meaning the residual variance remains constant. Heteroscedasticity arises when the residual variance fluctuates or is unstable between observations. One method to detect heteroscedasticity is by examining a scatterplot between the predicted values of the dependent variable (ZPRED) and the standardized residuals (SRESID). If the points on the plot form a discernible pattern, such as a fan shape, wave, or widening and narrowing trend, this may indicate heteroscedasticity. Conversely, if the points appear randomly scattered above and below zero without a clear pattern, it can be concluded that the regression model does not exhibit heteroscedasticity.

Figure 2 Heteroscedasticity Test



Source: Primary Data Processed 2025

Based on the observation of the scatterplot illustrating the relationship between the predicted values (ZPRED) and standardized residuals (SRESID), the points appear scattered around the zero line on the Y-axis with a random distribution. No discernible pattern is observed, such as a wave form or a tendency for the spread to widen or narrow. This indicates that the residual variance remains relatively consistent across observations, suggesting that the regression model does not exhibit signs of heteroscedasticity.

Multiple Regression Analysis

Multiple linear regression analysis is employed to investigate the relationship between a single dependent variable and multiple independent variables. This method enables researchers to determine both the direction of these relationships and the magnitude of each independent variable's effect on the dependent variable. It allows for the evaluation of how much the independent variables collectively or individually contribute to changes in the dependent variable. Additionally, multiple linear regression provides a means to test the significance of each independent variable within the research model. The relationship between

the dependent and independent variables is then expressed through a multiple linear regression equation, as shown in the following section.

Tabel 3 Multiple Regression Analysis

	Model	Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
	(Constant)	9.883	1.810	
1	X1	.841	.209	.641
	X2	.221	.285	.161
	X3	.727	.235	.905

Source: Primary Data Processed 2026

$$Y = 9.883 + 0.841X1 + 0.221X2 + 0.727X3 \varepsilon$$

Based on the information presented in Table 3, the multiple linear regression analysis yields a constant value of 9.883. This indicates that if Product Quality (X1), Price (X2), and Bundling Strategy (X3) are all set to zero, the predicted Consumer Satisfaction (Y) would be 9.883. The regression coefficient for Product Quality (X1) is 0.841, suggesting that a one-unit increase in Product Quality results in a 0.841 increase in Consumer Satisfaction, assuming all other independent variables remain constant. Meanwhile, the Price variable (X2) has a coefficient of 0.221, meaning that each one-unit rise in Price is associated with a 0.221 increase in Consumer Satisfaction, provided that the other variables do not change. The Bundling Strategy variable (X3) has a coefficient of 0.727, indicating that a one-unit increase in Bundling Strategy corresponds to a 0.727 increase in Consumer Satisfaction, assuming the other factors are held constant.

R2 Determination Coefficient Test

The coefficient of determination (R-squared) is utilized to assess how much of the variation in the dependent variable can be explained by the independent variables included in the research model. R-squared values range from 0 to 1, where lower values suggest a limited ability of the independent variables to account for changes in the dependent variable. Conversely, a value approaching 1 indicates that the regression model has strong explanatory power, as most of the variation in the dependent variable can be attributed to the independent variables. In this study, Adjusted R² is used to evaluate the model's performance, as it accounts for the number of independent variables, providing a more precise representation of the regression model's quality.

Tabel 4 Determination Coefficient Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.991 ^a	.982	.980	7.806

Source: Primary Data Processed 2026

As shown in Table 4, the Adjusted R Square (Adj R²) value of 0.980 indicates that the variables Product Quality (X1), Price (X2), and Bundling Strategy (X3) account for 98.0% of the variation in Consumer Satisfaction (Y), while the remaining 2.0% is affected by factors outside the research model.

Hypothesis Testing

t-test

The t-test is applied to determine the extent to which each independent variable individually affects the dependent variable. This test is interpreted in two ways: first, if the calculated t-value exceeds the t-table value or the significance level ($\alpha = 0.05$), the null hypothesis (H0) is rejected, indicating that the independent variable has a significant effect on the dependent variable. Second, if the calculated t-value is less than or equal to the t-table value or significance level, the null hypothesis is accepted, meaning the independent variable does not significantly influence the dependent variable. Therefore, the t-test enables researchers to assess the separate contribution of each independent variable in impacting the dependent variable.

Tabel 5 t-Test Result

	Model	T	Sig.
1	(Constant)	5.460	.000
	X1	3.246	.002
	X2	.775	.314
	X3	3.097	.004

Source: Primary Data Processed 2026

The following explanation regarding the impact of these factors on consumer satisfaction is based on the t-test findings in Table 7.

1. Based on a significance level of 0.002, the t-value for the product quality variable (X1) is 3.246. Because the t-value is greater than the t-table value (2.030) and the significance value is below 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. This indicates that consumer satisfaction has a significant effect on product quality (X1).

2. The price variable (X2) has a t-value of 0.775 with a significance level of 0.314. Because the t-value is smaller than the t-table (2.030) and the significance value is greater than 0.05, the null hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected. This indicates that price (X2) does not have a significant effect on consumer satisfaction.
3. Based on a significance level of 0.004, the t-value for the bundling strategy variable (X3) is 3.097. Since the t-value is greater than the t-table value (2.030) and the significance value is below 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. This indicates that consumer satisfaction has a significant effect on bundling strategy (X3).

Overall, the results of the t-test show that both product quality (X1) and bundling strategy (X3) have a significant influence on consumer satisfaction (Y), while price (X2) does not have a significant influence on consumer satisfaction (Y).

F Test

According to Ghozali, the simultaneous test is used to assess whether all independent variables together have a significant influence on the dependent variable. In other words, this test aims to evaluate the collective impact of the independent variables in the model on the dependent variable as a whole [12].

Tabel 6 F Test Result

Model	F	Sig.
Regression	649.219	.000 ^a
Residual		
Total		

Source: Primary Data Processed 2026

Based on the results of the F-test in Table 6, the calculated F-value is 649.219 with a significance level of 0.000, while the F-table value is 2,641 at a significance level of 0.05. Since the F-calculated (649.219) is greater than the F-table (2,641) and the significance value of $0.000 < 0.05$, it can be concluded that the regression model including Product Quality (X1), Price (X2), and Bundling Strategy (X3) simultaneously has a significant effect on Consumer Satisfaction (Y) at Seblak Goyang Lidah.

However, according to the partial t-test, not all independent variables had a significant individual effect. The Price variable (X2) did not significantly affect consumer satisfaction, as its significance value exceeded 0.05. This indicates that while the overall model is significant, the Price variable does not contribute significantly on its own.

Therefore, it can be concluded that the three variables collectively influence consumer satisfaction, but individually only Product Quality (X1) and Bundling Strategy (X3) have a significant effect, while Price (X2) does not.

Discussion

The Influence of Product Quality (X1) on Consumer Satisfaction

Based on the findings of this study, Product Quality (X1) has a significant effect on Customer Satisfaction (Y) at Seblak Goyang Lidak. This is evidenced by a t-value of 3.246 with a significance level of 0.002, which is below the 0.05 threshold. Therefore, the hypothesis that product quality influences customer satisfaction is supported. The results indicate that enhancing product quality—whether in taste, consistency, or presentation—positively affects consumer satisfaction. Consumers are generally more satisfied when products meet their expectations, aligning with the theory that product quality is a key determinant of customer loyalty and satisfaction. These findings are consistent with previous studies. For instance, Prasetyo (2023) found that product quality significantly influenced customer satisfaction with fast food in East Java, while Hartono (2022) reported that product consistency and quality standards were primary determinants of satisfaction in fast food restaurants. Overall, this study reinforces the evidence that product quality is a crucial factor not only shaping consumer perceptions but also directly impacting satisfaction and the likelihood of repeat purchases.

The Influence of Price (X2) on Consumer Satisfaction

Based on the findings of this study, the Price variable (X2) does not have a significant effect on Consumer Satisfaction (Y) at Seblak Goyang Lidak. This is indicated by a t-value of 0,775 with a significance level of 0,314, which exceeds the 0.05 threshold. Therefore, the null hypothesis is accepted while the alternative hypothesis is rejected. These results suggest that variations in price do not significantly impact consumer satisfaction. In other words, consumers do not consider price as the primary factor in determining their satisfaction. It is likely that other aspects, such as product quality or bundling strategies, play a more important role in shaping satisfaction. This finding implies that as long as the price remains reasonable and acceptable to consumers, it does not serve as a key determinant of satisfaction. Hence, in the context of Seblak Goyang Lidak, Price (X2) is not proven to have a significant effect on consumer satisfaction.

The Influence of Bundling Strategi (X3) on Consumer Satisfaction

Based on the t-test results, the bundling strategy variable (X3) obtained a t-value of 3.097 with a significance level of 0.004. This significance value is smaller than 0.05 ($0.003 < 0.05$), so it can be concluded that the bundling strategy has a significant effect on consumer satisfaction (Y). Thus, the hypothesis stating that the bundling strategy has an effect on consumer satisfaction is accepted. These results indicate that the implementation of the bundling strategy at Seblak Goyang Lidak is able to increase the level of consumer satisfaction. Consumers tend to feel more satisfied when receiving a product package with a more varied menu combination and a more economical price compared to purchasing individually. The bundling strategy provides a perception of added value (perceived value) so that consumers feel they are getting greater benefits from the transaction. The findings of this study are in line with the results of previous research. For example, research by Sari (2021) stated that the product bundling strategy has a significant effect on consumer satisfaction because consumers

feel they are getting more benefits in one purchase package. Furthermore, research by Pratama (2022) also shows that implementing a bundling strategy can increase perceived consumer value and directly impact customer satisfaction, particularly in culinary businesses. Therefore, it can be concluded that the bundling strategy (X3) is a significant factor contributing to increased customer satisfaction at Seblak Goyang Lidah.

The Influence of Product Quality (X1), Price (X2) and Bundling Strategy on Consumer Satisfaction

Based on the results of the regression analysis, product quality (X1), price (X2), and bundling strategy (X3) simultaneously have a significant effect on consumer satisfaction (Y), as evidenced by the F-test significance value of less than 0.05. Partially, product quality and bundling strategy have a significant effect on consumer satisfaction, while price has no significant effect. This indicates that consumers consider product quality and the benefits of the package offered more than price factors in determining their level of satisfaction. The results of this study are in line with research by Sari (2022) which states that product quality has a significant effect on consumer satisfaction, and Pratama (2021) who found that bundling strategies can increase consumer perceived value, thus impacting satisfaction. Meanwhile, the finding regarding insignificant price is also supported by Nugroho (2023) who states that price is not always the main factor in shaping satisfaction if consumers prioritize quality and consumption experience.

4. Conclusion

Based on the research results, it can be concluded that product quality (X1), price (X2), and bundling strategy (X3) simultaneously have a significant effect on consumer satisfaction (Y). However, partially, only product quality and integration strategy were shown to have a significant effect on consumer satisfaction, while price did not. This indicates that consumers place greater emphasis on product quality and the added value obtained through the integration strategy than on price alone.

Therefore, Seblak Goyang Lidah is advised to continuously improve product quality and optimize its integration strategy to maintain and increase consumer satisfaction. This research is expected to serve as a reference for culinary entrepreneurs in formulating more effective marketing strategies and as a consideration for further research with different variables or objectives.

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