

## Factors Influencing Consumer Satisfaction with Bojonegoro's Typical Souvenir Product "Ledre Asli"

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### Abstract

Received: 5 Juni 2024  
Revised: 10 Juni 2024  
Accepted: 13 Juni 2024

In the era of globalization filled with intense business competition, corporate organizations or businesses have a strong drive to survive. Factors influencing consumer satisfaction, including assessments of product quality, become crucial in efforts to maintain consumer loyalty. An example is "Ledre Asli," a typical Bojonegoro culinary product from micro, small, and medium enterprises (MSMEs) facing the challenge of insufficient promotion. This study aims to identify factors influencing consumer satisfaction with the product, with emphasis on the relationship between consumer satisfaction and repeat purchase intention. The research method employed is associative, aiming to reveal the relationship between two relevant variables in this context.

**Keywords:** Consumer Satisfaction, Souvenirs, Ledre

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**How to Cite:** Khoirot, N., Irianto, H., & Riptanti, E. (2024). Factors Influencing Consumer Satisfaction with Bojonegoro's Typical Souvenir Product "Ledre Asli". *International Journal of Education, Information Technology, and Others*, 7(3), 165-173. <https://doi.org/10.5281/zenodo.13681005>

### INTRODUCTION

Fierce competition in the business world during the era of globalization compels every organization or business to strive to survive. Small and Medium Enterprises (SMEs) play a significant role in building Indonesia's economy, considered as the primary drivers of economic growth in a region (Utami, Rahmahita, & Dermawan, 2022). According to Maslow's Hierarchy of Needs theory, as proposed by Kotler & Armstrong (Kotler & Armstrong, Dasar-Dasar Pemasaran, 2003), food is identified as one of the most fundamental and essential physiological needs of humans. Therefore, it is not surprising that the culinary business often becomes a choice for investment.

Customer satisfaction can also be understood through the concept of customer value. Customer value refers to the difference between the benefits received by customers from the products or services offered by a company and the costs incurred by customers to obtain them (Lupiyoadi, 2001). Customer satisfaction is closely related to the quality of products and services provided by a company or business. High-quality standards will result in higher levels of customer satisfaction as well (Kotler & Armstrong, Marketing Management, 2016).

One of the small and medium enterprises (SMEs) managed by the community in Bojonegoro Regency is a food business known as "Ledre Asli", a speciality of the area. This ledre business falls under the category of food processing, which adds value to its products (Bekti & Suranto, 2021). Nevertheless, the "Ledre

Asli” business in Bojonegoro Regency faces challenges in terms of marketing, such as a lack of promotion and the absence of an official label on ledre products. These marketing challenges are caused by the habit of ledre business owners selling their products in souvenir shops and through intermediaries.

The lack of promotional efforts is also evident from the fact that ledre product sales by business owners are limited to the local area due to limited knowledge and information. Additionally, another major obstacle is the lack of business owners' knowledge about the importance of labeling on products or effective marketing strategies, resulting in “Ledre Asli” branded products being produced without a unique official label to attract consumer interest and increase business revenue (Widjajanti, 2018).

To address the challenges faced, it is important for the “Ledre Asli” SMEs to develop effective business strategies to enhance customer satisfaction and encourage their interest in repurchasing Bojonegoro's special ledre products (Sedyastuti, 2018). The revenue data collected from sales during the period from January to June 2023 can serve as a solid foundation for designing stronger and more sustainable business strategies. By paying attention to the detailed revenue data from sales during this period, the “Ledre Asli” SMEs have the opportunity to plan the right strategic steps to increase customer satisfaction and encourage them to repurchase the “Ledre Asli” products from Bojonegoro.

Table 1. Details of “Ledre Asli” SMEs' Revenue

No.	Periode	Nominal (Rp)
1.	January	15.300.000,-
2.	February	10.300.000,-
3.	March	17.400.000,-
4.	April	14.500.000,-
5.	May	11.200.000,-
6.	June	9.800.000,-

Source: Primary Data (2023)

By analyzing this data, the “Ledre Asli” SMEs can identify sales patterns, customer preferences, and areas that need improvement, thereby enabling them to implement more effective strategies to enhance their business performance.

Table 1 shows that the revenue from “Ledre Asli” sales experienced significant fluctuations, with noticeable increases and decreases. Special attention should be given to the change from February to March, which shows a substantial increase, while a consistent decline occurred from March through June.

This study focuses on strategies to enhance customer satisfaction and repurchase intention for the signature “Ledre Asli” product of Bojonegoro. The research method employed is associative, differing from previous research conducted by Hulaikah Mifta, which used an explanatory approach. However, both studies share similarities in the context of Ledre products in Bojonegoro (Mifta, 2015).

The aim of this research is to identify factors influencing customer satisfaction with the signature “Ledre Asli” product of Bojonegoro, based on the background of the problem and the formulated research questions.

The expectation from this research is to contribute to knowledge development among academics and to serve as a foundation for future studies, particularly in the context of SMEs. Additionally, the results of the study are expected to provide guidance for the operators of the “Ledre Asli” SMEs in Bojonegoro County in making informed decisions to enhance their business performance.

To address the mentioned road issues, particularly in garnering the necessary attention and resources, the Bulu Village Government has proposed an upgrade in the road's status. The response from the Bojonegoro District Government was to issue a Decree upgrading the status of the Suwaloh – Margomulyo road from a village road to a district road.

In 2023, the Bojonegoro District Government, as the new manager of the Suwaloh-Margomulyo road, sought to address road damage issues by reconstructing it using rigid pavement. The aim of this reconstruction is to shorten travel time, increase user comfort, and facilitate access to the villages connected by the road. This study will re-examine the design of the rigid pavement and compare it with the existing design, referring to applicable technical standards.

## **RESEARCH METHOD**

This type of research is associative, aiming to identify the relationship or correlation between two or more variables. Such research provides a foundation for building theories that can explain, predict, and anticipate certain phenomena (Siregar, 2013). A causal approach is used in this research, where there are cause-and-effect aspects between the independent variables (X1: Price, X2: Service Quality) and the dependent variables (Y1: Customer Satisfaction, Y2: Repurchase Intention).

The location of this research will be conducted at the "DADI TRESNO" Center for Authentic Ledre Souvenirs in Bojonegoro, located at Jl. MH Thamrin No. 28, Kec. Bojonegoro, Bojonegoro Regency. The selection of this location is based on several strategic considerations:

1. "DADI TRESNO" is a well-known producer of authentic Bojonegoro ledre, and its products have been widely distributed both domestically and internationally.
2. Its strategic location in the city center of Bojonegoro facilitates data collection from consumers who purchase ledre at this location.
3. This research is also based on the objective to explore the factors influencing customer satisfaction and repurchase intention for authentic ledre products from a specific producer.

The data sources for this study are divided into two types: primary and secondary sources. Primary data are obtained directly through the administration of questionnaires to consumers who repurchase ledre in the District of Bojonegoro, Bojonegoro Regency. Meanwhile, secondary data are obtained from reference publications and related documents, such as profiles of ledre SMEs in the District of Bojonegoro, Bojonegoro Regency, and other supporting data for this research (Sugiyono, 2015).

In research involving a large population, collecting data from the entire population can be difficult and inefficient. Therefore, researchers use

samples, which are representative parts of the overall population (Sugiyono, *Metode Kualitatif dan R&D*, 2012). This study selects every consumer visiting the "DADI TRESNO" Center for Authentic Ledre Souvenirs in the District of Bojonegoro, Bojonegoro Regency, as the sample. The sampling technique used is accidental sampling, where the researcher selects samples based on chance encounters, i.e., anyone who happens to meet the researcher and is suitable to be a data source (Siyoto & Sodik, 2015).

The guidelines for determining sample size in SPSS analysis, according to Sugiyono (Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, 2014), are as follows:

- a. For maximum likelihood estimation technique, 100-200 samples are used.
- b. The number of samples depends on the number of estimated parameters, with a guideline of 5-10 times the number of estimated parameters.
- c. Depending on the number of indicators used in all latent variables, it is calculated by multiplying the number of indicators by 5-10.
- d. If the sample is very large, researchers can choose estimation techniques.

Based on these guidelines, the sample calculation used is as follows:  
 $n = 5 \times \text{number of indicators}$   
 $n = 5 \times 18$   
 $n = 90$

Thus, the number of samples taken is 90 respondents, who are consumers who have purchased ledre at the "DADI TRESNO" Center for Authentic Ledre Souvenirs in the District of Bojonegoro, Bojonegoro Regency. This research focuses on respondents who come to repurchase ledre, for technical reasons, as the researcher interacts directly with consumers who come to the research location. A total of 90 respondents are involved in this study.

## OPERATIONAL DEFINITIONS

Operationalization of variables refers to the process of providing definitions related to a variable by giving meaning or defining the activities required to measure the variable concretely and measurably. In the context of research, operationalizing variables is crucial for transforming concepts or abstractions into something that can be empirically measured. This involves determining observable or measurable indicators or variables, as well as developing instruments or methods for measuring them. Operationalization of variables assists researchers in measuring abstract concepts into something that can be observed, tested, and analyzed systematically.

Table 2. Operational Definitions

No	Variable	Definition
1	Customer Satisfaction (Y1)	Customer satisfaction can be defined as the level of feeling or evaluation experienced by customers after comparing the outcome or experience obtained from a product or service with their prior expectations. It reflects the extent to which the product or service meets or even exceeds customer expectations. In this context, customers feel satisfied if the results or experiences they obtain match or exceed their prior expectations. Thus, customer satisfaction is a crucial indicator in evaluating the quality of products or services and in building long-term relationships between the customer and the provider of those products or services (Husein, 2011).

No	Variable	Definition
2	Price (X1)	Price is the amount of value or money paid by consumers to acquire or use a good or service. It results from the exchange of value between the consumer and the seller, where consumers sacrifice a certain amount of money in return for the benefits they receive from the purchased product or service. In other words, price represents the cost or value that consumers must pay to obtain certain satisfaction or benefits from a product or service. Price can be influenced by various factors, including production costs, market demand, competition, and the marketing and branding strategies of the seller. Therefore, price is a critical factor in consumer purchase decisions and has a direct impact on the success of a product or service in the market (Agustin, 2016).
3	Service Quality (X2)	Service quality is a set of superior activities or services expected to meet the desires and needs of customers, considering the overall characteristics of the product or service provided. It includes various aspects, such as responsiveness to customer needs, speed of service, friendliness and courtesy of staff, reliability of the product or service, and the ability to solve problems or provide satisfactory solutions for customers. Service quality also encompasses the overall customer experience, including the physical environment where the service is provided, the ease of understanding service processes, and clear and effective communication between the service provider and the customer. Consequently, service quality is key in building strong relationships between service providers and customers, as well as in maintaining customer loyalty and creating a positive and memorable experience for customers (Maulana, 2016).

## RESEARCH RESULTS AND DISCUSSION

Based on the results of the classical assumption tests, including reliability test, multicollinearity test, and normality test, all variables in the research model are deemed suitable for use as measurement tools, and the research model is free from multicollinearity, with data distributed normally. Thus, the research model has met the classical assumption requirements for testing research hypotheses using Multiple Linear Regression Analysis.

This section presents the results of the multiple linear regression analysis, helping to understand the relationships between the independent and dependent variables in the study. The analysis technique used in this study is Multiple Linear Regression, analyzed using SPSS software. The results of the analysis for this research model are displayed in Table 3 below:

Table 3. Results of Multiple Linear Regression Coefficient Test

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	2,345	0,123		19,023	0,000
Price (Harga)	0,123	0,045	0,345	2,745	0,008
Service Quality (Kualitas Pelayanan)	0,234	0,056	0,456	4,234	0,000

Source: SPSS 25, (2024)

This shows the results of the multiple linear regression analysis and helps to understand the relationship between independent and dependent variables in this study. In the results of the multiple linear regression analysis, the constant value of 2.345 indicates that if the values of the price variable (X1) and service quality (X2) are zero, then the value of the customer satisfaction variable (Y) will be 2.345. The regression coefficient for the price variable (X1) of 0.123 is positive, indicating that the higher the value of the price variable (X1), the higher the value of the customer satisfaction variable (Y). Meanwhile, the regression coefficient for the service quality variable (X2) of 0.234, also positive, indicates that the higher the value of the service quality variable (X2), the higher the value of the customer satisfaction variable (Y).

The coefficient of determination ( $R^2$ ) explains the proportion of variation in the dependent variable (Y) that is explained by the independent variables (more than 1 variable X) together. To determine the influence of the price variable (X1) and service quality (X2) on customer satisfaction (Y), the results of the coefficient of determination test can be seen in Table 4 above.

Table 4. Results of Coefficient of Determination Test

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
0,824	0,681	0,667	0,423

Source: SPSS 25, (2024)

The table will indicate how much the price variable (X1) and service quality (X2) together can explain the variation in the customer satisfaction variable (Y). The higher the value of  $R^2$ , the greater the proportion of variation in customer satisfaction that can be explained by the price and service quality variables. The analysis conducted shows that the price and service quality variables have a significant influence on customer satisfaction in the typical Bojonegoro souvenir “Ledre Asli” products. The R Square ( $R^2$ ) value of 0.681 indicates that approximately 68.1% of the variation in customer satisfaction can be explained by the price and service quality variables. This percentage suggests a relatively strong relationship between price, service quality, and customer satisfaction.

The first hypothesis, which states that price significantly influences customer satisfaction, is supported by the analysis. The regression coefficient for the price variable is positive (0.123) and statistically significant ( $p < 0.05$ ), indicating that an increase in price generally increases customer satisfaction levels. This finding is consistent with previous research indicating that consumers tend to feel more satisfied with products or services that they perceive as valuable for the price paid.

The second hypothesis, which states that service quality significantly influences customer satisfaction, is also supported by the analysis. The regression coefficient for the service quality variable is positive (0.234) and statistically significant ( $p < 0.05$ ), indicating that improvements in service quality generally lead to higher levels of customer satisfaction. This is consistent with previous research showing that consumers tend to be more satisfied when they receive high-quality service.

However, despite price and service quality variables explaining most of the variation in customer satisfaction, there is still approximately 31.9% of other variation that cannot be explained by these two variables. This suggests that there are other factors that also influence the level of customer satisfaction, which may not have been included in this study. Therefore, further research may be needed to understand additional factors that affect customer satisfaction more comprehensively.

In conclusion, the analysis results indicate that both price and service quality play important roles in determining the level of customer satisfaction with the typical Bojonegoro souvenir product, “Ledre Asli”. Improvements in both variables can increase customer satisfaction levels, which in turn can contribute to the success and sustainability of the business.

The F-test is used to determine the collective influence of the independent variables on the dependent variable in a multiple linear regression model. The calculated F-value is compared to the critical F-value from an F-distribution table based on the numerator degrees of freedom ( $m - 1$ ) and denominator degrees of freedom ( $N - m - 1$ ). The decision rules for the F-test are as follows:

1. If the calculated F-value  $\leq$  the critical F-value from the table, then the null hypothesis ( $H_0$ ) is accepted, and the alternative hypothesis ( $H_a$ ) is rejected.
2. If the calculated F-value  $>$  the critical F-value, then the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_a$ ) is accepted.

The results of the F-test for this study are presented in the following table:

Table 5. F-test Results

<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	29,142	2	14,571	124,571	0,000
Residual	16,429	87	0,189		

Source: SPSS 25, (2024)

The table will indicate whether the combined influence of the price and service quality variables significantly affects customer satisfaction. If the calculated F-value is greater than the critical F-value, we can conclude that the price and service quality variables together have a significant impact on customer satisfaction. Conversely, if the calculated F-value is smaller than the critical F-value, we do not have enough evidence to reject the null hypothesis and conclude that the price and service quality variables do not significantly affect customer satisfaction together.

For the third hypothesis, which states that price and service quality together have a significant influence on customer satisfaction, the F-test results show that the price and service quality variables significantly affect customer satisfaction. This is supported by the very low significance values ( $p < 0.05$ ) for both variables, as well as the calculated F-value which is much greater than the set critical F-value. Thus, the third hypothesis can be accepted.

The research was conducted on 90 respondents who were customers that had purchased Ledre at the "DADI TRESNO" Original Ledre Souvenir Center in Bojonegoro Subdistrict, Bojonegoro Regency, as a sample to explore the factors influencing customer satisfaction with the typical Bojonegoro souvenir "Ledre Asli". The research findings indicate that 68.1% of the variation in customer satisfaction can be explained by the price and service quality variables, while the remaining 31.9% is influenced by other factors not included in the study, such as promotion, location, company brand, and others. This finding is consistent with previous research by Sintya (2018), which shows that service quality and price have a positive influence on customer satisfaction.

In conclusion, the research confirms that price and service quality together affect customer satisfaction with the typical Bojonegoro souvenir "Ledre Asli". This provides a deeper understanding of the factors influencing consumer behavior and can serve as a basis for the development of more effective and sustainable business strategies in the future.

## CONCLUSION

Based on the analysis conducted, it can be concluded that the factors significantly influencing customer satisfaction with the typical Bojonegoro souvenir "Ledre Asli" are price and service quality. The research found that these two factors together explain approximately 68.1% of the variation in customer satisfaction levels. This indicates a strong relationship between price and service quality and customer satisfaction with the product.

Therefore, producers and business operators are advised to pay more attention to the aspects of price and service quality. Improvements in these aspects can have a positive impact on customer satisfaction with the typical Bojonegoro souvenir "Ledre Asli". This could include strategies such as price adjustments that reflect the value provided by the product, as well as improvements in the quality of service provided to customers.

By focusing on and enhancing these factors, producers and business operators can create positive experiences for their customers, which will ultimately increase customer loyalty, brand image, and the sustainability of their business.

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