

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

# The Impact of Price and Service Quality on Consumer Satisfaction Mediated by Influencer Marketing: A Study of MSMEs in Palopo City

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## ABSTRACT

This research aims to analyze the influence of price and service quality on consumer satisfaction through the role of influencer marketing as a mediating variable. The focus of this research is on consumers of Warung Bakso Afni Songka, located in Palopo City. This research employs a quantitative approach, utilizing survey methods. The sample size was set at 100 respondents, although the total population size is unknown. The research instrument was prepared in the form of a questionnaire and measured using a Likert scale. The data analysis technique uses SPSS version 26 software. The research results indicate that price and service quality have a direct and significant positive effect on consumer satisfaction. In addition, influencer marketing is proven to play a mediating role that strengthens the relationship between independent variables and consumer satisfaction. All hypotheses proposed in this research are accepted. These findings contribute to the development of marketing strategies for MSMEs, particularly in the use of influencer marketing to enhance consumer attraction and loyalty. Therefore, MSME owners are advised to focus on competitive pricing strategies, enhance service quality, and optimize collaboration with influencers to deliver sustainable customer satisfaction.

**Keywords:** Price, Service Quality, Consumer Satisfaction, Influencer Marketing.

## I. Introduction

Micro, Small, and Medium Enterprises (MSMEs) are businesses owned by the community or that meet the requirements to be classified as micro. MSMEs play a crucial role in driving economic growth in Indonesia. In Palopo City, according to data from the Cooperatives and MSMEs Office (Yunus et al., 2022), there are 11,022 MSMEs actively contributing to improving community welfare and employment. One rapidly growing MSME sector is the food and beverage industry. Facing increasingly fierce competition, MSMEs must understand the factors influencing customer satisfaction to foster sustainable customer loyalty. The success of MSME food stalls in a competitive business environment depends not only on the quality of the food served, but also on other factors that influence consumer decisions. Prices that reflect product quality while remaining affordable can increase customer appeal and satisfaction. (Dian Sudiantini et al., 2023). Consumers not only assess prices nominally, but also based on their perceptions and expectations of the benefits received (Religia et al., 2023).



The price reflects how consumers assess a product's benefits based on its cost. Perceptions of price are influenced by each consumer's environment and personal circumstances, allowing each person to have a different assessment. If price and service meet expectations, satisfaction will increase. Conversely, if they do not, customer satisfaction may decline. (Ridwan et al., 2024). Therefore, pricing strategy is a crucial aspect in attracting purchasing interest and retaining customers. Besides price, service quality also plays a significant role in shaping customer satisfaction. Good service can foster positive relationships, create a sense of comfort, and encourage customer loyalty. (Wijaya et al., 2024). Customers will be pleased if they receive high-quality service. They will tend to compare their experience with that of other locations, and if satisfied, they will return or recommend the service to others (Anggreini et al., 2024).

Customer satisfaction is a measure of the extent to which their expectations, needs, and desires are met. This satisfaction can encourage repeat purchases, increase loyalty, and generate word-of-mouth promotion. (Millah & Suryana, 2020). The importance of customer convenience is driving retailers to redesign their operating systems. Moreover, emphasize the efficiency of the services provided (Pradana et al., 2021). Therefore, understanding what consumers want and providing high-value services is the key to building customer loyalty. (Khaddapi et al., 2022). In the digital era, influencer marketing is becoming increasingly important as a marketing strategy. Influencer marketing is a promotional strategy that utilizes social media platforms, such as Instagram and YouTube, to target potential consumers. Influencers can influence their followers' purchasing decisions through engaging content and a personalized approach (Tiara Marlina Putri, 2021). This strategy has proven effective in increasing sales, particularly for MSMEs that are transitioning to digital marketing.

Warung Bakso Afni Songka is one of the active culinary MSMEs in Palopo City, facing intense competition. Recent research indicates that consumer perceptions of price and service are the primary factors in determining satisfaction levels. Consumers now judge not only the quality of food but also the appropriateness of the price in relation to the service quality. The combination of competitive prices and satisfactory service has a significant impact on customer satisfaction and loyalty. Based on the description above, this study aims to explain the influence of price and service quality on customer satisfaction and analyze the role of influencer marketing as a mediating variable in this relationship. This research focuses on consumers of Warung Bakso Afni Songka in Palopo City. It aims to provide practical contributions for MSMEs in developing effective digital-based marketing strategies to enhance customer satisfaction and loyalty.

### 1.1. Problem Formulation

- a. Does price have a positive and significant effect on influencer marketing in MSMEs in Palopo City?
- b. Does service quality have a positive and significant effect on influencer marketing in MSMEs in Palopo City?
- c. Does price have a positive and significant effect on consumer satisfaction in MSMEs in Palopo City?
- d. Does service quality have a positive and significant effect on consumer satisfaction in MSMEs in Palopo City?
- e. Does influencer marketing have a positive and significant effect on consumer satisfaction in MSMEs in Palopo City?
- f. Do price and service quality simultaneously have a positive and significant effect on consumer satisfaction through influencer marketing as an intervening variable in MSMEs in Palopo City?

### 1.2. Research Objective

The objective of this study is to determine whether price and service quality have direct or indirect effects on consumer satisfaction through influencer marketing in MSMEs in Palopo City.

## II. Literature Review and Hypothesis Development

This study aims to understand how price and service quality influence customer satisfaction, and the extent to which influencer marketing can strengthen this relationship, particularly in the context of MSMEs such as Warung Bakso Afni Songka. Therefore, this literature review was compiled to examine theories and previous research findings relevant to the primary research variables: price, service quality, customer satisfaction, and influencer marketing. This study is expected to provide a solid theoretical foundation for developing a conceptual framework and formulating research hypotheses.

### 2.1. Price

Price is a crucial element of the marketing mix that companies can control to influence purchasing decisions. Muzaki et al. (2022) stated that quality products offered at affordable prices tend to attract consumers, as there is a general perception that higher prices indicate superior quality. However, Munthe and Panggabean (2023) argue that price is not merely a nominal figure but also serves as a signal of a product's quality and market positioning. From the consumer's perspective, price reflects the perceived benefits and value received. Therefore, perceptions of price fairness are a key determinant of customer satisfaction. According to Mita et al. (2021), price indicators include:

- a. Affordability – the consumer's ability to purchase a product based on their purchasing power.
- b. Price-quality ratio – the extent to which the price is considered commensurate with the quality received.
- c. Value – the consumer's perception of the price in comparison to similar products.
- d. Benefit-based pricing – pricing determined by the perceived benefits the consumer receives.

In the context of MSMEs such as Warung Bakso Afni Songka, affordability is important, but not sufficient. Consumers tend to evaluate the value and benefits of a product relative to the price they pay. Therefore, an appropriate pricing strategy can enhance both consumer satisfaction (H3) and the effectiveness of influencer marketing messages (H1). This implies that price plays a dual role: as an internal factor managed by the company and as an external perception shaped through promotional activities. In addition to price, service quality is also a significant factor that consumers consider when making purchasing decisions, especially in the food service industry, as seen in the case of Warung Bakso Afni Palopo.

### 2.2. Service Quality

Service quality is a multidimensional concept that involves interactions between consumers and service providers. Bere and Susanto (2022) state that service quality encompasses ongoing improvements in various aspects, including goods, services, personnel, procedures, and the environment. Meanwhile, Siregar (2023) emphasizes that in the service sector, service quality is not only measured by the outcome but also by the interaction process that shapes consumer perceptions. According to Susanto and Realize (2022), the indicators of service quality include:

- a. Tangible physical evidence – such as cleanliness, facilities, equipment, and the appearance of employees.
- b. Empathy – attention to and concern for customer needs.
- c. Reliability – the ability to consistently deliver services as promised.
- d. Responsiveness – the speed and effectiveness in responding to complaints and requests.
- e. Assurance – expertise, friendliness, and the ability to build consumer trust.

At Warung Bakso Afni Songka, responsiveness and assurance are especially crucial, as consumers tend to prioritize the speed of response and the trustworthiness of the service before making a purchase. In this study, service quality is positioned not only as a variable that directly influences consumer satisfaction (H4) but also as a factor that shapes positive perceptions in influencer marketing (H2). Therefore, high-quality service acts as a foundation of trust that can be further reinforced through external communication strategies. Ultimately, both price and service quality converge on a single crucial aspect: customer satisfaction. Hence, understanding how these two variables influence the level of customer satisfaction is essential.

### 2.3. Customer Satisfaction

Customer satisfaction is defined as a feeling of pleasure or disappointment that arises from comparing expectations with the actual performance of a product or service. Nurhikmat (2023) states that satisfaction occurs when performance exceeds expectations, while dissatisfaction arises when performance falls short of expectations. Noni et al. (2021) note that customer satisfaction is a crucial indicator of business sustainability, as it is closely tied to customer loyalty and repeat purchase decisions. According to Pratiwi and Fadhli (2021), several indicators of customer satisfaction include:

- a. Product quality – the main factor determining the level of customer satisfaction.
- b. Service quality – pleasant service experiences contribute to increased customer loyalty.
- c. Product cost – satisfaction rises when high-quality products are offered at prices that meet consumer expectations.
- d. Product accessibility – ease of ordering, particularly through online channels.
- e. Effective advertising and promotional strategies – these can strengthen positive consumer perceptions.

In this study, customer satisfaction is the primary dependent variable influenced by price (H3), service quality (H4), and influencer marketing (H5). Furthermore, satisfaction is also indirectly influenced (H6) when price and service are presented attractively and credibly through influencer marketing. Therefore, a comprehensive understanding of the dimensions of customer satisfaction is essential in formulating effective marketing strategies for MSMEs. One widely adopted strategy is influencer marketing, which can indirectly shape consumer perceptions and influence purchasing decisions.

### 2.4. Influencer Marketing

Influencer marketing is a modern marketing strategy that leverages the influence of individuals on social media to shape consumer perceptions and behavior. Nurul Agustin (2022) and Widyaningrum et al. (2022) state that influencers—such as Instagram celebrities, YouTubers, and bloggers—play a crucial role in building market acceptance for products. This strategy has a positive impact on brand popularity and image on social media platforms. According to Sari and Hidayat (2021), the key indicators of influencer marketing include:

- a. Visibility – the extent to which an influencer’s content reaches the target audience.
- b. Credibility – the level of trust the audience places in the influencer.
- c. Attraction – the ability to capture audience attention through engaging content.
- d. Power of influence – the effectiveness of the influencer in driving purchasing decisions.

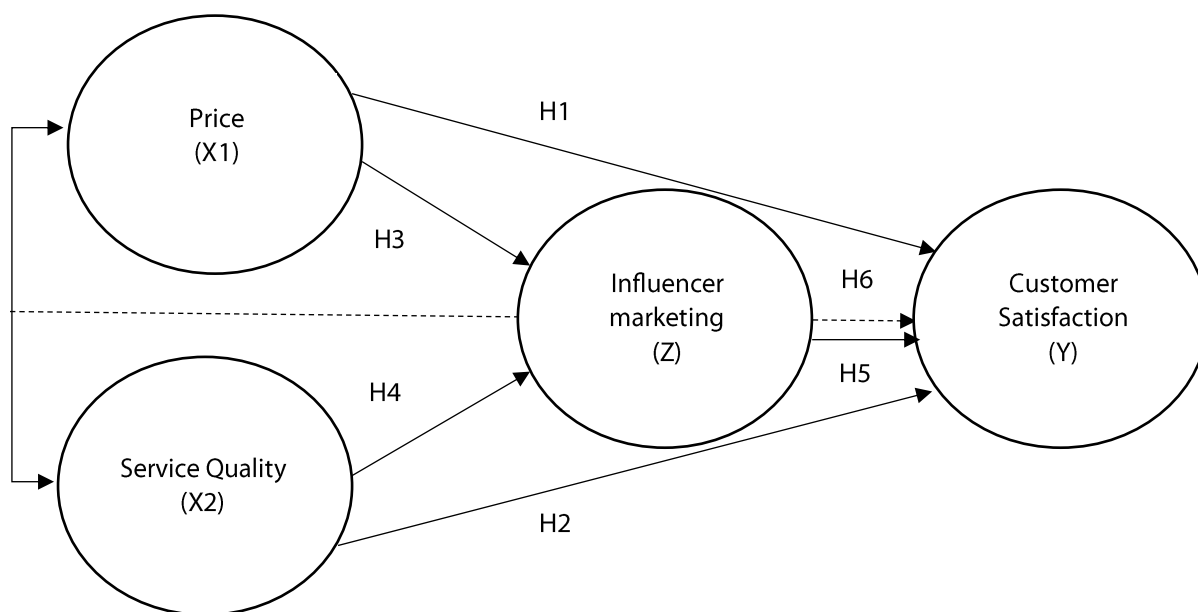
In this study, influencer marketing is positioned as a mediating variable that connects the influence of price and service quality to customer satisfaction (H1, H2, H5, H6). This implies that the effectiveness of influencer promotions can enhance consumers’ perceptions of value, product quality, and service excellence

offered by MSMEs. Furthermore, emotional connection and visual appeal—especially when aligned with local cultural values—are found to be more impactful than the sheer number of followers. Therefore, the selection of influencers should be carefully tailored to match the target market's characteristics.

## 2.5. Interaction Between Concepts and Their Collective Impact

This study not only examines the individual influence of each variable but also explores how price, service quality, and influencer marketing interact to affect overall consumer satisfaction collectively. Understanding this interaction is essential for explaining consumer decision-making behavior, especially in the digital era. Price and service quality are two key components in shaping perceived value. Affordable prices are more appreciated when accompanied by high-quality service, and conversely, excellent service is perceived as more valuable when it is offered at a reasonable price. When both elements are communicated effectively through influencer marketing, their impact becomes even greater—enhanced by reinforcement from a trusted third party. Influencer marketing strengthens consumer perceptions through narratives, testimonials, and recommendations delivered via digital content.

In this context, price and service quality influence satisfaction not only directly but also indirectly, through the perceptions shaped by influencers. When influencers emphasize that a product is affordably priced and offers excellent service, consumers are more likely to feel confident and satisfied with their purchase decisions. Thus, the interaction between price, service quality, and influencer marketing creates a mutually reinforcing effect. Understanding this relationship is vital for addressing the research problem and supporting the conceptual model—particularly in the context of MSMEs such as Warung Bakso Afni Songka, which aims to foster customer loyalty through an integrated digital marketing strategy.



**Figure 1. Conceptual framework**

Information:

- ▶ = Direct relationship
- ▶ = Indirect Relationship

## 2.6. Research Hypotheses

- a. It is suspected that price has a significant influence on influencer marketing in MSMEs in Palopo City.
- b. It is suspected that service quality has a significant influence on influencer marketing in MSMEs in Palopo City.
- c. It is suspected that price has a significant influence on consumer satisfaction in MSMEs in Palopo City.
- d. It is suspected that service quality has a significant influence on consumer satisfaction in MSMEs in Palopo City.
- e. It is suspected that influencer marketing has a significant influence on consumer satisfaction in MSMEs in Palopo City.
- f. It is suspected that price and service quality simultaneously have a positive and significant effect on consumer satisfaction through the role of influencer marketing as an intervening variable in MSMEs in Palopo City.

## III. Research Method

### 3.1. Types of research

This study employs a quantitative approach, utilizing both descriptive and associative methods to examine the relationships among the variables under investigation. The primary objective is to analyze the effect of price (X1) and service quality (X2) on consumer satisfaction (Y), examining both direct and indirect relationships through influencer marketing (Z) as an intervening variable. The operational definitions of each variable are as follows:

- a. Independent Variables (X):
  - Price (X1): The consumer's perception of affordability and the alignment between the price and the benefits of the product.
  - Service Quality (X2): The consumer's perception of service quality, which includes dimensions such as reliability, empathy, responsiveness, and assurance.
- b. Intervening Variable (Z):
  - Consumer Satisfaction: The level of satisfaction experienced by consumers after receiving a product or service, based on their expectations.
- c. Dependent Variable (Y):
  - Consumer Satisfaction: The level of consumer satisfaction after receiving a product or service, according to their expectations.

Data analysis was carried out statistically using SPSS version 26. Testing was carried out through:

- 1) Validity and Reliability Test to measure the quality of the instrument.
- 2) Partial t-test to determine the influence of each variable individually.
- 3) F test (simultaneous) to test the collective influence of independent variables on the dependent.

### 3.2. Data Collection Method

Primary data were collected through the distribution of structured questionnaires to respondents. The questionnaire was designed using a Likert scale, enabling participants to express their level of agreement with a series of statements.

### 3.3. Research Location and Period

This research was conducted at Warung Bakso Afni Songka, a culinary MSME located in Palopo City, known for its active use of social media for product promotion. The location was selected due to the intense competition in the culinary sector and the strategic implementation of influencer marketing. These conditions provided a suitable context for analyzing the effects of price, service quality, and influencer involvement on customer satisfaction. The study was scheduled to take place from November 25 to December 25, 2024.

### 3.4. Population and Sample

The population of this study consisted of all customers of Warung Bakso Afni who met the eligibility criteria to participate in the online survey. The inclusion criteria were: individuals aged 20–50 years who had previously purchased Warung Bakso Afni. The sample size was determined using a margin of error (MoE) formula with a 10% margin of error and a 95% confidence level. Based on these calculations, a total of 100 respondents was deemed sufficient to represent the population within the acceptable margin of error. This sampling approach enabled the researcher to collect relevant and reliable data for further analysis in addressing the research problems and testing the hypotheses.

## IV. Results and Discussion

### 4.1. Respondent Characteristics

One hundred customers of the Afni meatball stall were given a questionnaire as part of this research. To understand the description of the respondents' identity based on the designated research sample, the characteristics of the respondents are beneficial. Age, gender, and other personal information contained in the respondent identity data section provide a summary of the characteristics of the respondents. The following table presents respondent data to clarify the characteristics of the respondents in question.

#### a. Characteristics Based on Gender

**Table 1 shows the distribution of respondents by gender.**

Gender	Number of respondents	Percentage%
Man	47%	47%
Woman	53%	53%
Total	100%	100%

source: processed primary data, 2026

Based on the table, it can be seen that out of 100 respondents, 47% were male and 53% were female. The proportion of female respondents was slightly higher than that of male respondents.

#### b. Characteristics Based on Age

**Table 2 presents the age data of respondents who completed the questionnaire.**

Age	Number of respondents	Percentage%
15-20	14	14%
21-25	32	32%
26-30	33	33%
31-40	13	13%

41-50	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

source: processed primary data, 2026

Table 2 shows that the most significant percentage of respondents, 33, or 33%, are aged between 26 and 30 years. The following orders are those aged between 21 and 25 years (32.0%) and 15 and 20 years, respectively. The next age group, comprising 13 respondents or 8%, is 31-40 years, and the age group with the fewest respondents, at 8%, is 41-50 years.

#### 4.2. Data Processing Methods

##### a. Validity Test

The validity test is conducted by comparing the calculated r-value (r-count) with the critical value in the r-table at a significance level of 0.05 (5%). If the r-count exceeds the r-table value, the questionnaire item is considered valid. Based on the results, all r-count values meet the validity criteria for this study. Furthermore, the reliability test confirms that the instrument is sufficiently reliable for use as a data collection tool (Shaff, 2024).

##### a. Price

The table below shows the validity test results for the price variable used in this study.

**Table 3. Validity Test Results for Price Variable**

No.	Statement	r-count	r-table	Information
1	X1.1	0.838	0.195	Valid
2	X1.2	0.861		
3	X1.3	0.891		
4	X1.4	0.864		

Source: Processed primary data, 2026

All items in Table 3 are valid and can be used to measure the price variable among customers of the Afni Songka Meatball Stall.

##### b. Service Quality

The table below presents the validity test results for the service quality variable used in this study.

**Table 4. Validity Test Results for Service Quality Variable**

No.	Statement	r-count	r-table	Information
1	X2.1	0.900	0.195	Valid
2	X2.2	0.922		
3	X2.3	0.987		
4	X2.4	0.901		
5	X2.5	0.909		

Source: Processed primary data, 2026

Based on Table 4, all statements are valid and can be used to measure service quality as perceived by customers of the Afni Songka Meatball Stall.



c. Influencer Marketing

The table below shows the validity test results for the influencer marketing variable used in this study.

**Table 5. Validity Test Results for Influencer Marketing Variable**

No.	Statement	r-count	r-table	Information
1	Z1	0.908	0.195	Valid
2	Z2	0.924		
3	Z3	0.927		
4	Z4	0.929		

Source: Processed primary data, 2026

Table 5 indicates that all statements are valid and can be used to assess influencer marketing as experienced by customers of the Afni Songka Meatball Stall.

d. Customer Satisfaction

The following are the results of the validity test for the customer satisfaction variable used in this study.

**Table 6. Validity Test Results for Customer Satisfaction Variable**

No.	Statement	r-count	r-table	Information
1	Y1	0.899	0.195	Valid
2	Y2	0.862		
3	Y3	0.885		
4	Y4	0.892		
5	Y5	0.901		

Source: Processed primary data, 2026

Table 6 shows that all instruments are valid for measuring customer satisfaction factors at the Afni Songka Meatball Stall.

b. Reliability Test

A variable is considered reliable if its Cronbach's Alpha value is greater than 0.06. The table below presents the reliability test results for each research variable.

**Table 7. Reliability Test Results**

Variable	Cronbach's Alpha	Information
Price	0.883	Reliable
Service Quality	0.944	
Influencer Marketing	0.940	
Customer Satisfaction	0.933	

The results indicate that all variables are reliable, as each has exceeded the required reliability coefficient of 0.7. Thus, the instrument items are appropriate for use in future measurements.

c. Research Hypothesis Testing

a. Partial Test (t-test) - Model I

The table below displays the partial test results for the influence of the independent variables on the mediating variable.

**Table 8. Partial Test Results (t-test) – Model I**

Coefficients <sup>a</sup>						
Model		Unstandardized coefficients		Standardized coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	.034	2,486		.014	.989
	Price	.617	.115	.447	5,345	.000
	Quality of Service	.277	.076	.306	3,653	.000

a. Dependent Variable: influencer marketing

Source: SPSS output 2026

- Since the significance value is  $0.000 < 0.05$  and the t-count for the price variable is  $5.345 > t\text{-table } 1.984$ , H1 is accepted, indicating a partial influence between X1 and Z.
- Similarly, the service quality variable has a significance value of  $0.000 < 0.05$  and t-count  $3.653 > t\text{-table } 1.984$ , so H2 is accepted, indicating a partial influence between X2 and Z.

b. Partial Test (t-test) – Model II

**Table 9. Partial Test Results (t-test) – Model II**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.155	1,780		.087	.931
	price	.608	.094	.435	6,467	.000
	Quality of service	.193	.058	.211	3,334	.001
	influencer marketing	.403	.073	.398	5,537	.000

a. Dependent Variable: consumer satisfaction

Source: SPSS 2026 output

- The price variable has a significance value of  $0.000 < 0.05$  and t-count of  $6.467 > t\text{-table } 0.297$ . Thus, H3 is accepted, showing a partial influence between X1 and Y.
- The service quality variable has a significance value of  $0.001 < 0.05$  and t-count of  $3.334 > t\text{-table } 0.29$ . Thus, H4 is accepted, indicating a partial influence between X2 and Y.
- The influencer marketing variable shows a significance value of  $0.000 < 0.05$  and t-count of  $5.537 > t\text{-table } 0.29$ . Therefore, H5 is accepted, suggesting a partial influence between Z and Y.

c. Simultaneous Test (F-test)

The following table shows the simultaneous F-test results for the independent variables on the mediating and dependent variables.

**Table 10. Simultaneous Test Results (F-test)**

ANOVA <sup>a</sup>						
Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	575,472	3	191,824	67,386	.000 <sup>b</sup>
	Residual	273,278	96	2,847		
	Total	848,750	99			
a. Dependent Variable: Consumer satisfaction						
b. Predictors: (Constant), influencer marketing, service quality, price						

Source: SPSS 2026 output

With  $n = 100$ , the degrees of freedom are  $df = 100 - 4 - 1 = 95$ , so the F-table value is 2.70. Since the significance value is  $0.000 < 0.05$  and  $F\text{-count} = 67.386$ , it can be concluded that  $H_6$  is accepted, meaning  $X_1$ ,  $X_2$ , and  $Z$  have a simultaneous influence on  $Y$ .

#### 4.3. Discussion

This section discusses the relationship between the variables studied based on the analysis results. Price ( $X_1$ ) and service quality ( $X_2$ ) are independent variables, customer satisfaction ( $Y$ ) is the dependent variable, and influencer marketing ( $Z$ ) is the intervening variable.

##### a. The Effect of Price on Influencer Marketing

The results of the T-test indicate that price has a positive and significant effect on influencer marketing among MSMEs in Palopo City. This is evidenced by a significance value of 0.000 ( $< 0.05$ ) and a t-value of 5.345, which is greater than the t-table value of 1.984. These findings suggest that the more competitive and affordable a product's price is, the stronger the influence of promotional efforts through influencers on consumer perception. This result aligns with Nurul Agustin's (2022) research, which states that an appropriate price enhances the persuasive power of influencer promotions. Similarly, Puspita & Rahmawan (2021) assert that a fair price, corresponding to product benefits, strengthens the product's image in digital promotions. Therefore, an effective pricing strategy can improve the success of influencer marketing campaigns for MSMEs.

##### b. The Effect of Service Quality on Influencer Marketing

The T-test results also show that service quality has a positive and significant effect on influencer marketing in MSMEs in Palopo City. The significance value is 0.000, and the t-count is  $3.653 > 1.984$ , indicating a strong relationship. This implies that the better the perceived service quality, the greater the impact of influencer promotions on consumer decisions. These findings align with those of Sahabuddin et al. (2024), who found that high-quality service enhances public trust in influencer recommendations. Reliable, responsive, and empathetic service encourages consumers to place greater confidence in influencer content.

##### c. The Effect of Price on Customer Satisfaction

The T-test results further reveal that price has a positive and significant effect on customer satisfaction, with a significance value of 0.000 and a t-count of  $6.467 > 1.984$ . This indicates that customers' perceptions of price affordability and fairness have a significant impact on their overall satisfaction. This

finding is consistent with Syerlina et al. (2022), who demonstrated that competitive pricing, aligned with service quality, enhances customer satisfaction in the MSME sector. A well-perceived pricing policy fosters positive consumer sentiment and encourages repeat purchases.

#### d. The Effect of Service Quality on Customer Satisfaction

The analysis indicates that service quality has a significant influence on customer satisfaction, with a significance value of 0.001 and a t-count of 3.334 greater than 1.984. This implies that higher service quality results in greater customer satisfaction. This supports the findings of Khaddapi et al. (2022), who demonstrated that high service quality fosters both customer satisfaction and loyalty. Millah & Suryana (2020) also emphasized that consistent and friendly service is essential for building long-term relationships in retail and culinary businesses.

#### e. The Effect of Influencer Marketing on Customer Satisfaction

The study also finds that influencer marketing has a positive and significant effect on customer satisfaction, based on a significance value of 0.000 and a t-count of 5.537, which is greater than 1.984. This implies that influencer-driven promotions can strengthen customer perceptions, thereby increasing satisfaction. These findings support Assa et al. (2024), who found that influencer marketing contributes to customer loyalty by boosting satisfaction. Widyaningrum Dwi et al. (2022) also highlighted that this strategy is particularly effective for culinary MSMEs on social media, as it appeals to consumers emotionally and visually.

#### f. The Mediating Role of Influencer Marketing in the Effect of Price and Service Quality on Customer Satisfaction

Based on the F-test results, price and service quality simultaneously affect customer satisfaction through influencer marketing. The F-value of  $67.386 > 2.70$  and a significance value of  $0.000 < 0.05$  indicate that this model is statistically significant. These results suggest that influencer marketing acts as a mediator, enhancing the effects of price and service quality on customer satisfaction. A well-integrated strategy—combining internal factors (pricing and service) with external promotion through influencers—can effectively boost satisfaction in the MSME context.

This finding not only aligns with previous studies (e.g., Nurul Agustin, 2022) but also offers a new perspective by emphasizing the importance of integrating internal and external marketing factors. The current study offers original insights, particularly in the culinary MSME sector of Palopo, by focusing on Warung Bakso Afni Songka. This subject has not been widely explored in previous research. However, it is important to acknowledge the limitations of this study, particularly in relation to data authenticity. One major limitation is the potential for response bias, as the data were collected through self-reported online questionnaires. Respondents may have provided socially desirable responses or answers that they believed aligned with the researcher's expectations, rather than those based on their actual experiences. This possibility should be considered when interpreting the results.

## V. Conclusion

### 5.1. Conclusions

Based on the results of hypothesis testing and the subsequent discussion, the following conclusions can be drawn:

- a. Price has a positive and significant effect on influencer marketing.
- b. Service quality has a positive and significant effect on influencer marketing.
- c. Price has a positive and significant effect on consumer satisfaction.
- d. Service quality has a positive and significant effect on consumer satisfaction.
- e. Influencer marketing has a positive and significant effect on consumer satisfaction.
- f. Price and service quality simultaneously have a positive and significant effect on consumer satisfaction, with influencer marketing acting as an intervening variable.

These findings highlight the importance of implementing competitive pricing strategies, maintaining high service quality, and utilizing influencer marketing to enhance consumer satisfaction—especially within the culinary MSME sector in Palopo City.

## 5.2. Suggestions

Based on the research findings and their limitations, the following suggestions are proposed:

- a. Future studies are encouraged to include additional relevant variables, such as brand perception or digital promotion, which may also influence consumer satisfaction.
- b. Data collection methods should be enhanced through direct observation or in-depth interviews to gain more contextual and nuanced data.
- c. Given the limitation related to potential response bias from self-reported online questionnaires, a data triangulation approach is recommended to improve the validity and objectivity of future research findings.
- d. Ethical considerations were observed throughout this study. Respondents were provided with complete information, participated voluntarily, and were assured of confidentiality through the use of anonymous questionnaires.
- e. The findings of this research open up opportunities for the development of more complex models in future studies, such as incorporating customer loyalty, trust in influencers, or brand image as mediating or moderating variables. This can help further explain the relationship between price, service quality, and consumer behavior in digital marketing.
- f. The scope of the research can be extended to other MSME sectors—such as fashion, services, or digital education—as well as to other geographical regions to determine the consistency and generalizability of the findings.
- g. Future research is also encouraged to adopt mixed-method approaches. For instance, incorporating in-depth interviews alongside quantitative surveys can provide richer insights into consumer experiences and perceptions that may not be fully captured through questionnaires alone.

## 5.3. Implications for Future Research

The results of this study contribute to a better understanding of the roles of price, service quality, and influencer marketing in shaping customer satisfaction in the culinary MSME sector. However, there is still room for further exploration. Future research could examine additional mediating or moderating variables, such as trust in influencers, customer loyalty, or brand image, which may either strengthen or weaken the relationships among the studied variables. Additionally, conducting similar studies in different regions or business sectors would allow researchers to test the consistency of these findings across various social and economic contexts. A broader approach is expected to yield a more comprehensive and insightful model for understanding consumer behavior in the digital marketing era.

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