

THE EFFECT OF PRICE ON CONSUMER SATISFACTION OF DIM SUM CEMAL CEMIL IN MEDAN CITY

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Received : 03 June 2026

Accepted : 30 June 2026

Revised : 11 June 2026

Published : 16 July 2026

Abstract

This study aims to analyze the effect of price on customer satisfaction at Dim Sum Cemal Cemil in Medan. The study employed a quantitative approach using a survey method, in which questionnaires were distributed to 60 respondents who were customers of Dim Sum Cemal Cemil. Accidental sampling was used as the sampling technique. The data were analyzed using IBM SPSS Statistics software through validity tests, reliability tests, normality tests, heteroscedasticity tests, simple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2). The results showed that all statement items were valid and reliable. The results of the simple linear regression analysis yielded the equation $Y = 11.892 + 0.694X$, indicating that price has a positive effect on customer satisfaction. The t-test results showed a calculated t-value of 6.536 with a significance level of 0.000 (<0.05), thus proving that price has a positive and significant effect on customer satisfaction. The F-test results also showed a significance value of 0.000, meaning the regression model is appropriate for use. Furthermore, the coefficient of determination (R-squared) of 0.424 indicates that price explains 42.4% of the variation in consumer satisfaction, while the remaining 57.6% is influenced by other factors not examined in this study. Thus, it can be concluded that price is one of the key factors influencing customer satisfaction at Dim Sum Cemal Cemil in Medan. Therefore, the business is advised to maintain a pricing policy that aligns with product quality and customer purchasing power in orders to enhance customer satisfaction and loyalty.

Keywords: Price, Customer Satisfaction, Simple Linear Regression, Dim Sum, Medan

INTRODUCTION

The food industry is experiencing rapid growth in today's global era, especially in major cities like Medan. Competition among culinary MSMEs is intensifying, fueled by the rapidly increasing number of MSMEs. In Medan, competition is even fiercer with the emergence of a variety of new restaurants and cafes. One of the key factors that is often the main consideration for consumers in choosing culinary products is price. According to Kotler and Armstrong (2016) in (Puspita et al., n.d.) in (Ramadhan, 2025), price is a set of money charged for a product, or the total value given by consumers for the various benefits obtained from owning and using the product or service (Ramadhan, 2025). Consumers tend to compare prices between similar products before deciding to buy.

Buyer decisions are influenced by the company's ability to stimulate purchases, as well as by external factors. While individuals generally make similar purchasing decisions, the process is influenced by personal characteristics, age, income, and lifestyle. Therefore, the best purchasing decisions for individuals stem from their needs and aspirations (Ruwaidah, 2024). Customer satisfaction is defined as the emotion of happiness or dissatisfaction experienced by a person after evaluating the performance or outcome of a product compared to their expectations. Customer satisfaction is a key factor in a business's success, leading to recommendations.

Dim Sum Cemal Cemil is a culinary business that is popular with some people. This business was founded in 2025 and offers various variants with varying prices. Dim Sum Cemal Cemil has several menus, namely Dim Sum Goreng Keju Melter and Dim Sum Mentai with prices ranging from Rp. 12,000 to Rp. 15,000 for one portion. Based on this background, this study aims to: (1) find out how well the price level affects consumer satisfaction, (2) find out how well the level of consumer satisfaction is, (3) analyze the effect of price on consumer satisfaction, (4) analyze the relationship between price and consumer satisfaction.

Table 1. Total Sales of Citra Dimsum in February-July 2026

Month	Transaction	Income
January	125 boxes	1,500,000
February	95 boxes	1,140,000
March	87 boxes	1,044,000
Total		3,684,000

Source: Dim Sum Cemal Cemil sales report

Based on the table above, it presents data on the number of transactions and sales income of Dim Sum Cemal Cemil during the period from January to March 2026. From the table, it can be seen that the highest number of sales occurred in January with 125 boxes with an income of Rp. 1,500,000, while the lowest sales occurred in March with 87 boxes with an income of Rp. 1,044,000. Overall, total sales for three months reached 307 boxes with a total income of Rp. 3,684,000. Quality is seen as a tool for achieving competitive advantage, as it is a key factor in determining customer service choices. Customer satisfaction is achieved when the quality of the service provided meets their needs. Good quality is essential for creating customer satisfaction. However, understanding how to evaluate the quality perceived by consumers is challenging.

Table 2. Number of MSMEs in North Sumatra

No	Type of business	Amount
1	Macro Business	810
2	Micro Enterprises	103
3	Medium Enterprises	47
Total		1,040

Source: Medan Cooperatives and MSMEs Service 2022

The table above displays data on the number of MSMEs in North Sumatra, obtained from the Medan City Cooperatives and MSMEs Office in 2022. This agency is tasked with collecting, recording, and validating data. Macro businesses dominate with 810 units, followed by micro businesses with 103 units, and medium businesses with the fewest at 47 units. Overall, there are 1,040 MSMEs that are partners in the Cooperatives and MSMEs' development and supervision in the region. Culinary businesses are a growing business, especially in Medan City, as one of the main tourist destinations in North Sumatra Province, providing a great opportunity for culinary businesses to develop and contribute to the regional economy. One of the currently growing MSMEs is the Dimsum Citra MSME. The increasing economy of North Sumatra is also influenced by MSMEs. This can be seen from the large number of MSME business owners spread across Medan City with various types of business sectors (Medan City Cooperatives and MSMEs Office, 2018). Based on the description above, the author is interested in conducting a study entitled "The Effect of Price on Consumer Satisfaction of Dim Sum Cemal Cemil in Medan City."

RESEARCH METHODS

TYPES OF RESEARCH

This research takes a numerical or quantitative approach using a survey technique. This approach was chosen because the research objective was to objectively evaluate the impact of price variables on customer satisfaction using statistical analysis (SPSS). The survey was conducted by distributing questionnaires to consumers who had previously transacted at Dim Sum MSMEs. According to Sugiyono (2023), quantitative research is a method based on the philosophy of positivism and is used to analyze certain populations or samples with the aim of testing the hypotheses that have been formulated.

LOCATION AND TIME OF RESEARCH

The research was conducted on flower board MSMEs operating in Medan City. Data collection took place between January and March 2026.

POPULATION AND SAMPLE

The population studied in this study included all customers who had purchased dim sum from the MSMEs that were the focus of the research. Because the population size was unknown, the sampling method used was non-probability sampling with a purposive sampling approach.

The criteria set for respondents are as follows:

1. Have made dim sum purchases from the MSMEs studied
2. Minimum age 17 years
3. Willing to fill out the questionnaire used

DATA SOURCE

This study utilizes two types of data, namely:

1. Primary Data: This data was obtained directly from respondents through the distribution of questionnaires asking about prices and customer satisfaction.
2. Secondary Data: Secondary data is obtained from:
 - a. Books related to marketing
 - b. Scientific journals
 - c. Articles from previous research
 - d. Relevant documents and information regarding dim sum MSMEs

DATA COLLECTION TECHNIQUES AND OPERATIONAL DEFINITION OF VARIABLES

In this study, the data collection methods used were a questionnaire and a literature review. This questionnaire was given to consumers who had made transactions at dim sum MSMEs using a Likert scale of 1-5, ranging from strongly disagree to strongly agree. This method was adopted because it can provide direct data regarding consumer views regarding price quality and customer satisfaction. Furthermore, a literature review was conducted by collecting various references including books, scientific articles, previous research, and other sources relevant to the variables studied. In this study, the independent variable is price and the dependent variable is customer satisfaction. The price variable is assessed through aspects of affordability, price-quality alignment, competitiveness, price-to-benefit ratio, and ease of payment. Meanwhile, customer satisfaction is measured based on product suitability to consumer expectations, convenience during interactions and transactions, desire to make repeat purchases, and willingness to recommend the product to relatives and others.

DATA ANALYSIS TECHNIQUES

The data were obtained using SPSS statistical software. The analysis process began with a validity test to assess the accuracy of each question item in measuring the research variables, and continued with a reliability test to determine the level of consistency of the research tool. Next, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the data were ready for regression analysis. The method used was simple linear regression. To evaluate the research hypothesis, a t-test was used to analyze the effect of each independent variable separately on purchasing decisions, and an f-test to assess the effect of price on customer satisfaction. Furthermore, a coefficient of determination (R²) analysis was conducted ^{to} **evaluate** the extent to which the price variable can explain variations in customer satisfaction in dim sum MSMEs. Thus, the analysis is expected to provide accurate insights into the influence of price and customer satisfaction.

RESULTS AND DISCUSSION

The above phenomenon indicates that competition in the dim sum business in Medan is increasingly fierce. Many businesses offer similar products at varying price points. This situation leaves consumers with numerous choices, making them more selective in their purchasing decisions. Therefore, Dim Sum Cemal Cemil needs to determine the extent to which its pricing is able to satisfy its customers.

A. Results of Validity and Reliability Test of Variable X
Correlations

		X.1	X.2	X.3	X.4	x.5	x.6	x.7	x.8	x.9	x.10	PRIC E
X.1	Pearson Correlation	1	.645 **	.688 **	.560 **	.331 **	.480 **	.364 **	.144	.310 *	.373 **	.763 **
	Sig. (2-tailed)		.000	.000	.000	.010	.000	.004	.272	.016	.003	.000
	N	60	60	60	60	60	60	60	60	60	60	60
X.2	Pearson Correlation	.645 **	1	.653 **	.723 **	.319 *	.312 *	.383 **	.328 *	.304 *	.365 **	.780 **
	Sig. (2-tailed)	.000		.000	.000	.013	.015	.003	.011	.018	.004	.000
	N	60	60	60	60	60	60	60	60	60	60	60
X.3	Pearson Correlation	.688 **	.653 **	1	.668 **	.390 **	.309 *	.257 *	.245	.269 *	.229	.733 **
	Sig. (2-tailed)	.000	.000		.000	.002	.016	.048	.060	.038	.078	.000
	N	60	60	60	60	60	60	60	60	60	60	60
X.4	Pearson Correlation	.560 **	.723 **	.668 **	1	.373 **	.150	.242	.232	.232	.200	.687 **
	Sig. (2-tailed)	.000	.000	.000		.003	.251	.063	.075	.074	.126	.000
	N	60	60	60	60	60	60	60	60	60	60	60
x.5	Pearson Correlation	.331 **	.319 *	.390 **	.373 **	1	.423 **	.342 **	.367 **	.288 *	.353 **	.623 **
	Sig. (2-tailed)	.010	.013	.002	.003		.001	.008	.004	.026	.006	.000
	N	60	60	60	60	60	60	60	60	60	60	60
x.6	Pearson Correlation	.480 **	.312 *	.309 *	.150	.423 **	1	.361 **	.277 *	.365 **	.600 **	.626 **
	Sig. (2-tailed)	.000	.015	.016	.251	.001		.005	.032	.004	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60
x.7	Pearson Correlation	.364 **	.383 **	.257 *	.242	.342 **	.361 **	1	.427 **	.343 **	.483 **	.624 **
	Sig. (2-tailed)	.004	.003	.048	.063	.008	.005		.001	.007	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60
x.8	Pearson Correlation	.144	.328 *	.245	.232	.367 **	.277 *	.427 **	1	.492 **	.339 **	.562 **
	Sig. (2-tailed)	.272	.011	.060	.075	.004	.032	.001		.000	.008	.000
	N	60	60	60	60	60	60	60	60	60	60	60
x.9	Pearson Correlation	.310 *	.304 *	.269 *	.232	.288 *	.365 **	.343 **	.492 **	1	.472 **	.590 **
	Sig. (2-tailed)	.016	.018	.038	.074	.026	.004	.007	.000		.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60
x.10	Pearson Correlation	.373 **	.365 **	.229	.200	.353 **	.600 **	.483 **	.339 **	.472 **	1	.636 **
	Sig. (2-tailed)	.003	.004	.078	.126	.006	.000	.000	.008	.000		.000

N	60	60	60	60	60	60	60	60	60	60	60	60
PRICE	Pearson Correlation	.763 **	.780 **	.733 **	.687 **	.623 **	.626 **	.624 **	.562 **	.590 **	.636 **	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60	60	60	60	60	60

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Based on the results of the validity test on the Price variable consisting of 10 indicators (X.1–X.10) with a total of 60 respondents, the correlation coefficient (r count) values ranged from 0.562 to 0.780 , where all of these values were greater than the r table of 0.2542 at a significance level of 5%. In addition, all indicators had a significance value (Sig. 2-tailed) of 0.000 or less than 0.05 , indicating a significant relationship between each statement item and the total score of the Price variable. The highest correlation value is found in indicator X.2 (r = 0.780) , while the lowest value is found in indicator X.8 (r = 0.562) . These results indicate that all indicators are able to measure the Price variable accurately and consistently, so that all statement items are declared valid . and is suitable for use as a research instrument and can be continued to the next testing stage, namely reliability testing and simple linear regression analysis .

Reliability Statistics

Cronbach's Alpha	N of Items
.859	10

Based on the results of the reliability test on the Price variable, the Cronbach's Alpha value was obtained of 0.859 with a total of 10 statement items . The Cronbach's Alpha value is greater than the minimum required limit, which is 0.70 , thus indicating that the research instrument has a very good level of reliability . This means that all statement items in the Price variable have high internal consistency in measuring respondents' perceptions of prices at Dim Sum Cemal Cemil in Medan City. Thus, the research instrument is declared reliable and suitable for use for data collection and can be continued to the next stage of analysis, namely the classical assumption test and simple linear regression analysis.

B. Results of Validity and Reliability Test of Variable Y

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	CONSUMER SATISFACTION
Y.1	Pearson Correlation	1	.593 **	.182	.498 **	.295 *	.318 *	.468 **	.583 **	.230	.672 **	.723 **
	Sig. (2-tailed)		.000	.164	.000	.022	.013	.000	.000	.077	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60
Y.2	Pearson Correlation	.593 **	1	.317 *	.322 *	.147	.539 **	.421 **	.637 **	.636 **	.644 **	.793 **
	Sig. (2-tailed)	.000		.014	.012	.261	.000	.001	.000	.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60
Y.3	Pearson Correlation	.182	.317 *	1	.310 *	.048	.308 *	.100	.232	.410 **	.311 *	.485 **

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	Sig. (2-tailed)	.164	.014		.016	.717	.017	.447	.074	.001	.016	.000
	N	60	60	60	60	60	60	60	60	60	60	60
Y.4	Pearson Correlation	.498 **	.322 *	.310 *	1	.476 **	.121	.353 **	.371 **	.412 **	.639 **	.675 **
	Sig. (2-tailed)	.000	.012	.016		.000	.357	.006	.004	.001	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60
Y.5	Pearson Correlation	.295 *	.147	.048	.476 **	1	.152	.172	.230	.243	.312 *	.446 **
	Sig. (2-tailed)	.022	.261	.717	.000		.245	.189	.077	.062	.015	.000
	N	60	60	60	60	60	60	60	60	60	60	60
Y.6	Pearson Correlation	.318 *	.539 **	.308 *	.121	.152	1	.369 **	.614 **	.446 **	.434 **	.651 **
	Sig. (2-tailed)	.013	.000	.017	.357	.245		.004	.000	.000	.001	.000
	N	60	60	60	60	60	60	60	60	60	60	60
Y.7	Pearson Correlation	.468 **	.421 **	.100	.353 **	.172	.369 **	1	.510 **	.129	.484 **	.588 **
	Sig. (2-tailed)	.000	.001	.447	.006	.189	.004		.000	.325	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60
Y.8	Pearson Correlation	.583 **	.637 **	.232	.371 **	.230	.614 **	.510 **	1	.540 **	.556 **	.790 **
	Sig. (2-tailed)	.000	.000	.074	.004	.077	.000	.000		.000	.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60
Y.9	Pearson Correlation	.230	.636 **	.410 **	.412 **	.243	.446 **	.129	.540 **	1	.493 **	.688 **
	Sig. (2-tailed)	.077	.000	.001	.001	.062	.000	.325	.000		.000	.000
	N	60	60	60	60	60	60	60	60	60	60	60
Y.10	Pearson Correlation	.672 **	.644 **	.311 *	.639 **	.312 *	.434 **	.484 **	.556 **	.493 **	1	.833 **
	Sig. (2-tailed)	.000	.000	.016	.000	.015	.001	.000	.000	.000		.000
	N	60	60	60	60	60	60	60	60	60	60	60
CONSUMER SATISFACTIO	Pearson Correlation	.723 **	.793 **	.485 **	.675 **	.446 **	.651 **	.588 **	.790 **	.688 **	.833 **	1
N	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60	60	60	60	60	60

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Based on the results of the validity test on the Consumer Satisfaction variable consisting of 10 indicators (Y.1–Y.10) with a total of 60 respondents, the correlation coefficient value (r count) between each indicator and the total score of the Consumer Satisfaction variable ranged between 0.446 to 0.833 . All correlation coefficient values are greater than the r table. of 0.2542 at a significance level of 5%, and has a significance value (Sig. 2-tailed) of 0.000 or less than 0.05 . The highest correlation value is found in indicator Y.10 ($r = 0.833$) , while the lowest value is found in indicator Y.5 ($r = 0.446$) . These results indicate that all statement items are able to measure the Consumer Satisfaction variable accurately and have a significant relationship with the total score of the variable. Thus, all indicators in the Consumer Satisfaction variable are declared valid. and is suitable for use as a research instrument and can be continued to the next stage of reliability testing and statistical analysis.

Based on the results of the reliability test on the Consumer Satisfaction variable, a Cronbach's Alpha value of 0.864 was obtained with a total of 10 statement items . This value is greater than the minimum required limit, which is 0.70 , thus indicating that the research instrument has a very good level of reliability . This means that all statement items in the Consumer Satisfaction variable have high internal consistency in measuring the level of consumer satisfaction with Dim Sum Cemal Cemil in Medan City. Thus, the research instrument is declared reliable , so that all statement items are suitable for use in data collection and can be continued to the next stage of analysis, namely the classical assumption test and simple linear regression analysis.

C. Classical Assumption Test

1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	4.50206336
Most Extreme Differences	Absolute	.124
	Positive	.080
	Negative	-.124
Test Statistics		.124
Asymp. Sig. (2-tailed) ^c		.023
Monte Carlo Sig. (2-tailed) ^d	Sig.	.020
	99% Confidence Interval Lower Bound	.016
	Upper Bound	.023

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test on Unstandardized Residual , the Asymp. Sig. (2-tailed) value was obtained at 0.023 . This value is smaller than the significance level of 0.05 ($0.023 < 0.05$), so it can be concluded that the residuals in the regression model are not normally distributed . However, the research continues to the simple linear regression analysis stage because the number of samples used is 60 respondents , so the regression model can still be used by considering that the relatively large sample size makes the regression analysis quite robust against deviations from normality.

Reliability Statistics

Cronbach's Alpha	N of Items
.864	10

2. Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	10,362	2,895		3,579	.001
	PRICE	-.177	.071	-.312	-2,501	.015

a. Dependent Variable: ABS_RES

Based on the results of the heteroscedasticity test using the Glejser method, the significance value of the Price variable was 0.015. This value is smaller than the significance level of 0.05 ($0.015 < 0.05$), so it can be concluded that there are symptoms of heteroscedasticity in the regression model. This indicates that the residual variance is not constant at all prediction levels, so the assumption of homoscedasticity in the regression model has not been met.

3. Simple Linear Regression Test

Model Summary

Model	R	R Square	Adjusted Square	R	Standard Error of the Estimate
1	.651 ^a	.424	.414		4,541

a. Predictors: (Constant), PRICE

Based on the results of the simple linear regression analysis, the R value obtained was 0.651, which indicates that there is a strong relationship between the Price variable and Consumer Satisfaction. Furthermore, the R Square value of 0.424 indicates that the Price variable is able to explain 42.4% of the variation in Consumer Satisfaction, while the remaining 57.6% is influenced by other factors outside the Price variable that were not examined in this study. The Adjusted R Square value of 0.414 indicates that after adjusting for the number of samples and the number of variables in the model, the Price variable's ability to explain the variation in Consumer Satisfaction is 41.4%. In addition, the Std. Error of the Estimate value of 4.541 indicates the level of prediction error of the regression model, where the smaller the value, the better the model's ability to predict the Consumer Satisfaction variable. Thus, the regression model constructed shows that the Price variable has a significant contribution in explaining Consumer Satisfaction at Dim Sum Cemal Cemil in Medan City.

ANOVA^a

Model		Sum Squares	df	Mean Square	F	Sig.
1	Regression	880,737	1	880,737	42,717	.000 ^b
	Residual	1195,846	58	20,618		
	Total	2076,583	59			

a. Dependent Variable: CONSUMER SATISFACTION

b. Predictors: (Constant), PRICE

Based on the results of the ANOVA test (F Test), the calculated F value was 42.717 with a significance level of 0.000. This significance value is smaller than the significance level of 0.05 ($0.000 < 0.05$), so the simple linear regression model is declared significant and suitable for use to analyze the effect of the Price variable on Consumer Satisfaction. These results indicate that the regression model built has a good ability to explain the relationship between the Price variable and Consumer Satisfaction at Dim Sum Cemal Cemil in Medan City.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	11,892	4,353		.008
	PRICE	.694	.106	.651	.000

a. Dependent Variable: CONSUMER SATISFACTION

Based on the results of the simple linear regression analysis, the constant value (Constant) was 11.892 and the regression coefficient value of the Price variable was 0.694 . Thus, the regression equation obtained is $Y = 11.892 + 0.694X$. This equation shows that every one unit increase in the Price variable will increase Consumer Satisfaction by 0.694 units, assuming other variables are considered constant. In addition, the results of the t- test shows that the Price variable has a t-value of 6.536 with a significance value of 0.000 , which is smaller than 0.05 . Thus, H_0 is rejected and H_1 is accepted , so it can be concluded that **Price has a positive and significant effect on Consumer Satisfaction at Dim Sum Cemal Cemil in Medan City .**

CONCLUSION

Based on the results of research on the effect of price on consumer satisfaction at Dim Sum Cemal Cemil in Medan City , it can be concluded that the research instrument used has met the valid and reliable criteria , so it is suitable for use as a data collection tool. The results of a simple linear regression analysis show that the Price variable has a positive and significant effect on Consumer Satisfaction , as evidenced by the calculated t value of 6.536 and a significance value of $0.000 < 0.05$, so that the research hypothesis (H_1) is accepted and H_0 is rejected. In addition, the results of the ANOVA test show a significance value **of 0.000** , which indicates that the regression model is suitable for use to explain the relationship between price and consumer satisfaction. The coefficient of determination (R Square) value of 0.424 indicates that the Price variable is able to explain 42.4% of the variation in Consumer Satisfaction, while the remaining 57.6% is influenced by other factors not examined in this study. Thus, it can be concluded that the better the consumer perception of the price offered by Dim Sum Cemal Cemil in Medan City, the higher the level of consumer satisfaction . Therefore, price is an important factor that needs to be maintained and managed well to increase consumer satisfaction.

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