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THE EFFECT OF TASTE AND PRICE ON SATISFACTION CONSUMERS USERS OF ELECTRIC CIGARETTES *(VAPE)*

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ABSTRACT

This study aims to determine and analyze how big the influence of taste and price on consumer satisfaction of e-cigarette users. The analytical method used is the method of multiple linear regression (multi linear regression). The results showed that the multiple regression equation with two independent variables and one dependent variable showed that: Y = 8.418 + 0.569 X_1 + 0.105 X_2 it means that consumer satisfaction of electric cigarettes (Vape) (Case Study on STIE Bina Karya Tebing Tinggi students is influenced by the Taste and Price Variables. The results of the analysis also obtain a coefficient of determination ($R2^{)\ value}$ of adjusted R square of 0.258 or 25.8%. From From the description it can be seen that t_{count} (3.524) > t_{table} (2.045), as well as the significance value of 0.001 <0.05, it can be concluded that the first hypothesis is accepted, meaning that the Taste Variable (X1) has an effect on the Customer satisfaction variable (Y). This is obtained from the $_{calculated}$ F value equal to With = 5%, dk numerator : 2, dk denominator : 31-2-1 (5%; 2; 28) the F_{table} value is 3,340. From this description, it can be seen that $F_{arithmetic}$ (6.218) > F_{table} (3.340), and a significance value of 0.006 <0.05, it can be concluded that the third hypothesis is accepted, meaning that the Taste Variable (X1) and Price Variable (X2) have a joint effect.

Keywords: **Taste, Price, Customer Satisfaction**

INTRODUCTION

The habit of smoking cigarettes for some people in Indonesia has been considered as a primary need that is always trying to be fulfilled. WHO has placed Indonesia as the country with the third largest number of smokers after China and India. Data last year (2016) showed an increase in the number of male adolescent smokers reaching 58.8 percent. Smoking habits in Indonesia have killed at least 235,000 people every year. More than a third or 36.3 percent of Indonesia's population are currently smokers, said Minister of Health Nila Moeloek when opening the Indonesian Conference on Tobacco or Health at Balai Kartini, Jakarta. (Hayati, 2017).

The more technology develops, now it's a habit Smoking is no longer only by burning tobacco conventionally but has led to a new innovation, namely electric cigarettes. Smoking using e-cigarettes has quickly become a new *trend* in Indonesian society from teenagers to late adulthood, especially in early adulthood. According to Hurlock (Dwi et al, 2013) early adulthood includes the age range of 18-40 years. In this study, researchers will focus more on early adulthood by limiting the age range of 18-40 years.

trend of e -cigarettes in Indonesia as a new device, of course, provokes a very high curiosity and further curiosity for conventional cigarette users. The sensation of smoking

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conventional cigarettes that used to only offer a variety of tobacco flavors with cold *menthol* is no longer offered in e-cigarette flavors . E-cigarettes offer a much more innovative taste with various fruit flavors and various other foods in a bottle of *liquid* which is a chemical substance that is converted into vapor using electric power. The large number of e-cigarette enthusiasts makes manufacturers continue to develop the latest innovations. According to Budi, the owner of an e-cigarette shop, now vapor (e-cigarettes) is not only a substitute for conventional cigarettes, but also a trend and lifestyle for urbanites. Many people turn to vaping because this tool is considered more "classy" compared to conventional cigarettes. Not only as a trend, the average person turns to vapor because they have found the right taste. Because the taste variants are also many (Putri, 2017).

There are those who buy fairly and there are also those who are excessive in buying *liquid* and other e-cigarette devices for various *irrational reasons*, such as individuals who buy e-cigarettes only because they are interested in the shape and color without planning beforehand even though the equipment they have is still very good. and can function very well even make excessive purchases without thinking about function only on the basis of following desires or individuals who frequently change e-cigarette devices with the excuse of keeping up with the latest fashion developments. This shows that the individual behaves consumptively. According to Astuti (2013), consumptive behavior can be interpreted as a person's tendency to behave excessively in buying something irrationally and prioritize wants over needs. This is in line with the opinion of Cita et al (2015) which states that consumptive behavior is a tendency to consume unlimited, buy something excessive or unplanned.

The increasing number of consumptive actors towards the purchase of e-cigarette devices has become a phenomenon that has recently hit, this can be seen from the increasing number of e-cigarette shops in various regions in Indonesia, especially in urban areas. Supported by industrial developments and increasingly rapid technological advances, currently buying and selling transactions can be carried out very easily with an *online system* and the availability of goods is widely circulated. According to Rhomedal, Head of the Public Relations Division of the Indonesian Personal Vaporizer Association (APVI) said that to date, the number of shops selling vaporizers, if collected throughout Indonesia, could reach 5,000 shops. This figure does not count the number of independent shops selling online. Not only vaporizer traders, according to Rhomedal, the e-cigarette supporting business is also growing. Among them are the increasing number of vaporizer importers, vaporizer accessory traders to cafes that have been established since the vaporizer community developed (Amri, 2017). The factors that influence consumer satisfaction are Taste and Price. In taking advantage of opportunities and identifying individual activities in an effort to maximize customer satisfaction. In this fierce competition, the company's success is largely determined by the company's accuracy in taking advantage of opportunities and identifying individual activities in an effort to maximize customer satisfaction.

Satisfaction is a person's feelings of pleasure or disappointment as a result of comparing the performance of a product or service with his expectations (Kotler and Keller (2016:153)). A customer, if he is satisfied with the value provided by a product or service, is very likely to be a customer for a long time. According to Supranto's theory (2012:67) customer satisfaction is a label used by customers to summarize a set of visible actions or actions related to products or services. Satisfying consumer needs is the desire of every company. In addition to an important factor for the survival of the company, satisfying consumer needs can increase the advantage in

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the competition. Consumers who are satisfied with products and services tend to repurchase the product and reuse the service when the same need reappears in the future. This means that satisfaction is a key factor for consumers in making repeat purchases which is the largest portion of the company's sales volume.

One of the factors that influence students choosing e-cigarettes is taste. This phenomenon is interesting to observe where the taste of e-cigarettes is no longer reasonable. As the results of an interview that was conducted on June 26 , 2018 with a user (Mahasiswa Bina Karya) of electric cigarettes with the initials AR (24 years), he revealed that he started smoking e-cigarettes in early June 2018 since then until now AR is known to have *mods* (vapour devices that function as containers for electrical circuits and batteries) as many as 5 devices and have replaced these mods several times with the trade-in system offered through social media. In addition, AR also admitted that he often buys other e-cigarettes, especially *liquids* (flavours) with various flavors, RN will immediately buy or look for *liquids* if he opens an online buying and selling site, goes to an e-cigarette shop or gets a review about a certain brand. The reason why AR often buys e-cigarette devices is because he finds it difficult to stop himself from looking at the latest equipment and is often consumed by information such as *reviews* from online media or from close friends who are also e-cigarette connoisseurs.

He switched to vaping to reduce smoking. According to him he was very wasteful when shopping for cigarettes. “In order to be more efficient, the money to buy cigarettes is reduced because I already use vaping . According to him, after he used the vape his expenses were reduced. Because he can spend about three months of vaping liquid or liquid. The treatments he does are also inexpensive and hassle-free. “Liquid can be used for up to three months, depending on usage, the price ranges from Rp. 120 thousand to Rp. 180 thousand. For maintenance, you don't have to bother, changing the wire yourself can be around Rp. 20 thousand once a month, "he said. Based on the description above, researchers are interested in conducting research with the title "The Effect of Taste and Price" Towards Consumer Satisfaction of Electronic Cigarettes *(Vape)* (Case Study on STIE Bina Karya Tebing Tinggi Students"

Research purposes

In accordance with the problems found in the field, the objectives of this study are:

a. To find out and analyze the effect of taste on consumer satisfaction of e-cigarettes (vape) in STIE Bina Karya Tebing Tinggi students.
b. To find out and analyze the effect of price on consumer satisfaction of e-cigarettes (vape) in STIE Bina Karya Tebing Tinggi students.
c. To find out and analyze the effect of taste and price on consumer satisfaction of e-cigarettes (vape) in STIE Bina Karya Tebing Tinggi students.

LITERATURE REVIEW

Consumer Satisfaction

In general, companies carry out business activities or the task of marketers is to communicate and offer products or services from a company with the aim of creating a satisfaction for their customers According to Kotler & Keller (2016:153) *in general Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations* (satisfaction is a person's feelings

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of pleasure or disappointment as a result of comparing a product or service's performance with expectations. According to Supranto's theory (2012:67) customer satisfaction is a label used by customers to summarize a set of visible actions or actions, related to a product or service.

Based on the definition of the experts above, the authors conclude that consumer satisfaction is a person's feeling of pleasure or disappointment with the product or service he has purchased after comparing the performance with the expectations felt by consumers. If the performance is considered to exceed expectations, the consumer will feel satisfied. Conversely, if the performance is considered not to exceed expectations, the consumer is not satisfied. Fandy Tjiptono (2012:298) states that consumer satisfaction is based on three main theories, namely:

1. *Contrast Theory* assumes that consumers will compare the actual product performance with pre-purchase expectations. If the actual performance is higher than expectations, the consumer will be satisfied. Conversely, if the actual performance is lower than consumer expectations, then consumers will be dissatisfied.
2. *Assimilation theory* assumes that pre-purchase evaluation is a positive function of pre-purchase consumer expectations. Because the process of disconfirmation is psychologically uncomfortable, consumers tend to perceptually distort the difference between their expectations and their performance towards their initial expectations. In other words, deviations from expectations tend to be accepted by the consumers concerned.
3. *Assimilation Contrast Theory* holds that the occurrence of *assimilation effect* or *contrast effect* is a function of the level of gap between expected performance and actual performance. If the gap is large, consumers will enlarge the assumption so that the product is perceived to be much better or worse than the reality (as is the case with *contrast theory*). However, if the gap is not too large, *assimilation theory* applies.

Customer Satisfaction Indicator

According to Kotler's theory in the journal Suwardi (2011), states the key to retaining customers is customer satisfaction. Customer satisfaction indicators can be seen from:

1. *Re-purchase* : buy back, where the customer will return to the company to look for goods / services.
2. Creating *Word-of-Mouth* : In this case, the customer will say good things about the company to others.
3. Creating Brand Image: Customers will pay less attention to brands and advertisements of competitors' products.
4. Making Purchase decisions at the same company: Buying other products from the same company.

Definition of Taste

Taste is a form of cooperation from the five kinds of human senses, namely taste, smell, touch, sight and hearing (Stanner and Butriss, (2009: 23). Taste itself is the result of the work of *taste buds* which are located on the tongue, cheeks , esophagus, roof of the mouth, which are part of the taste. In old age, the human taste buds will decrease in number, so it requires more spices to produce the same taste. To improve the taste, additional ingredients are often used for taste (Drummond & Brefere, 2010:4).

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Price

Kotler and Armstrong (2016: 324) define that Price is the amount of money *charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service.* a product or service, or a number of values that are exchanged by consumers for benefits or ownership or use of a product or service). Price is one of the most important elements in determining market share and profits of a company. Price is the only element of the marketing mix that generates income or revenue for the company, while the other three elements of the marketing mix (Product, Distribution, and Promotion) cause costs (expenditures). Besides that, price is an element of the marketing mix that is flexible, meaning that it can be changed quickly.

Mahmud Machfoed (2010:69) defines price as the amount of money charged for services. Price is broadly the amount of value exchanged by consumers for the benefits of ownership or use of a product or service. According to Effendi M. Guntur (2010: 281) price is the amount of money billed for a product and service or the amount of value exchanged by customers to obtain the benefits of owning or using a product for services. Price is the only element of the marketing mix that provides revenue or income for the company and is flexible. Based on this opinion, concluded that the price is the amount of money exchanged for a product or service. Furthermore, price is a sum of values, which consumers exchange for some benefit by having or using a product or service.

METHODOLOGY

Research Location and Time

The location of this research was carried out at the Bina Karya College of Economics (STIE) in Tebing Tinggi City. The address is on Jl. Diponegoro, Tebing Tinggi City. Research time

The time of the study was carried out from December 2019 to January 2020.

Data Types and Sources

The type of data in this study is primary data, namely data obtained through direct research to the object of research that still has to be reprocessed by researchers.

Data source

Sources of data for this study include field research, namely research where the authors carry out data collection and make direct observations related to taste, price, and satisfaction.

RESEARCH RESULTS AND DISCUSSION

A. Descriptive Analysis Research variable

Instrument Test

1. **Validity test**

   Validity testing using SPSS version 17.00 with criteria based on the calculated r value as follows:

   a) If r count > r table or – r count < - r table then the statement is declared valid.

   b) If r count < r table or – r count > - r table then the statement is declared invalid.

   This test was carried out on 30 respondents, then df = 30-2 = 28, with = 5% then the r table value was 0.361 (Ghozali, 2016: 463), then the calculated r value will be

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compared with the r value all statement points, both the Customer Satisfaction Variable (Y), the Taste Variable (X1) and the Price Variable (X2) have an r-count value that is greater than the r-table value, so it can be concluded that all statements of each variable are declared valid.

2. Reliability Test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or reliable. According to Sugiyono (2013:64) a factor is declared reliable/reliable if *Cronbach Alpha* is greater than 0.6 . Based on the results of data processing using SPSS 17.00, the following results are obtained :

Table 1 . Reliability Test Results

Variable	***Cronbach Alpha***	**Constant**	**Reliability**
Customer Satisfaction Variable (Y)	0.799	0.6	Reliable
Taste Variable (X1)	0.813	0.6	Reliable
Price Variable (X2)	0.860	0.6	Reliable

Source: Data

Based on the reliability test using *Cronbach Alpha* , all research variables are reliable because *Cronbach Alpha* is greater than 0.6, then the results of this study indicate that the measurement tool in this study has met the reliability test (*reliable* and can be used as a measuring instrument).

B. Classic assumption test

The testing of classical assumptions with the SPSS 17.00 program carried out in this study includes:

1. Normality test

Normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016:154). Testing the normality of the data can be done using two methods, graphs and statistics. The normality test for the graph method uses a normal probability plot, while the statistical method normality test uses a *one sample test Kolmogorov Smirnov Test* .

Data that is normally distributed will form a straight diagonal line and plotting residual data will be compared with a diagonal line, if the distribution of residual data is normal, the line that describes the actual data will follow the diagonal line (Ghozali, 2016:154).

The test results using SPSS 17 are as follows:

IJEC
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https://ejournal.ipinternasional.com/index.php/ijec
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Table 2 . *One Sample Kolmogorov Smirnov* Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Predicted Value
N			31
Normal Parameters [a,b]	mean		16.9677419
	Std. Deviation		1.30045628
Most Extreme Differences	Absolute		171
	Positive		.132
	negative		-171
Kolmogorov-Smirnov Z			.952
asymp. Sig. (2-tailed)			.325
Monte Carlo Sig. (2-tailed)	Sig.		.298 [c]
	99% Confidence Interval	Lower Bound	.286
		Upper Bound	.310

a. Test distribution is Normal.
b. Calculated from data.
c. Based on 10000 sampled tables with starting seed 2000000.

Source: Data processed

From the *output* in table 2 , it can be seen that the significance value (*Monte Carlo Sig.*) of all variables is 0.325. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. The multicollinearity test in this study is seen from the *tolerance value* or *variance inflation factor* (VIF). The calculation of the *tolerance value* or VIF with the *SPSS 17.00 . program for windows* can be seen in Table 3 below:

Table 3 . Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	TASTE	.994	1.006
	PRICE	.994	1.006

Source: Data processed

Based on table 3 , it can be seen that the *tolerance value* of the Taste Variable (X1) is 0.994 , Price Variable (X2) is 0.994 where all of them are greater than 0.10 while the VIF value of the Taste Variable (X1) is 1.006 , Price Variable (X2) of 1,006 where all of them are smaller than 10. Based on the calculation results above, it can be seen that the *tolerance value* of all independent variables is greater than 0.10 and the VIF value of all independent variables is also smaller than 10 so that there is no correlation symptom in the independent variables. . So it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model.

IJEC
International Journal of Economics
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3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of *variance* from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is *the Glejser test* , in the Glejser test, if the independent variable is statistically significant in influencing the dependent variable, then there is an indication of heteroscedasticity. On the other hand, if the independent variable is not statistically significant in influencing the dependent variable, then there is no indication of heteroscedasticity. This is observed from the significance probability above the 5% confidence level (Ghozali, 2016 ; 138).

The results of data processing using SPSS 17.00 show the results in the following table:

Table 4. Glejser Test Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.554	1972		2.310	.028
	TASTE.X1	-.213	.081	-.445	-2,620	.054
	PRICE.X2	-.020	.130	-.026	-155	.878

a. Dependent Variable: Abs_RES

a. Dependent Variable: ABS_RES

Based on table 4. it is known that the significant value of the Taste variable (X1) is 0.054 and the significant value of the Price variable (X2) is 0.878, both of which are greater than 0.05 so that it can be concluded that there are no symptoms of heteroscedasticity.

C. Multiple Linear Regression Test

Multiple linear regression testing explains the magnitude of the role of the Taste (X1) and Price (X2) variables on the Customer Satisfaction Variable (Y). Analysis of the data in this study using multiple linear regression analysis using *SPSS 17.00 for windows* . The analysis of each variable is described in the following description:

Table 5 . Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.418	3.918		2,148	.040
	TASTE	.569	.161	.556	3,524	.001
	PRICE	.105	.258	.064	.406	.688

Source: Data processed

IJEC
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Based on these results, the multiple linear regression equation has the following formulation: $\mathbf{Y = a + b_1 X_1 + b_2 X_2 +}$, so we get the equation : $\mathbf{Y = 8.418 + 0.569\ X_1 + 0.105\ X_2}$.

The description of the multiple linear regression equation above is as follows:

a. The constant value (a) of **8.418** indicates the magnitude of the Customer Satisfaction Variable (Y) if the Taste Variable (X1) and Price Variable (X2) are equal to zero.
b. The regression coefficient value of the Taste Variable (X1) (b_1) of **0.569** indicates the magnitude of the role of the Taste Variable (X1) on the Customer Satisfaction Variable (Y) with the assumption that the Price Variable (X2) is constant. This means that if the Taste Variable factor (X1) increases by 1 unit value, it is predicted that the Customer Satisfaction Variable (Y) will increase by **0.569** unit value assuming the Price Variable (X2) is constant.
c. The regression coefficient value of Price Variable (X2) (b_2) of **0.105** indicates the lack of role of Price Variable (X2) on Customer Satisfaction Variable (Y) with the assumption that the Taste Variable (X1) is constant. This means that if the Price Variable (X2) factor increases by 1 unit value, it is predicted that the Customer Satisfaction Variable (Y) will increase by **0.103** unit value with the assumption that the Taste Variable (X1) is constant.

D. Coefficient of Determination (R^2)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R2) is getting bigger (closer to ^{1}), it can be said that the influence of the variable Taste (X1) and Price (X2) is large on the Customer Satisfaction Variable (Y). The value used to see the coefficient of determination in this study is in the *adjusted R square column* . This is because the *adjusted R square value* is not susceptible to the addition of independent variables. The value of the coefficient of determination can be seen in Table 6 following :

Table 6 . Coefficient of Determination

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.555 [a]	.308	.258	2.01983

a. Predictors: (Constant), PRICE, CITA.FLAVOR
b. Dependent Variable: Y

Source: Data processed

Based on table 6 , it can be seen that the *adjusted R square value is* 0.258 or 25.8 % . This shows that the Variable Taste (X1) and Price (X2) can explain the Customer Satisfaction Variable (Y) of 25.8% , the remaining 74.2% (100% - 25.8) is explained by other variables outside the model. this research.

IJEC
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E. Hypothesis testing

1. t test (Partial)

The t statistic test is also known as the individual significance test. This test shows how far the influence of the independent variable partially on the dependent variable. In this study, partial hypothesis testing was carried out on each independent variable as shown in Table 7 below :

Table 7 . Partial Test (t)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.418	3.918		2,148	.040
	TASTE	.569	.161	.556	3,524	.001
	PRICE	.105	.258	.064	.406	.688

Source: Data processed

a. Hypothesis Testing the Effect of Taste Variable (X1) on Variable Customer Satisfaction (Y)

The form of hypothesis testing based on statistics can be described as follows:

Customer Satisfaction Criteria:

1) Reject hypothesis if $t_{calculate} < t_{table}$ or $-t_{count} > -t_{table}$ or Sig value. > 0.05
2) Accept hypothesis if $t_{calculate}$ t_{table} or $-t_{count}$ □ $-t_{table}$ or Sig. < 0.05

From table 4.11, the t_{count} value is 3.524. With = 5%, t_{table} (5%; 31-2 = 29) the t_{table} value is 2.045 . From the description it can be seen that t_{count} (3.524) > t_{table} (2.045), as well as the significance value of 0.001 <0.05, it can be concluded that the first hypothesis is accepted, meaning that the Taste Variable (X1) has an effect on the Customer satisfaction variable (Y).) . The results of this study are in accordance with the results of research conducted by, for example, according to Sutomo (2017)

b. Hypothesis Testing the Effect of Price Variables (X2) on Customer Satisfaction Variables (Y)

The form of hypothesis testing based on statistics can be described as follows:

Customer Satisfaction Criteria :

1) Reject hypothesis if $t_{calculate} < t_{table}$ or $-t_{count} > -t_{table}$ or Sig value. > 0.05
2) Accept the hypothesis if $t_{calculate}$ t_{table} or $-t_{count}$ □ $-t_{table}$ or Sig. < 0.05

From table 4.11, the t_{count} value is 0.406 . With = 5%, t_{table} (5%; nk = 31-2=29) the t_{table} value is 2.045 . From this description, it can be seen that $t_{arithmetic}$ (0.406) < t_{table} (2.045), and the significance value is 0.688 > 0.05, so it can be concluded that the second hypothesis is rejected, meaning that the price variable (X2) has no effect on the customer satisfaction variable (Y).

IJEC
International Journal of Economics
https://ejournal.ipinternasional.com/index.php/ijec
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2. F Test (Simultaneous)

This test basically shows whether all the independent variables included in this model have a joint effect on the dependent variable. The results of the F test can be seen in table 8 below:

Table 8 . Simultaneous Test Results (F)

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50,736	2	25,368	6.218	.006 [b]
	Residual	114.232	28	4080		
	Total	164.968	30			

a. Dependent Variable: Y

b. Predictors: (Constant), PRICE, CITA.FLAVOR

Source: Data processed

The form of hypothesis testing based on statistics can be described as follows:
Satisfaction Criteria :

a) The hypothesis is accepted if the $_{\text{calculated F value}} > F_{\text{table}}$ or Sig. < 0.05 .

b) The hypothesis is rejected if the $_{\text{calculated F value}} < F_{\text{table}}$ or Sig. > 0.05 .

From table 4.16 the $_{\text{calculated F value is obtained}}$ with = 5%, dk numerator : 2, dk denominator : 31-2-1 (5%; 2; 28) the F_{table} value is 3,340. From this description, it can be seen that $F_{\text{arithmetic}}$ (6.218) > F_{table} (3.340), and a significance value of 0.006 <0.05, it can be concluded that the third hypothesis is accepted, meaning that the Taste Variable (X1) and Price Variable (X2) have a joint effect. -same (simultaneous) to the Customer Satisfaction Variable (Y).

CONCLUSION

From the results of the analysis and discussion, there are several things that can be concluded from this study, including:

1. The results of the regression analysis obtained the equation, $Y = a + b_1 X_1 + b_2 X_2 + e$, from the equation obtained $Y = 8.418 + 0.569 X_1 + 0.105 X_2$ which means that E-Cigarette *(Vape)* Consumer Satisfaction (Case Study on STIE Bina Karya Tebing Tinggi Students is influenced by Taste and Price Variables . So the dominant variable affects Consumer Satisfaction is the Taste variable.
2. From the research there is a relationship between the Variables of Taste and Price on Consumer Satisfaction of E-Cigarettes *(Vape)* (Case Study on STIE Bina Karya Tebing Tinggi Students, it can be seen that the *adjusted R square value is* 0.258 or 25.8%. This shows that if Variables of Taste (X1) and Price (X2) can explain the Customer Satisfaction Variable (Y) of 25.8%, the remaining 74.2% (100% - 25.8) is explained by other variables outside this research model.
3. The results of the t-test (partial) can be seen that there is an influence between Taste on Consumer Satisfaction of Electronic Cigarettes *(Vape)* (Case Study of STIE

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Bina Karya Tebing Tinggi Students with a t - $_{count\ value}$ of 3.524. With = 5%, t $_{table}$ (5%; 31-2 = 29) the t- $_{table}$ value is 2.045 . From the description it can be seen that t $_{count}$ (3.524) > t $_{table}$ (2.045), as well as the significance value of 0.001 <0.05, it can be concluded that the first hypothesis is accepted, meaning that the Taste Variable (X1) has an effect on the Customer satisfaction variable (Y).) .

4. The results of the t-test (partial) can be seen that there is no influence between the Price Variables on Consumer Satisfaction of E-Cigarettes *(Vape)* (Case Study on STIE Bina Karya Tebing Tinggi Students with a t value of $_{0.406}$. With = 5%, t $_{table}$ (5%; nk = 31-2=29) the t $_{table}$ value is 2.045 . From this description, it can be seen that t $_{arithmetic}$ (0.406) < t $_{table}$ (2.045), and the significance value is 0.688 > 0.05, so it can be concluded that the second hypothesis is rejected, meaning that the price variable (X2) has no effect on the customer satisfaction variable (Y).
5. Taste and Price have a joint effect on Consumer Satisfaction of E-Cigarettes *(Vape)* (Case Study of STIE Bina Karya Tebing Tinggi Students . This is obtained from the $_{calculated}$ F value of With = 5%, dk numerator: 2, dk denominator: 31-2-1 (5%; 2; 28) the F $_{table}$ value is 3,340. From this description, it can be seen that F $_{arithmetic}$ (6.218) > F $_{table}$ (3.340), and a significance value of 0.006 <0.05, it can be concluded that the third hypothesis is accepted, meaning that the Taste Variable (X1) and Price Variable (X2) have a joint effect. -same (simultaneous) to the Customer Satisfaction Variable (Y).

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