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# CUSTOMER VALUE, BEHAVIOR AND SATISFACTION: IMPACT OF THE COVID-19 PANDEMIC MATARAMAN VILLAGE CASE STUDY, PANGGUNG HARJO VILLAGE SOCIAL LAB YOGYAKARTA NAHDLATUL ULAMA UNIVERSITY

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## Abstract

This study aims to determine customer value, behaviour and satisfaction due to the impact of the Covid-19 pandemic, as well as the effect of customer value, behaviour and satisfaction on customer decisions. shopping at the Kampung Mataraman restaurant. The research method used is descriptive quantitative, with a sample of 103 respondents using simple random sampling, interview data collection and distribution of questionnaires. Findings: First , on the variable Customer value on the purchase decision has no partial positive effect on purchase decisions during the covid 19 pandemic. Second, the customer behaviour influence variable on purchasing decisions has a positive effect on purchasing decisions during the covid 19 pandemic. Third, the customer satisfaction variable on purchase decisions positive effect on purchase decisions during the Covid-19 pandemic. Fourth, the influence of X1, X2 and X3 simultaneously on purchase has a strong influence on the variable Customer Value , Customer Behaviour and Customer Satisfaction simultaneously on purchase. For the customer behaviour variable it has a positive effect on purchase decisions during the Covid-19 pandemic at Kampung Mataraman restaurant based on research results, this factor is a factor that continues to be taken into account and maintained because consumers always pay attention to values as a reference in making purchasing. Social, personal and psychological factors, these three factors must continue to be the concern of marketers in the age of the digital market and the changes in consumer behaviour that are so dynamic must continue to be of concern to marketers

## Keyword :

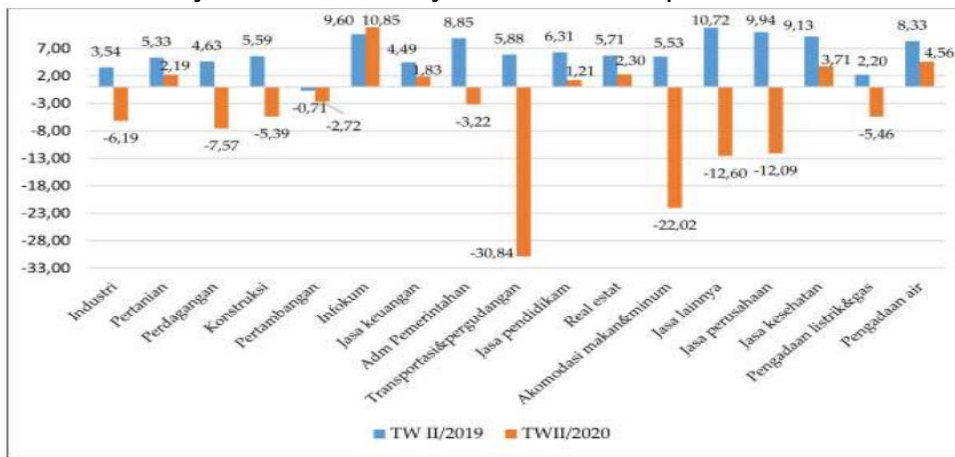
*Customer Value,  
Behavior, Satisfaction,  
Covud-19 Pandemic*

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## INTRODUCTION

The Covid-19 pandemic has hit the world, WHO data as of December 2021, more than 215 countries, including Indonesia, which have suffered the effects of the pandemic since it emerged in Wuhan, China in late 2019. The policy of social restriction brought significant changes that led to the transformation of economic activity and the social order (Nonto, A. W., 2006). Government policies regarding social restrictions have changed the buying and shopping habits of consumers. Consumers learn to improvise and acquire new habits. For example, consumers can't get to the store, so the store comes home, and the existence of food delivery services by online motorcycle taxis makes the restaurant empty of visitors. New habits will also emerge from advances in technology, changing demographics and the innovative ways consumers have learned to overcome social restrictions and put health first.

**Figure 1.** GDP by sector of activity in the second quarter of 2019 and 2020.



One of the business units that had a big impact during the Covid 19 pandemic was accommodation and food services. The data in Figure 1 of the BPS shows an average decline in GDP for all sectors, particularly in the food service and accommodation sectors. One of the restaurants that has felt the impact of the Covid 19 pandemic is Kampung Mataraman, Panggungharjo Village. Mataraman village is one of the businesses run by village funds through Bumdes in Panggungharjo village. The village funds are managed by Bumdes.

At the start of the pandemic, due to government policies regarding social restrictions and no crowds, the Kampung Mataraman restaurant was forced out of business for several months. Currently, the Kampung Mataraman restaurant has reopened, but there have been some changes in the system for consumers to purchase and collect products. In the past, before the Covid 19 pandemic, one of the features of the Kampung Mataraman restaurant was to take food using a buffet system with a rustic menu. There is a social distancing policy, so the buffet system is currently not in effect.

There have been many changes in the Mataraman Village sales system and demands for changing consumer habits with the Covid 19 pandemic affecting customer value, behaviour and satisfaction at restaurants in Mataraman Village. Customer value, behaviour and satisfaction will influence consumers' purchasing decisions at Kampung Mataraman restaurants, as well as the marketing strategies that must be implemented by Kampung Mataraman management in order for consumers to be comfortable and benefit from the services of Kampung Mataraman.

In October 2021, UNU Yogyakarta established a collaboration with the village of Panggungharjo for the establishment of a social laboratory. This social lab activity is an activity for teachers and students to enter and practice directly in the community applying the higher education tridarma (learning, research, and community service) to

solve problems or help document challenges. existing data in the village of Panggungharjo so that they can provide input into policy making. Social lab activities in Panggungharjo village consist of 6 locations, one of the locations used is Mataraman village restaurant. Based on observational information, there has been no consumer profiling of Kampung Mataraman restaurants and supported by changes in consumer habits and behaviour during the Covid 19 pandemic, there is a great need to conduct research related to customer value, behaviour and satisfaction in Kampung Mataraman restaurants

## LITERATURE REVIEW

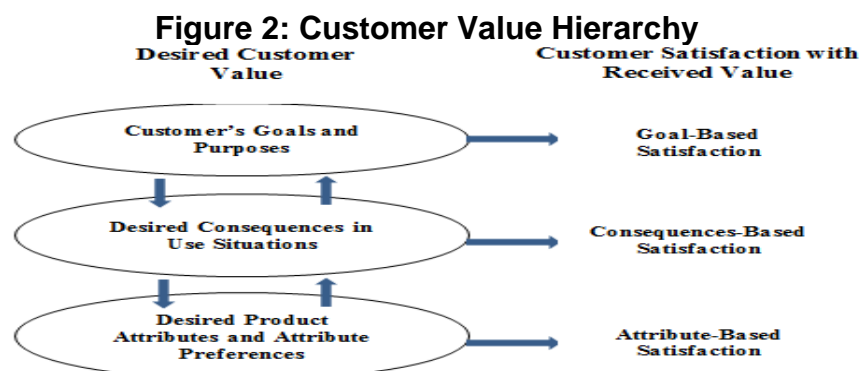
### Customer Value

According to Woodruff, customer value is the customer's felt choice and evaluation of product attributes, performance attributes, and consequences arising from product use to achieve consumer goals and intentions when using of the product. Additionally, Woodruff also defines customer value as the customer's perception of the desired consequences of using a product.[3]

The Customer Value Hierarchy consists of 3 levels, namely: Product and Service Attributes, Product and Service Consequences, and Customer Goals. The definition of each level in the hierarchy according to Woodruff (1997) is Dewi, Kristina Hestiyanti Ika, (2013):

1. Attributes of products or services (product attributes): basic hierarchy, i.e. customers learn to view products or services as a series of attributes and performance attributes.
2. Consequences of products or services (product consequences): the consequences desired by customers when informants buy and use the product.
3. Customer Goals and Objectives: Customer goals and objectives that are achieved through certain consequences of using these products and services.

Here is a customer value hierarchy model:



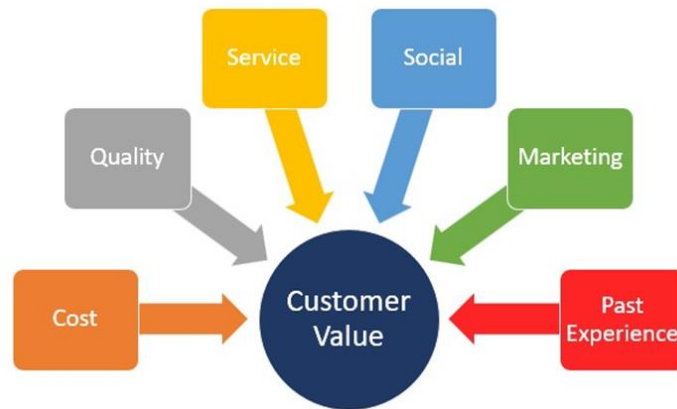
Source: Woodruff (1997)

In Figure 2, customer value is explained by reciprocal arrows. This indicates that each level is interconnected and mutually supportive. Inseparable or independent in their realization. This indicates that customer value should be assessed as a whole and together, as each dimension is interdependent. And on the customer satisfaction side, there are no reciprocal arrows between the services. This indicates that the evaluation of consumer satisfaction with a product is distinct for each dimension.

### Customer value parameters

The figure below shows the different parameters that can determine the actual customer value provided to customers by distributors or manufacturers as material for evaluating the implementation of the concept of customer value (Lentera Kecil, 2017).

**Figure 3. Variabel Customer Value**



### **Customer Behavior**

Consumer behavior or actions directly involved in obtaining, consuming and disposing of a product or service, as well as all the processes that precede and follow such action.

Consumer behavior is the set of activities, actions, as well as psychological processes that encourage these activities both before purchase, during purchase and use (Woodruff, R. B., 1997).

### **Customer Satisfaction**

According to Kotler, satisfaction is a person's sense of pleasure or disappointment that arises from comparing the perceived performance of the product (or result) to its exposure. The factors that influence customer satisfaction consist of: 1) Availability of service 2) Responsiveness of service 3) Speed of service 4) Professionalism of service 5) Overall with satisfaction (Gale, T., 2006).

Zeithaml and Bitner (2003) argue that satisfaction is a much broader concept than just rating service quality, but is also influenced by other factors. How customer satisfaction is influenced by customer perceptions of service quality, product quality, price, and by customer situational and personal factors. Service quality is an evaluation axis that reflects the customer's perception of five specific service dimensions. Satisfaction is more inclusive, i.e. satisfaction is determined by perceptions of service quality, product quality, price, situational factors, and personal factors (Gale, T., 2006).

### **Purchase Decision**

The purchase decision is a stage where the consumer has a choice and is ready to make a purchase or exchange between money and a promise to pay for the ownership or use of a good or service. . According to Kotler (2005), purchasing decisions are a problem-solving process that involves analyzing or recognizing behavioral needs and wants after purchase (Kotler, Phillip., 2005).

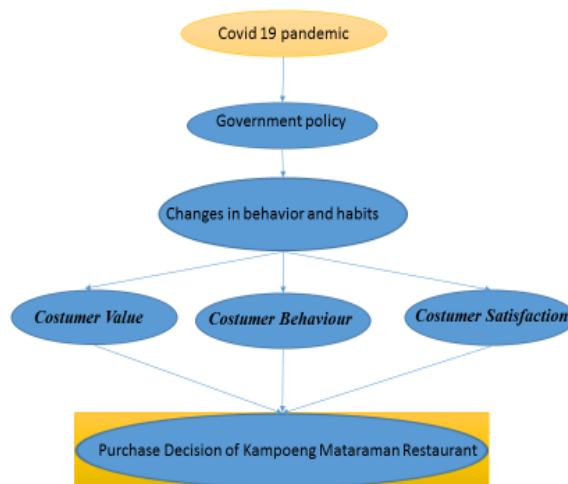
## **CONCEPTUAL FRAMEWORK**

StateThe COVID-19 pandemic has changed the way people think and behave. Government policies in keeping a distance and reducing crowds and social restrictions have resulted in changes in several human activities and habits. One of the changes in human behavior and habits concerns the way of buying and consuming food.

One of the significant impacts of the Covid 19 pandemic has been how consumers buy food from restaurants. The existence of restrictions and the ban on gatherings have caused several restaurants to change the way they provide services.

One of the restaurants that made an impact during this pandemic was Mataraman Village, located in Panggunharjo Village, Bantul Regency. Changes in service systems and consumer habits influence customer value, customer behavior and customer satisfaction on purchasing decisions in Kampung Mataraman restaurants.

**Figure 4. Research Framework**



## RESEARCH METHOD

The basic method used in this research is descriptive method. Descriptive methods are generally applied to the study of a group of people, objects, conditions, systems of thought, or an event, both present and past (Situmorang et al., 2011).

### Population And Sample

The population in this study are consumers who visit and consume RM products. Mataram Village. The sample to be taken is 100 respondents with the simple random sampling method.

### Types And Methods Of Data Collection

The data used in this study are: Primary data, namely data obtained from RM Kampung Mataraman consumers as a source of information through direct interviews. Secondary data, namely data obtained from the analysis of supporting data by researchers. These data include administrative evidence, letters, newspapers, diaries, and reports.

### Analysis Method

Descriptive Quantitative analysis technique is a data analysis technique in which the researcher groups or separates the relevant components or parts of the entire data and is a form of analysis to make the data easy to manage.

Validity test is used to measure the legitimacy or validity of the research. A research is said to be valid if the questions in the research are able to reveal something that the research wants to measure. Validity test can be done by calculating the score of each question item with the total score. Each correlation is considered significant if it produces a correlation above 0.05, (Ghozali, 2016).

Each reliability test is shown to determine the extent to which measurement results can be trusted. High. To assess the reliability of the questionnaire used, in this study the reliability test was based on Croanbach Alpha. According to Ghozali (2016) states that an acceptable coefficient is above 0.60.

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The purpose of the normalization test is to find out whether the distribution of a data follows or approaches a normal distribution. The normality test was carried out using a graphical approach using a significance level of 5%. If the Asymp.Sig (2-tailed) value is greater than 5%, it means that the variable data is normally distributed (Situmorang et al, 2011: 100).

The heteroscedasticity test means that the variance of the independent variable is constant or the same for each particular value of the independent variable (homoscedasticity). If the significance probability is above the 5% confidence level, it can be concluded that the regression model does not lead to heteroscedasticity (Nazir M., 2005).

The multicollinearity test of the independent variables with one another in the multiple regression model is not perfectly or nearly perfectly related to each other. To find out whether there are symptoms of multicollinearity, it can be seen from the magnitude of the Tolerance and VIF (Variance Inflation Factor) values through the SPSS program. The general value that is commonly used is the Tolerance value  $> 0.1$  or the VIF value  $< 5$  (Nazir M., 2005).

This analysis is used to determine how much influence the dependent variable has. The multiple regression method is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where :

Y = Purchase Decision

a = constant

$b_1, b_2, b_3$  = multiple regression coefficients

$X_1$  = Customer Value

$X_2$  = Customer Behavior

$X_3$  = Customer Satisfaction

e = standard error

The F-test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable.  $H_0 : b_1=b_2=b_3=0$ , meaning that together there is no positive and significant effect of the independent variables ( $X_1, X_2$  and  $X_3$ ) on (Y).  $H_1 : b_1 \neq b_2 \neq b_3 \neq 0$ , meaning that together there is a positive and significant influence of the independent variables ( $X_1, X_2$  and  $X_3$ ) on (Y).

The t-test shows how much influence the individual variables have on the dependent variable.  $H_0: b_1= b_2= b_3 = 0$ , meaning that partially there is no positive and significant effect of the independent variables ( $X_1, X_2$ , and  $X_3$ ) on the dependent variable (Y).  $H_1 : b_1 \neq b_2 \neq b_3 \neq 0$ , meaning that together there is a positive and significant influence of the independent variables ( $X_1, X_2$  and  $X_3$ ) on (Y).

The coefficient of determination ( $R^2$ ) essentially measures the ability of the model to explain the dependent variable. If  $R^2$  is getting bigger (close to one), then it can be said that the relationship of the independent variables ( $X_1, X_2$  and  $X_3$ ) is large with the dependent variable (Y). This means that the model used is stronger to explain the relationship of the independent variables studied to the dependent variable. Conversely, if  $R^2$  is smaller (closer to zero) then it can be said that the relationship of the independent variables ( $X_1, X_2$  and  $X_3$ ) to the dependent variable (Y) is getting smaller. This means that the model used is not strong.

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## RESULT AND DISCUSSION

### Descriptive Qualitative Analysis

**Table 1: Demographic data**

Demographic Categories		Frequency	Percentage (%)
Gender	Male	59	57%
	Female	44	43%
Occupation	Student	29	28%
	Civil Servant	4	4%
	Private Sector Employee	36	35%
	Self-Employed	23	22%
	Other	11	11%
Income	Rp. 500.000 s/d 1.500.000	24	23%
	Rp. 1.500.000 s/d 2.500.000	22	21%
	Rp. 2.500.000 s/d 3.500.000	34	33%
	Rp. 3.500.000 s/d 4.500.000	17	17%
	> Rp. 4.500.000	6	6%
Number of Visits	1 time	17	17%
	2 times	26	25%
	3 times	19	18%
	more than 3 times	41	40%

### Profile of Respondents

The demographic data of the 103 respondents are presented in Table 1 above. Male respondents accounted for 57%, and Female respondents accounted for 43 %. The work of respondents who visited the Mataram village was as private employees who were the most dominant 36 (35%), followed by students 29 (28%) and entrepreneurs 23 (22%) Informed that there were 33% of respondents who had the most income between Rp. 2.5 million to IDR 3.5 million. While there are 6% of respondents who have income above Rp. 4.5 million rupiah. Respondents who stated that 40% of respondents had made visits and purchases more than three times at the Kampung Mataraman restaurant. For respondents who have only ever come to the security house in Mataraman Village, only 17%.

### Sampling Technique

The sampling used the non-probability sampling method, which is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2012) and the determination of the sample was made using an accidental sampling technique. According to Augusty (2015) accidental sampling is a sampling technique based on chance, the criteria for this determination are respondents who have been at least once to the restaurant in the village of Matraman to buy.

### Validity Test

To test the validity of this research, it was carried out by looking at the indicators of each variable, namely the indicators of the variable Purchase Decision (Y), Customer Value (X1), Customer Behavior (X2) and Customer Satisfaction (X3).

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This was done by comparing the calculated r value compared to r table.

### Reliability Test

Reliability testing is a tool for measuring a questionnaire which is an indicator of a variable or construct. A variable is said to be reliable if it produces a value of  $\alpha > 0.60$ , which is required by Nunnally in (Ghozali, 2005).

**Table 3: Cronbach's Alpha value**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,962	0,963	35

The results of testing the validity test can be seen that each item is a questionnaire question. the correlation value r count is greater than the probability value of r table, namely the value of r table 0.195, from testing the validity, all indicators of each variable r count show numbers above the value of r table so all the results are valid.

### Classic Assumption Test

#### Data Normality Test

The Kolmogorov Smirnov normality test is part of the classic test. The Normality Test aims to determine whether the residual values are normally distributed or not. A good regression model is to have residuals that are normally distributed Based on the results of the normality test, it is known that the significance value is  $0.121 > 0.05$ , it can be concluded that it has a normally distributed residual value

#### Heteroscedasticity Test

To test whether in the regression model there is an inequality of variance from one residual observation to another

From the data above it can be said that for the distribution of the list of questions and respondents there was heterogeneity because the sig data  $> 0.05$ .

#### Multicollinearity Test

The basis for making a multicollinearity test decision is by looking at the tolerance value where if the tolerance value is greater than  $> 0.10$ , it means that multicollinearity does not occur. And if the VIF value is less than  $< 10.00$  then it can be interpreted that multicollinearity does not occur.



**Table 4: Multicollinearity Test Results Per Variabel**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0,817	2,603	.	0,314	0,754		
	X1	0,078	0,121	0,113	0,642	0,523	0,153	6,529
	X2	0,877	0,225	0,492	3,902	0,000	0,299	3,341
	X3	0,109	0,146	0,160	0,744	0,459	0,103	9,750

a. Dependent Variable: Y

To be able to determine whether there is multicollinearity in the regression model in this study is to look at the VIF (Variance Inflation Factor) and tolerance values and analyze the correlation matrix of the independent variables. So a low tolerance value is the same as a high VIF value (because  $VIF = 1/\text{tolerance}$ ) and indicates high collinearity. The commonly used cut-off value is a tolerance value of 0.10 or the same as a VIF value below 10 (Ghozali, 2005). Based on this table, it can be seen that all variables have a VIF value of  $<10$  and a tolerance value of  $> 0.1$ . This means that based on these data, there is no multicollinearity and the results of this test are good and can be used in this study.

## DISCUSSION

### 1. Independent Variable Correlation Coefficient of Dependent Variable

The dependent variable (dependent variable) in this study is Purchase Decision (Y), while for the independent variables Customer Value (X1), Customer Behavior (X2), and Customer Satisfaction (X3). Based on the estimation results of the variables studied with the help of a computer with the SPSS program, the results are as shown in table 14 below.

**Table 5: Value of Correlation Coefficient and Determination**

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,727 <sup>a</sup>	0,528	0,514	3,504

a. Predictors: (Constant), Customer Value (X<sub>1</sub>), Customer Behaviour (X<sub>2</sub>), Customer Satisfaction (X<sub>3</sub>)

From the table above it can be explained that the R value obtained from the regression results is a value that shows a correlation (relationship) with a correlation value of 0.727 or 72.7%. This shows that the purchasing decision variable has a very close relationship with Customer Value (X1), Customer Behavior (X2), and Customer

Satisfaction (X3).

This means that the consumer's purchasing decision to come to the Mataram village restaurant is closely related to the variables, Customer Value (X1), Customer Behavior (X2), and Customer Satisfaction (X3) which also support it.

The value of the coefficient of determination can be seen in the table. That the value of Adjusted R Square shows the magnitude of the contribution of the independent variable to the dependent variable in this model. The result of the calculation is the value of adjusted R square = 0.528 or 52.8%. This means that 52.8% of purchasing decisions can be explained or influenced by independent variables while the remaining 47.2% are influenced by other variables not included in this study.

## 2. Analysis of Multiple Linear Regression Equations

According to Pardede and Manurung (2014-27), it is known that in multiple regression, the dependent variable is influenced by two or more independent variables so that it is functionally related between the dependent variable (Y), namely purchasing decisions, and the independent variables, namely Customer value (X1), Customer Behavior (X2) and Customer Satisfaction (X3). To find out the effect, the multiple linear regression analysis equation can be used as follows:

**Table 6 : Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,817	2,603		0,314	0,754
Customer Satisfaction (X3)	0,109	0,146	0,160	0,744	0,459
Customer Behaviour (X2)	0,877	0,225	0,492	3,902	0,000
Customer Value (X1)	0,078	0,121	0,113	0,642	0,523

a. Dependent Variable: Purchase Decision (Y)

$$Y = 0.817 + 0.078X1 + 0.877X2 + 0.109X3 + e$$

a. A constant of 0.817 states that if there are not the three research variables, then the level of decision is 0.817.

b. The coefficient of Customer Value (X1) is 0.078, this value means that if the Customer Value (X1) is increased by 1% on a Likert scale, it will increase consumer purchasing decisions by 0.109, during visits to Kampung Mataraman restaurants.

c. The Customer Behavior Coefficient (X2) is 0.877, this value means that if the Customer Behavior Variable (X2) is increased by 1% on a Likert scale, it will increase consumer purchasing decisions by 0.877, during a visit to the Mataraman Village restaurant

d. The coefficient of Customer Satisfaction (X3) is 0.109, this value means that if the personal factor Customer Satisfaction variable is increased by 1% on a Likert scale, it will increase consumer purchasing decisions by 0.109, in making visits to Kampung Mataraman restaurants

## 3. Partial Test (t test)

a. If the seg value < 0.05, or t count > t table, then there is an effect of variable X on variable Y

b. If the sig value > 0.05, or tcount < ttable, then there is no effect of variable X on variable Y

$$T \text{ tabel} = t (\alpha/2; n-k-1) = t (0.025 ; 99) = 1.984$$

**Table 6: Partial Hypothesis Testing Results**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,817	2,603		0,314	0,754
Costumer Satisfaction (X <sub>3</sub> )	0,109	0,146	0,160	0,744	0,459
Costumer Behaviour (X <sub>2</sub> )	0,877	0,225	0,492	3,902	0,000
Costumer Value (X <sub>1</sub> )	0,078	0,121	0,113	0,642	0,523

a. Dependent Variable: Purchase Decision (Y)

First Hypothesis Testing (H1): Customer value variable (X1) has a positive effect on purchasing decisions during the Covid 19 pandemic at Kampung Mataraman restaurants

It is known that the sig value for the influence of the Customer value Variable (X1) on Purchase Decision (Y) is 0.523 > 0.05 and the t count value is 0.642 < t table 1.984, so it can be concluded that H1 is rejected, the Customer value Variable (X1) does not have a partial positive effect on purchasing decisions during the covid 19 pandemic at the Kampung Mataraman restaurant

Testing the Second Hypothesis (H2): The Customer Behavior Variable (X2) has a positive effect on purchasing decisions during the Covid 19 pandemic at Kampung Mataraman restaurants

It is known that the sig value for the influence of Customer Behavior (X2) on Purchase Decision (Y) is 0.00 < 0.05 and the t count value is 3,902 > t table 1.984, so it can be concluded that H2 is accepted meaning that the Customer Behavior Variable (X2) has a positive effect on purchasing decisions during a pandemic covid 19 at the Kampung Mataraman restaurant

Testing the Third Hypothesis (H3): The variable customer satisfaction (X3) has a positive effect on purchasing decisions during the Covid 19 pandemic at Kampung Mataraman restaurants.

It is known that the sig value for the variable customer satisfaction (X3) on purchasing decisions (Y) is 0.459 > 0.05 and the t count value is 0.744 < t table 1.984, so it can be concluded that H3 is rejected, the customer satisfaction variable (X3) does not have a positive effect on purchasing decisions during the covid 19 pandemic at the Kampung Mataraman restaurant.

#### 4. Simultaneous Significance Test (F-test)

Testing variables simultaneously or simultaneously (Test F) is carried out to find out whether all the independent variables included in the model have the influence of the dependent or dependent variable (Ghozali 2005:84).

The test used in this study is with the condition that if F count > F table at  $\alpha < 0.05$  with a 95% confidence level. Then reject H0 and accept Ha and vice versa if F count < F table at  $\alpha > 0.05$  then accept H0 and reject Ha.

a. If the sig nilsi < 0.05, or F count > F table, then there is a simultaneous effect

of variable X on variable Y

b. If the sig value > 0.05, or F count < F table, then there is no effect of variable X simultaneously on variable Y

$$F \text{ tabel} = F (k; n-k) = F (3; 99) = 2.69$$

**Table 8 : Simultaneous Hypothesis Testing Results**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1361,759	3	453,920	36,964	,000 <sup>b</sup>
Residual	1215,736	99	12,280		
Total	2577,495	102			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Costumer Value (X<sub>1</sub>), Costumer Behaviour (X<sub>2</sub>), Costumer Satisfaction (X<sub>3</sub>)

Testing the Fourth Hypothesis (H4): Simultaneously the customer value variable (X<sub>1</sub>), behavior variable (X<sub>2</sub>) and satisfaction variable (X<sub>3</sub>) affect purchasing decisions at RM. Mataram village

Based on the output above, it is known that the significant value for the influence of X<sub>1</sub>, X<sub>2</sub>, and X<sub>3</sub> simultaneously Y is 0.000 < 0.005 and the calculated F value is 36.964 > F table 2.69, so it can be concluded that H4 is accepted which means there is a strong influence on Customer Value (X<sub>1</sub>), Costumer Behavior (X<sub>2</sub>), and Customer Satisfaction (X<sub>3</sub>) simultaneously to Y.

**Table 9 : Test Results for the Coefficient of Determination (R<sup>2</sup>)**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,727 <sup>a</sup>	0,528	0,514	3,504

a. Predictors: (Constant), Costumer Value (X<sub>1</sub>), Costumer Behaviour (X<sub>2</sub>), Costumer Satisfaction (X<sub>3</sub>)

Based on the output above, it is known that the R Square value is 0.528, this means that the influence of variables X<sub>1</sub>, X<sub>2</sub> and X<sub>3</sub> simultaneously on variable Y is 52.8%. While the remaining 47.2%.

**CONCLUSION**

Based on the results of research that has been conducted on Customer Value, Behavior and Satisfaction: The Impact of the Covid-19 Pandemic Case Study Mataraman Village, Panggungharjo Village Social Lab, Nahdlatul Ulama University Yogyakarta on consumer purchasing decisions, it can be concluded as follows: 1. It is known that the sig value for the influence of the Customer value Variable (X<sub>1</sub>) on Purchase Decision (Y) is 0.523 > 0.05 and the t count value is 0.642 < t table 1.984 , so it can be concluded that H1 is rejected then the Customer value Variable (X<sub>1</sub>) has no positive effect partially on purchasing decisions during the Covid 19 pandemic at the Kampung Mataraman restaurant. 2. It is known that the sig value for the influence

of Customer Behavior (X2) on Purchase Decision (Y) is  $0.00 < 0.05$  and the t value is  $3,902 > t$  table 1.984, so it can be concluded that H2 is accepted meaning that the Customer Behavior Variable (X2) has a positive effect on purchasing decisions during the covid 19 pandemic at the Kampung Mataraman restaurant. 3. It is known that the sig value for the variable customer satisfaction (X3) on Purchase Decision (Y) is  $0.459 > 0.05$  and the t-count value is  $0.744 < t$ -table 1.984, so it can be concluded that H3 is rejected, so the customer satisfaction variable (X3) has no positive effect on purchasing decisions during the covid 19 pandemic at the Kampung Mataraman restaurant. 4. Based on the output above, it is known that the significant value for the influence of X1, X2, and X3 simultaneously Y is  $0.000 < 0.005$  and the calculated F value is  $36.964 > F$  table 2.69, so it can be concluded that H4 is accepted which means there is a strong influence on Customer Value (X1), Customer Behavior (X2), and Customer Satisfaction (X3) simultaneously to Y.

Suggestion, From the conclusions of the study, the researcher provides the following suggestions: 1. The Customer Behavior Variable (X2) has a positive effect on purchasing decisions during the Covid 19 pandemic at Kampung Mataraman restaurants, based on the results of the research, this factor is a factor that continues to be considered and maintained because consumers still pay attention to values as a reference in making purchasing decisions. 2. Likewise for social, personal and psychological factors these three factors must continue to be the concern of marketers in the digital market place era, of course, changes in consumer behavior that are so dynamic must continue to be a concern of marketers.

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