Analysis of Promotional Factors and Products on Consumer Satisfaction in Wingstop Restaurant Ahmad Dahlan Jakarta

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Abstract

Promotion and Products are an important component in running a business and the satisfaction of consumers who buy it, Wingstop is a retail that serves food and beverages with the concept of fast food. This type of quantitative research with slovin data sample or 100 respondents with multiple linear regression analysis method. The results of the study found that Promotional and Product Factors had a significant effect on Consumer Satisfaction with Wingstop Ahmad Dahlan Jakarta.

I. Introduction

The Covid-19 pandemic has had a major impact on the order of human and state life in Indonesia, March 31, 2020 President Joko Widodo stipulates Presidential Decree No. 11 of 2020 concerning the Determination of Public Welfare Emergency related to Covid-19 and Government Regulation No. 21 of 2020 concerning Large-Scale Social Restrictions in the context of Acceleration of Handling Covid-19. The Large-Scale Social Restriction Period has an impact on the operation of the tourism industry in Indonesia, where in accordance with existing regulations regarding the application of PSBB, a temporary suspension of social and cultural activities that cause crowds of people is carried out. In the current Post Pandemic period, tourism is increasingly being developed as a support for economic growth and as a rapidly growing business facility. the need for management that is able to manage the tourism potential of each region. Tourism is a trip that is carried out for a while, which is organized from one place to another, with the intention not to try or earn a living in the place visited, but solely to enjoy the trip for sightseeing and recreation or to meet various needs. Yoeti in Yulesti, 2017:1246). The tourism sector is an alternative source of income for regional income and foreign exchange, even for developed countries, even though tourism is serious to develop. Related to this, the Law of the Republic of Indonesia No. 9 of 1990 states that tourism has an important role to expand and equalize business opportunities and employment opportunities. encourage regional development, increase national income in order to improve the welfare and prosperity of the people as well as foster a sense of love for the homeland, enrich national culture and strengthen its development in order to strengthen national identity and strengthen friendship between nations. In the current post-pandemic period, tourism becomes a necessity to relax from work fatigue or boredom that is passed during the pandemic (Gustian, 2022).

In tourism, accommodation is a very important industry because it is a place or means to meet the needs of a temporary residence in a tourism trip. The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the

prima donna for foreign exchange earners (Hakim, 2021). The development of cultural tourism certainly requires increasing the utilization of youth potential optimally (Tambunan, 2021). The advantage of the tourism sector lies in its ability to increase foreign exchange and to drive various other business sectors such as the home industry (Nasution, 2021). Not only lodging in tourism, there is also culinary accommodation. In the tourism industry, restaurants do not just offer a variety of food and beverage menus for consumers. According to the Minister of Tourism and Creative Economy Regulation (PERMEN) No. 11 of 2014 Restaurant is a business providing food and beverage services equipped with equipment and supplies for the process of making, storing, and serving a fixed place that does not move with the aim of making a profit. Restaurants have a strong culinary aspect for tourism. An area will increase consumer visits through culinary attractions. If traced more deeply through its understanding, the restaurant is a business building providing food and drink services which is managed commercially and equipped with equipment for the manufacturing, storage and serving processes without moving around for profit/profit. The restaurant is a place that serves food and drinks complete with various comfortable facilities so that consumers who come will feel at home while enjoying a meal. There are many restaurants that carry their flagship menus such as seafood, processed chicken, Japanese, Korean or even fast food restaurants. Restaurants have an important role for tourism because food and beverage facilities can support the services provided to consumers and therefore need to be managed professionally. Judging from business developments in the culinary field in particular, restaurants are growing very fast and better because the opportunities provided are very large and promising. This can be seen from the pattern of consumer spending, which is dominated by buying food and drinks while traveling, as we know that food and drink is a necessity that is needed by everyone.

Based on this, the researchers are very interested in this research. This study observes the Analysis of Promotional Factors and Wingstop Products, through promotions and products that can provide quality service to customer satisfaction at Wingstop Ahmad Dahlan Restaurant Jakarta, which is located on Jl. Ahmad Dahlan No. 20, RT. 14/ RW.1, Kramat Pela, Kec. Kby. New, South Jakarta City. Wingstop restaurant originates from Texas, which is directly adjacent to Mexico. Regarding restaurant design, Wingstop has a fast casual restaurant concept.Wingstop is here in Indonesia on June 16, 2014. The first outlet is in Kota Kasablanka, Jakarta. Currently in Indonesia, Wingstop already has 46 outlets. Consists of 2 stores in Bandung area, 4 stores in Surabaya area, 1 store in Cilegon area, 43 stores in Jabodetabek area. The Wingstop menu consists of crunchy wings, boneless wings, and chicken tenders, with a variety of sauces and side dishes. The flavors available are Hawaiian, Garlic Parmesan, Lemon Pepper, Mild, Original Hot, Hickory Smoked BBQ, Atomic, Mango Habanero, Cajun, Louisiana Rub, and Spicy Korean. Previous limited-time offers included Citrus Pepper, Harissa Lemon Pepper, Ancho Honey Glaze, and a "flavor mashup" consisting of a mix of two existing flavors, during the brand's 25 Days of Flavor campaign in 2019, including Spicy Lemon, and more. In 2021,The strength of Wingstop Restaurant is in its dishes which are served 'Made to order', meaning that new dishes will be prepared when ordered. Wingstop never puts chicken in a warmer or microwaves chicken. Thus, customers can enjoy the best chicken delicacy. What's more, the chicken wings are served and cooked with the composition of selected spices and have gone through a long development process in the R&D kitchen. And not arbitrarily choose materials, all materials used are selected strictly with high quality standards.

Today's business competition is getting tougher. Therefore, promotions and products can be created first to identify consumer perceptions about the services they need and want, then adjusted to the quality that will be provided by the restaurant. Based on the background

of this research, it should be carried out more deeply through Promotional and Product Factor Analysis on consumer satisfaction at Wingstop Ahmad Dahlan restaurant Jakarta. Then the added value offered will further provide stability to prospective customers to transact or encourage old consumers to transact again. Thus the restaurant always tries to provide services that are in accordance with the needs and desires expected by consumers so as to achieve customer satisfaction itself.

Measurement of the level of satisfaction of the company's customers is very important, because then the company's performance can be measured and compared with its competitors. In addition, the company can find out if there are deficiencies or weaknesses in the quality of the products (goods or services) offered. Attitude and follow-up are essential to growing loyal customers. When a customer becomes lost or inactive, action must be taken to reclaim business. This shows that the role of restaurants is very important in the tourism industry. Business actors in this field need to know the quality of service and restaurant products desired by consumers in order to achieve customer satisfaction.Analysis of Promotional and Product Factors on Consumer Satisfaction at Wingstop Ahmad Dahlan Restaurant Jakarta"With variable X1 namely Promotion, X2 Product and Variable Y namely Consumer Satisfaction.

II. Review of Literature

2.1 Promotion

Promotion is important in marketing a product so that consumers are interested and buy the product, the promotion must be designed as attractive as possible and the information conveyed can be understood by the public. (DUAN, KALANGI, & WALANGITAN, 2019) According to Agus Hermawan in (DUAN, KALANGI, & WALANGITAN, 2019) Promotion is one of the priority components of marketing activities to inform consumers that the company has launched a new product that attracts consumers to buy. According to Kotler and Armstrong in (DUAN, KALANGI, & WALANGITAN, 2019) Promotion is an activity to communicate the benefits of a product and persuade target consumers to buy the product.

2.2 Product

According to M Tohar in (MUHIDIN, 2017) a product is something that can be offered to the market for attention, use, possession or consumption to satisfy a want or need. According to Fandy Tjiptono in (Aqbari & Koesworodjati, 2019) Product is a producer's subjective understanding of something that can be given as an effort to achieve company goals through satisfying consumer needs and desires in accordance with the company's capacity and ability as well as market purchasing power. Meanwhile, according to Kotler and Armstrong (2014: 248) states that the product is anything that can be offered to the market which includes services, events, services, places, organizations, ideas or includes all of them.

2.3 Consumer Satisfaction

According to Kotler and Keller in (Lestari, 2017) Consumer Satisfaction is a person's feeling of satisfaction or disappointment with the performance results of a comparison of a product or service beyond expectations. Meanwhile, according to Kotler and Armstrong in (Lestari, 2017) Consumer Satisfaction is the extent to which the perceived performance of a product is in accordance with consumer expectations. If the product performance does not meet expectations, the customer is not satisfied. If it works as expected, the customer is happy. If performance exceeds expectations, the customer is very satisfied or happy.

From the above definition, it is known that consumer satisfaction is the level that shows how they feel when receiving the product or service provided and comparing the performance

of the product or service received with consumer expectations. Consumer satisfaction with each other varies depending on consumer perceptions, wants and needs.

2.3 Hypothesis

A hypothesis is a tentative statement about a research problem whose truth remains to be tested experimentally. The hypothesis is prepared based on the theoretical framework developed in the research. The following assumptions (H0 and H1) in this study:

a) H0: Promotion has no positive and significant effect on consumer satisfaction
H1: Promotion has a positive and significant effect on consumer satisfaction
b) H0: The product has no positive and significant effect on consumer satisfaction
H2: The product has a positive and significant effect on consumer satisfaction
c) H0: Promotion and product do not have a positive and significant effect on consumer satisfaction
H3: Promotion and product together have a positive and significant effect on consumer satisfaction

III. Research Method

3.1 Object of Research

This study examines promotions and products on consumer satisfaction at the Wingstop Ahmad Dahlan restaurant in Jakarta, assisted by two variables, namely independent and dependent variables. In this study, the research variables are Promotion and Product as independent variables. The consumer satisfaction at Wingstop Ahmad Dahlan restaurant Jakarta is the dependent variable consisting of consumer complaints and suggestions on the products being sold.

3.2 Descriptive Analysis Method

In this study the authors will analyze the data - data relating to the role of Product and Promotional Factors on Consumer Satisfaction. According to Ferdinand (2014: 229), descriptive analysis is to provide an empirical description or description of the data collected by research. The data comes from respondents' answers to the items contained in the questionnaire and then processed by grouping and to distinguish and then given an explanation. Descriptive analysis methods are grouped as follows:

3.3 Inferential Analysis Method

The analytical technique used in this research is the interventional analysis. Interventional analysis is an analytical technique used to analyze data and samples whose results are applied to the population (Arifin, 2017). In this study, inferential statistical data were analyzed using SPSS 26 software. From instrumental testing, classical hypothesis testing, multiple linear regression, and feasibility tests, model feasibility tests and hypothesis tests were carried out.

3.4 Multiple Linear Regression Analysis Method

Multiple linear regression is a type of linear regression analysis where the independent variable is greater than one. Linear regression analysis is. The analysis used to measure the effect of the independent variables (X1, X2, ..., Xn) on the dependent variable (Y). In this

study, the variable X has three independent variables, so a multiple linear equation is used with the following formula:

a. $Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

Information:

Y = Customer Satisfaction

a = Constant of the Regression Equation

$\beta_1 \; \beta_2 \; \beta_3$ = Regression coefficient of Variable X1, X2, X3

X1 = Product

X2 = Promotion

e = error

IV. Discussion

4.1 Result
a. Overview of Research Objects

Ahmad Dahlan Jakarta Wingstop Restaurant located at Jl. Ahmad Dahlan No. 20, RT. 14/RW.1, Kramat Pela, Kec. Kby. New, South Jakarta City. Wingstop restaurant originates from Texas, which is directly adjacent to Mexico. Regarding restaurant design, Wingstop has a fast casual restaurant concept. Wingstop is here in Indonesia on June 16, 2014. The first outlet is in Kota Kasablanka, Jakarta. Currently in Indonesia, Wingstop already has 46 outlets. Consists of 2 stores in Bandung area, 4 stores in Surabaya area, 1 store in Cilegon area, 43 stores in Jabodetabek area. The Wingstop menu consists of crunchy wings, boneless wings, and chicken tenders, with a variety of sauces and side dishes. The flavors available are Hawaiian, Garlic Parmesan, Lemon Pepper, Mild, Original Hot, Hickory Smoked BBQ, Atomic, Mango Habanero, Cajun, Louisiana Rub, and Spicy Korean. Previous limited-time offers included Citrus Pepper, Harissa Lemon Pepper, Ancho Honey Glaze, and a "flavor mashup" consisting of a mix of two existing flavors, during the brand's 25 Days of Flavor campaign in 2019, including Spicy Lemon, and more. In 2021, the strength of Wingstop Restaurant is in its dishes which are served 'Made to order', meaning that new dishes will be prepared when ordered. Wingstop never puts chicken in a warmer or microwaves chicken. Thus, customers can enjoy the best chicken delicacy. What's more, the chicken wings are served and cooked with the composition of selected spices and have gone through a long development process in the R&D kitchen. And not arbitrarily choose materials, all materials used are selected strictly with high quality standards.

b. Description of Research Data

The research "Analysis of Production Factors and Promotion of Consumer Satisfaction at Wingstop Ahmad Dahlan Jakarta" is a quantitative research that uses primary data obtained through distributing questionnaires or questionnaires directly or online to consumers who have visited Wingstop Ahmad Dahlan Jakarta.

This study will also measure the level of consumer characteristics regarding demographic, psychographic, geographic, and consumer behavior data who visit.

c. Consumer Characteristics of Wingstop Ahmad Dahlan Jakarta

In obtaining the data in this study, the researchers distributed questionnaires directly to the object of research and distributed via online forms via G-Form to consumers who visited Wingstop Ahmad Dahlan Jakarta. In this case, the researcher also obtained data about the

characteristics of visiting consumers such as gender, age, education level, income level, origin of respondents, visiting transportation, visiting partners.

Table 1. Characteristics of Respondents

Information		Amount	Percentage
Gender	Woman	72	72%
	Man	28	28%
Total		**100**	**100%**
Age	0 – 15	4	4%
	15 – 30	74	74%
	30 – 45	16	16%
	1. 45	6	6%
Total		**100**	**100%**
Level of education	SD Equivalent	0	0%
	Middle school equivalent	3	3%
	High school equivalent	36	36%
	Bachelor's degree or more	61	61%
Total		**100**	**100%**
Income Level	IDR 1 – 2,500,000	3	3%
	IDR 2,500,000 – 5,000,000	54	54%
	IDR 5,000,000 – 7,500,000	28	28%
	2. IDR 7,500,000	15	15%
Total		**100**	**100%**
Job status	PNS/ASN	12	12%
	Private sector employee	54	54%
	Police/TNI	0	0%
	Freelancer	34	24%
Total		**100**	**100%**
Connection	Friend	42	42%
	Family	8	8%
	Lover/Girlfriend	36	36%
	Work/Business Relations	14	14%
Total		**100**	**100%**
Consumer Origin	Jabodetabek	86	86%
	Outside Jabodetabek	14	14%
Total		**100**	**100%**

Source: Questionnaire Processing, 2022

a. Age and Gender

Based on Table 1 regarding the characteristics of consumers who visit, the female gender visits more than the male gender with a dominant size of 72% (women) and 28% (male), in addition, consumers aged 15-30 years dominate visits with a percentage of 74%, compared to 4% Age 0-15 Years, Age 30-45 Years as much as 16%, and Age > 45 Years as much as 6%..

b. Education Level and Income

Based on Table 1 on the characteristics of visiting consumers, consumers with an education level equivalent to a bachelor's degree or more dominate visits with a percentage of 61%, compared to an education level equivalent to a senior high school with a percentage of 36%, and an education level equivalent to a junior high school with a percentage of 3%. Consumers with an income level of IDR 2,500,000 – 5,000,000 dominate with a percentage of 54%, compared to an income level of > IDR 7,500,000 by 15%, an income level of IDR 5,000,000 – 7,500,000 by 28% and an income level of IDR 1 – 2,500,000 as much as 3%.

c. Employment Status and Visiting Spouse

Based on Table 1 regarding the characteristics of visiting consumers, consumers with the employment status of private employees are quite large with a percentage of 54%, as well as freelancers by 34%, and civil servants / civil servants consumers by 12%. In different characteristics, consumers who visit with friends are dominant with a percentage of 42% compared to consumers who visit with their lover/girlfriend with a percentage of 36%, consumers who visit with family are 8% and those who visit with work/business relations are 14%.

d. Respondent Origin

Based on Table 4 regarding the characteristics of visiting consumers, consumers from the Greater Jakarta area are very dominant with a percentage of 86% compared to consumers from outside the Greater Jakarta area at 14%.

e. Research Descriptive Analysis

Based on the questionnaire questions, there is an X1 Free Variable, namely Promotion with Advertising, Sales, Event and Social Media indicators. X2 Free Variables are Products with indicators of Shape, Style, Quality, Design. And the Bound Variable Y is Consumer Satisfaction with indicators of Ease, Emotional, Price, and Product Quality. In this study, the classification of respondents' answers using a positive scale with the highest value from the range 5-1 with the following categories: 5 Strongly Agree, 4 Agree, 3 Neutral, 2 Disagree, 1 Strongly Disagree. And the Mean value will be measured as follows:

Based on the Mean Score Result Table above, it can be seen that the overall answers to the respondents' questionnaire statements show the mean results on a scale of 4 with an overall average score of 4.21, it can be concluded that all respondents agree with the statement given by the researcher in the distributed questionnaire. The highest score on this questionnaire is indicated on the Advertising indicator with code X1.1.2 and Price with code Y1.3.2 with a value of 4.51 and the lowest value on this questionnaire is indicated on the Public Relations indicator with code X1.3.1 with a value of 4.04.

f. Research Instrument Test Results
1. Validity Test

Based on the Table of Validity Test Results there is an X1 Free Variable, namely Promotion with Advertising, Sales, Event and Social Media indicators. X2 Free Variables are Products with indicators of Shape, Style, Quality, Design. And the Bound Variable Y is Consumer Satisfaction with indicators of Ease, Emotional, Price, and Product Quality. It was found that all indicator values of the respondents' questionnaire statements had a score of Rcount > Rtable 0.195, with this it can be stated that all of the respondents' answers were declared VALID.

2. Reliability Test

Based on the results in the table about the reliability test results presented, it can be concluded that the questionnaire of all variables is declared RELIABLE, this is evidenced by the entire questionnaire Free Promotional Variable (X1) has a Cronbach Alpha value of 0.870, Product-Free Variable (X2) has a Cronbach Alpha value of 0.902, and Variable Bound Consumer Satisfaction (Y) has a Cronbach Alpha value of 0.880.

3. Classic Assumption Test Results

1. Normality Test

Based on the table of normality test results above, it can be seen that the significance value is 0.12, from these results it can be concluded that the significance value > residual value and it can be stated that the data in this study is normally distributed.

2. Heteroscedasticity Test

Based on the table of heteroscedasticity test results, the results of the significance value of X1 Promotion are 0.122 and X2 Products are 0.012, hereby it can be stated that Heteroscedasticity does not occur because Tcount> Ttable and Significance <0.5

3. Multicollinearity Test

Based on the table of multicollinearity test results, the tolerance value of the X1 Promotion and Product X2 variables is 0.10, and the VIF value of the Promotional Variable X1 and the Product Variable X2 is 9.846, with this it can be concluded that there is no multicollinearity, this can be indicated because the Tolerance Value of X1 and X2 > 0.10, and the VID Value of X1 and X2 < 10.00

4. Auto Correlation Test

Based on the table, the results of the auto correlation test show that Durbin-Waatson has a value of 1,995. According to Ghozali (2018), the basis for decision making in the autocorrelation test uses the Durbin-Watson test (DW test). With the results of the Durbin-Watson AutoCorrelation Test as follows:

n = 100
d = 1.995
dL = 1.663
dU = 1.715
4 – dL = 4 – 1.663 = 2.337
4 – dU = 4 – 1.715 = 2.285
Result : Du < d < d-dU = 1,715 < 2,244 < 2,285 = There is no autocorrelation

g. Multiple Linear Regression Test Results

1. Partial Test (T Hypothesis)

1) The Effect of Promotion on Consumer Satisfaction

It can be seen that the coefficient of the Variable X1 Promotion calculated at t is 13,966 while the t table can be calculated from the t-test table where = 0.05 and df = 100. These results are obtained from the formula df = n-2. where n is the number of samples (100) – 2), so that the t table is 1.882. It can be concluded that the product has a p-value of 0.000 <0.05 which means it is significant, while t count > t table (13,966 > 1.882) then H0 is rejected and H1 is accepted. It can be concluded that Cleanliness in measuring the influence of Promotional factors has a positive effect on Consumer Satisfaction at Wingstop Ahmad Dahlan Jakarta.

2) The Effect of Products on Consumer Satisfaction

2. Simultaneous Test (F Hypothesis)

Based on the table of multiple linear regression test results can be explained as follows:

a. This R value of 0.746 shows that the relationship between the independent variable (Promotion & Products) and the dependent variable (Consumer Satisfaction) has a strong relationship, with the interpretation of the level of the strong relationship ranging from 0.60 to 0.799.

b. This R Square value of 0.896 indicates that the contribution of the independent variable to the dependent variable has a contribution value of:
1. KP = R2 X 100%
2. KP = 0.896 X 100%
3. KP = 89.6%
4. Contribution amountThe independent variable (Promotion and Products) on the dependent variable (Consumer Satisfaction) is 89.6%

c. The Adjusted R Square value of 0.893 shows that the contribution ofThe independent variable on the dependent variable has a contribution value of:
1. KP = R2 X 100%
2. KP = 0.893 X 100%
3. KP = 89.3%

d. Contribution amountThe independent variable (Promotion and Products) on the dependent variable (Consumer Satisfaction) is 89.3%, but this value is used if the dependent variable is estimated.

e. Std value. This Error of the Estimate 1.110 shows the level of linear regression error, the smaller the number the better the regression equation.

Based on the coefficient table, the regression equation is obtained as follows:

$$Y = 2,559 + 2,137 X2 + 1,266 X1$$

a. B0 has a value of 2,559 indicating the amount of Consumer Satisfaction returns if Wingstop Promotions and Products are equal to 0

b. B2 has a value of 2,317 indicating the magnitude of the decision of the positive influence of the Product on Consumer Satisfaction Wingstop Ahmad Dahlan Jakarta with the fixed assumption that every product increase will increase Consumer Satisfaction by 2,317

c. B1 has a value of 1,266 indicating the magnitude of the decision of the magnitude of the positive influence of Promotion on Consumer Satisfaction Wingstop Ahmad Dahlan Jakarta with the fixed assumption that every increase in Promotion will increase Consumer Satisfaction by 1,266

4.2 Discussion
a. The Effect of Promotion on Consumer Satisfaction Wingstop Ahmad Dahlan Jakarta

Promotional variable hypothesis testing in this study shows a positive and significant role on consumer satisfaction Wingstop Ahmad Dahlan Jakarta. In the Table of Partial Test Results of Promotion X Consumer Satisfaction above, it can be seen that the value of Rcount > Rtable and shows a significant influence or role for the Ahmad Dahlan Jakarta Wingstop Promotion on Consumer Satisfaction, as well as in the table Total Score Mean Test All indicator statements answered by respondents show an average The average value is 4 or mostly Agree to the satisfaction of the Promotions carried out by Wingstop Ahmad Dahlan Jakarta and have an effect on Consumer Satisfaction.

b. The Effect of Products on Consumer Satisfaction Wingstop Ahmad Dahlan Jakarta

Product Variable hypothesis testing in this study shows a positive and significant role on Consumer Satisfaction Wingstop Ahmad Dahlan Jakarta. In the Table of Partial Test Results of Product X Consumer Satisfaction above, it can be seen that the value of Rcount > Rtable and shows a significant influence or role for the Wingstop Ahmad Dahlan Jakarta product on consumer satisfaction, as well as in the table of Total Mean Score Test All indicator statements answered by respondents show an average The average value is 4 or mostly Agree on product satisfaction carried out by Wingstop Ahmad Dahlan Jakarta and has an effect on Consumer Satisfaction.

c. Effect of Simultaneous Promotion and Product on Consumer Satisfaction Wingstop Ahmad Dahlan

Product and Promotion Variable hypothesis testing in this study shows a positive and significant role on Consumer Satisfaction Wingstop Ahmad Dahlan Jakarta. In the Table of Simultaneous Test Results of Promotions & Products X Consumer Satisfaction above, it can be seen that the value of Rcount > Rtable and shows a significant influence or role for Promotions & Products of Wingstop Ahmad Dahlan Jakarta on Consumer Satisfaction, and seen from the R value of 0.946 which shows a strong relationship between variable, then the Rsquare value The amount of the contribution of the independent variables (Promotion and Products) to the dependent variable (Consumer Satisfaction) is 89.6%, and the Adjusted R Square value shows a value of 0.893. is 89.

V. Conclusion

5.1 Conclusion

Based on the research results, it is known that the characteristics of consumers who visit Wingstop Ahmad Dahlan Jakarta are as follows:

1. Consumers with the female gender dominate the visit at Wingstop Ahmad Dahlan Jakarta.
2. Consumers with an age range of 15 – 30 years dominate the visit at Wingstop Ahmad Dahlan Jakarta.
3. Consumers with an education level equivalent to a bachelor's degree or more dominate the visit at Wingstop Ahmad Dahlan Jakarta.
4. Consumers with income levels ranging from Rp 2,500,000 – Rp 5,000,000 dominate the visit at Wingstop Ahmad Dahlan Jakarta.
5. Consumers who visit with Employment Status as Private Employees dominate the visit at Wingstop Ahmad Dahlan Jakarta.
6. Consumers who visit with their friends dominate the visit at Wingstop Ahmad Dahlan Jakarta.
7. Consumers from the Greater Jakarta Area of Origin dominate the visit at Wingstop Ahmad Dahlan Jakarta.

Based on the results of the research between the Free Promotional Variable (X1) and the Product (X2) on the Consumer Satisfaction Bound Variable (Y) it was found that there was a significant role and could be described as follows:

1. Based on the results of the Partial Testing of the Promotional Variable (X1) on the Bound Variable of Consumer Satisfaction (Y) has a positive and significant role on Consumer Satisfaction Wingstop Ahmad Dahlan Jakarta
2. Based on the results of Partial Testing of Product Variables (X2) on the Bound Variable of Consumer Satisfaction (Y) has a positive and significant role on Consumer Satisfaction Wingstop Ahmad Dahlan Jakarta

3. Based on the Simultaneous Testing Results between the Promotional Variable (X1) and the Product Variable (X2) on the Consumer Satisfaction Bound Variable (Y) has a positive and significant role on Wingstop Ahmad Dahlan's Consumer Satisfaction Jakarta.

5.2 Suggestion

Based on the conclusions above, the suggestions that researchers can give from the results of the research may be useful for the company and all interested parties in general. The suggestions made for reconsideration are as follows:

1. Promotion has a positive and significant role on consumer satisfaction, so Wingstop Ahmad Dahlan continues to promote in order to increase customer satisfaction this will create more value for Wingstop Ahmad Dahlan so that it is increasingly known by the public, more consumers will visit Wingstop Ahmad Dahlan.
3. Products have a positive and significant influence on consumer satisfaction, so Wingstop Ahmad Dahlan continuously provides good products to consumers. Therefore, the products sold by Wingstop Ahmad Dahlan must be varied so that consumers do not feel bored with the products sold by Wingstop Ahmad Dahlan.
4. Promotion and Products together have a positive and significant role on consumer satisfaction at Wingstop Ahmad Dahlan, so Wingstop Ahmad Dahlan will continuously improve its services through promotions and products, this will create added value to Wingstop Ahmad Dahlan's customer satisfaction. Therefore, so that consumers feel satisfied, fast and responsive service in serving consumers must be improved so that consumers do not wait too long.

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