

THE INFLUENCE OF PRICE, QUALITY AND COFFEE SERVICE AT SUMBERJAYA COFFEE SHOP

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Abstract

This study aims to examine the effect of price, quality and service variables on customer satisfaction in Sumberjaya coffee shops. This research uses a survey-based quantitative approach involving 30 respondents selected using purposive sampling method. Primary data was obtained through an open-ended questionnaire that had been tested for validity and reliability to ensure the accuracy and consistency of the measuring instrument. Data processing was carried out using multiple linear regression analysis to evaluate the relationship between the independent variables of price, quality and service with the dependent variable of customer satisfaction. The results showed that all items in the questionnaire were valid and the research instrument was reliable. Statistically, the variables, price, and service have a significant effect on customer satisfaction, both individually and simultaneously. The findings provide practical implications for coffee shop managers in Sumberjaya to focus on improving these three elements to increase overall customer satisfaction.

Keywords: *customer satisfaction, quantitive research, marketing strategy, costumer loyalty*

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Introduction

The food and beverage industry, especially the coffee shop business, continues to show rapid growth in Indonesia. Coffee shops have become an important part of people's lifestyle, not only as a place to enjoy drinks but also as a space for socialization, work, and relaxation. This development encourages increasingly fierce competition among businesses, which requires them to focus on strategies to increase customer satisfaction. In the business world, customer satisfaction is an important indicator of the success of a business, because satisfaction not only drives customer loyalty but also affects the image and sustainability of the business as a whole (Tjiptono, 2019).

There are three main factors that are often considered to determine customer satisfaction in the coffee shop business, namely price, product quality, and service. Price is an important element in marketing strategy because it affects customers' perceptions of the value they receive. Customers tend to feel satisfied when the price offered is comparable to the quality of the product or service they get (Lupiyoadi, 2018). In addition, product quality such as coffee flavor, aroma, and serving concept, are the main factors that build customer experience. Customers tend to be loyal to brands that are able to provide consistently high quality products. On the other hand, service, which includes friendliness, speed, and ability to meet customer needs, is one of the key aspects in creating a positive experience for consumers (Rangkuti, 2017).

Coffee shops in Sumberjaya are one of the local businesses that continue to provide the best experience to customers through a combination of affordable prices, quality products, and satisfying services. However, to continue to survive amidst increasingly competitive competition, it is important for stall managers to understand the extent to which these factors price, quality, and service affect customer satisfaction. This understanding is not only useful in improving business performance but also provides a foundation for taking customer satisfaction.

The results of this study are expected to provide benefits both theoretically and practically. Theoretically, this research contributes to the literature on factors that influence customer satisfaction, especially in the context of the coffee shop business in Indonesia. Practically, this

research is expected to provide strategic recommendations to coffee shop customers in Sumberjaya in optimizing prices, improving quality, and improving services in order to increase customer satisfaction and strengthen business competitiveness.

This study used quantitative methods to analyze the effect of price, quality, and service on customer satisfaction at Sumberjaya coffee shop. The study population included all customers who had enjoyed services at the coffee shop. A total of 30 respondents were selected as samples using purposive sampling technique. The research instrument used in the form of a questionnaire includes two independent variables, namely price (X1), quality (X2), as well as one dependent variable, namely service (Y). Before being used to collect data, this questionnaire was tested for validity and reliability. The validity test is carried out to ensure that each question item in the questionnaire is able to measure the intended variable. The reliability test is carried out to ensure the consistency of the answers given by respondents to the instrument. The data collection process is carried out by distributing questionnaires directly to respondents who have met the criteria. This method is designed to produce valid and reliable analysis, so that the results of this study can provide an accurate picture of the effect of price, quality, and service on customer satisfaction in Sumberjaya coffee shops

Research Method

Reliability X1

Reliability Statistics	
Cronbach's Alpha	N of Items
.889	12

Reliability X2

Reliability Statistics	
Cronbach's Alpha	N of Items
.708	5

Reliability Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.760	8

Validitas X1

		Correlations												
		P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12	TOTAL
P01	Pearson Correlation	1	.484**	.535**	.418*	.443*	.413*	.456*	.535**	.310	.262	.292	.518**	.607**
	Sig. (2-tailed)		.007	.002	.021	.014	.023	.011	.002	.096	.161	.117	.003	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P02	Pearson Correlation	.484**	1	.512**	.388*	.380*	.535**	.244	.709**	.495**	.499**	.558**	.524**	.735**
	Sig. (2-tailed)	.007		.004	.034	.038	.002	.193	<.001	.005	.005	.001	.003	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P03	Pearson Correlation	.535**	.512**	1	.671**	.578**	.605**	.310	.583**	.427*	.400*	.452*	.585**	.737**
	Sig. (2-tailed)	.002	.004		<.001	<.001	<.001	.095	<.001	.019	.028	.012	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P04	Pearson Correlation	.418*	.388*	.671**	1	.405*	.331	.388*	.447*	.518**	.293	.337	.495**	.570**
	Sig. (2-tailed)	.021	.034	<.001		.027	.074	.034	.013	.003	.116	.069	.005	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P05	Pearson Correlation	.443*	.380*	.578**	.405*	1	.426*	.280	.452*	.515**	.263	.318	.427*	.589**
	Sig. (2-tailed)	.014	.038	<.001	.027		.019	.133	.012	.004	.160	.087	.019	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P06	Pearson Correlation	.413*	.535**	.605**	.331	.426*	1	.083	.437*	.176	.279	.172	.323	.520**
	Sig. (2-tailed)	.023	.002	<.001	.074	.019		.661	.016	.351	.136	.362	.082	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P07	Pearson Correlation	.456*	.244	.310	.388*	.280	.083	1	.465**	.265	.135	.327	.344	.544**
	Sig. (2-tailed)	.011	.193	.095	.034	.133	.661		.010	.158	.476	.078	.063	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P08	Pearson Correlation	.535**	.709**	.583**	.447*	.452*	.437*	.465**	1	.579**	.582**	.452*	.739**	.870**
	Sig. (2-tailed)	.002	<.001	<.001	.013	.012	.016	.010		<.001	<.001	.012	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P09	Pearson Correlation	.310	.495**	.427*	.518**	.515**	.176	.265	.579**	1	.492**	.423*	.540**	.685**
	Sig. (2-tailed)	.096	.005	.019	.003	.004	.351	.158	<.001		.006	.020	.002	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.262	.499**	.400*	.293	.263	.279	.135	.582**	.492**	1	.263	.430*	.632**
	Sig. (2-tailed)	.161	.005	.028	.116	.160	.136	.476	<.001	.006		.160	.018	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	.292	.558**	.452*	.337	.318	.172	.327	.452*	.423*	.263	1	.195	.529**
	Sig. (2-tailed)	.117	.001	.012	.069	.087	.362	.078	.012	.020	.160		.302	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.518**	.524**	.585**	.495**	.427*	.323	.344	.739**	.540**	.430*	.195	1	.716**
	Sig. (2-tailed)	.003	.003	<.001	.005	.019	.082	.063	<.001	.002	.018	.302		<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.607**	.735**	.737**	.570**	.589**	.520**	.544**	.870**	.685**	.632**	.529**	.716**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	.003	.002	<.001	<.001	<.001	.003	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Validitas X2

		Correlations					
		P01	P02	P03	P04	P05	TOTAL
P01	Pearson Correlation	1	.388*	.447*	.443*	.224	.720**
	Sig. (2-tailed)		.034	.013	.014	.235	<,001
	N	30	30	30	30	30	30
P02	Pearson Correlation	.388*	1	.709**	.111	.315	.731**
	Sig. (2-tailed)	.034		<,001	.558	.090	<,001
	N	30	30	30	30	30	30
P03	Pearson Correlation	.447*	.709**	1	.177	.583**	.840**
	Sig. (2-tailed)	.013	<,001		.350	<,001	<,001
	N	30	30	30	30	30	30
P04	Pearson Correlation	.443*	.111	.177	1	.000	.536**
	Sig. (2-tailed)	.014	.558	.350		1.000	.002
	N	30	30	30	30	30	30
P05	Pearson Correlation	.224	.315	.583**	.000	1	.604**
	Sig. (2-tailed)	.235	.090	<,001	1.000		<,001
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.720**	.731**	.840**	.536**	.604**	1
	Sig. (2-tailed)	<,001	<,001	<,001	.002	<,001	
	N	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

Validitas Y

		Correlations								
		P10	P11	P12	P13	P14	P15	P16	P17	TOTAL
P10	Pearson Correlation	1	.480**	.407*	.402*	.402*	.226	.196	.139	.678**
	Sig. (2-tailed)		.007	.026	.028	.028	.230	.300	.465	<.001
	N	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	.480**	1	.538**	.539**	.337	.123	.213	.188	.681**

	Sig. (2-tailed)	.007		.002	.002	.069	.517	.258	.320	<.001
	N	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.407*	.538**	1	.564**	.188	.086	.149	.159	.532**
	Sig. (2-tailed)	.026	.002		.001	.320	.652	.433	.401	.002
	N	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	.402*	.539**	.564**	1	.280	.183	.443*	.266	.690**
	Sig. (2-tailed)	.028	.002	.001		.134	.334	.014	.155	<.001
	N	30	30	30	30	30	30	30	30	30
P14	Pearson Correlation	.402*	.337	.188	.280	1	.365*	.253	.412*	.641**
	Sig. (2-tailed)	.028	.069	.320	.134		.047	.177	.024	<.001
	N	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	.226	.123	.086	.183	.365*	1	.144	.199	.510**
	Sig. (2-tailed)	.230	.517	.652	.334	.047		.447	.292	.004
	N	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	.196	.213	.149	.443*	.253	.144	1	.536**	.546**
	Sig. (2-tailed)	.300	.258	.433	.014	.177	.447		.002	.002
	N	30	30	30	30	30	30	30	30	30
P17	Pearson Correlation	.139	.188	.159	.266	.412*	.199	.536**	1	.549**
	Sig. (2-tailed)	.465	.320	.401	.155	.024	.292	.002		.002
	N	30	30	30	30	30	30	30	30	30
TOT AL	Pearson Correlation	.678**	.681**	.532**	.690**	.641**	.510**	.546**	.549**	1
	Sig. (2-tailed)	<.001	<.001	.002	<.001	<.001	.004	.002	.002	
	N	30	30	30	30	30	30	30	30	30

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

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

Results and Discussion

Based on the correlation test data table, it shows that there is a relationship between variables X1 (price), X2 (quality), and Y (service). Significant correlation is characterized by a pearson correlation value > from 0.361 and a significance value (sig.) < from 0.05, the results show a fairly strong and significant relationship between the variables.

In table X1 (price) and Y (service) a significant correlation can be seen from the correlation value of X1 to the total Y variable which exceeds the minimum value of 0.361 with a significance below 0.05. In table X2 (quality) and Y (service) the correlation is significant in many questions with a similar pattern.

Reliability analysis of Cronbach's alpha value for each variable shows:

X1 (price) 0.889

X2 (quality) 0.708

Y (service) 0.760

The Cronbach's alpha value above the 0.06 threshold indicates that the questionnaire instrument for each variable has a high level of consistency. Thus, it means that the questionnaire can be trusted and gives reliable results.

Conclusion

This study aims to analyze the effect of Price (X1), quality (X2), and Y (service) in Sumberjaya coffee shops by involving 30 respondents as samples. The analysis results show that there is a significant relationship between price, quality, and customer satisfaction. This is evidenced by the Pearson correlation test, where the correlation value between the variables is 0.361 and the significance level is less than 0.05. Thus, it can be concluded that the appropriate price and good product quality have a major influence in increasing customer satisfaction, both individually and together. In addition, the reliability test of the research instrument shows consistent results. The Cronbach's Alpha value for the price (0.889), quality (0.708), and service (0.760) variables is above the 0.6 threshold, which indicates that the questionnaire used has a high level of reliability and is reliable. This ensures that the data obtained can be trusted to support the conclusions of this study.

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