

THE EFFECT OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION AT CAFE KOPIRIA TANJUNG REDEB

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ABSTRACT

The purpose of this study is to find out and analyze more deeply the influence of service quality and price on customer satisfaction at Cafe Kopiria Tanjung Redeb. Primary data were obtained from questionnaires distributed to 86 Cafe Kopiria customers as respondents using accidental sampling techniques.

The analysis tools used were: Validity Test, Reliability Test, Multiple Linear Regression Analysis, Correlation Coefficient, Determination Coefficient, T Test, and F Test. The conclusion of this study is that service quality and price partially have a significant effect on customer satisfaction at Cafe Kopiria Tanjung Redeb. Service quality and price simultaneously have a significant effect on customer satisfaction at Cafe Kopiria Tanjung Redeb. Service quality has the most dominant effect on customer satisfaction at Cafe Kopiria Tanjung Redeb.

Keywords: Service Quality, Price, Customer Satisfaction.

INTRODUCTION

Background

In the current era of globalization, the business world is growing very rapidly, one of which is the culinary business. The cafe business is one of the food and beverage businesses that is currently in great demand by business people. This is indicated by the large number of cafes in all corners of Berau City. The large number of cafes that have emerged has resulted in business owners trying to win the competition. Therefore, cafe entrepreneurs are required to have creativity in creating food products and beverage flavors that are sold. Kopiria Cafe is one of

the successful coffee shops with a segment of processed milk coffee or what is now commonly called contemporary coffee, Kopiria has succeeded in proving that local businesses are able to compete amidst the proliferation of milk coffee shops that are currently very numerous. The meaning of the name Kopiria is "When people who drink coffee can be cheerful, happy", that's where the name Kopiria is used.

Kopiria cafe is generally a business in the field of food and beverages that is managed practically by offering a level of service for consumers in a comprehensive and friendly manner. In terms of cafes, it

turns out that this place is not only a place to relax, cafes also provide many benefits for visitors who come, including as a place to relieve boredom and fatigue experienced by consumers, cafes can also be used as a place to do assignments, as well as a place to joke around with friends and find new friends, and cafes can provide comfort for visitors from the atmosphere provided by the cafe. The establishment of a cafe can be a sign as one form of economic growth that is currently occurring in an area, and also provides benefits as a provider of jobs for job seekers. In order for companies to survive in carrying out business activities, it is important to pay attention to customer orientation, namely what the company must do to be able to find its customers. This strategy focuses more on customer needs to create customer satisfaction. Customer satisfaction is a very important priority for product sellers. Because, through customers who are satisfied with the quality of service and positive behavior provided by the company, we can find out the quality of the company.

Service quality is the main foundation for knowing the level of consumer satisfaction. In this case, a company can be said to be good if it is able to provide goods or services according to customer desires. Service quality can be interpreted as the level of consumer satisfaction. Where this is obtained by comparing one type of service with another similar service. Thus, consumers can know the comparison of the level of service quality between A and B. According to Kotler (2000:25) service quality is the totality of the form of characteristics of goods and

services that show their ability to satisfy customer needs, both those that are clearly visible and those that are hidden.

Price is an exchange value that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and place. The term price can be used to give financial value to a product or service. According to Kotler and Armstrong, 2010:314, price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of having or using the product or service. Satisfaction is the level of a person's feelings and comparing the work or results felt with their expectations. The level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, customers will be disappointed. If performance is in line with expectations, customers will be very satisfied. According to (Kotler.2001:354) satisfaction is something that must be considered by manufacturers, such as Schnaars, basically the purpose of business is to create consumers who feel satisfied. The creation of consumer satisfaction can provide several benefits, one of which is a closer relationship between the company and its consumers. Important decisions in the development and marketing of individual products and services include several things, namely product attributes, branding, packaging, labeling, and product support services.

Problem Formulation

Based on the background that has been stated above, the researcher formulates the main problems that will be studied, :

1. Does service quality have a significant effect on customer satisfaction at Kopiria Tanjung Redeb Cafe?
2. Does price have a significant effect on customer satisfaction at Kopiria Tanjung Redeb Cafe?
3. Do service quality and price have a simultaneous effect on customer satisfaction at Kopiria Tanjung Redeb Cafe?

Research Objectives

The objectives of this study are:

1. To determine the effect of service quality on customer satisfaction at Kopiria Tanjung Redeb Cafe.
2. To determine the effect of price on customer satisfaction at Kopiria Tanjung Redeb Cafe.
3. To determine the quality of service and price simultaneously affect customer satisfaction at Kopiria Tanjung Redeb Cafe.

RESEARCH METHOD

Operational Definition

The operational definition of the variables studied in this study is as follows:

1. Service Quality as a measuring tool of the level of service provided by Cafe Kopiria whether it is capable and in accordance with customer expectations. The service quality variable is measured with indicators that include tangibles, reliability, responsiveness, assurance and empathy.

To measure each instrument this study used a Likert scale with five (5)

alternative answers namely: "strongly agree (ss), agree (s), less agree (ks), disagree (ts) and strongly disagree (sts)".

2. Price as a variable that can be controlled and determines whether or not a product is accepted by customers. The price variable is measured with indicators that include affordability of price, suitability of price with product quality, price competitiveness, suitability of price and benefits.

3. Customer Satisfaction is the desire of every company. Customer Satisfaction is a key factor in increasing sales volume. To measure each instrument, this study used a Likert scale with five (5) alternative answers, namely: "strongly agree (ss), agree (s), less agree (ks), disagree (ts) and strongly disagree (sts)".

Unit of Analysis, Population and Sample

The unit of analysis in this study is the customers of Cafe Kopiria Tanjung Redeb with the address Jalan Diponegoro RT 14 Tanjung Redeb, Berau Regency.

The population in this study is 86 customers of Cafe Kopiria Tanjung Redeb. The sample used in the study is part of Cafe Kopiria customers. In determining the number of samples, the Slovin formula is used and the researcher applies an error tolerance of 10%.

Types and Sources of Data

The type of data used in this study is primary data, which is obtained from the results of respondents' responses to the questionnaire given by the researcher.

Data Collection Method

The data collection method used in this study is a questionnaire.

Analysis Tools

Before the regression model is used to test the hypothesis, a test is first carried out on the questionnaire data. In this study, the analysis technique was carried out with the help of the statistical package for social science (SPSS) version 25.0

ANALYSIS AND DISCUSSION

ANALYSIS

1. Validity Test

The calculated r-value for all statement items obtained is greater than the r-table value, so it can be concluded that all statements in the Customer Satisfaction variable are valid.

2. Reliability Test

The Cronbach's Alpha value of the service quality, price and customer satisfaction variables is greater than 0.70, so it can be concluded that the statement items in all of these variables have met the reliability requirements (reliable).

3. Simple Linear Regression Analysis

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
| | | B | Std. Error | Beta | t | |
| 1 | (Constant) | 4.811 | 2.877 | | 1.672 | .098 |
| | X1 | 1.089 | .125 | .650 | 8.709 | .000 |
| | X2 | .602 | .180 | .250 | 3.343 | .001 |

a. Dependent Variable: Y

Source: output SPSS 2022

The results of the multiple linear regression analysis in the table above can be formulated in the form of a regression equation, namely:

$$Y = 4.811 + 1.089X_1 + 0.602X_2$$

The implementation of the multiple linear regression analysis above is as follows:

1. Constant of 4.811.

2. The value of the service quality regression coefficient is positive of 1.089.

3. The value of the price regression coefficient is positive of 0.602.

4. T Test

1. Influence of Service Quality

The t-table value = 1.988 ($\alpha = 0.05$ /two-sided test: $df = 86 - 1 - 2 = 83$) and the t-count value of service quality = 8.709.

Thus it can be determined that: t-count > t-table or $8.609 > 1.988$ then H_a is accepted. This means that there is a significant influence of product quality on customer satisfaction at the Kopiria cafe.

2. Influence of Price

The t-table value = 1.988 and the t-count value of price = 3.343 then it can be determined that: t-count > t-table or $3.343 > 1.988$ then H_a is accepted. This means that there is a significant influence of Price on customer satisfaction at the Kopiria cafe.

5. Simultaneous Test

The F result shows the F-count value of 70.677 and the significance of 0.000. The F-table value from the F-statistic table is 3.11 ($\alpha = 0.05$, $df_1 = 2$ and $df_2 = n - 1 - k = 86 - 1 - 2 = 83$).

Based on these results, it can be determined that the F-count value > F-table or $70.677 > 3.11$. So it can be concluded that service quality and price simultaneously or together have a significant effect on customer satisfaction.

DISCUSSION

The value of the service quality regression coefficient is 1.089 and has a positive sign. A positive sign means

that there is a unidirectional relationship between service quality and customer satisfaction. Increasing the quality of service provided by Cafe Kopiria Tanjung Redeb will have an effect on increasing customer satisfaction at Cafe Kopiria Tanjung Redeb. Likewise, decreasing service quality will reduce customer satisfaction.

The results of the service quality t-test show that the t-count value obtained is 8.709 and a significance value of 0.000, while the t-table value is 1.663. The t-value is greater than the t-table ($8.709 > 1.663$) and the significance value is smaller than the probability value ($0.000 < 0.05$), indicating that service quality partially has a significant influence on customer satisfaction at Cafe

Kopiria Tanjung Redeb Berau. So it can be concluded that accepting the hypothesis of this study which states that service quality has a significant effect on customer satisfaction at Cafe Kopiria Tanjung Redeb Berau. Service quality is how far the difference is between reality and consumer expectations of the service received. If the service felt is in accordance with the expected service, then the service quality is considered good. Kopiria Cafe strives to provide good service to customers, so that customers feel happy and satisfied so that they will return to Kopiria Cafe. The price regression coefficient value is 0.602 and is positive. A positive sign means that price and customer satisfaction have a unidirectional relationship. The price offered will have a positive effect on

increasing customer satisfaction at Kopiria Cafe Tanjung Redeb. The results of the price t-test show that the calculated t value obtained is 3.343 and a significance value of 0.001, while the t-table value is 1.663. The t-count value is greater than the t-table value ($3.343 > 1.663$) and the significance value is smaller than the probability value ($0.001 < 0.05$), indicating that service quality partially has a significant effect on Customer Satisfaction at Kopiria Cafe Tanjung Redeb Berau. So it can be concluded to accept the hypothesis in this study which states that price has a significant effect on Customer Satisfaction.

Price is an exchange value that is usually equated with money or other goods for the benefits obtained from a good or service for consumers. Price is an important element that is used as a consideration for consumers to make purchases or transactions. Consumers will choose which one is more suitable for their needs and according to the expected value of a good or service.

The results of the F test show the F-count value of service quality and price of 70.677 and a significance value of 0.000. While the f-table value is 3.11. The F-count value is greater than the f-table value ($70.677 > 3.11$) and the significance value is smaller than the probability value ($0.000 < 0.05$), indicating that service quality and price simultaneously or together have a significant effect on customer

satisfaction at Cafe Kopiria Tanjung Redeb. So it can be concluded that accepting the hypothesis that has been formulated previously which states that service quality and price have a significant effect on customer satisfaction at Cafe Kopiria Tanjung Redeb. The combination of service quality and price provided by Cafe Kopiria are two important elements for the company. By providing services that satisfy consumers and also offering prices that are in accordance with consumer needs will increase customer satisfaction at Cafe Kopiria.

So that it will support the success of the company in the long term. This is also proven by the value of the determination coefficient obtained of 63%. The magnitude of the influence of the two variables (0.63) is included in the good or strong category (R^2 value > 0.5). The results of this test also show that the most dominant variable in influencing customer satisfaction at the Kopiria Tanjung Redeb Cafe is service quality, as evidenced by the largest regression coefficient value of 8.709 and the calculated t-value of 8.709. Service quality is an important element in the decision to purchase goods or services that are used as consideration by customers. When customers believe that the quality of service is in accordance with the quality and benefits provided, then customers will be satisfied with a good or service

CLOSING

Conclusion

Based on the analysis and discussion that has been presented in the previous chapter, it can be concluded that:

1. Accepting the hypothesis that states that service quality has a significant effect on customer satisfaction at Cafe Kopiria Tanjung Redeb.
2. Accepting the hypothesis that states that price has a significant effect on customer satisfaction at Cafe Kopiria Tanjung Redeb.
3. Accepting the hypothesis that states that service quality and price simultaneously have a significant effect on customer satisfaction at Cafe Kopiria Tanjung Redeb.

Suggestions

Suggestions that the author can convey based on the conclusions above are as follows:

1. For Cafe Kopiria Tanjung Redeb, the cafe owner should maintain the current service quality standards. The pricing strategy must also be in accordance with the quality of service provided to customers, and because the most dominant service quality has an influence on creating customer satisfaction at the Kopiria cafe, it is recommended that the owner of the Kopiria Cafe always try to improve the quality of its service so that customers can always feel satisfied when visiting the Kopiria Cafe Tanjung Redeb.
2. For further research

For further research, it is better to add variables other than service quality and price, for example, by adding location and interior design variables, because based on the results of the determination coefficient in this study, the contribution of service quality and price variables to customer satisfaction is still 63%, meaning that there is still around 37% that must be obtained from other variables.

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