



SERVICE QUALITY, CUSTOMER VALUE, AND PRICE TO CONSUMER SATISFACTION AT KOPI KENANGAN COFFEE SHOP

By

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ABSTRACT

This research aims to analyze service quality, customer value, and price on customer satisfaction at Kopi Kenangan Shell. The quantitative method was used as the methodology with questionnaires as the data collection to 100 respondents. Data analysis used SPSS 25 with research testing techniques including validity, reliability, classical assumption, and multiple linear regression. The result found that service quality had a positive and significant effect on consumer satisfaction, as seen from the t count $>$ t table ($2,332 > 1,984$). Price has a positive and significant effect on consumer satisfaction as seen from the t -test $>$ t table ($4,170 > 1,984$) and service quality, customer value, and price have a positive and significant effect on customer satisfaction as seen from the regression equation $Y = 0.656 + 0.348 X_1 + 0.202 X_2 + 0.316 X_3$. The research obtained the value of R square of 0.729 means that the independent variables in this study (service quality, customer value, and price) significantly influence the dependent variable (consumer satisfaction) of 72.9%.

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1. INTRODUCTION (10 PT)

The creative industry is the process of creating, producing, and distributing goods and services that require creativity and intellectual skills. The creative sector is one of the concepts of economic development in Indonesia, where Indonesian can develop models of ideas and talents to innovate and be creative. Indonesia has 17 creative industry sub-sectors, applications, architecture, interior design, visual communication design (DKV), product design, fashion, animation, video films, photography, publication, culinary, game development, advertising, and performing arts, fine arts, TV and radio.

One of progressing businesses and intense competition in Indonesia is the culinary business. The fierce competition is demonstrated by the increasing number of culinary business providers who serve the same product but there are differences in service, customer value and prices for each culinary business. One of the famous coffee shop in South Jakarta is Kopi Kenangan. Kopi Kenangan is a cafeteria retailer that does not use a franchise system. The goal is to maintain quality control and to maintain the product so that the taste always remains.

Kopi Kenangan is a local coffee brand that was built since 2017, a rapid growing coffee brand in Indonesia has 90 branches in 2019 and 542 outlets spread across several cities in Jakarta, Tangerang, Sidoarjo, Semarang, Bandung, Sumedang, Solo, Bogor, Karawang, Lampung, Makassar, Palembang, Bekasi, Surabaya, Yogyakarta, Gresik, Depok, Cirebon, Banten, Batu, Purwakarta, Cilegon, Malang, medan in 2021. The sale of Kopi Kenangan products is evidenced by the large number of visitors who come to the coffee shop. The research objective is to know the effect of service quality, customer value, price to customer satisfaction at Kopi Kenangan Shell, Pasar Minggu.

The hardcore between service quality, customer value, price is fierce business competition. The data interview says there are 83,431 customers at Kopi Kenangan Shell, Pasar Minggu in 2021 and 7,002 customers in 2022. To

maintain customer satisfaction, the right implementation strategy planning is needed to strengthen the number of consumers.

Service quality is an essential issue for companies in the culinary field. Service quality refers to everything that appears genuine and provides prompt service and satisfies consumers. The best possible service is related to the courtesy and integrity of the staff. The quality of service is related to caring, good communication and staff ability to foster an understanding of consumer needs.

Customer value is an evaluation of the result of comparing a person's perception of the effects of service, quality, and benefits provided with the sacrifices he pays. In addition, service quality, customer value, and price also influence customer satisfaction. Price will bring profit, and the elements that affect the company's activities that serve to create a competitive advantage for the company itself. Nowadays, the price set will greatly influence consumers to buy the product. Satisfactory service quality, good customer value, and reasonable prices will encourage the creation of customer satisfaction.

2. RESEARCH METHOD

Located at Kopi Kenangan Shell, Pasar Minggu, Jakarta Selatan, Indonesia. Quantitative method used with questionnaire, interview, observation, documentation, and literature study as data collections. The population is the customer of Kopi Kenangan Shell, Pasar Minggu, South Jakarta with 74,000 customers. Sampling research is 100 respondents of the customer Kopi Kenangan. The Slovin formula had been used to determinate the number of samplings from particular population. The SPSS software is used as data analysis and statistical calculation.

3. RESULTS AND ANALYSIS

3.1. Result

Data demographics present majorities customer at Kopi Kenangan Shell, Pasar Minggu, South Jakarta is female with 73%, following 27% male customers. The characteristics respondent of ages dominated by productive ages population around 21-25 years with occupation majorities from professional.

A validity test is a material used to measure the accuracy of an item in a questionnaire or scale, whether the items on the questionnaire are appropriate in measuring what they want to measure or can do. Direct assessment by the person correlation method or *the corrected item-total correlation method*. The validity test of service quality with 24 items on the questionnaire shows signification values of X1.1 to X1.24 are smaller than 0,05. Then it can be said that the indicators X1.1 to X1.24 are valid and able to measure service quality variables. The validity test of customer value with 20 items on questionnaire presents signification value of X2.1 to X2.20 are smaller than 0,05, then it can be said that the indicators X2.1 to X2.20 are valid and able to measure customer value. Meanwhile the validity test of price with 17 items performs signification value of X3.1 to X3.17 are smaller than 0,05, then it means indicator of X3.1 to X3.17 are valid and able to measure variable price. The validity of customer satisfaction with 10 items performs signification value of Y1 to Y10 are smaller than 0,05 means the indicator of Y1 to Y10 are valid and able to measure customer satisfaction.

The Reability test is the level of reability of a research instrument, used to determine the consistency of measuring instrument. Reability test using SPSS 25 program. Based on SPSS, cronbach's Alpha value of 0.941 is greater than the reliability test limit of 0.60. So, $0.941 > 0.60$ which can be interpreted the service quality variable is reliable. The Cronbach Alpha value shows 0,961 is greater than the reability test limit of 0,60. Means $0,961 > 0,60$ the customer value indicators are reliable and able to measure customer value variables. The Cronbach Alpha of variable price performs 0,935 is greater than the reability test limit of 0,60, $0,935 > 0,60$ interpreted tht price indicator is realiable and able to measure. Meanwhile the Cronbach Alpha of variable customer satisfaction variable of 0,912 was greater than the reability test limit of 0,60, $0,912 > 0,60$ interpreted the indicators of customer satisfaction are reliable and able to measure.

The multiple linear regression is used to determine the influence between three variables: X1 = Service quality, X2 = customer value, X3 = Price, and Y = consumer satisfaction. Formula of multiple linear regression statistical analysis as follows: $Y = a + b_1 X_1 + b_2 X_2 + B_3 X_3 + e$. The result can be seen on table 1

Table 1. Multiple Linear Regression



Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.656	.243		2.698	.008		
	Kualitas pelayanan	.348	.081	.338	4.314	.000	.459	2.180
	nilai pelanggan	.202	.087	.231	2.332	.022	.289	3.464
	Harga	.316	.076	.377	4.170	.000	.346	2.892
a. Dependent Variable: kepuasan konsumen								

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Based on table 1, it shows $Y = 0.656 + 0.348 X_1 + 0.202 X_2 + 0.316 X_3$ means constant 0,656, regression coefficient of 0,38 and positive, shows that the service quality in Kopi Kenangan, Shell, Pasar Minggu has a positive and significant effect on consumer satisfaction. Meanwhile the regression coefficient of 0,202 and positive shows that the value of customer at Kopi Kenangan Shell, Pasar Minggu has a positive and significant effect on consumer satisfaction will increase by itself. The regression coefficient 0,316 shows that variable price has a positive and significant effect on soncumer satisfaction. Which is when the price increases, then the number of buyers decreases otherwise, but if the price decreases or is not too expensive, then there is an increase in purchases.

Based on the result of SPSS test, it known that the hypothesis one (H1) is significant value for the effect of X_1 on Y is $0,000 < 0,05$ and the value of $t_{\text{calculates}} 4,314 > 1,984$, so it can be concluded that H1 is accepted which means there is an influence of X_1 on Y . Hypothesis two (H2) it is known that the signification value for the influence of X_2 on Y is $0,022 < 0,05$ and the value of $t_{\text{calculates}} 2,332 > 1,984$, so it can be concluded that H2 is accepted which means there is an influence of X_2 on Y . The hypothesis three (H3) that the signification value for the influence of X_3 on Y is $0,000 < 0,05$ and the value of $t_{\text{calculates}} 4,170 > 1,984$, it can be concluded that H3 is accepted means there is an influence of X_3 on Y . Concluded that the variable of service wuality, customer value and prive have a positive and significant effect on consumer satisfaction.

3.2. Analysis

The effect of service quality to customer satisfaction has a significant effect. The result in line with Tombeng (2019) stated the quality of service has a positive and significant effect on consumer satisfaction. Based on the result shows the signification value of service quality of $0,000 < 0,05$ it can be proven that H_0 is rejected and H_1 is acceptable, and this show that the service of quality affects consumer satisfaction by 43,14%.

This shows that Kopi Kenagan Shell, Pasar Minggu always observes the quality of service as a soul to serve and make consumer feel happy and satisfied with services provided by employees of Kopi Kenangan Shell, Pasar Minggu. A satisfied consumer will bring loyal consumer. Overview of services provided by employees of Kopi Kenangan Shell, Pasar Minggu namely reability, responsiveness, assurance, emphaty, and tangible.

Based on the results of customer value influence research shows that customer value has a positive and significant effect on consumer satisfaction at Kopi Kenangan Shell, Pasar Minggu, proved by the significant value of $0,022 < 0,05$ then it can be proven that H_0 is rejected and H_2 can be accepted, and this shows that customer value has a positive and significant effect of 23,3%.

Based on the results of price influence research shows that price has a positive and significant effect on consumer satisfaction in Kopi Kenangan Shell, Sunday Market. This is evidenced by the signification value in the results of the T Test analysis, which has a signification rate of $0,000 < 0,05$, it can be proven that H_0 is rejected and H_3 is accepted. And this shows that the price has a positive and significant effect of 41.70 and the remaining 58.3% which is not explained in this variable. This is in line with research conducted by (Poha, Karundeng, & Suyanto, 2022) Handoko (2016), Mar'ati (2016), and Maulana (2016) which states that prices have a positive and significant effect on consumer satisfaction.

Based on the results of the study shows that the quality of service, customer value, and price have a positive and significant effect on consumer satisfaction. It can be known that the value of F calculates 86,159 greater than F table which is 2.70 and the signification rate of $0,000 < 0,05$ can be proven that the quality of service, customer value, and price affect positively and significantly. This can also be reinforced by a determination coefficient of 0.729 which shows that variables of service quality, customer value, and price explain its effect on the consumer satisfaction

variable of 72.9%. And the remaining 27.1% is not in this variable. This is also in line with Wibowo (2013) research, which states that the quality of service, customer value, and price have a positive and significant effect.

4. CONCLUSION

Service Quality has a positive and significant effect on consumer satisfaction. This can be interpreted if the quality of service to the satisfaction of consumers Kopi Kenangan Shell, Pasar Minggu is further improved again, it will increase consumer satisfaction Kopi Kenangan Shell, Pasar Minggu.

Customer value has a positive and significant effect on consumer satisfaction. This can be interpreted if the customer value to the satisfaction of consumers Kopi Kenangan Shell, Pasar Minggu is further improved, it will increase consumer satisfaction Kopi Kenangan shell, Pasar Minggu. Price has a positive and significant effect on consumer satisfaction. This can be interpreted if the product has the same quality but sets a relatively cheap price will further increase consumer satisfaction Kopi Kenangan shell, Pasar Minggu.

Based on the results, it can be known that variables of service quality, customer value, and price have a positive and significant effect on consumer satisfaction. It can be seen that these three factors are determinants in increasing consumer satisfaction.

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