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Product Quality, Service Quality, Price, and Location Influence Towards Coffee Shop Customer's Satisfaction

Pengaruh Kualitas Produk, Kualitas Layanan, Harga, dan Lokasi Terhadap Kepuasan Pelanggan Kedai Kopi

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ABSTRACT
This study investigates the influence of product quality, service quality, price, and location on customer satisfaction in coffee shops. The coffee shop industry is highly competitive, with numerous establishments vying for customer loyalty. Understanding the factors that contribute to customer satisfaction is crucial for the success of coffee shop businesses. To achieve this, a comprehensive survey was conducted, gathering responses from a diverse sample of coffee shop customers. The research findings indicate that product quality, service quality, price, and location significantly impact customer satisfaction. High-quality coffee products, exceptional service, reasonable pricing, and convenient locations were found to positively influence customer satisfaction. These results provide valuable insights for coffee shop owners and managers, enabling them to make informed decisions and tailor their strategies to enhance customer satisfaction and ultimately, the success of their businesses.
Keywords : local coffe shop, product quality, service quality, price, location

1. Introduction

The dynamic changes in lifestyle are bringing about new trends in society. Currently, one trend that has become widespread is the practice of drinking coffee. In Indonesia, the number of coffee shops has dramatically increased, as reported by Diponegoro University, it has gone from 1,083 shops in 2016 to over 2,937 shops in 2019. Coffee shops have become a popular destination for people to get their coffee fix, but they also serve as a place for other activities such as meetings, working, and socializing with friends. Although many coffee shops have emerged, only a few are able to thrive due to the highly competitive market. Redata, Kezia, Solaiman, and Santoso (2021) state that businesses must always innovate in order to succeed.

The pandemic has created new habits, social restrictions have limited people's ability to go to the office and work from home, commonly known as Work From Home (WFH). Long-lasting social restrictions have created the habit of remote work where employees are not required to come to the office and can work from anywhere. However, it is now transitioning into the new normal era or returning to normal life where the trend is no longer Work From Office (WFO). However, some companies still adopt the pandemic habit of not requiring workers to come to the office, known as Work From Anywhere (WFA). With the flexibility of work location, one growing trend is the Work From Cafe (WFC) trend where workers will work and hold meetings at their preferred coffee shop. The enthusiasm for the Work From Cafe (WFC) trend along with the growth of coffee shops in Indonesia is driving the growth of coffee shop businesses. There are several reasons why people choose to work in a coffee shop such as the availability of WiFi, seeking a new atmosphere, following trends, and being tired of the Work From Home (WFH) policy.

The coffee market is highly competitive, each store specializing in different services and products that distinguish them from their competitors. In order to prosper, a coffee shop

must sell top-notch products and services, otherwise, they will have a hard time staying alive. This investigation considers several key factors that affect customer satisfaction, including service quality, product quality, price, location, and customer satisfaction. Service quality is considered paramount to customer satisfaction, customers desire accessible and responsive service. The quality of the product, including the flavor of the food and drink provided, is also paramount, as consumers will not return to a coffee store if the quality of its offerings is lacking. Research by Ali, Dey, and Fileiri (2015) and Suhud, Allan, Wibowo, Sabrina, and Willson (2020) suggests that product quality has an effect on multiple important factors in the coffee industry, including prestige, customer loyalty, and satisfaction. The significance of product quality is that it is the final product that customers directly consume. Both quality of service and product quality have an effect on customer satisfaction. Neldi and Brama (2020) define customer satisfaction as the difference between what customers want and the results they actually experience when using a product or service. If the coffee shop is successful in meeting or surpassing the customer's expectations regarding both service and quality of the product and the price is reasonable, then customer satisfaction will be high. However, if the coffee shop is unable to fulfill the customer's expectations and the product price is not in line with the quality provided, customer satisfaction will be poor. Also, customer satisfaction can still be within the acceptable range if the price is sufficiently attractive, despite the service and product quality not being up to date with customer expectations. The Central Bureau of Statistics (BPS) states that DKI Jakarta has the greatest number of coffee shops in the country at 48% of the total number in the country. From Tribun News 2018, it is reported that at least 10% of coffee shops in Jakarta have increased their revenue, or it is estimated that there are 1.500, and the increase was smaller in other large cities, around 17%. In a research conducted at Paramadina University, Jakarta, the author documented a statement that people in Indonesia favor visiting local coffee shops in the wake of the increasing number of foreign-based coffee shops, such as Starbucks, that are popular in the country. As a result, the author will explore the coffee industry in the local area.

　　　　The association between customer satisfaction and the variables of service quality, product quality, price, and location has been documented in previous research. Some research has demonstrated that product quality has an effect on customer satisfaction (Puspitasari & Ferdinand, 2018; Maramis, 2018; Ammerinda, 2017). However, the findings of the research conducted by Taufik et al. (2022) showed that product quality has a direct effect on customer satisfaction, while the research by Hartanto & Andreani (2019) demonstrated that product quality has no effect on customer satisfaction. Studies by Caniago and Rustanto (2022), Purwasih (2018), Panjaitan and Yuliati (2016), Muiz, Rachma, and Slamet (2019), and Rahmadani, Suardana, and Samudra (2019) have demonstrated that there is a direct relationship between quality service and customer satisfaction. However, the research conducted by Taufik, Santoso, Fahmi, Restuanto and Yamin (2022) contradicted these findings, they found that there is no direct relationship between quality of service and customer satisfaction. Having knowledge of the effects of various factors on customer satisfaction can be of great importance in surviving in the competitive business environment today. This investigation aims to clarify the confusion associated with the influence of product quality, service quality, price, and location on customer satisfaction. It attempts to address these issues by studying the association between these variables. The discussion above suggests that, in this investigation, the author intends to explore the effect of product quality, service quality, price and location on the customer's satisfaction with coffee purchases at a specific location.

2. Literature Review

In this research, the Grand Theory used is Management and the Middle Theory is Marketing Management. Management, according to Griffin (2015), involves the use of human resources in an organization to achieve its goals through planning, organizing, coordinating, and controlling. Marketing Management, as described by Kotler and Keller (2012), is a tool for analyzing and executing programs to exchange with target markets to achieve organizational goals. Kotler and Keller (2016) explain that product quality refers to a product's ability to function effectively in terms of durability, reliability, and accuracy. Service quality is described as the customer's expectations for service based on past experiences, word-of-mouth, and advertising, compared to what they receive or perceive (Kotler & Keller, 2016). Price is the cost a customer must pay for a product or service they want or need (Kotler & Keller, 2008). A location is a marketing tool, with the place being the activities a company carries out to make its products accessible and available to target customers (Kotler & Keller, 2009). The theories of Kotler and Keller are aligned with the research objective and therefore were chosen as reference theories in this research.

Customer Satisfaction

According to Kotler and Keller (2013), customer satisfaction is the degree to which a product's performance meets the expectations of the consumer. Maintaining customer satisfaction is more beneficial to a company than keeping current customers or attracting new customers. On the other hand, having customers that have departed is more detrimental to a corporation. Companies often take customer satisfaction as a means of gaining customers and enhancing the popularity of their products or services (Mohd Farid Shamsudin et al., 2019; Basha et al., 2015). W. H. Kim et al. (2019) state that customer satisfaction is the overall happiness with the quality of the product and the overall experience with the company. Typically, customer satisfaction is a positive indicator of the customer's experience with the organization (Gerdt et al., 2019).

Kotler and Keller (2009) define customer satisfaction as a form of measurement that involves comparing a product's performance to its intended outcome. Gerson (2010) describes customer satisfaction as the belief that the customer's desires were achieved or surpassed. Satisfying customers is considered the "joyful" fulfillment of their expectations (Oliver, 2010). Lovelock and Wright (2007) define customer satisfaction as the emotional response to the purchasing experience that can take a variety of forms, including anger, disappointment, or happiness. Kotler and Keller (2016) define customer satisfaction as the degree to which a customer feels good after considering the perceived effectiveness of the service in comparison to their expectations. Tandon et al. (2018) mentioned by Oliver that understanding customer satisfaction is crucial to determining how to fulfill customer requirements and desires.

Product Quality

Product quality is described by Kotler and Armstrong (2012) as the product's capacity to fulfill its intended function effectively and with ease, including factors like durability, reliability, accuracy, ease of use, repair, and other pertinent product attributes. Meanwhile, Wijaya (2011) describes quality as a combination of multiple product characteristics that originate from marketing, production design, maintenance, and other areas, all of which are intended to satisfy consumers' needs. Tjiptono and Chandra (2012) state that producing quality products is of paramount importance in order to achieve customer satisfaction. Consumers typically prefer products that fulfill their needs and wishes. Shipman and Kanuk

(2007) define quality as the capacity of a company to give its products a distinct reputation, this reputation is intended to allow consumers to recognize the products easily. A product can be anything that can be marketed that will draw attention and satisfy consumers' needs or desires (Kotler, 2009). In order to be competitive in the market and meet consumer demands, companies must prioritize product quality (Tirtayasa, 2017).

Research by Indriyani and Sugiyono (2017) demonstrates that product quality has a significant positive effect on customer satisfaction. The importance of quality is paramount to a product. (Widia, Hidayat, and Yusuf 2021) The primary quality of the product that is perceived is the customer, because the customer utilizes the product. If consumers want to remain in the market, they must purchase quality products. Similar findings were reported by Latihah (2015), Arianty (2015), and Tirtayasa's report (2015). (n.d., 2021) and Astuti and Abdullah (2017), both of which found that quality of the product directly affects customer satisfaction.

H1 : The quality of the product has a significant relationship with the coffe shop customer's satisfaction.

Service Quality

Septiani (2020) describes service quality as the capacity of a corporation to satisfy the needs and desires of customers accurately and to correspond with expectations. It's not considered by the service provider, but rather by the customer, who experiences the service. Service quality must begin and end with the customer's perspective, this means that it is not based on the company's perspective but instead on the customer's perspective. Suwarsito (2020) states that for providers of service, quality service is crucial. Service quality can also be seen as the intangible activities that occur between the customer and the service provider during the process of solving customer problems. Tjiptono (2007) explains that service quality aims to meet customer needs and desires and deliver them accurately to balance customer expectations. Hermawan (2018) concurs that service quality involves providing special forms of production or service that meet society's needs and desires. Good service involves direct interaction with customers and depends on the behavior and expertise of employees in delivering information. According to Kotler and Keller (2002), a service is an intangible offering by one party to another that doesn't transfer ownership. Huang (2009) defines service quality as the overall perception of the service's efficiency. (Agapiou 2023) To provide good service quality, a company must maintain this level of efficiency over time. Good service quality results in customer satisfaction when the received service meets the customer's expectations. Service quality is the fulfillment of customer needs and desires and the accuracy of their delivery to match customer expectations. Thus, there are two main factors that influence service quality.

The research by Siswadi et al (2020) demonstrates that quality of service has a positive association with customer satisfaction. This is supported by the findings of Hapzi Ali, Nanda Limakrisna, and Djamalluddin Said (2016), which demonstrated that quality of service has a positive and significant impact on customer satisfaction. Other research by Riki Kristomi Agung Wibowo, Hapzi Ali, and Rani Purwanti Kemalasari (2016) showed that service quality also has an effect on customer satisfaction. Other research by Baruna Hadibrata, Chree Dasri Buchori, Nuryanti, and Hapzi Ali (2018) showed that quality of service has an effect on customer satisfaction. The investigation of Rinaldi (2018) and Wulandari (2020) also supports the idea that quality of service has an effect on customer satisfaction. Additionally, the studies of Radiman, Gunawan, A. Wahyuni (2018), Jasin (2014), and Gultom (2014) showed that service quality has a positive and significant impact on customer satisfaction.

H2 : The quality of service has a significant relationship with customer satisfaction

Price

The cost of a product or service is one of the most important factors that affects customer satisfaction. Consumers prefer prices that are low, but still provide a high degree of quality, the capacity for consumers to purchase must be taken into account when setting the price. Marpaung (2021) describes price as the value of a product or service that can be exchanged for cash at a specific time and place. The price is crucial to the success of a company because it affects the revenue generated by the company's products. Setting the price too high can lead to a decrease in sales while setting the price too low can lead to a decrease in profits for the company. The price of a product is monetary value that consumers must pay in order to receive it. Amalia (2019) explains that price is a form of currency that is used to exchange for a product or service with a specific monetary value. The importance of price is paramount to the process of selling a product or service, as it facilitates the decision of whether or not consumers want to purchase it. The cost of a company's price is the revenue from the company's products. According to (Widia et al. 2021)with the intended target and the quality of the product provided, can promote customer satisfaction regarding the product because the money spent is transferred to the desired product and in exchange for the benefits received. Previous research by Permatasy (2014) demonstrated that price has a positive and significant impact on customer satisfaction.

H3 : Price has a positive significant relationship with costumer stastification

Location

According to Kotler and Armstrong (2012), "place" or location refers to a company's efforts to make its products accessible and available to its target market through various activities. Location involves a combination of decisions about the distribution channel, including the delivery method and the strategic location of the business. Kotler and Keller (2016) state that place encompasses the selection and management of trade channels used to distribute products or services to the target market and to facilitate physical delivery and trade. Swastha (2002) defines place as the location where a business or business activity takes place. In this research, place refers to the location where the producer sells the product and the customer obtains what they want within the business area. The location of a business also impacts customers' emotions and can increase customer satisfaction and loyalty if the location is attractive. Tjiptono (2014) defines place as the location of the company or service delivery where payment is made.

The research by Krisdayanto et al. (2018) revealed that location has a positive and significant impact on customer satisfaction at I Cafe Lina Putra Net Bandungan. Gery's (2018) research demonstrated that location has a positive and significant impact on customer satisfaction. Anshar's (2019) study revealed that location has a positive and significant impact on customer satisfaction. Previous research(Lee, Moon, and Song 2018) has defined comfort as a state of physical ease in the atmosphere and noted that it provides customers with familiarity and comfort to produce satisfaction in the hospitality context

H4 : The location of a store has a significant impact on the costumer's satisfaction.
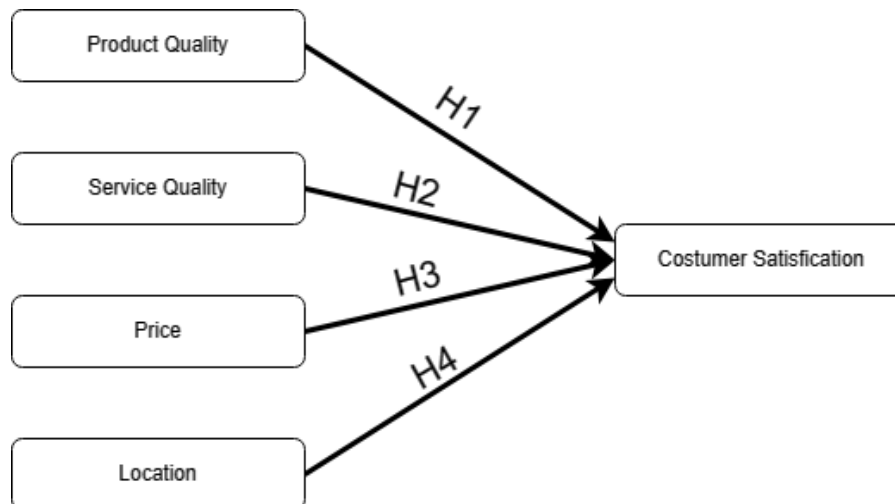
Theoretical Framework

Figure 1. Theoretical Framework

3. Research Methods

This study is a survey research that involves collecting data from a sample of the population. The survey will be administered online through a questionnaire form on the Google Docs platform to make it convenient and cost-effective for respondents. The research adopts an explanatory research design that aims to uncover the cause-and-effect relationship between the research variables and test hypotheses (Nasution et al., 2020). The research is conducted with minimal interference, meaning the researcher will have limited involvement in the situation in order to obtain more authentic results and because the questionnaire is directly given to consumers. The questionnaire will be distributed all at once using the cross-sectional method and the target participants are individuals who frequent coffee shops.

Population and Sample

The focus of this study is customers of coffee shops, and the sample consists of individuals who make purchases in person at the coffee shop and have direct interaction with its employees. The respondents who are the target of this research are respondents who consume the products offered by the coffee shop and interact with the employees of the coffee shop to provide accurate data on the quality of products and service quality parameters. The target respondents are those who travel to the coffee shop location to provide relevant data on the influence of location on customer satisfaction. Respondents must also make a purchase and consume the product with full knowledge of the product price to obtain relevant data on the product price parameter. Respondents have visited the related coffee shop more than once to obtain relevant data on service quality.

Judgemental (purposive) sampling method is used in this study. The questionnaire will be disseminated through the sending of a Google Form link. There will be questions placed on the first page of the questionnaire form with the purpose of obtaining a target that meets the criteria, this step is the implementation of judgmental (purposive) sampling.

The population that will receive the questionnaire is intended for students in the province of DKI Jakarta. The Central Bureau of Statistics (BPS) notes that the province of DKI

Jakarta has the greatest number of coffee shops in Indonesia, as a percentage of the total number in Indonesia, this is 48%. Since the population's size is not known, the researcher employs the formula of Hair et al., which is used to calculate the sample size.(2017). The minimum sample size necessary is 5 times greater than the number of indicators and the composition used is 5:1. Also mentioned is that the greater the number of samples collected, the more accurate the data generated. 27 indicators are employed in this investigation, which results in a sample size of 5 x 28 = 140 participants. The sample population is composed of 140 participants.

Operational Variable

The data used in this research was obtained through the responses to an online questionnaire form on Google Docs. The questionnaire contained closed-ended questions that were rated on a 5-point Likert scale, with 1 indicating a strong disagreement and 5 indicating a strong agreement with the statements given. The data is going to be analyzed using the SPSS software. The following table provides definitions for the variables, dimensions, and indicators utilized in this study.

Table 1. Operational variable

Variable	Definition	Dimension	Indicator	Scale	Reference
Product Quality	According to Kotler and Armstrong (2012), product quality is described as the ability of a product to perform its intended functions effectively, taking into account factors such as durability, reliability, precision, ease of use, and repairability, among other product characteristics.	● Taste ● Healthy Option ● Choice Variety ● Plating ● Freshness	● Product Taste Good ● Cleanliness ● Option Availability ● Attractiveness ● Product Age/Freshness	5 Likerts	Wijaya (2011) Tjiptono & Chandra (2012)
Service Quality	Septiani (2020) explains service quality as an attempt to meet customer needs and desires and to deliver services in a manner that matches customer expectations.	● Reliability ● Responsiveness ● Assurance ● Emphaty ● Tangible	● Good Service ● Fast Service ● Accurate Service ● Attention Level ● Politeness ● Product Knowledge ● Special Service ● Personalized Experience ● Good Looking	5 Likerts	Septiani (2020) Suwarsito (2020) Tjiptono (2007)

Variable	Definition	Dimension	Indicator	Scale	Reference
			● Well Equipped		
Price	Marpaung (2021) defines price as a value that can be traded for money or goods/services at a specific time and place for an individual or group.	● Affordibility	● Product Prices are Reachable for Wide Audience	5 Likerts	(Marpaung, 2021) (Amalia,2019).
		● Competetive	● Cheaper than Competitor / Gives more Value for Money Ratio		
		● Worthiness	● Customer Perception Towards Price ● Benefit is Worth the Price		
Location	According to Kotler and Armstrong (2012), place or location refers to the various activities of a company that make its produced or sold products accessible and available to the target market.	● Strategic	● Accessibility ● Clear Location Identity	5 Likerts	(Swastha,2002) (Gokce dan Chen, 2016)
		● Comfortable	● Esthetic ● Suitable		
		● Availability	● Secure		
Customer Satisfaction	According to Kotler and Keller (2013), customer satisfaction is a level where the product's performance expectation meets the buyer's expectations.	● Fulfullment	● Customer Satisfaction Product ● Customer Satisfaction Service ● Be the main choice	5 Likerts	(W. H. Kim, Cho, & Kim, 2019) (Gerdt, Wagner, & Schewe, 2019).
		● Ambivalence	● Will to Sacrifice		

Data Collection

The questionnaire is used to gather initial information in this study. The survey's questionnaire will be conducted online, via the Google Form platform. The digital questionnaire is used to reduce the amount of paperwork and facilitate the distribution of the

questionnaire to the participants. The questionnaire will be conducted via a link and a QR Code that will facilitate a more simple and personalized distribution of the respondent's personal information. The distribution of the questionnaire's link will take place through social media. The procedure of obtaining data will only occur once per respondent.

The data analysis in this research is conducted using quantitative analysis, which is a method of data processing that is characterized by a systematic approach. The information gathered will be processed using the software Statistical Product and Service Solution (SPSS). In this research, we employ the validity test, the reliability test, the classical assumption test, the normality test, the multicollinearity test, the heteroscedasticity test, the outlier test, and the hypothesis test.

4. Results and Discussions

In this research, the researcher discovered that there were 145 participants in the survey process and that the survey was considered legitimate. The survey results indicated that as many as 143 of the respondents lived in Jakarta with a percentage (98.6%) and the rest answered no (1.4%). Respondents who are customers of local coffee shops in DKI Jakarta include Tuku coffee,Arah,Kenangan,dan Anomali.

Table 2. Sample Profile

Category	Frequency	Percentage
Apakah anda berdomisili di DKI Jakarta		
Ya	143	98.6%
Tidak	2	1.4%
Apakah anda pelanggan coffe shop lokal Di DKI Jakarta		
Ya	145	100%
Tidak	0	0%
Coffe shop mana yang sering anda kunjungi?		
Animo	19	13.1%
Anomali	30	20,7%
Arah	26	18%
Kenangan	42	29%
Tuku	29	19,3%
Product Quality		
1	0	0%
2	5,6	3,8%
3	8,4	5,7%
4	79.8	55%
5	50,8	35,5%
Service Quality		
1	0	0%
2	6,3	4,3%
3	7,5	5,3%
4	77,2	53,2%
5	54	37,2%
Price		
1	0	0%
2	6,25	4,4%
3	9,5	6,5%
4	76,75	52,9%
5	52,5	36,2%

Category	Frequency	Percentage
Location		
1	0	0%
2	6,2	4,3%
3	7,6	5,5%
4	74,6	51,5%
5	55,6	38,5%
Customer Satisfication		
1	0	0%
2	6,25	4,4%
3	8,75	6%
4	72,5	50%
5	57,5	39,6%

In the table below the author takes measurements to help evaluate research using validity and reliability as measurement instruments. The SPSS program was used to get test results. Explained by the R table for df = n – 2 (143 - 2 = 141) is 0.164. Then, it is known that from a total of 5 indicators, all the calculated r values for the product quality variable items are greater than the r table (0.164), which means that all product quality variable items are valid and can be used. Furthermore, it is known that from a total of 10 indicators, all calculated r values for the service quality variable items are greater than the r table (0.164), which means that all service quality variable items are valid and can be used. From this table, it is also known that from a total of 4 indicators, all calculated r values for price variable items are greater than table r (0.164), which means that all price variable items are valid and can be used. Based on the table above, it is known that from a total of 5 indicators, all calculated r values of the location variable items are greater than the r table (0.164), which means that all location variable items are valid and can be used. Then, it is known that from a total of 4 indicators, all calculated r values of the customer satisfaction variable items are greater than the r table (0.164), which means that all customer satisfaction variable items are valid and can be used. And it is known that all variables have a Cronbach's alpha value greater than 0.600, which means that all variables are reliable or consistent for use in research.

Table 3. Validity and Reliability Test Result

Construct	Items	Sig.	Cron bach's Alpha	Result
Product Quality (X1)	x1.1 – x,5	<0,001	0,767	Valid and Reliable
Service Quality (X2)	x2.1 – x2.10	<0,001	0,879	Valid and Reliable
Price (X3)	x3.1 – x3.4	<0,001	0,720	Valid and Reliable
Location (X4)	x4.1 – x4.5	<0,001	0,777	Valid and Reliable
Customer Satisfaction (Y)	y1 – y4	<0,001	0,685	Valid and Reliable

Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.308	.559		.551	.583
Product Quality	.153	.076	.184	2.017	.046
Service Quality	.094	.044	.225	2.149	.033
Price	.274	.065	.279	4.206	.000
Location	.230	.065	.288	3.518	.001

a. Dependent Variable: Customer Satisfaction

The results of the linear regression analysis in the multiple linear regression table below are described as follows. A consistent value of 0.308 implies that the variable value of product quality, service quality, price and location is all zero (0), which means customer satisfaction will have a consistent value of 0.308. The degree of determination of the product quality variable is 0.153, and it's positive, which implies that every 1 unit increase in the value of the product quality variable will lead to a 0.153 increase in the value of the customer satisfaction variable. The degree of association between the service quality variable and the customer satisfaction variable is 0.094, which is positive. This indicates that every 1 unit increase in the value of the service quality variable will lead to an increase in the value of the customer satisfaction variable by 0.094. The price's coefficient is 0.274, which is positive, and implies that every 1 unit increase in the value of the price will increase the value of the customer satisfaction by 0.274. The regression coefficient for the location variable is 0.230, and its value is positive, which implies that every 1 location change will increase the satisfaction value of the customer by 0.230.

Coefficient Determination

Table 5. Coefficient Determination

Model Summary[b]

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.932[a]	.868	.865	.79314

a. Predictors: (Constant), Location, Price, Product Quality, Service Quality
b. Dependent Variable: Customer Satisfaction

Based on the table above, when calculating the deremination coefficient, the r square value is 0.868 or 86.8%, which means that the product quality, service quality, price and location variables can explain or contribute to the customer satisfaction variable of 86.8%, which is a difference of 13.2 % that is not explained by other variables in this study.

Table 6. F Test Results (Simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	573.188	4	143.297	227.790	.000[b]
	Residual	86.812	138	.629		
	Total	660.000	142			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Location, Price, Product Quality, Service Quality

From the output, it can be observed that the calculated F is 227.79 ($p > 2.437$) with a significance/probability level of $0.000 < 0.05$ indicating that all of the variables product quality, service quality, price and location have a significant effect on customer satisfaction and, as a result, the regression model can be utilized to predict the customer satisfaction variable.

Table 7. T Test Results Table

Hypothesis	Result
H1 : Product Quality -> Customer Satisfication	Accepted
H2 : Service Quality -> Customer Satisfication	Accepted
H3 : Price -> Customer Satisfication	Accepted
H4 : Location -> Customer Satisfication	Accepted

In the t test results table, the T value for the two tail tests with a alpha of 5% and a df of 138 (143-5) is 1.656. The quality variable for the product has a calculated t value that is greater than the t table (2.017 > 1.656) with a significance value of 0.046 (p < 0.05) which means rejecting the hypothesis that the quality variable for the product has a significant effect on the variable and has a positive influence on the variable. customer satisfaction. The quality of service variable has a calculated t value that is greater than the t table (2.149 > 1.656) with a significance value of 0.033 (p < 0.05) which means rejecting the hypothesis that the quality of service variable has a significant effect on the variable and has a positive influence on the variable. customer satisfaction. The price variable's calculated t value is greater than the t table (4.206 > 1.656), with a significance value of 0.000 (p < 0.05), which means rejecting the hypothesis that the price variable has a significant effect on customer satisfaction, and has a positive impact on the variable. The location's variable has a calculated t value that is greater than the t table (3.518 > 1.656) with a significance value of 0.001 (p < 0.05) which implies that the location variable has a significant effect and has a positive impact on the customer satisfaction variable.

5. Conclusion

In this research, we evaluate highlight the multifaceted nature of customer satisfaction in coffee shops, influenced by a combination of factors, including product quality, service quality, price, and location. The analysis of the data confirms that each of these variables plays a significant role in shaping customer perceptions and experiences. High product quality, characterized by the freshness and flavor of the coffee, as well as a diverse menu, emerged as a key driver of customer satisfaction. Furthermore, excellent service quality, encompassing friendly staff, prompt service, and a welcoming atmosphere, was shown to positively affect customer satisfaction.

The study also underlines the importance of competitive pricing, with customers valuing a balance between cost and quality. Affordable prices and perceived value for money were associated with higher levels of satisfaction. Additionally, the location of a coffee shop, particularly its accessibility and convenience, was found to be a crucial determinant of customer satisfaction.

Incorporating these insights into coffee shop management and marketing strategies can help businesses thrive in the competitive coffee industry. Enhancing product quality, training staff to provide exceptional service, optimizing pricing strategies, and carefully selecting and marketing locations are essential steps in ensuring customer satisfaction and fostering loyalty. Ultimately, customer satisfaction is the cornerstone of success in the coffee shop business, and these findings offer practical guidance for coffee shop owners and managers to deliver the best possible experience to their patrons. The author hopes that the research we have created can become a reference for future research related to variables that can involve strategies for increasing the influence of product quality, service quality, price and location on coffee shop customer satisfaction.

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