

ANALYSIS OF THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION TO INCREASE INTEREST IN REPURCHASE AT BLIRIK COFFEE RESTAURANT

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ABSTRACT

The purpose of this study was to analyze the effect of service quality on consumer satisfaction in order to increase repeat purchase intention at Kopi Blirik Restaurant located in Mijen District, Semarang City. The population in this study were visitors to the Kopi Blirik Restaurant who were over 17 years old. Samples taken as many as 75 people. The sample data collection technique in this study was carried out using a purposive sampling technique. The data processing method uses SPSS. The results of the regression analysis show the effect of service quality, including tangible (X1) has a positive effect of 0.478, reliability (X2) has a positive effect of 0.114, responsiveness (X3) has a positive effect of 0.125. While the coefficient of determination on the independent variables, namely tangible, reliability, and responsiveness, is able to explain the variations that occur in the dependent variable, namely customer satisfaction (Y) of 36.9%. From the results of the t test the tangible variables (X1), reliability (X2), and responsiveness (X3) have a positive and significant effect on the consumer satisfaction variable (Y1), while consumer satisfaction also has a positive and significant effect on repurchase intention (Y2).

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1. INTRODUCTION

In the present era these people tend to look for a relaxed, comfortable dining place, not boring as well as have a different atmosphere with the old concept. Not only for interest in eating, but they have another purpose, i.e. recreation to throw away boredom and fatigue after work. The perpetrators of the business culinary world are like it's competing with innovation, creativity to fulfill consumer appetite now. This concept is made natural and rustic atmosphere, furnished with knick-knacks furniture. House output in the first era, with comfortable, beautiful atmosphere that makes visitors feel at home. After getting a comfortable place and not boring, they also noticed how quality on-site service affects consumers. Their hope is to feel satisfaction both in place and service, so they truly get satisfaction, which is not rated with money. Quality good service is possible effort used by companies in face competition in close service relation with consumer satisfaction. Quality service expected by consumers is adequate facilities, good service, comfort, security, serenity and satisfying results so that management must think about how quality good service on moment. This can keep going to develop fluency in the future. Effort enhancement quality service will be very effective if supported from all elements of the business. The started from line bottom organization as executor service in the field until with leader peak. Quality service is level expected excellence and control on level superiority the aim to fulfill desire customers to feel satisfied. Quality can be interpreted as the degree attained by the associated characteristic in fulfillment requirements. Quality service points to level perfection service in fulfillment needs and demands every consumer. Azwar also explained that fulfilled needs and demands user service. With this, according to Anwar what is meant with quality service is that shows on the level perfection service in create self-satisfaction every consumer. Quality service become something a must must done company so capable hold on and stay get trust the customer.

Satisfaction bias interpreted as effort fulfillment something or make something adequate (Tjiptono and Chandra, 2005: 195), while Kotler (2003: 61) defines satisfaction as feeling like or disappointed someone experienced after compare between perception performance or results something product with his hopes. From understanding on can understood that role quality good service is very important and very influential thing, without exists proper service products offered will not enough in demand by consumers. Therefore That quality service must includes five dimensions developed by Parasuraman,

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Zeithaml and Berry 1988 (in Tjiptono and Chandra, 2005: 133) consisting from proof physical (tangibles), reliability (reliability), power responsiveness, assurance, and empathy. Along increasing intensity competition and numbers competitor in all field business demand company For always notice needs and wants consumer as well as try fulfil hope consumer with method give excellent service and more satisfying from on that of its competitors. In order to grow interest in consumers to become regular customers so that people make repeat purchases, it will depend on how they maintain the quality of their service, really pay attention so that it will bring up repurchasing interest in determining purchasing decisions. Thus, only companies that can maintain the quality of their services can compete and dominate the market (Atmawati and Wahyuddin, 2007). Service quality has a close relationship with customer satisfaction. Service quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated needs (Kotler & Armstrong, 2001). In order to compete, survive, and develop, companies are required to meet the needs and desires of consumers by providing excellent service to satisfy consumers. Consumers will feel valued and will be willing to become regular customers and make repeated purchases as customers.

Kopi Blirik Restaurant is one of the choices for places to drink coffee or eat with a natural atmosphere, views of rice fields, pavilion buildings with joglo shapes, gazebos and of course the air is still relatively cool . The menu offers home and traditional dishes or archipelago tastes. Coffee Blirik has various types of Indonesian coffee, including black coffee, ginger coffee, milk coffee, and others. Other drinks include: hot tea, pulled tea, iced coffee milk, iced drag, wedang ginger, wedang uwuh, turmeric lime lime juice, ginger lemon turmeric cinnamon honey, and various juices including: avocado juice, guava juice. The various drinks available are suitable when served with fried bananas, fried sweet potatoes, fried potatoes, mendoan, corn fritters and others. The nuances at Kopi Blirik present old concepts starting from tables, chairs, clocks, tin glasses, onthel bicycles, pedicabs, to old motorbikes and old typewriters decorated with petromax lamps. Even though the name is Kopi Blirik, not only coffee is offered, but this place also offers a heavy food menu with traditional dishes. There are lodeh vegetables, stir fry, spinach vegetables, river fish to mangut. With the concept of "Javanese traditional food buffet stall with the feel of an old Javanese house", the location is on Jalan Padaan, Ngadirgo, Mijen District, Semarang City, not far from the Bukit Semarang Baru (BSB) neighborhood, and you don't need to worry about finding the place. Because it's on Google Maps, so you don't have to worry about getting lost . With a beautiful, comfortable atmosphere, far from the noise of the city, and located on the outskirts of Semarang City. To create customer satisfaction, Kopi Blirik always tries its best in terms of service quality for its visitors, facilities for worship are also comfortable.

The following is visitor data at the Blirik Coffee Restaurant from 2019 to 2021:

Table 1 Blirik Coffee Visitor Data for 2019 – 2021

TAHUN	JUMLAH PENGUNJUNG	PENURUNAN (%)
2019	113.425	-
2020	92.276	18%
2021	87.775	5%

Source: Kopi Blirik receptionist in 2022

Looking at the data listed above, the Blirik Coffee Restaurant has experienced a decline in visitors over the past three years, this will be used by the research team to conduct research on the visitors who were sampled in this study.

Table 2 Research Gaps

Isue	Hasil Penelitian	Nama Peneliti dan Tahun
1. Pengaruh Tangible, Reliability, Responsiveness, terhadap Kepuasan konsumen	Pengaruh tangible, reliability, responsiveness, assurance, empathy terhadap Kepuasan konsumen terhadap pengarm	- Alfi Shatri Lolo (2017)
	Pengaruh reliability, responsiveness, assurance terhadap kepuasan pelanggan drink terhadap pengarm	Yusuf Alzan (2016)
2. Pengaruh Kepuasan terhadap minat pembelian ulang	Pengaruh Kepuasan terhadap minat pembelian ulang, terhadap pengarm	Juzaini (2021)

Source: from various research journals

Table 3 Previous Research

No.	Nama Peneliti, Tahun	Variabel Penelitian	Hasil Penelitian
1.	Inka Janica Sembiring (2014)	a. Kualitas Produk b. Kualitas Pelayanan	Kualitas pelayanan berpengaruh langsung dan signifikan terhadap kepuasan konsumen.
2.	Yunus Alau (2016)	Pelayanan kualitas al a. Tangible b. Reliability c. Responsiveness d. Assurance e. Empati	Tangible dan empathy berpengaruh terhadap kepuasan pelanggan. Reliability, assurance, dan responsiveness tidak berpengaruh terhadap kepuasan konsumen.
3.	Ahli Syahri Lubis (2017)	Pelayanan kualitas al a. Tangible b. Reliability c. Responsiveness d. Assurance e. Empati	Pelayanan kualitas berpengaruh positif terhadap kepuasan konsumen
4.	Irena Yanti (2014)	a. Eksperimental Marketing b. Kepuasan Konsumen c. Minat Beli Ulang	Semua variable bebas mempunyai pengaruh yang positif dan signifikan terhadap minat beli ulang.
5.	Jasmine (2021)	a. Kepuasan Konsumen b. Minat beli ulang	Bahwa kepuasan konsumen berpengaruh terhadap minat beli ulang.

Source: Various studies

2. METHODS

Type of Research

Research hypotheses can be answered through research results obtained by using the right data and methods. This study uses an explanatory type, namely explaining the clausal relationship between research variables and hypothesis testing (Singarimbun, 1995). This research is used to test the hypothesis and explain the influence of the independent variables, namely service quality, price, and location on consumer satisfaction as the dependent variable. Primary and secondary data are the two types of data used in this study, with primary data as the main data source supported by other secondary data.

Population and Sample

This study used *purposive sampling* technique, which is a sampling technique based on the researcher's considerations about which samples are most appropriate, useful and considered representative of a population (*representative*), with the requirement that visitors are aged 17 years and over. The sampling technique taken was 75 visitors at the Blirik Coffee Restaurant.

Table 4. Variable Measurement

No.	Variabel	Definisi Operasional	Indikator
1	Tangible (X1)	Tangible / bukti fisik merupakan suatu service yang bisa dilihat, bisa dicium dan bisa diraba, maka aspek tangible menjadi penting sebagai ukuran terhadap pelayanan	a. Sarana prasarana sangat menunjang kenyamanan pengunjung b. Karyawan berpenampilan menarik c. Fasilitas pengunjung sangat memuaskan d. Kebersihan terjaga e. Tempatnya membuat betah pengunjung
2	Reliability (X2)	Reliability merupakan kemampuan perusahaan untuk melaksanakan jasa sesuai dengan apa yang telah dijanjikan secara tepat waktu.	a. Sistem reservasi mudah dilakukan b. Fasilitas transportasi mudah dijangkau c. Karyawan bagian reservasi sangat tanggap dan sigap.
3	Responsiveness (X3)	Responsiveness merupakan kemampuan perusahaan yang dilakukan langsung oleh karyawan untuk memberikan pelayanan dengan cepat dan tanggap	a. Karyawan dengan cepat melayani pengunjung b. Karyawan memberikan perhatian khusus kepada pengunjung c. Karyawan memperhatikan kebutuhan pengunjung
4	Kepuasan Konsumen (Y1)	Kepuasan konsumen merupakan salah satu indikator keberhasilan dari suatu usaha. (Barakly dalam Daryanto & Setyobudi, 2014).	a. Kesesuaian dengan harapan b. Minat berkunjung kembali / melakukan pembelian ulang c. Kesiapan merekomendasikan dengan orang lain.
5	Minat Beli Ulang (Y2)	Minat beli ulang adalah kepuasan konsumen yang diukur dari kecenderungan konsumen apakah mau untuk berbelanja atau menggunakan lagi jasa / produk perusahaan (Tjiptono, 2014).	a. Kecenderungan untuk melakukan pembelian ulang b. Adanya perencanaan dalam melakukan pembelian ulang c. Memberikan rekomendasi untuk melakukan pembelian produk tersebut d. Prioritas dalam melakukan pembelian ulang.

Analysis Techniques

Testing the validity of each question item is done by calculating the *person product moment correlation* between the item score and the total score. A question item is said to be valid if the significance is less than 0.05. To measure reliability with the *Cronbach alpha* statistical test, a variable is said to be *reliable* if it has a *Cronbach alpha value* of more than 0.600. Multicollinearity test, provided that if $VIF < 10$ then multicollinearity does not occur. Glejser test, that is, if the independent variable is significant > 0.05 , there is no heteroscedasticity. Descriptive analysis, hypothesis testing (t and F), coefficient of determination test and multiple regression analysis were also performed.

Regression equation :

$$Y1 = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y2 = \beta_1 Y1 + e$$

Where:

X₁ : Tangibles

X₂ : Reliability

X₃ : Responsiveness

Y1 : Customer Satisfaction

Y2 : Rebuy Interest

3. RESULTS AND DISCUSSION

Validity Test

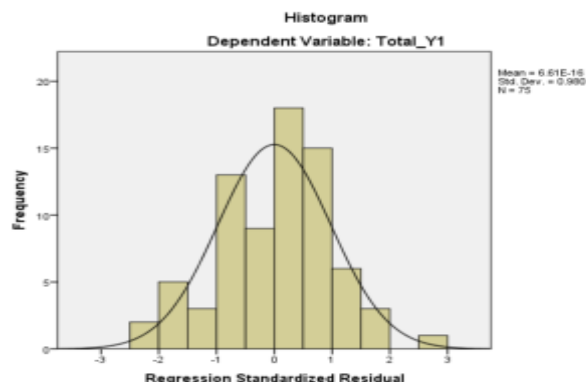


Figure 1. Validity Test

Table 4. indicators

No	Variabel	R Hitung	R Tabel	Keterangan
1.	Tangible			
	- Indikator 1	0,609	0,1914	Valid
	- Indikator 2	0,670	0,1914	Valid
	- Indikator 3	0,637	0,1914	Valid
	- Indikator 4	0,704	0,1914	Valid
- Indikator 5	0,806	0,1914	Valid	
2.	Reliability			
	- Indikator 1	0,699	0,1914	Valid
	- Indikator 2	0,795	0,1914	Valid
- Indikator 3	0,851	0,1914	Valid	
3.	Responsiveness			
	- Indikator 1	0,796	0,1914	Valid
	- Indikator 2	0,798	0,1914	Valid
- Indikator 3	0,779	0,1914	Valid	

Based on the table above, it can be concluded that all the indicators used in this study to measure variables have a value of r count $>$ r table, namely 0.1914 so that all indicators used are valid.

Reliability Test

Table 5 Reliability Test

No	Variabel	R Hitung	R Tabel	Keterangan
1.	Tangible			
	- Indikator 1	0,832	0,600	Valid
	- Indikator 2	0,831	0,600	Valid
	- Indikator 3	0,830	0,600	Valid
	- Indikator 4	0,825	0,600	Valid
- Indikator 5	0,816	0,600	Valid	
2.	Reliability			
	- Indikator 1	0,831	0,600	Valid
	- Indikator 2	0,821	0,600	Valid
- Indikator 3	0,815	0,600	Valid	
3.	Responsiveness			
	- Indikator 1	0,812	0,600	Valid
	- Indikator 2	0,830	0,600	Valid
- Indikator 3	0,835	0,600	Valid	

Based on the results of the reliability test in the table above, it shows that all variable indicators have a *Cronbach Alpha* greater than *Standard Alpha*, which is equal to 0.600 so that it can be said that all measuring concepts for each variable from the questionnaire are reliable. Thus *the items* on each of these variable concepts are appropriate to be used as a measuring tool.

Multicollinearity Test

Multicollinearity testing by looking at the value of the *Variance Inflation Factor* (VIF) and its *tolerance* to be able to identify whether there is a multicollinearity problem. If the VIF value is $<$ 10 or the *tolerance value* is $>$ 0.10, the regression model does not have a multicollinearity problem (Ghozali, 2011). The VIF and Tolerance values can be seen in the following table:

Table 7. Multicollinearity testing

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
1	(Constant)	1.096	1.409		.778	.439		
	Total_X1	.358	.089	.478	4.032	.000	.607	1.648
	Total_X2	.127	.136	.114	.929	.356	.568	1.761
	Total_X3	.127	.115	.125	1.109	.271	.677	1.477

a. Dependent Variable: Total_Y1

In the table above, it can be seen that there are no variables that have a *Tolerance value* of less than 0.10 or a VIF value of more than 10.00 so it can be concluded that in this study there is no correlation between independent variables or does not have a multicollinearity problem.

Heteroscedasticity Test

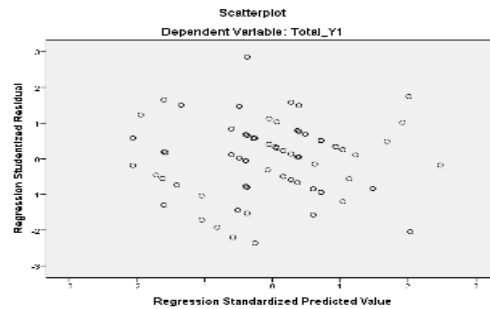


Figure 2. Heteroscedasticity Test

A good regression model is homoscedasticity or there is no heteroscedasticity. The heteroscedasticity test produces a *scatterplot* as shown in the following figure:

Based on the picture above, in the *Scatterplot graph* it can be seen that the dots form an irregular (unclear) pattern and spread above and below the number 0 (zero) on the y-axis. This can indicate that there is no heteroscedasticity in the regression model

Normality test

The histogram graphic display above shows a normal distribution pattern and is shaped like a bell, and is symmetrical and does not tilt to the right or to the left. This shows that the regression model meets the assumption of normality.

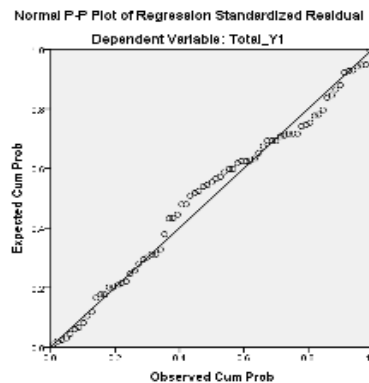


Figure 3 normal probability plot graph

normal probability plot graph above, it can be concluded that the dots spread around the diagonal line and follow the direction of the diagonal line. This shows that the regression model meets the assumption of normality.

Multiple Linear Regression Test

Table 8. Multiple Linear Regression Test

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.088	1.408		.778	.438		
1 Total_X1	.368	.088	.478	4.032	.000	.807	1.848
Total_X2	.127	.108	.114	.928	.368	.688	1.781
Total_X3	.127	.116	.125	1.108	.271	.877	1.477

a. Dependent Variable: Total_Y1

Multiple Regression Equation :

$$Y_1 = 0.478X_1 + 0.114X_2 + 0.125 X_3$$

The results of the multiple regression equation are explained as follows:

1. Tangible (X1) has a positive influence on consumer satisfaction (Y1) of 0.478. This variable has the greatest influence on consumer satisfaction compared to other variables.
2. Reliability (X2) has a positive influence on consumer satisfaction (Y1) of 0.114. This variable has the least influence on consumer satisfaction (Y1).
3. Responsiveness (X3) has a positive influence on consumer satisfaction (Y1) which is equal to 0.125. Thus, this variable has a small influence but above the reliability variable on consumer satisfaction (Y1).

F test results

Table 9 F test results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.184	3	30.061	15.404	.000 ^b
	Residual	138.562	71	1.952		
	Total	228.747	74			

a. Dependent Variable: Total_Y1

b. Predictors: (Constant), Total_X3, Total_X1, Total_X2

Based on the table above, it can be seen that this equation model has a calculated F value of 15,404 and with a significance level of 0.000. If seen from the significance value of F, it is found that the significance level of F is smaller than (0.05). It can be concluded that the independent variable in this study is the right or appropriate variable to explain the variation in the dependent variable.

Determination Coefficient Test (R2)

Table 10 Test Results for the Coefficient of Determination (R2)

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.628 ^b	.394	.369	1.397

a. Predictors: (Constant), Total_X3, Total_X1, Total_X2

b. Dependent Variable: Total_Y1

Based on the table above, it can be seen that the *adjusted R square value* is 0.369 or 36.9%. This shows that the independent variables, namely Tangibles (X₁), Reliability (X₂), and Responsiveness (X₃) are able to explain the variations that occur in the dependent variable, namely customer satisfaction (Y₁) of 36.9%. While the rest is explained by other causes outside the model.

Partial Test (t test)

Table 11 Partial Test Results (t) Model 1

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
1 (Constant)	1.096	1.409		.778	.439			
Total X1	.358	.089	.478	4.032	.000	.607	1.648	
Total X2	.127	.136	.114	1.929	.036	.568	1.761	
Total X3	.127	.115	.125	1.909	.027	.677	1.477	

a. Dependent Variable: Total Y1

Based on the table above, the variable (X_1) obtained t count of 4,032 is greater than t table 1.669 and the level of significance for tangible variables (X_1) is 0.000, the significance value is smaller than (0.05) and t table < t count, thus H_0 is rejected. This shows that individually (X_1) has a positive effect on the dependent variable (Y_1).

Furthermore, the reliability variable (X_2) obtained t count of 1.929 which is greater than t table of 1.669 and a significance level of 0.036. The significance value is smaller than (0.05) and t count > t table, thus H_0 is rejected. This shows that individually the variable (X_2) has a positive effect on the dependent variable (Y_1).

Furthermore, the responsiveness variable (X_3) obtained t count of 1.909 which is greater than t table of 1.669 and a significance level of 0.027. The significance value is smaller than (0.05) and t count > t table, thus H_0 is rejected. This shows that individually the variable (X_3) has a positive effect on the dependent variable (Y_1).

Table 12 Partial Test Results (t) Model 2

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
1 (Constant)	4.896	1.142		4.288	.000			
Total Y1	.699	.107	.607	6.519	.000	1.000	1.000	

a. Dependent Variable: Total Y2

Based on the table above, the variable (Y_1) obtained t count of 6,519 is greater than t table 1.669 and the significance level for the Consumer Satisfaction variable (Y_1) is 0.000, the significance value is smaller than (0.05) and t table < t count, thus H_0 is rejected. This shows that individually the variable Consumer Satisfaction (Y_1) has a positive effect on the variable Repurchase Intention (Y_2).

Discussion

Effect of Service Quality, namely Tangible on Consumer Satisfaction

Based on the results of the regression analysis on the Tangible variable (X_1) it has a positive influence on consumer satisfaction (Y_1) of 0.478. This variable has the greatest influence on consumer satisfaction compared to other variables, and the results of the t-test analysis obtained t count of 4,032 is greater than t table 1.669 and the significance level for tangible variables (X_1) is 0.000, the significance value is smaller than (0.05) and t table < t count, thus H_0 is rejected. This shows that individually (X_1) has a positive effect on the dependent variable (Y_1).

This is in line with research conducted by Alfi Syahri Lubis (2017) and Inka Janita Sembiring (2014) which states that tangible variables have a significant positive effect on customer satisfaction. In connection with this, the management of Kopi Blirik should always pay attention to matters related to tangibles, how about physical support, clean toilets, clothes for waiters, comfortable seats so that it will have a positive effect on customer satisfaction when visiting Kopi Blirik.

The Effect of Service Quality, namely Reliability on Consumer Satisfaction

Based on the results of the regression analysis on the Reliability variable (X_2) it has a positive influence on consumer satisfaction (Y_1) of 0.114. This variable has the least influence compared to other variables on consumer satisfaction (Y_1), and the results of the t test analysis on the reliability variable (X_2) obtained t count of 1.929 which is greater than t table of 1.669 and a significance level of 0.036. The

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significance value is smaller than (0.05) and $t \text{ count} > t \text{ table}$, thus H_0 is rejected. This shows that individually the variable (X_2) has a positive effect on the dependent variable (Y_1). This is in line with the results of research conducted by Alfi Syahri Lubis (2017) and Inka Janita Sembiring (2014) which state that the reliability variable has a significant positive effect on customer satisfaction. Against these results, the management of Kopi Blirik try their best to always improve service through the attitude of waiters towards consumers when making reservations, responsively receiving visitors well, showing a comfortable place, so that visitors will feel satisfied with the service.

The influence of Service Quality is Responsiveness on Consumer Satisfaction

The results of the regression analysis show that Responsiveness (X_3) has a positive influence on consumer satisfaction (Y_1), which is equal to 0.125. Thus, this variable has a small influence but above the reliability variable on consumer satisfaction (Y_1) and the results of the t-test analysis show that the responsiveness variable (X_3) obtained t count of 1.909 is greater than t table of 1.669 and a significance level of 0.027. The significance value is smaller than (0.05) and $t \text{ count} > t \text{ table}$, thus H_0 is rejected. This shows that individually the variable (X_3) has a positive effect on the dependent variable (Y_1). The results of this analysis are based on research conducted by Alfi Syahri Lubis (2017) and Inka Janita Sembiring (2014) which states that the responsiveness variable has a significant positive effect on consumer satisfaction. Against these results, the management of Kopi Blirik tried their best to always improve service through the attitude of the waiters in serving visitors, always showing satisfaction and not disappointing visitors.

Effect of Consumer Satisfaction on Repurchase Intention

Based on the t-test model 2 basically shows how far the influence of the individual consumer satisfaction variable (Y_1) explains the variation in the variable Repurchase intention (Y_2). Based on the t test analysis, the variable (Y_1) obtained t count of 6,519 is greater than t table 1.669 and the significance level for the Consumer Satisfaction variable (Y_1) is 0.000, the significance value is smaller than (0.05) and $t \text{ table} < t \text{ count}$, thus H_0 is rejected. This shows that individually the variable Consumer Satisfaction (Y_1) has a positive and significant effect on the Repurchase Interest variable (Y_2). This is in line with research conducted by Irma Yanti (2014) and Jasmine (2021), that consumer satisfaction has a significant positive effect on repurchase intention. Kopi Blirik, in this case, can do things that can affect customer satisfaction through good tangible, responsiveness and reliability service variables, which will affect visitors in visiting Kopi Blirik again and provide recommendations to others to visit the place.

4. CONCLUSION

Tangible variable (X_1) obtained t count of 4,032 is greater than t table 1.669 and the level of significance for tangible variables (X_1) is 0.000 the significance value is smaller than (0.05) and $t \text{ table} < t \text{ count}$, thus H_0 rejected. This shows that individually (X_1) has a significant positive effect on the Consumer Satisfaction variable (Y_1). The quality of service at Kopi Blirik is very good, proven to have provided satisfaction for visitors, one of which is the existence of various choices of coffee or eating in the building of the joglo house pavilion with the concept of the past and the natural atmosphere with views of rice fields where the air is still relatively cool. Employees in welcoming visitors to look neat and attractive. The cutlery used is old-fashioned, unique but clean and hygienic. Availability of hand washing facilities (sinks) and supporting facilities such as comfortable and clean toilets. Music accompaniment sounded faintly while enjoying the meal to provide comfort for each visitor. Supported by the availability of clean places of worship (Mushola). The Reliability variable (X_2) obtained t count of 1.929 which is greater than t table of 1.669 and a significance level of 0.036. The significance value is smaller than (0.05) and $t \text{ count} > t \text{ table}$, thus H_0 is rejected. This shows that individually the variable (X_2) has a significant positive effect on the Consumer Satisfaction variable (Y_1). In an effort to prioritize consumer satisfaction, Kopi Blirik serves a variety of menus that offer home-cooked and very Indonesian dishes. Even though the name is Kopi Blirik, not only coffee is offered, but this place also offers a heavy food menu with a variety of traditional dishes. There are lodeh vegetables, stir-fry, spinach vegetables, chicken side dishes, duck, river fish to mangut. Responsiveness variable (X_3) obtained t count of 1.909 which is greater than t table of 1.669 and a significance level of 0.027. The significance value is smaller than (0.05) and $t \text{ count} > t \text{ table}$, thus H_0 is rejected. This shows that individually the variable (X_3) has a significant positive effect on the Consumer Satisfaction variable (Y_1). Employees are immediately responsive to serving every customer request by providing a list of menu choices for snacks and drinks after visitors take food in a buffet manner. The way of serving snacks and drinks is also unique, using old-fashioned

plates and cups, but still clean and hygienic. Kopi Blirik employees are able to instill trust in consumers because of the sincerity of employees in prioritizing the interests of customers, customers also feel satisfied and safe when making payment transactions by providing payment receipts for each food and drink they have enjoyed. The consumer satisfaction variable (Y 1) obtained t count of 6,519 which is greater than t table 1.669 and the significance level for the variable (Y 1) is 0.000, the significance value is smaller than (0.05) and t table < t count, thus Ho rejected. This shows that individually the variable Consumer Satisfaction (Y 1) has a significant positive effect on the variable Repurchase Intention (Y 2). From the observations in this study, Blirik Coffee from 2019 to 2021 is never empty, it is always crowded with visitors both from within and outside the city. There are those who have only visited once, but there are also many visitors who have come to Kopi Blirik more than once. Customer comfort and satisfaction with the services that have been provided, causes visitors to recommend Kopi Blirik to friends, relatives and acquaintances so they can try to visit it.

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