

# QUALITY OF SERVICE AND PRICE ON CUSTOMER SATISFACTION Coffee Shop in BANDUNG CITY (Case Study on Bandung City Coffee Shop Customers)

<sup>1</sup>Rusmin Nuryadin, <sup>2</sup>Lucy Nurfadilah, <sup>3</sup>Ine Aprianti  
<sup>1,2,3</sup> Universitas Sangga Buana

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**E-mail:**  
rusmin.nuryadin@usbypkp.ac.id

## ABSTRACT

Marketing is a part that has a very important role, and cannot be separate from human life. Service can basically be said as an action and treatment (way of serving other people to fulfill their needs and desires. The level of customer satisfaction with a service can be measured by comparing consumer expectations of the desired service quality with the reality that received and felt. This research is to look at gaps. The samples taken were 100 respondents. Data measurement was carried out by distributing questionnaires using an ordinal scale. The analysis technique used is validity test, reliability test, classic assumption test, multiple linear analysis correlation, determination, t test and F test. The results of this study indicate that the results of the analysis show that the variable service quality (X1) has a coefficient of determination of 46.% on customer satisfaction (Y), meaning that if the quality of service is getting better, then customer satisfaction will increase. The value of  $t_{count} (5.435) > t_{table} (2.00758)$ . The results of the analysis show that the price variable (X2) has a coefficient of determination of 32.7% on consumer satisfaction (Y), meaning that if the price is in accordance with consumer wishes, consumer satisfaction will increase. At the value of  $t_{count} (3.963) > t_{table} (2.00758)$ . The results of the analysis show the coefficient of determination obtained 79.5%,  $F_{count} (96.934) > F_{table} (3.18)$ . So, service quality (X1) and price (X2) together affect customer satisfaction (Y) at cafe infinito.

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## 1. INTRODUCTION

Today culinary tourism in Bandung is a profitable and rapidly growing business opportunity, this may be one of its own "charms", which can make everyone visit the city of Bandung. Regardless of the impact it has, of course culinary tourism in Bandung in future development will be able to drive the local economy. The growth of the culinary business in Bandung is growing as evidenced by the increasing number of restaurants and cafes with various concepts, the level of competition is also growing as evidenced by the increasing number of restaurants and cafes with various concepts, the level of competition is also getting higher. Infinito Culinary is a business entity under the auspices of "CV. Creative Madjid Mandiri" which is engaged in the culinary business, which was founded in 2013 which was originally located on Jl. Cibunut no 16 Bandung. For the sake of the progress of the company, cafe Infinito moved to a more crowded area to make it easier for the public to know. Finally, in 2017 cafe Infinito changed its location to the Dago area, which is precisely on Jl. H Wasid No. 11 Bandung. As for some of the problems being faced by cafe Infinito which have an impact on customer satisfaction as shown in the graph below:

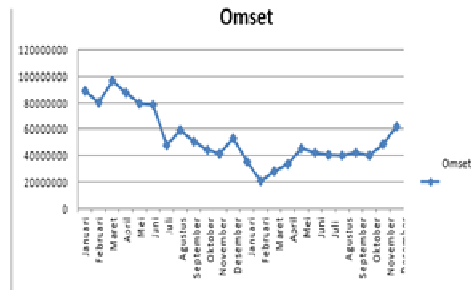


Figure 1. impact on customer satisfaction

Based on the data above, cafe Infinito's sales have decreased over the last 2 years, especially in July 2018. This illustrates that there is consumer dissatisfaction with Cafe Infinito, which affects the turnover obtained. Therefore, to find out why there was a decrease in sales at Cafe Infinito, researchers conducted pre-research. There were several complaints submitted by consumers regarding the quality of service and prices at Cafe Infinito so that several problems were found which were indicated to be causing a decrease in turnover at Cafe Infinito. Another factor that consumers complain about is the price of food and drinks which is quite expensive so that it affects sales turnover and consumer satisfaction. Price is one of the determining factors for consumers in determining consumer satisfaction with a product or service, according to research results (Rossy Megawati, 2019) which states that service quality and price have a positive and significant influence on customer satisfaction. Prices at the cafe are quite expensive when compared to cafes similar to cafe Infinito.

## 2. METHOD

The statistics used in this study are descriptive analysis methods, namely where the data is collected, classified, analyzed and then the average (mean) is obtained, after which it is interpreted objectively so as to provide information and an overview of the topics to be discussed. The variables of this study are Service Quality, Price and Consumer Satisfaction, from the questionnaire there are five answers with different weights/values.

The answers that have been collected are categorized based on the average value of the total score of respondents' responses at predetermined intervals. Each respondent's answer is given a value and the assessment criteria are based on the ordinal scale model. After the average value is known, then the results are interpreted based on the table, then the writer draws a line continuum.

As for the samples in this study were Café Infinito Bandung visitors who were willing to become participants or participants with the convenience sampling technique or convenience sampling. The population to be studied has been determined by a total of 100 respondents.

## 3. RESULT AND DISCUSSION

The reliability test was carried out using the Cronbach's Alpha indicator. This test aims to measure the consistency of a questionnaire used in research. The results of testing the reliability of each statement item can be seen in the following table:

Tale 1. reliability test

| Variable              | Count Value | Cronbach's Alpha | Mark Critical | Information |
|-----------------------|-------------|------------------|---------------|-------------|
| Service Quality (X1)  | 0,874       | 0,6              | Reliabel      |             |
| Price (X2)            | 0,739       | 0,6              | Reliabel      |             |
| Consumer Satisfaction | 0,872       | 0,6              | Reliabel      |             |

A variable can be said to be reliable if the Cronbach's Alpha value is > 0.6. Based on table 4.5 above, it can be seen that the test results show that the Cronbach's Alpha value of the three variables in this study is > 0.6 so that the three variables are declared reliable.

### Effect of Service Quality on Consumer Satisfaction

Based on the results of the study, it shows that service quality has a significant effect on customer satisfaction. The magnitude of the influence of service quality in contributing to the influence on customer

satisfaction is 46.8%. The results of this study are supported by the theoretical basis in the previous discussion which states that service quality can be defined as a measure of how well the level of service provided is able to match customer expectations (Parasuraman, Zeithaml and Berry in Fandy Tjiptono, 2016: 134).

#### **Effect of Price on Consumer Satisfaction**

Based on the research results show that the price has a significant effect on consumer satisfaction. The magnitude of the price effect in contributing to the influence on consumer satisfaction is 32.7%. The results of this study are supported by the theoretical basis in the previous discussion which states that price is a company management system that will determine the right base price for a product or service that must determine a strategy involving price discounts, payment of fees transport and the various variables concerned (Kotler Philip as translated by Bob Sabran, 2016: 47).

#### **Effect of Service Quality and Price on Consumer Satisfaction**

Based on the results of the study, it shows that service quality and price have a significant effect on customer satisfaction. The magnitude of the influence of service quality and price in contributing to consumer satisfaction is 71.9%. The results of this study are supported by the theoretical basis in the previous discussion which states that service quality is a measure of how well the level of service provided is able to match customer expectations (Parasuraman, Zeithaml, and Berry in Fandy Tjiptono, 2016:134).

Based on the results of data analysis from simultaneous and partial tests, it can be seen that the service quality and price variables of Cafe Infinito have on consumer satisfaction, as evidenced by the regression analysis test. The form of the influence of service quality and price on customer satisfaction can be described by the regression equation obtained by the regression coefficient value which is positive, this indicates that service quality and price have a positive influence on customer satisfaction.

One of the efforts that Cafe Infinito can make to ensure customer satisfaction is to ensure that service quality remains good and prices are in line with customer expectations, because the contribution of service quality and price to consumer satisfaction is quite large. In general, it can be seen that service quality and price are important factors in order to obtain a high level of satisfaction. The magnitude of the influence of these two variables is quite large, namely 79.5% and the remaining 20.5% of customer satisfaction is influenced by other factors not tested in this study.

The results of the analysis of service quality can be seen that the services provided by Cafe Infinito are included in the Good category which is in accordance with the statements of most respondents. This is in accordance with the opinion (Fandy Tjiptono 2016: 59) which states that "service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires". Because a good quality image is not seen from the provider, but based on the customer's perception. The price provided by Cafe Infinito is included in the Good category, this can be seen from the affordability of the price, the level of suitability of the price with the product. In setting prices, it is necessary to pay attention to the price level with competitors, because price is closely related to the customer's perspective. This is in accordance with the statement (Nur Laely, 2016: 66) that "Price is an important element in a marketing strategy that must always be seen in conjunction with a marketing strategy"

#### **4. CONCLUSION**

The results of the study show that service quality, price and customer satisfaction have been going well according to the opinions of the respondents. In the service quality variable, the highest score is 214, namely the level of trusted service with the statement that Cafe Infinito employees have the ability to process the food and beverage menu served and the level of accuracy of service with statements of accurate administrative calculations by the cashier when you pay, while the lowest score is 117, namely the parking facility with the statement that Cafe Infinito has an inconvenient and narrow parking lot. On the price variable, the highest score is 188, namely the level of conformity of the product with the benefits with the price statement of the food and beverage products offered according to the perceived benefits, while the lowest score is 116, namely the level of affordability with the price statement of food and drinks at Infinito Cafe which is very expensive for consumers. consumer. In the consumer satisfaction variable, the highest score is 203, namely the desire to repurchase with the statement I am satisfied with the service and price cafe infinito and intend to visit again, while the lowest score of 161 is that there is an interest in buying similar products at other cafes with the statement after I tried a product from cafe infinito, I feel satisfied and will buy other products. The results of the analysis show that the variable

service quality (X1) has a coefficient of determination of 46.% on customer satisfaction (Y), meaning that if the quality of service is getting better, then customer satisfaction will increase. tcount value (5.435) > ttable (2.00758). This shows that there is an influence of service quality (X1) on customer satisfaction (Y) at cafe infinito. The results of the analysis show that the price variable (X2) has a coefficient of determination of 32.7% on consumer satisfaction (Y), meaning that if the price is in accordance with consumer wishes, consumer satisfaction will increase. And tcount (3.963) > ttable (2.00758). This shows that there is an effect of price (X2) on consumer satisfaction (Y) at cafe infinito. The results of the analysis of the coefficient of determination obtained 79.5%, Fcount (96.934) > Ftable (3.18). So, service quality (X1) and price (X2) together affect customer satisfaction (Y) at cafe infinito.

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