

THE INFLUENCE OF SERVICE QUALITY, PRODUCT VARIATION, AND LOCATION ON CUSTOMER SATISFACTION AT BAPADE'S COFFEE KEMANGGISAN, WEST JAKARTA

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ARTICLE INFO	ABSTRACT
<p>Keywords: Service Quality, Product Variety, Location and Customer Satisfaction</p>	<p>This research aims to determine the influence of Service Quality, Product Variety, and Location on Customer Satisfaction at Bapades Coffee Kemanggisian, West Jakarta. The sample studied in this study amounted to 121 respondents, the data collection method used a questionnaire method with a Likert scale and the data analysis technique used Multiple Linear Analysis using the SPSS version 23 program. The results of the study had a regression equation $Y = 0.616 X_1 + 0.53 X_2 + 0.192 X_3$ Based on the results of the T Test, it shows that there is an influence between Service Quality (X1) on Customer Satisfaction (Y) based on T count 6,949 > T table 1,660 and a sig value of $0.000 < 0.50$. The Product Variation variable (X2) does not have a significant influence on Customer Satisfaction (Y) based on T count $0.738 < 1,660$ T table and sig value $0.462 > 0.50$. For the Location variable (X3), it shows that there is an influence on Customer Satisfaction (Y) based on the calculated T value of $2,183 > 1,660$ T table and the sig value of $0.31 < 0.50$. The results of this research conclude that the variables Service Quality and Location have a significant influence on Customer Satisfaction. Another conclusion from this research is that product variety does not have a significant effect on customer satisfaction</p>
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1. INTRODUCTION

Coffee is a commodity that has been cultivated in more than 50 countries in the world. Two commonly known coffee commodities are robusta coffee (*Coffea canephora*) and Arabica coffee (*Coffea arabica*). Nowadays, coffee has become very popular, especially in Indonesia. In Indonesia itself, the modern coffee shop business is currently becoming a potential business, how could it not be, the number of coffee lovers in Indonesia has increased in the last 5 years. Based on data from the Ministry of Agriculture, national coffee consumption has increased in the 2016-2021 period. In 2016, coffee consumption reached around 250 thousand tonnes, rising to 276 thousand tonnes in 2017. In 2021 it will rise again to 370 thousand tonnes. With the number of shops spread throughout Indonesia reaching 2,950 outlets based on TOFFIN research results in 2019

As in Jakarta recently, coffee has become a trend among various circles of society. As usual, coffee has become a popular commodity because of its affordable price and practical enjoyment in all situations. For most Indonesian people, especially in Jakarta, who like to gather with friends, family, or just for business events, drinking coffee has become something that cannot be missed. This coffee is usually enjoyed together in places such as coffee shops, street shops, or in contemporary coffee shops. One of them is Bapade's Coffee, which was founded in 2017. This café is located at Kemanggisian, Palmerah, West Jakarta. This café offers various types of coffee with various processing methods. The café also provides non-coffee drinks and snacks. The location of this café is strategic and also easy to find because it is available on Googlemaps for consumers who want to visit Bapade's Coffee. In the midst of increasing competition in the café business, Bapade's Coffee must have its own marketing strategy in order to survive and be superior to its competitors. Café owners are encouraged to improve various aspects of service in order to satisfy consumer desires and increase

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attractiveness to attract as many customers as possible. In the following, income data obtained from Bapade's coffee will be displayed for the one year period 2021 and the first quarter of 2022. This data will be presented in table form as follows.

The lowest decrease in income occurred in February amounting to IDR 8,682,000 with a percentage of 6.21%, a decrease of 0.78% and March IDR 8,530,000 with a percentage of 6.10%, a decrease of 0.11% in the first quarter of 2022. Based on the presentation of income data and percentages above, this can indicate that there is a problem with income at Bapade's coffee which fluctuates tends to decrease, income which fluctuates tends to decrease can describe consumer behavior in assessing customer satisfaction when using the services and services of Bapade's coffee products, meaning that the data above can describes the existence of problems with customer satisfaction at Bapade's coffee. The problem of fluctuating customer satisfaction tends to decrease at Bapade's coffee, which can be influenced by Service Quality (X1), Product Variation (X2), and Location (X3).

Customer Satisfaction (Y) Customer satisfaction is the most important factor in various business activities. Customer satisfaction is a consumer response to the evaluation of the perceived discrepancy after purchasing a service or using a product between previous expectations and the perceived product performance. Service Quality (X1) can influence customer satisfaction (Y). Service quality is a form of consumer assessment of the level of service received by the expected level of service. If the service of a service is far below consumer expectations, the consumer will be disappointed. On the other hand, if the service received or felt is in accordance with expectations, then the quality of service is perceived as good and satisfying. The satisfaction that has been formed can encourage consumers to act. repeat purchases and will become loyal customers.

This is in line with previous research conducted by (Inang Sriwanti Soge Garoda, 2021), with the title "The Influence of Service Quality, Price, Promotion and Location on Consumer Satisfaction at MCDONALD'S Cijantung Restaurant" that Service Quality has a significant effect on consumer satisfaction. Product Variation (X2) is the company's effort to vary its products so that customers do not feel bored with the same choices so that it can influence customer satisfaction (Y). Increasing choices for consumers is expected to influence consumer satisfaction scores. This is in line with previous research conducted by (Muhammad Faris Fakhruddin, 2019), that variety has a significant effect on consumer satisfaction.

Location (X3) can influence customer satisfaction (Y). By choosing a strategic location, it is hoped that customers can easily find what they want to go to so that customers can feel satisfied because the location they want to find is strategic and easy to access. This is in line with previous research conducted by (Titik Efnita, 2017) with the title "The influence of product variety, service quality, price and location on consumer satisfaction with wedding organizers." Business location has a significant effect on consumer satisfaction.

2. METHOD

The object of research in this study is customer satisfaction at Bapade's Coffee Kemanggisan, West Jakarta, which is influenced by service quality, product variety and location. The type of data in this research is primary data, namely data sources that directly provide data to data collectors. The data sources used in this research are questionnaire and respondent data. Based on data obtained from the Bapade's Coffee Kemanggisan café, the average number of Bapade's Coffee customers is 540 customers per month (Bapade's Coffee, 2021) so the total population in this study is 540. According to Sugiyono (2016: 85) that: "purposive sampling is a sampling technique sample data sources with certain considerations. "The reason for using the Purposive Sampling technique is because not all samples have criteria that are appropriate to the phenomenon being studied. The number of samples uses the formula from Slovin. So the minimum number of samples that will be needed in this research is 121 respondents. The method used is descriptive analysis and inferential analysis using Instrument Test, Classical Assumption Test, Model Feasibility Test, Hypothesis Testing (t Test).

3. RESEARCH RESULTS AND DISCUSSION

Research result

Description of research data

Data description is a description used in a study. In this descriptive test, the researcher tries to find

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out the description or condition of the respondents who are the samples in this study. From collecting data on respondents' statements, 121 respondents obtained answers to statements. Then the researcher used SPSS 23 to process the data that the author had obtained. The object of research in this study is customer satisfaction which is influenced by service quality, product variety and location at Bapades Coffee Kemanggisan, West Jakarta with respondents who are Bapades Coffee customers.

History of Research Objects

Bapades Coffee is a contemporary Café in the Kemanggisan area of West Jakarta which was founded in 2017 by Mr Dicky. Mr Dicky started his business with capital from work experience at his previous place and used that expertise and experience to build his own business, starting with a coffee cart business since In 2017 his coffee business began to attract a lot of people so that in 2019 he had the courage to rent a shophouse. This expansion was carried out to accommodate the increasing number of customers and also to increase the comfort of customers who came to Bapades Coffee, apart from that, several menus were also added. with typical coffee processing from Bapades Coffee with coffee beans purchased from local farmers which makes the coffee taste even more distinctive, some of Bapades Coffee's mainstay menus include:

Bapades Coffee products

Table 2 Bapades Coffee Menu List

MENU LIST
VIETNAM DRIP
V 60
FRENCH PRESS
MOCA POT
NUSANTARA COFFEE
COMPLEX COFFEE
COCONUT MILK COFFEE
CHOCO RAM (OREO)
CARAMEL MACHIATO
HAZELNUT MACHIATTO
CAPPUCINO
CAFFEE LATTE

Bapades Coffee's best seller menu, among the menus above, is coffee with a manual brew coffee processing technique. This processing can be said to be the main menu of Bapades Coffee because in manual brew coffee processing it is served using 3 different coffee beans which are served into one menu dish that has the same taste and taste. its own uniqueness.

Respondent Characteristics

To obtain an overview of the characteristics of respondents, the following data will be presented on respondents based on gender, age, highest education and income classification

a. Gender

As a result of collecting respondent data on 121 respondents who were customers of Bapades Coffee Kemanggisan, West Jakarta, the number and percentage of profiles based on the gender of the respondents were based on the following:

Table 3 Characteristics Based on Gender

Gender	Amount Respondent	Percentage
Man	68	56.2%
Woman	53	43.8%
Total	121	100%

Source: Data processed from questionnaire results, 2022

The table and figure above show the results of data collection from 121 respondents, the number of respondents was 68 male and 53 female. So it can be concluded that the largest frequency is dominated by male respondents, namely 56.2%, while the remaining female respondents are 43.8%. It can be concluded that the number of male customer respondents is greater than the female respondents who come to Bapades Coffee Kemanggisan, West Jakarta

b. Age

The results of collecting respondent data on 121 customers of Bapades Coffee Kemanggisan West Jakarta, the number and percentage of profiles based on the age of the respondents are based on the following.

Table 4. Characteristics by Age

Age	Amount Respondent	Percentage
17-22	47	38.8%
22-27	52	43%
27-32	7	5.8%
32-37	4	3.3%
>40	11	9.1%
Total	121	100%

Source: Data processed from questionnaire results, 2022

From the table and figure above, it shows the results of data collection of 121 respondents, the number of respondents based on age criteria, namely 17-22 years, was 47 respondents with a percentage of 38.8%, 22-27 years, 52 respondents with a percentage of 43%, 27-32 years, 7 respondents with a percentage of 5.8% 32-37 years were 4 respondents with a percentage of 3.3% >40 years as many as 11 respondents with a percentage of 9.1%. It can be concluded that it seems that the target market for bapades coffee is generation Z with an age range of 22-27 (Gramedia.com) with a percentage of 47%.

c. Work

As a result of collecting research data on 121 respondents who were customers of Bapades Coffee Kemanggisan, West Jakarta, the percentage numbers based on the respondents' occupations are as follows.

Table 5 Characteristics by Job

Work	Amount Respondent	Percentage
Student/Students	59	48.8%
Private sector employee	42	34.7%
Government employees	1	0.8%
Businessman	2	1.7%
Other	17	14%
Total	121	100%

Source: Data processed from questionnaire results, 2022

From the table and figure above, it shows the results of data collection of 121 respondents, the number of respondents based on job criteria, namely students, was 59 respondents with a percentage of 48.8% private employees, 42 respondents with a percentage of 34.7%, civil servants, 1 respondent with a percentage of 0, 8% are entrepreneurs, 2 respondents with a percentage of 1.7%, another 17 respondents with a percentage of 14%. It can be concluded that the target market for bapades coffee is students in the age range 22-27 as in the previous description of age criteria.

d. Income

As a result of collecting research data on 121 respondent customers of Bapades Coffee Kemanggisan, West Jakarta, the percentages based on respondents' income are as follows.

Table 6 Characteristics Based on Income

Income	Amount Respondent	Percentage
IDR 1,100,000-3,000,000	66	54.5%
IDR 3,100,000-6,000,000	45	37.2%
Rp. 6,100,000-9,000,000	7	5.8%
Rp.9,100,000-12,000,000	3	2.5%
Rp.>12,000,000	0	0%
Total	121	100%

Source: Data processed from questionnaire results, 2022

The table and figure above shows the results of data collection from 121 respondents, the number of respondents based on income criteria was 1,100,000-3,000,000, 66 respondents with a percentage of 54.5%, 3,100,000-6,000,000, 45 respondents with a percentage of 37.2 % 6,100,000-9,000,000 as many as 7 respondents with a percentage of 5.8% 9,100,000-12,000,000 as many as 3 respondents with a percentage of 2.5% and >12,000,000 as many as 0 respondents with a percentage of 0% can be concluded as the largest number of customers in income criteria is 1,100,000-3,000,000, this indicates that most customers who visit bapades coffee are middle class with an income range ranging from 1,100,000-6,000,000 in this income range are middle class (CnbcIndonesia.com)

Descriptive Analysis Results

Descriptive test results to determine the average value of the total mean and the total mean for each variable. The independent variables are Service Quality (X1) consisting of 5 questions, Product Variation (X2) consisting of 2 questions and Location (X3) consisting of 6 questions and the dependent variable namely Service Quality (Y) consisting of 3 data analysis questions. This is done by carrying out calculations based on respondent data.

a. Descriptive Analysis

Service Quality, Product Variation, and Location on customer satisfaction is an analysis taken from consumer data taken from questionnaire data distributed to consumers of Bapades Coffee Kemanggisan, West Jakarta. This research was conducted to determine service quality, product variety and location on customer satisfaction. Based on the statements in the questionnaire that was submitted to 121 respondents, various responses were obtained on the variables of Service Quality, Product Variety and Location on Customer Satisfaction.

Table 7 Average Total Mean Service Quality Variables (X1)

No.	Statement	Average
	Reliability (Reliability)	
1.	The waiter at Bapade's Coffee can fulfill orders according to my requests and desires	4.23
	Responsiveness (responsiveness)	
2.	The waiters at Bapade's Coffee provided fast and responsive service in fulfilling my requests	3.98
	Assurance (Guarantee)	
3.	Bapade's Coffee baristas have expertise in mixing coffee to produce delicious tasting coffee	4.10
	Empathy (Empathy)	
4.	The bapades coffee waiters always give attention in the form of menu recommendations that suit my wishes	3.92
	Tangibles (Physical evidence)	
5.	bapade's Coffee offers an aesthetic cafe interior so that I feel comfortable and at home hanging out with friends or colleagues in this cafe	4.02
	Total Mean	20.25
	Average Total Mean Quality Variables Service (X1)	4.05

Source: Data processed from questionnaire results, 2022

In table 7 above, it can be seen that the total average for the Service Quality variable (X1) based on the Likert scale shows that the total is 4.05. This figure shows that the average customer agrees with the Service Quality provided by Bapades Coffee Kemanggisan, West Jakarta. In the table, the highest average is in question 1 "The waiter at Bapade's Coffee can fulfill orders according to my requests and wishes" of 4.23. This is proof that Bapades Coffee customers are satisfied with the service provided by Bapades Coffee Kemanggisan West Jakarta servers.

Table 8 Average Total Mean Product Variation Variables (X2)

No.	Statement	Average
	Completeness of the products sold	
1.	product Which offered bappades coffee	3.69

No.	Statement	Average
	always complete according to what is available on the menu	
	Varied products	
2.	The menu offered by Bappades Coffee is varied so I have a choice in ordering	3.96
	Total mean	7.65
	Average Total Mean Product Variation Variables (X2)	3,825

Source: Data processed from questionnaire results, 2022

In table 8 above, it can be seen that the total average for the product variation variable (X2) based on a Likert scale shows that the total is 3.825. This figure shows that the average Bapades Coffee customer agrees with the product variations offered by Bapades Coffee Kemanggisan, West Jakarta. In this table the average is The highest is in question 2 "The menu offered by Bappades Coffee is varied so I have a choice in ordering" of 3.96, this is proof that customers are satisfied with the menu offered by Bapades Coffee Kmenaggisan West Jakarta.

Table 9 Average Total Mean Location Variables (X3)

No	Statement	verage
	Access	
1.	The location of Bapades Coffee is strategicso it is easy to reach by public transportation	3.99
	Visibility	
2.	The location of Bapades Coffee is strategic so it can be seen clearly	3.88
	Traffic	
3.	Bapades coffee is on a busy road with lots of people passing by so it was easy for me to find it	3.99
	Parking lot	
4.	Bapades coffee has a fairly large parking area, so I feel it is easy and safe to park my vehicle	4.08
	Environment	
5.	Bapades coffee is very strategic close to places of community activity such as schools, offices etc	4.20
	Expansion	
6.	Bapades coffee has quite a large area of land making it possible to expand its business premises	3.89
	Total	24.03
	Average Total Mean Location Variables (X3)	4,005

Source: Data processed from questionnaire results, 2022

In table 9 above you can see the total average for the Location variable (X3). Based on the Likert scale, the total is 4.005. This figure shows that the average customer agrees with the location of Bapades Coffee in this table. The highest average is in question 5 "Bapades Coffee is very strategic close to places of community activity such as schools, offices, etc. " of 4.20, this is proof that customers are satisfied with the location at Bapades Coffee Kemanggisan, West Jakarta

Table 10 Average Total Mean Customer Satisfaction Variable (Y)

No	Statement	Average
	Service in accordance with customer expectations	
1.	The service provided by Bappades Coffee was in line with my expectations	4.17
	Customer willingness to recommend to other people	
2.	I am willing to recommend bapades coffee to others	4.12
	Satisfied on quality service Which Already felt	
3.	I am very satisfied with the service provided by bapades coffee	4.10
	Total	12.39
	Average Total Mean Customer Satisfaction Variable (Y)	4.13

Source: Data processed from questionnaire results, 2022

In table 10 above you can see the total average for the Customer Satisfaction variable (Y). Based on the *The Influence of Service Quality, Product Variety, and Location on Customer Satisfaction at Bapade's Coffee Kemanggisan, West Jakarta. Andhika Yoga Pratama, et.al*

Likert scale, the total is 4.13. This figure shows that the average customer agrees with the location of Bapades Coffee in this table. The highest average is in question 1 "Service "What Bappades Coffee provides is in line with my expectations" of 4.17, this is proof that Bapades Coffee customers are satisfied with the quality of service provided by Bapades Coffee Kemanggisan, West Jakarta.

Research Analysis Results

a. Instrument Test

On researchIn this case, validity tests and reliability tests were carried out on a sample of 121 respondents. The validity test was carried out to test whether the proposed statement was suitable to be used as an instrument for this research.

a) Validity test

According to (Sugiyono,2019), the validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that is measured by the questionnaire. The purpose of the validity test is to determine the extent of accuracy between the data that actually occurs on the object and the data reported by the researcher.

Table 11 validity test

Variable	Statement	R count	R table	Information
Service Quality (X1)	Statement 1	0.781	0.195	Valid
	Statement 2	0.805	0.195	Valid
	Statement 3	0.689	0.195	Valid
	Statement 4	0.812	0.195	Valid
	Statement 5	0.781	0.195	Valid
Product Variations (X2)	Statement 1	0.890	0.195	Valid
	Statement 2	0.815	0.195	Valid
Location (X3)	Statement 1	0.749	0.195	Valid
	Statement 2	0.784	0.195	Valid
	Statement 3	0.714	0.195	Valid
	Statement 4	0.669	0.195	Valid
	Statement 5	0.679	0.195	Valid
	Statement 6	0.782	0.195	Valid
Customer Satisfaction (Y)	Statement 1	0.902	0.195	Valid
	Statement 2	0.921	0.195	Valid
	Statement 3	0.907	0.195	Valid

Source: SPSS Item-Total Statistics Output Data. Processed 2022

From calculations using SPSS, the data tested on 121 respondents stated that all statement items 1-17 for the variables Service Quality, Product Variety, Location and Customer Satisfaction were declared valid. This can be seen from the calculation results in the table above that the calculated r is greater than the r table of 0.195

b) Reliability Test

According to (Sugiyono, 2019). Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon (consistent). To see whether a measuring instrument is reliable or not, a statistical approach is used, namely through the reliability coefficient and if the reliability coefficient is greater than 0.06 then overall the statement is declared reliable (Sugiyono, 2019).

Table 12 Reliability Test

Variable	Cronbach,s Alpha	Cronbach's limit Alpha	Informa tion
QualityService (X1)	0.826	0.60	Reliable
Product Variations (X2)	0.619	0.60	Reliable
Location (X3)	0.825	0.60	Reliable
Customer Satisfaction (Y)	0.892	0.60	Reliable

Source: SPSS Reliability Test Output Data. Processed 2022

The results of the reliability testing in the table show that all variables in the research variable service *The Influence of Service Quality, Product Variety, and Location on Customer Satisfaction at Bapade's Coffee Kemanggisan, West Jakarta. Andhika Yoga Pratama, et.al*

quality, product variety, location and customer satisfaction have values above the minimum limit. Cronbach's alpha > 0.60 so it can be said that all measurement concepts of each variable in the questionnaire are reliable. This means that the questionnaire used in this research is a reliable and reliable questionnaire.

b. Classic assumption test

a) Normality test

In this study, to test the residual value, the One Sample Kolmogrov-Sminov test was used by correlating the residual value (Unstandardized residual) of each variable using a significant value of 0.05.

Table 13 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Standardized Residuals
N		121
Normal Parameters, b	Mean	.0000000
	Std. Deviation	.98742088
Most Extreme Differences	Absolute	,059
	Positive	,058
	Negative	-.059
Statistical Tests		,059
Asymp. Sig. (2-tailed)		,200c,d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS Classic Assumption Test Output Data, Processed 2022

In the table above, the significance value is 2, which means the significance value is greater than 0.05. This means that the regression distribution is normal.

b) Multicollinearity test

Multicollinearity is a situation where between two or more independent variables in a regression model there is a perfect or near perfect linear relationship. The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. This test will measure the level of association or influence relationship between the independent variables through the magnitude of the correlation coefficient R.

Table 14 Multicollinearity test results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,036	,872		.041	,968		
	Quality							
	Service,	,439	,063	,616	6,949	,000	,379	2,641
	Product	,071	,096	,053	,738	,462	,583	1,714
	Variations							
	Location	,122	,056	,192	2,183	,031	,382	2,616

a. Dependent Variable: Service Quality

Source: Multicollinearity Output Data, Processed 2022

In the table above, it is known that the VIF value for each variable is less than 10 and the tolerance value is more than 0.1. This means that there are no symptoms of multicollinearity.

c) Heteroscedasticity Test

Heteroscedasticity test The aim is to test whether in the regression model there is inequality in the variables from the residuals of one observation to another which remains constant, so it is called heteroscedasticity or whether heteroscedasticity does not occur. In this study, the heteroscedasticity test used the Spearman's Rho method and the Scatterplot graph. In the Spearman's Rho method, heteroscedasticity does not occur if the significance is more than 0.05 as shown in the following table.

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**Table 15 Spearman's Rho
Heteroscedasticity Test Results**

		Correlations			
			Quality of Service	Product Variations	Location
Spearman's rho	Unstandardized Residuals	Correlation	-.046	,006	,002
		Coefficient Sig. (2-tailed)	,617	,951	,984
		N	121	121	121

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Heteroscedasticity Test Output Data, Processed 2022

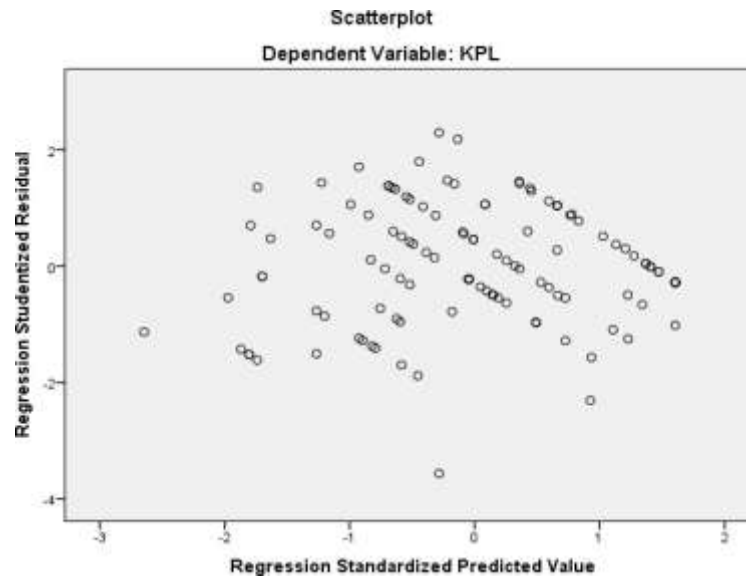
Based on table 15 above, the significance (Sig.2-tailed) obtained with Unstandardized residuals on the three independent variables is as follows:

- The significance value of the Service Quality variable (X1) is $0.617 > 0.05$
- The significance value of the Product Variation variable (X2) is $0.951 > 0.05$
- The significance value of the Lokai variable (X3) is $0.984 > 0.05$

From these results, it can be stated that heteroscedasticity does not occur in the regression model. In the Scaterplot method, the basis for decision making to determine the presence or absence of heteroscedasticity is:

- If there is a certain pattern, such as the points forming a certain regular pattern, then heteroscedasticity occurs
- If there is no clear pattern, such as points spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur.

The following are the results of the heteroscedasticity test using the Scaterplot graphic method.



**Figure 4. 5 Scatterplot
Heteroscedasticity Test**

Source: SPSS Heteroscedasticity Test Output Data, Processed 2022

From the graph above it can be seen that the points do not form a clear pattern and the points spread above and below the number 0 on the Y axis, so, it can be stated that there is no heteroscedasticity in the regression model.

- Autocorrelation Test

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The autocorrelation test is carried out to see whether there is autocorrelation or not in a regression with Durbin-Watson as follows:

Table 16 Autocorrelation Test Results
Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.808a	.652	.643	1,374	1,859

a. Predictors: (Constant), Service Quality, Product Variety, Location

b. Dependent Variable: Service Quality

Source: SPSS Autocorrelation Test Output Data, Processed 2022

The table shows the Durbin-Watson (DW) value of 1.859. The DU value can be seen from the Durbin-Watson table, $n = 121$, $k = 3$, so you can get a DU value of 1.7544 and a value of $4 - DU = 4 - 1.7544 = 2.2456$, so entered into the criteria to get the results $DU < DW < 4 - DU$ ($1.7544 < 1.859 < 2.2456$) which means there is no autocorrelation in this regression model.

c. Inferential Analysis

According to Sugiyono, (2017) inferential analysis statistics is a statistical analysis technique used to analyze sample data and the results are generalized to the population from which the sample was taken.

a) Multiple linear regression analysis

Table 17 Multiple Linear Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.036	.872		.041	.968
	Quality					
	Service,	.439	.063	.616	6,949	.000
	Variation					
	Product	.071	.096	.053	.738	.462
	Location	.122	.056	.192	2,183	.031

a. Dependent Variable: Service Quality

Source: SPSS Coefficients linear regression output data, processed 2022.

The regression equation from the table above is as follows:

$$Y = 0.616 X_1 + 0.53 X_2 + 0.192 X_3$$

Information :

$Y =$ Customer Satisfaction $X_1 =$ Service Quality $X_2 =$ Product Variety

$X_3 =$ Location

$b_1 =$ Service Quality Regression Coefficient $b_2 =$ Product Variation Regression Coefficient

$b_3 =$ Location Regression Coefficient $e =$ Error

- The partial regression coefficient for the service quality variable is 0.616 with a positive sign, this shows that the higher the quality of service received by consumers, the customer satisfaction will also increase.
- The partial regression coefficient for the product variation variable is 0.53 with a positive sign, this shows that the more variations of Bapades Coffee products, the higher customer satisfaction will be.
- The partial regression coefficient for the product variation variable is 0.192 with a positive sign, this shows that the better the location of Bapades Coffee, the higher customer satisfaction will be.

d. Model Feasibility Test

a) F test

This test is used to determine the effect of the independent variable on the dependent variable. To determine whether the influence of the independent variable on the dependent variable is significant or not, a probability of 5% ($\alpha=0.5$) is used.

Table 18 F Test Results
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	414,156	3	138,052	73,152	,000b
	Residual	220,803	117	1,887		
	Total	634,959	120			

a. Dependent Variable: Service Quality

b. Predictors: (Constant), Location, VP, KP

Source: SPSS F Test Output Data, Processed 2022

Based on the table above, it shows that F count is 73.152 with a significance value of ($0.000 < 0.05$), so it can be concluded that Service Quality (X1), Product Variation (X2), Location (X3), together have a significant and influential effect on Satisfaction Customer (Y). In this research, the model is said to be significant and suitable for use. All independent variables can explain any changes in the value of the dependent variable because they have a significant influence.

b) Coefficient of Determination

Table 19 Results of Determination Coefficient (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,808a	,652	,643	1,374

a. Predictors: (Constant), Service Quality, Product Variety, Location

Source: SPSS Output Data

Coefficient of Determination, Processed 2022 In the table it can be seen that the coefficient of determination test results (Adjusted R Square) is 0.643 or 64.3%. This shows that the ability of the variables (independent) Service Quality, Product Variation and Location in explaining variations in variable changes (dependent) Customer Satisfaction was 64.3% while the remaining 35.7% was explained by other factors not researched.

The correlation coefficient (R) value is 0.808, this shows the relationship between variables (independent) Service Quality, Product Variation, and Location in explaining variations in changes in the variable (dependent) Customer Satisfaction of 80.8%. From this value it can be concluded that the relationship between independent variables and strong dependent variables.

e. Hypothesis Testing t test

The t test is used to individually (partially) test the influence of the independent variables, namely Service Quality, Product Variety and Location on Customer Satisfaction. The t test uses Coefficients analysis with SPSS processing to obtain the following data:

Table 20 t test results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	Q	Sig.
1	(Constant)	,036	,872		,041	,968
	Quality					
	Service, Variation	,439	,063	,616	6,949	,000
	Product Location	,071 ,122	,096 ,056	,053 ,192	,738 2,183	,462 ,031

a. Dependent Variable: Service Quality

Source: SPSS T Test Output Data, Processed 2022

In this table there is the influence of each variable: Service Quality, Product Variety and Location on Customer Satisfaction. It can be seen from the direction and level of significance (Probability). There are customer satisfaction criteria as follows. :

- a) Based on the results of the t test above, it can be seen that the t count is $6,949 > 1,660$ and the sig value is $0.000 < 0.50$. These results show that H_0 is rejected and H_a is accepted, which means that the Service Quality variable (X1) has a positive and significant effect on customer satisfaction (Y) .

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- b) Based on the results of the t test above, it can be seen that the t count is 0.738 < 1,660 and sig value 0.462 > 0.50 These results show that Ho is accepted and Ha is rejected, which means that the Product Variation variable (X2) has no significant effect on customer satisfaction (Y).
- c) Based on the results of the t test above, it can be seen that the t count is 2,183 > 1,660 and the sig value is 0.31 < 0.50. These results show that Ho is rejected and Ha is accepted, which means that the Location variable (X3) has a positive and significant effect on customer satisfaction (Y).

Discussion

The Influence of Service Quality on Customer Satisfaction

Based on the results of the T Test, service quality (X1) has a significant influence on customer satisfaction (Y), this means that service quality consists of Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), Emphaty (empathy), Tangibles (physical evidence), have a positive and significant influence on customer satisfaction (Y). This can be seen from the T test where the t count is 6,949 > 1,660 and the sig value is 0.000 < 0.50, this illustrates that if the service quality is good then customer satisfaction increased, as for the quality of service on customer satisfaction, it can be seen from the highest mean of service quality with the Reliability indicator from the statement "The waiters at Bapade's Coffee can fulfill orders according to my requests and desires" with a score of 4.23.

According to (Kotler, 2019) defines service quality as a form of consumer assessment of the level of service received and the expected level of service. If the service of a service is far below consumer expectations then consumers will be disappointed, conversely, if the service received or felt is in accordance with what was expected, then the quality of service is perceived as good and satisfying. The satisfaction that has been formed can encourage consumers to make repeat purchases and become loyal customers. This is in line with previous research conducted by (Inang Sriwanti Soge Garoda, 2021), with the title "The Influence of Service Quality, Price, Promotion and Location on Consumer Satisfaction at MCDONALD'S Cijantung Restaurant" that Service Quality has a significant effect on consumer satisfaction.

The Effect of Product Variations on Customer Satisfaction

Based on the results of the T Test, it was found that product variation (X2) which consists of indicators of completeness of products sold and product variety does not have a significant influence on customer satisfaction (Y), this is shown by the results of the t test, namely that t count is 0.738 < 1,660 and sig value 0.462 > 0.50 Product variety is important in a company. This aims to anticipate consumer saturation points in choosing the type of product to buy so that the same choices do not occur and can attract consumer attention. (Kotler.P, 2015) product diversity is a collection of products offered to consumers so that consumers have choices in purchasing, but in this research product variety does not have a significant influence on customer satisfaction. This can be caused by the coffee shop having too much variety and menu diversity which is often ignored and customers focus more on the main menu which is the characteristic of the coffee shop.

The product variations do not have a significant influence on customer satisfaction, this could be because the main menu of Bapades Coffee is a coffee dish that is prepared using a manual brew so that various other menu developments and innovations are not the customer's goal. This result is in accordance with research conducted by (Maichael, 2018) which reveals the reason that product variations do not have a significant influence on customer satisfaction because the positioning of the main menu is the goal so that other variations are ignored. This is in accordance with customer reviews on Googlemaps Bapades Coffee who commented that "the place is okay, the coffee is delicious, and the manual brew is the best" (googlemaps Bapades Coffee, 2022). This illustrates that customers who come to Bapades Coffee choose the main menu to buy which is coffee processed using the manual brew method, while the other menu variations are not the menu chosen and purchased to create satisfaction. The results of this research are in line with previous research conducted by (Maichael, 2018) with the title "The Influence of Product Variations and Service Quality on Consumer Satisfaction of Dapur Pandhawa" which stated that Product Variations do not have a significant influence on Consumer Satisfaction.

The Effect of Location on Customer Satisfaction

Based on the results of the T Test, location (X3) has a significant influence on customer satisfaction (Y), this means that location consisting of Access, Visibility, Traffic, Parking, Environment, Expansion has a positive and significant influence on satisfaction. customers (Y) this can be seen from the T Test where the t count is 2,183 > 1,660 and the sig value is 0.31 < 0.50. This shows that, if the location is easily accessible and

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attractive then Customer Satisfaction increases. The influence of Location on Customer Satisfaction can be seen from the highest mean value with the Environmental indicator "Bapades coffee is very strategic close to places of community activity such as schools, offices etc" with a value of 4.20

Location selection has a strategic function because it can determine the achievement of a business entity's goals. Location selection must take into account the market potential available around that location. Choosing a location is very important considering that if you analyze the location incorrectly, it will result in increased costs that will be incurred later. Election According to Buchari Alma (2013), choosing the right business location really determines the success and failure of the business in the future. According to Ujang Suwarman (2011), "Location is a place of business that greatly influences a consumer's desire to come and shop." The results of this research are in line with previous research conducted by (Titik Efnita, 2017) with the title "The influence of product variations, service quality, price and location on customer satisfaction with wedding organizers" Location has a significant effect on customer satisfaction.

4. CONCLUSION

This research aims to determine the influence of Service Quality, Product Variation, and Location on Customer Satisfaction at Bapades Coffee Kemanggisan, West Jakarta. Based on the results of research and discussions conducted by researchers, it can be concluded that: Service Quality has a positive and significant influence. regarding Customer Satisfaction at Bapades Coffee Kemanggisan, West Jakarta, it can be concluded that the better the Service Quality, the more Customer Satisfaction will increase. Product Variation does not have a significant influence on Customer Satisfaction at Bapades Coffee. Location has a positive and significant influence on Customer Satisfaction at Bapades Coffee Kemanggisan, West Jakarta. It can be concluded that the more strategic the location, the more customer satisfaction will increase. Based on the conclusions above, the author tries to express several suggestions that may be useful for increasing customer satisfaction at Bapades Coffee Kemanggisan, West Jakarta.

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