

# THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF DOA IBU COFFEE SHOP IN DEPOK CITY

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## ABSTRACT

This research aims to determine the influence of price, product quality and service quality on customer satisfaction at the Doa Ibu coffee shop in Depok City. The population in this study used a random sampling technique, where the population taken was 100 people with a significance level of 95% and a standard deviation of 25%. This research uses primary data with data collection methods through questionnaires distributed to 100 respondents. The data analysis technique uses multiple linear regression analysis and uses the Statistical Product and Service Solution (SPSS) version 26.0 program. The results of the research show that price has a positive effect on customer satisfaction at Doa Ibu coffee shop in Depok City. Product quality has a positive effect on customer satisfaction at Doa Ibu coffee shop in Depok City. And service quality has a positive effect on customer satisfaction at Doa Ibu coffee shop in Depok City.

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## 1. INTRODUCTION

Coffee is an energy drink that has been popular with our parents since ancient times, but now coffee can be enjoyed by various groups such as children, teenagers, adults and the elderly. In the F&B industry, especially in the coffee sector, it is currently developing rapidly and there is progress and change in terms of business and industry. Currently, many coffee shops from the lower to upper middle class are competing in market competition. Each place has its own charm, the uniqueness and advantages of each price, product, service and place of business which will make it attractive to customers.

This can be a threat, with the rapid development of products and the attractiveness of each coffee business, it will make competition even tighter in this field. This competition requires business actors to be able to determine the right price, maximize product quality and also the service quality of their place of business in facing existing competition in order to compete in the market. To overcome this, business actors must have a strong marketing strategy in marketing their goods and services so that they can survive in business competition.

Currently, business competition is getting tougher, so it must be faced in a healthy way and in accordance with existing regulations. The existence of competitors or rivals in a business is normal. What you need to do to win the competition is to think and carry out special strategies so that customers can switch to using your product rather than your competitors. There are several effective business strategies that you can do to win the competition easily.

Coffee shop entrepreneurs must have ways to increase customer satisfaction. Many factors influence customer satisfaction, which ultimately influences the goal of business actors, namely making a profit. For example, with the price factor, customers tend to choose companies that offer products at relatively cheaper prices. Because of this, one way to attract customer interest is by determining the right price for the products sold. Apart from relatively cheap prices, product quality and service quality also greatly influence the success and progress of a business venture. It is important that customers are satisfied by providing relatively cheap prices and good quality products and services. This means providing performance that meets or exceeds customer expectations with the aim of getting loyal customers so as to provide high benefits for the company.

Apart from that, many business people in the coffee sector are going deeper into their field in order to get the best product quality and become a specialty coffee shop. Business actors are competing to improve their quality control starting from the post-harvest process, roasting the coffee beans, to the

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quality of the roasted coffee beans, whether the coffee beans are still in the resting stage (resting coffee beans after being roasted) or already go through the stages. All the behavior of coffee entrepreneurs is carried out in order to better satisfy the taste buds of customers, especially coffee lovers. Business people, especially in the coffee sector, will maximize the coffee beans at their place of business in order to get the best quality. The coffee beans will be served when they are in their peak stage (golden period) so that customers will get a taste of a good quality product. Selected coffee with the best quality will also make a good impression on these customers.

However, the recent problem is that sales at the Doa Ibu coffee shop are experiencing problems, resulting in imperfect sales. This was due to problems during the pandemic with the PSBB which was regulated by the government which could lead to bankruptcy at the Doa Ibu Depok coffee shop. Sales, which should be 100% and in line with the target set by the company of IDR 20,000,000 per month, are now very far from the target. From the beginning of September 2020 to July 2021 it decreased drastically. Below we will show data on the income of the Doa Ibu coffee shop.

**Table 11** year income of Doa Ibu coffee shop.

MONTH	SALE	TARGET	TURNOVER
September 2020	Rp. 19,220,000	Rp. 20,000,000	NOT ACHIEVED
October 2020	RP. 18,508,000	Rp. 20,000,000	NOT ACHIEVED
November 2020	RP. 20,540,000	Rp. 20,000,000	ACHIEVED
December 2020	RP. 24,386,000	Rp. 20,000,000	ACHIEVED
January 2021	RP. 23,739,000	Rp. 20,000,000	ACHIEVED
February 2021	RP. 17,856,000	Rp. 20,000,000	NOT ACHIEVED
March 2021	RP. 20,410,000	Rp. 20,000,000	ACHIEVED
April 2021	RP. 16,415,000	Rp. 20,000,000	NOT ACHIEVED
May 2021	RP. 15,529,000	Rp. 20,000,000	NOT ACHIEVED
June 2021	RP. 14,808,000	Rp. 20,000,000	NOT ACHIEVED
July 2021	RP. 12,210,000	Rp. 20,000,000	NOT ACHIEVED

Source: Mother's Prayer Warkop, processed by the author in 2021

In the table above, it can be seen that sales of the Doa Ibu coffee shop have decreased since the issuance of government regulations, namely PSBB-PPKM, in the 2020-2021 range. This can be seen from sales in April 2021 which amounted to IDR 16,415,000, which did not reach the target of IDR. 20,000,000 and experienced repeated decreases until July 2021 when it only had income of Rp. 12,210,000, this has had a huge impact on the Doa Ibu coffee shop business. The Doa Ibu coffee shop is experiencing problems with factors that are not working properly, causing the company to experience sales that are not optimal. This is a consideration for the company as to what indications cause sales to decline periodically.

Kotler and Armstrong (2012) define a product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Product quality is a determining factor in customer satisfaction after purchasing and using a product. With good product quality, customers' desires and needs for a product will be met. Product quality is an important factor that influences the creation of customer satisfaction. According to Hidayat (2009), in Muhammad RP., et al (2019).

Service quality is also one of the main keys to success. This agrees with the opinion of service quality according to Tjiptono (2005) where service quality is an effort to fulfill customer needs and desires as well as the accuracy of delivery to balance customer expectations. Having good product quality and service quality and supported by a competitive pricing strategy will of course also influence customers' sense of trust. Trust arises from a long product until both parties trust each other. If trust has been established between customers and the company, efforts to build it will certainly be easier. Customer satisfaction is a level where the needs, desires and expectations of customers can be met which will result in repeat purchases or continued loyalty (Band, 1991). Customer satisfaction because of the products or services they receive from the company can create customer loyalty and devotion to companies that provide satisfactory quality.

## 2. METHOD

This research uses primary data with data collection methods through questionnaires distributed to 100 respondents. The sampling technique used in this research is purposive sampling. The data analysis technique uses multiple linear regression analysis and uses the Statistical Product and Service Solution (SPSS) version 26.0 program.

### 3. RESULT AND DISCUSSION

#### Description of Research Data

The object of this research is customer satisfaction at the Doa Ibu coffee shop in Depok City, which is predicted to be influenced by price, product quality and service quality. For the purposes of descriptive analysis, respondent characteristics are included. Respondent characteristics are data about the respondent's personality. These characteristics are needed to make it easier for researchers to analyze respondents, so that the characteristics of the majority and minority respondents can be identified. Such as age, last education, job and income.

#### A Brief History of the Company

Warung Kopi Doa Ibu has been established since 2013 and has focused on the coffee industry. However, Warung Kopi Doa Ibu not only sells coffee drinks but also non-coffee drinks. Warung Kopi Doa Ibu has the motto "Since In The Womb" which means it always warms the atmosphere and also creates comfort for its customers apart from the quality of the coffee/non-coffee drinks served as well as the quality of its service.

#### Respondent Characteristics

To obtain an overview of the characteristics of respondents, the following will explain the identity of respondents based on gender, age, expenditure. For the purposes of collecting data as analysis material by considering the situation and conditions faced, this sampling was aimed at 100 respondents. This research uses quantitative analysis with a data collection method using a questionnaire submitted to customer respondents at Doa Ibu Coffee Shop in Depok City.

#### Characteristics Based on Gender

The results of research on 100 respondents or samples, namely customers of Doa Ibu Coffee Shop in Depok City. By knowing the percentage of respondents' characteristics based on gender, the results obtained are as shown in the table and figure as follows:

**Table 2** Characteristics of Respondents Based on Gender

No.	Gender	Number of Respondents	Percentage
1	Man	80	80%
2	Woman	20	20%
	<b>Amount</b>	<b>100</b>	<b>100%</b>

Source: Data processed from questionnaire results, 2022

#### Diagram of Respondent Characteristics Based on Gender

Based on table 4.1 and figure 4.1, it can be seen that the number of respondents who are customers of Doa Ibu Coffee Shop in Depok City. Based on gender, there were 80 male respondents with a percentage of 80%, and 20 female respondents with a percentage of 20%. Based on the results above, it can be said that from the sample taken of 100 respondents, the largest number of respondents were male, namely 80 respondents with a percentage of 80%.

#### Characteristics Based on Age

The results of research on 100 respondents or samples, namely customers of Doa Ibu Coffee Shop in Depok City. By knowing the percentage of respondents' characteristics based on age, the results obtained are as shown in the table and figure as follows:

**Table 3** Characteristics of Respondents Based on Age

No.	Age	Number of Respondents	Percentage
1	< 20 Years	18	18%
2	20-25 Years	63	63%
3	26-30 Years	13	13%
4	> 30 Years	6	6%
	<b>Amount</b>	<b>100</b>	<b>100%</b>

Source: Data processed from questionnaire results, 2022

Based on table 3, it can be seen that the number of respondents who are customers of Doa Ibu Coffee Shop in Depok City. Based on age, namely respondents aged < 20 years as many as 18 people with a percentage of 18%, for respondents aged 20-25 years as many as 63 people with a percentage of 63%, respondents aged 25-30 years as many as 13 people with a percentage of 13% and for respondents There were 6 people aged more than > 30 years with a percentage of 6%. Based on the results above, it can be said that from the sample taken of 100 respondents, the largest number of respondents was obtained, namely 63 respondents aged 20-25 years with a percentage of 63%.

### Characteristics Based on Expenditures

The results of research on 100 respondents or samples, namely customers of Doa Ibu Coffee Shop in Depok City. It is known that the percentage of characteristics of respondents based on age shows the results in the table and figure as follows:

**Table 4** Characteristics of Respondents Based on Expenditures

No.	Expenditure	Number of Respondents	Percentage
1	< IDR 500,000/month	22	22%
2	IDR 500,000 – IDR 1,000,000/month	45	45%
3	IDR 1,000,000 – IDR 1,500,000/month	14	14%
4	> IDR 2,000,000/month	19	19%
	<b>Amount</b>	<b>100</b>	<b>100%</b>

Source: Data processed from questionnaire results, 2022

Based on table 4.3, it can be seen that the number of respondents who are customers of Doa Ibu Coffee Shop in Depok City. Based on expenditure, there are 22 respondents who have expenditures of less than Rp. 500,000/month with a percentage of 22%, for respondents who have expenditures of Rp. 500,000 – Rp. 1,000,000/month there are 45 people with a percentage of 45%, respondents who have expenditures of Rp. 1,000. 000 – IDR 1,500,000 as many as 14 people with a percentage of 14% and for respondents who had expenses of more than IDR 2,000,000 there were 19 people with a percentage of 19%. Based on the results above, it can be said that from the sample taken of 100 respondents, the largest number of respondents was obtained, namely respondents who had expenses of IDR 500,000 - IDR 1,000,000/month, 45 people with a percentage of 45%.

### Complete Results of Research Estimates

#### Descriptive Analysis

Descriptive Analysis of Price, Product Quality and Service Quality on Customer Satisfaction is an analysis taken from questionnaire data distributed to customers of Doa Ibu Coffee Shop in Depok City. This research was conducted to determine the influence of price, product quality and service quality on customer satisfaction based on the results of quantitative answers using a Likert scale.

**Table 5** Likert Scale Instrument

Statement	Score Weight
Strongly Disagree (STS)	1
Disagree (TS)	2
Undecided (RR)	3
Agree (S)	4
Strongly Agree (SS)	5

Source: (Sugiyono., 2018:94)

Based on the statements in the questionnaire that were submitted to respondents, various kinds of perceptions were obtained regarding the independent variables, namely Price (X1), Product Quality (X2) and Service Quality (X3) on the dependent variable, namely Customer Satisfaction (Y), each of which was different. statement item. Data analysis in the research used statistical calculation methods using SPSS version 26 program calculation tools, with the following results:

#### Price Descriptive Analysis (X1)

The average value of each indicator in the Price variable (X1) can be seen in table 4.5 as follows:

**Table 6** Total Average - Average Price (X1)

No	Price Statement (X1)	Mean
	<b>Price Affordability</b>	
1.	The ingredients at Doa Ibu Coffee Shop in Depok City are of high quality and varied compared to other Coffee Shop Shops.	3.91
	<b>Price Suitability Determines Product Quality</b>	
2.	Food and drinks are very cheap compared to other coffee shops	3.88
	<b>Price Suitability Determines Production Benefits</b>	
3.	In my opinion, the cups/drinks served are very unique and suitable for the price.	3.86
	<b>Price competitiveness</b>	
4.	In my opinion, the menu at Warung Kopi Doa Ibu is very varied, very interesting and	4.12

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No	Price Statement (X1)	Mean
	affordable.	
	Total Mean Price	15.77
	Total Average Mean Price	3.94

Source: Data processed from questionnaire results, 2022

Based on table 6, it shows that from the 100 respondents studied, the score obtained by the mean price (X1) was generally 3.94, this shows that for every indicator of the price variable that was asked of the respondents, a response of at least an affirmative was obtained. The highest mean value is in the fourth table with a value of 4.12 and the lowest mean value is in the third table with a value of 3.86.

#### Descriptive Analysis of Product Quality (X2)

The average value of each indicator in the Product Quality variable (X2) can be seen in table 4.6 as follows:

**Table 7 Total Average Product Quality (X2)**

No	Product Quality Statement (X2)	Mean
	<b>Product Variations</b>	
1.	Doa Ibu coffee shop ingredients are quality and varied compared to other coffee shops	4.25
	<b>Taste Matches Consumer Expectations</b>	
2.	Food and drink portions are as advertised and very delicious.	3.91
	<b>Hygienic Products</b>	
3.	The ingredients at Warkop Doa Ibu are guaranteed to be safe and hygienic.	4.29
	<b>The right size place</b>	
4.	The place at Warkop Doa Ibu in Depok City is always clean and comfortable.	4.03
	Total Mean	16.48
	Total Average Mean Product Quality	4.12

Source: Data processed from questionnaire results, 2022

Based on table 7, it shows that from the 100 respondents studied, the score obtained for the mean Product Quality (X2) was generally 4.12, this shows that for every indicator of the Product Quality variable that was asked of the respondents, an answer of at least agree was obtained. The highest mean value is in the second table with a value of 4.29 and the lowest mean value is in the third table with a value of 3.91.

#### Service Quality Analysis (X3)

The average value of each indicator in the Service Quality variable (X3) can be seen in table 4.7 as follows:

**Table 8 Total Average - Mean Service Quality (X3)**

No	Service Quality Statement (X3)	Mean
	<b>Reliability</b>	
1.	Doa Ibu Coffee Shop employees always offer other products, not just one product.	4.47
	<b>Responsiveness</b>	
2.	Employee Warung Kopi Doa Ibu always talks to its customers in an interesting way.	4.20
	<b>Guarantee</b>	
3.	Warung Kopi Doa Ibu provides a guarantee that makes me comfortable.	3.96
	<b>Empathy</b>	
4.	Doa Ibu Coffee Shop employees are always friendly.	3.02
	<b>Physical Evidence</b>	
5.	The food and drinks provided are as advertised	4.00
	Total Mean	19.65
	Total Average Mean Service Quality	3.92

Source: Data processed from questionnaire results, 2022

Based on table 8N, it shows that from the 100 respondents studied, the score obtained for the mean Service Quality (X3) in general was 3.92, this shows that for every indicator of the Service Quality variable that was asked of the respondents, an answer of at least agree was obtained. The highest mean value is in the first table with a value of 4.47 and the lowest mean value is in the fourth table with a value of 3.02.

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### Customer Satisfaction (Y)

The average value of each indicator in the Customer Satisfaction (Y) variable can be seen in table 4.8 as follows:

**Table 9** Total Average Customer Satisfaction (Y)

No	Customer Satisfaction Statement (Y)	Mean
<b>Re-Purchase(Repurchase)</b>		
1.	In my opinion, the performance of the employees at Warung Kopi Doa Ibu in Depok City is very comfortable, making me want to come back.	4.14
<b>Creating Word Of Mouth</b>		
2.	The employees at Doa Ibu Coffee Shop in Depok City are very kind and I will offer and invite my friends.	4.10
<b>Creating a Brand Image</b>		
3.	The prices and service of Doa Ibu Coffee Shop in Depok City give me satisfaction because the prices are affordable.	4.17
<b>Purchase Satisfaction</b>		
4.	The taste of food and drinks met my expectations no less.	3.89
Total Mean		16.3
Total Average Mean Customer Satisfaction		4.07

Source: Data processed from the results of the research questionnaire, 2022

Based on table 9, it shows that from the 100 respondents studied, the score obtained was that the mean Customer Satisfaction (Y) was generally 4.07, this shows that for every indicator of the Customer Satisfaction variable that was asked of the respondents, the answer was at least uncertain. The highest mean value is in the third table with a value of 4.17 and the lowest mean value is in the fourth table with a value of 3.89.

### Instrument Test

#### 1. Validity test

The validity and reliability tests that will be carried out in this research will use a sample of 100 respondents. The validity test was carried out to test whether the questionnaire items proposed as instruments in this research were suitable for use. The calculation is by comparing the calculated  $r$  with the  $r$  table. If the calculated  $r$  has a value greater than the  $r$  table where the correlation coefficient is more than 0.195, then the entire statement is declared valid so it can be used in this research.

##### a. Price (X1)

Below are the results of the validity test calculation which consists of 6 (six) statement items for the Price variable (X1) using the SPSS 26 program as a tool to help calculate a sample of 100 respondents, so that the following results are obtained:

**Table 10** Price Validity Test Results (X1)

Questionnaire	rCount	rTable	Information
Item X1.1	0.709	0.195	Valid
Item X1.2	0.655	0.195	Valid
Item X1.3	0.533	0.195	Valid
Item X1.4	0.672	0.195	Valid

Source: Primary Data SPSS 26 Output Item-Total Statistics. Processed 2022

Based on the results of table 10 above, it can be seen that all the questionnaires submitted have a Corrected Item Total Correlation value that is greater than the  $r$  table value in the N-100th sample, namely 0.195, which means that the overall  $r$  count  $>$   $r$  table. From the output of the Validity Test, the largest coefficient value for the Price instrument (X1) was found in the first item, namely 0.709, while the smallest value was found in the third item with a value of 0.533. From the overall output results of the proposed validity test using the SPSS 26 program as a calculation tool for the Price variable (X1), it is declared valid so that all statements from the Price variable (X1) can be used for the next stage.

##### b. Product Quality (X2)

Below are the results of the validity test calculation which consists of 3 (three) product quality variable statements (X2) using the SPSS 26 program as a tool to calculate a sample of 100 respondents, so that the following results are obtained:

**Table 11** Product Quality Validity Test Results (X2)

Questionnaire	rCount	rTable	Information
Item X2.1	0.688	0.195	Valid
Item X2.2	0.681	0.195	Valid
Item X2.3	0.621	0.195	Valid
Item X2.4	0.672	0.195	Valid

Source: Primary Data SPSS 26 Output Item-Total Statistics. Processed 2022

Based on the results of table 11 above, it can be seen that all the questionnaires submitted have a Corrected Item Total Correlation value that is greater than the r table value in the N-100th sample, namely 0.195, which means that the overall r count > r table. From the output of the Validity Test, the largest coefficient value for the Product Quality X2 instrument is found in the first item, namely 0.688, while the smallest value is in the third item with a value of 0.621. From the overall output results of the validity test submitted using the SPSS 26 program as a calculation tool for the Product Quality variable (X2), it is declared valid so that all statements from the Product Quality variable (X2) can be used for the next stage.

### c. Service Quality (X3)

Below are the results of the validity test calculation which consists of 2 (two) statement items for the Service Quality variable (X3) using the SPSS 26 program as a tool to help calculate a sample of 100 respondents, so that the following results are obtained:

**Table 12** Service Quality Validity Test Results (X3)

Questionnaire	rCount	rTable	Information
Item X3.1	0.423	0.195	Valid
Item X3.2	0.598	0.195	Valid
Item X3.3	0.774	0.195	Valid
Item X3.4	0.386	0.195	Valid
Item X3.5	0.738	0.195	Valid

Source: Primary Data SPSS 26 Output Item-Total Statistics. Processed 2022

Based on the results of table 12 above, it can be seen that all the questionnaires submitted have a Corrected Item Total Correlation value that is greater than the r table value in the N-100th sample, namely 0.195, which means that the overall r count > r table. From the output of the Validity Test, the largest coefficient value for the Service Quality instrument (X3) was found in the third item, namely 0.774, while the smallest value was found in the fourth item with a value of 0.386. From the overall output results of the validity test submitted using the SPSS 26 program as a calculation tool for the Service Quality variable (X3), it is declared valid so that all statements from the Service Quality variable (X3) can be used for the next stage.

### d. Customer Satisfaction (Y)

Below are the results of the validity test calculation which consists of 5 (five) statement items for the Customer Satisfaction variable (Y) using the SPSS 26 program as a tool to help calculate a sample of 100 respondents, so that the following results are obtained:

**Table 13** Customer Satisfaction Validity Test Results (Y)

Questionnaire	rCount	rTable	Information
Item Y1	0.570	0.195	Valid
Item Y2	0.605	0.195	Valid
Item Y3	0.688	0.195	Valid
Item Y4	0.582	0.195	Valid

Source: Primary Data SPSS 26 Output Item-Total Statistics. Processed 2022

Based on the results of Table 13 above, it can be seen that all the questionnaires submitted have a Corrected Item Total Correlation value that is greater than the r table value in the N-100th sample, namely 0.195, which means that the overall r count > r table. From the output of the Validity Test, the largest coefficient value for the Customer Satisfaction (Y) instrument was found in the third item, namely 0.688, while the smallest value was found in the first item with a value of 0.570. From the overall output results of the proposed validity test using the SPSS 26 program as a calculation tool for the Customer Satisfaction (Y) variable, it is declared valid so that all statements from the Customer Satisfaction (Y) variable can be used for the next stage.

## 2. Reliability Test

Test reliability is a test used to determine the consistency of the measuring instrument, whether the measuring instrument can be relied on for further use. After the validity test is declared valid, a reliability test is then carried out using the Cronbach's Alpha formula. Where an instrument can be said to be reliable if it has a reliability coefficient or alpha of more than 0.6. The results of the reliability test are presented in the table below:

**Table 14** Price Variable Instrument Reliability Test Results (X1), Product Quality (X2), Service Quality (X3) and Customer Satisfaction (Y)

No.	Variable	Reliability	Alpha	Information
1.	Price (X1)	0.814	0.6	Reliable
2.	Product Quality (X2)	0.834	0.6	Reliable
3.	Service Quality (X3)	0.779	0.6	Reliable
4.	Customer Satisfaction (Y)	0.798	0.6	Reliable

Source: Primary Data SPSS 26. Output Reliability. Processed 2022

From the results of data processing carried out using the SPSS 26 program as a calculation tool, in table 14 above it can be said that the totality of the questionnaire items for each variable is Price (X1), Product Quality (X2), Service Quality (X3) and Customer Satisfaction (Y) in this study is reliable as shown by the Cronbach's alpha value for all variables having a good value, namely above 0.6. So it can be interpreted that all the values of this research variable are said to be good and acceptable, as seen from the Reliability statistics output, namely the Cronbach's alpha value of all variables above the good level.

### Classic assumption test

In this research, the classical assumption test was carried out with four tests, namely, normality test, multicollinearity test, heteroscedasticity test and autocorrelation test with a sample size of 100 respondents.

#### 1. Normality test

One Sample Kolmogorov-Smirnov Test, or Normality Test is used to determine the population distribution, whether it follows a theoretical distribution (normal, Poisson, or uniform). Which aims to test whether in the regression model, the dependent variable and the independent variable both have a normal distribution. Distribution data is said to be normal if the level of significance value is  $> \alpha = 0.05$  and if vice versa  $< \alpha = 0.05$  then it is said to be abnormal. Below is a table of results from the Normality Test in this study.

**Table 15** Normality Test Output  
**One-Sample Kolmogorov-Smirnov Test**

			Unstandardized Residual
N			100
Normal Parameters, b	Mean		.0000000
	Std. Deviation		1.34398887
Most Extreme Differences	Absolute		.052
	Positive		.052
	Negative		-.043
Statistical Tests			.052
Asymp. Sig. (2-tailed)			.200c,d

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

The results from Table 15 above show that the Asymp Sig. (2-tailed) is 0.200. This means that the regression model in this study has a normal sample distribution based on the significance value  $> \alpha = 0.05$ . So it can be said that the distribution of Customer Satisfaction results originating from Price, Product Quality and Service Quality is normally distributed at the significance level  $\alpha = 0.05$ .

#### 2. Multicollinearity Test

The multicollinearity test is used to determine whether or not there are deviations from the classic assumption of multicollinearity, namely the existence of a linear relationship or variance inflation factor (VIF) value. If the Tolerance value is  $> 0.1$  or  $VIF < 10$ , then it can be said that there is no multicollinearity in the model being studied. To find out whether multicollinearity occurs, you can see table 4.15 below:



**Table 16** Multicollinearity Test Output  
Coefficientsa

Model		Collinearity Statistics	
		VIF	VIF
1	Price	,382	2,620
	Product quality	,365	2,739
	Service quality	,330	3,027

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output 26. Coefficients, linear regression. Processed 2022

Based on table 16 (Coefficients) it can be seen that the variance inflation factor (VIF) for each independent variable has the following values:

- VIF value for the Price variable (X1) of  $2.620 < 10$  and a tolerance value of  $0.382 > 0.10$ .
- VIF value for the Product Quality variable (X2)  $2.739 < 10$  and a tolerance value of  $0.365 > 0.10$ .
- VIF value for the Service Quality variable (X3)  $3.027 < 10$  and a tolerance value of  $0.330 > 0.10$ .

Thus, it can be concluded that the regression equation model does not have multicollinearity and can be used in this research.

### 3. Heteroscedasticity Test

In a good Heteroscedasticity Regression test, heteroscedasticity should not occur. This test aims to test whether a regression model has unequal variance from one observation to another. A good regression model is one that is homoscedastic, or does not have heteroscedasticity. In this study, researchers used the Heteroscedasticity Test with the Glejser test where the test results can be seen in the table below:

**Table 17** Glejser Test Output (Heteroscedasticity)

Model	B	Unstandardized Coefficients		Unstandardized Coefficients		Q	Sig.
		Std. Error	Beta	Beta	Q		
1 (Constant)	1,624	,614			2,644	,010	
Price	-.048	,051		-.152	-.944	,348	
Product quality	,093	,059		,257	1,566	.121	
Service quality	-.070	,048		-.249	-1,440	.153	

a. Dependent Variable: Abs\_res

Source: SPSS Output 26. Coefficients, linear regression. Processed 2022

Table 17 above explains that the results of each independent variable, namely Price Innovation (X1), Product Quality (X2) and Service Quality (X3), using the Gletjer model, obtained significant results greater than 0.05, which means that the data in this study did not occur. heteroscedasticity problem so that this research can be continued.

#### a. Autocorrelation Test

Autocorrelation is a situation where there is a strong correlation between one observation and another observation arranged according to a time series. The Autocorrelation Test aims to test whether in the linear regression model there is a correlation between confounding errors in the current period and confounding errors in the previous period. A good regression equation is one that does not have autocorrelation. If autocorrelation occurs then the equation is not good for production use. One measure to determine whether there is an autocorrelation problem is to use the Durbin-Watson (DW) test. Where the results of the autokeralcy test can be seen in the table below:

**Table 18** Autocorrelation Test Output Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.848a	,718	,710	1,365	1,834

a. Predictors: (Constant), Service Quality, Price, Product Quality

b. Dependent Variable: Customer Satisfaction

Source: SPSS Output 26. Coefficients, linear regression. Processed 2022

Based on table 18 it can be explained that the Durbin-Watson value is 1.834. Where the K value or number of independent variables is 3 and the N value or number of respondent data = 100. So we get the dL value = 1.6131 and the dU value = 1.7364 then the 4-dU value = 2.2636. If it is included in the criteria, the results obtained are  $dU < DW < 4-dU$  ( $1.7364 < 1.834 < 2.2636$ ), which means that the regression model obtained does not have autocorrelation.

### b. Multiple Linear Regression Analysis

Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of the independent variable (X) on the dependent variable (Y). where the independent variables are Price (X1), Product Quality (X2) and Service Quality (X3) and the dependent variable is Customer Satisfaction (Y). In calculating the regression coefficients in this study, the SPSS 26 program was used. Below are the output results presented in Table 19 as follows:

**Table 19** Multiple Linear Regression Analysis

		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	Sig.
1	(Constant)	1,358	,985		,171
	Price	,179	,081	,193	,030
	Product quality	,282	,095	,266	,004
	Service quality	,380	,078	,461	,000

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output 26. Coefficients, linear regression. Processed 2022

Based on table 19, it is known that the multiple linear regression equation known in the Standardized Coefficient column is as follows:

$$Y = 0.193X_1 + 0.266X_2 + 0.461X_3$$

Information :

Y = Customer Satisfaction

X1 = Price

X2 = Product Quality

X3 = Service Quality

The interpretation of the results of this equation is as follows: The Price Regression Coefficient has a contribution of 0.193 to the Customer Satisfaction variable. This means that if the Price variable increases, the Customer Satisfaction variable will increase by 0.193. The Product Quality regression coefficient has a contribution of 0.266 to the Customer Satisfaction variable. If the Product Quality variable increases, the Customer Satisfaction variable will increase by 0.266. The Service Quality regression coefficient has a contribution of 0.461 to the Customer Satisfaction variable. If the Service Quality variable increases, the Customer Satisfaction variable will increase by 0.461.

### c. Model Feasibility Test

#### 1) F Test (Anova)

To test significance The influence of the independent variables, namely Price, Product Quality and Service Quality on the dependent variable, namely Customer Satisfaction, uses the ANOVA test (F Test). The test results using a significance level of 0.05 are as follows:

**Table 20** Model Feasibility Test Output (F Test)

		ANOVAa					
		Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression		456,176	3	152,059	81,631	,000b
	Residual		178,824	96	1,863		
	Total		635,000	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Price, Product Quality

Source: SPSS 26 output. ANOVA. Processed 2022

As shown in the Anova Table data output in Table 20 above, it can be explained that the Fcount value is 96.013 with a sig value of 0.000. Based on the results of calculations assisted by the SPSS 26 program, the

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value Sig = (0.000) is obtained which is smaller than the alpha or error limit level obtained, namely 5% ( $\alpha = 0.05$ ). The meaning of the Sig value in the Anova table, the model is said to be significant because it is below the specified alpha value limit of  $0.000 < 0.05$ . So it can be concluded that in this study the model is said to be significant and suitable for use in this research based on the Sig value obtained, that all independent variables can explain any changes in the value of the dependent variable because they have a significant influence.

## 2) Coefficient of Determination (R<sup>2</sup>)

Coefficient of Determination Analysis (R<sup>2</sup>) is used to determine how much the independent variable developed in this research is able to explain the dependent variable.

**Table 21** Determination Coefficient Output (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848a	.718	.710	1,365

a. Predictors: (Constant), Service Quality, Price, Product quality

Summary. Processed 2022

Source: SPSS 26 output.

In Table 21 it can be seen that the Coefficient of Determination (R<sup>2</sup>) is 0.718. This means that the relationship between the independent variable and the dependent variable is 71%, which means that 71% of the variation in Customer Satisfaction is influenced by variations in Price, Product Quality and Service Quality, while 29% is explained by other factors outside the regression model analyzed in this research. .

## 3) t test (Research Hypothesis Test)

This test is used to determine the significance of the influence of the independent variable partially or individually on the dependent variable. This influence can be estimated with the obtained significant and t values. To find out whether price (X1), product quality (X2) and service quality (X3) have a significant effect on customer satisfaction (Y).

**Table 22** t test Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1,358	,985		1,378	,171
Price	,179	,081	,193	2,207	,030
Product quality	,282	,095	,266	2,972	,004
Service quality	,380	,078	,461	4,896	,000

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output 26. Coefficients, linear regression. Processed 2022

Based on the calculation results in table 22, it is explained as follows:

## 4) Price Hypothesis Testing (X1) Towards Customer Satisfaction (Y)

Based on the test results in table 4.18 above, it shows that the calculated value of the Price variable (X1) is 2,207 with a significant value of 0.001, the t value must be found table ( $\alpha = 0.05$ ) is 1.984, because the t value ( $2.207 > 1.984$ ) is at a significant level ( $0.030 < 0.05$ ), then Ho is rejected and Ha is accepted, which means there is a positive and significant influence between Price (X1) on Customer Satisfaction (Y).

## 5) Submission of Product Quality Hypothesis (X2) Towards Customer Satisfaction (Y)

Based on the test results in table 4.18 above, it shows that the tcount value for the Product Quality variable (X2) is 2.972 with a significant value of 0.001, so the ttable value ( $\alpha = 0.05$ ) must be looked for which is 1.984 because the tcount value is ( $2.972 > 1.984$ ) with a significant level ( $0.004 < 0.05$ ), then Ho is rejected and Ha is accepted, which means there is a positive and significant influence between Product Quality (X2) on Customer Satisfaction (Y).

## 6) Submission of Service Quality Hypothesis (X3) Towards Customer Satisfaction (Y)

Based on the test results in table 4.18 above, it shows that the tcount value for the Service Quality variable (X3) is 4.896 with a significant value of 0.000, so the ttable value ( $\alpha = 0.05$ ) must be looked for which is 1.984, because the tcount value is ( $4.896 > 1.984$ ) with the level significant ( $0.000 < 0.05$ ), then Ho is rejected and Ha is accepted, which means there is a positive and significant influence between Service Quality (X3) on Customer Satisfaction (Y).

## Discussion

### Price Effect (X1) Towards Customer Satisfaction (Y)

Based on the results of research conducted by researchers, it was found that price had a positive and significant effect on customer satisfaction at the Doa Ibu coffee shop among consumers in Depok City. This is proven by the t test of the Price variable on Customer Satisfaction showing a t count of 2.207. The regression coefficient is 0.193 and the significant value is 0.030 which is smaller than 0.05. This positive influence means that the higher the price given by the company, the higher the customer satisfaction at Doa Ibu Coffee Shop in Depok City. Price has a positive and significant influence on customer satisfaction at Doa Ibu Coffee Shop in Depok City.

The results of this research are in line with previous research by Darsih Sulastri, (2019) entitled "The Influence of Price, Product Quality and Service Quality on Consumer Satisfaction (Study at the Cikarang Hidayah Rice Store)". Price partially has a positive and significant influence on Satisfaction Customer. In his research, he stated that price is known to have a significant influence on customer satisfaction.

### Influence of Product Quality (X2) Regarding Customer Satisfaction (Y)

Based on the results of research conducted by researchers, the results were obtained that product quality has a positive and significant effect on customer satisfaction at Doa Ibu Coffee Shop among consumers in Depok City. This is proven by the t test of the Product Quality variable on Customer Satisfaction showing a t count of 2.972. The regression coefficient is 0.266 and the value probability of 0.004 which is smaller than 0.05. This positive influence means that the higher the product quality provided by the company, the higher the customer satisfaction among consumers at Doa Ibu Coffee Shop in Depok City.

According to the results of the average product quality (X2) overall identify that Product Quality gets a good score. In line with research conducted by Ina Mur Diana, (2017) in her research entitled "The Influence of Product Quality, Service Quality, and Price on consumer satisfaction (Case study at Viola Ladies Boutique in Yogyakarta)", shows that by providing good product quality This will create customer satisfaction and customers will like the quality of the product, which will increase the sales of Doa Ibu Coffee Shop.

### The Influence of Service Quality (X3) on Customer Satisfaction (Y)

Based on the results of research conducted by researchers, the results were obtained that Service Quality has a positive and significant effect on Customer Satisfaction at the Doa Ibu Coffee Shop in Depok City. This is proven by the t test of the Service Quality variable on Customer Satisfaction showing a t count of 4.896. The regression coefficient is 0.461 and the probability value is 0.000 which is smaller than 0.05. This positive influence means that the higher the quality of service provided by the company, the higher the customer satisfaction of the Doa Ibu coffee shop in Depok City and conversely, the lower the service quality provided by the company, the lower the customer satisfaction of the Doa Ibu coffee shop in Depok City.

According to the results of the average mean Service Quality (X3) overall identify that Product Quality gets a good score. The results of this research are also in accordance with the findings of research conducted by Albertus Ferry, (2012) entitled "Analysis of the influence of Price, Product Quality and Service Quality on Customer Satisfaction (Study at Waroeng Special Sambal, Lampersari Semarang branch)" which partially has a positive influence and significant to Customer Satisfaction. In his research, he stated that Customer Quality is known to have a significant influence on Customer Satisfaction.

## 4. CONCLUSION

Based on the results of research and explanations from the previous chapter, as well as discussions accompanied by theories and concepts that support this research entitled The Influence of Price, Product Quality and Service Quality at Doa Ibu Coffee Shops on customers in Depok City, the following conclusions are obtained: Price has an influence on Customer Satisfaction at the Doa Ibu Coffee Shop in Depok City. This means that if the price decreases or is slightly cheaper it will increase customer satisfaction. Product quality influences customer satisfaction at the Doa Ibu coffee shop in Depok City. This means that if product quality increases, customer satisfaction will increase. Service Quality has a positive and significant effect on Customer Satisfaction at Doa Ibu Coffee Shop in Depok City. This means that if Service Quality increases it will increase Customer Satisfaction. Based on the analysis carried out in the research and the conclusions that have been stated previously, the author tries to convey several suggestions that may be useful and can be used as input for Warung Kopi Doa Ibu and future researchers to be able to maintain and increase customer satisfaction, including the following: For Companies, According to the results of research on Prices with indicators Conformity to specifications Price Suitability Determining Production Benefits needs

to be reviewed by more equalizing all prices according to production benefits in order to further improve their Coffee Shop. Meanwhile, price competitiveness needs to be maintained in order to increase customer satisfaction at Doa Ibu Coffee Shop in Depok City. According to the results of research on Product Quality, this needs to be reviewed again by the company in order to provide a better impression of experience for customers, especially in the Taste indicator in accordance with customer expectations. This must be improved again because in order to improve the product quality of Doa Ibu Coffee Shop, meanwhile Hygienic indicators for the Product Quality variable need to be maintained and improved on the company's image with the aim of no other than making the company's name good, so that it will influence everything about what the company does. According to the results of research on Service Quality with the Empathy indicator, Service Quality needs to be improved again by means of Warung Kopi Doa Ibu must improve its service in empathy so that customers are confident or interested that Warung Kopi Doa Ibu is able to prioritize customer interests when there are problems with service. Meanwhile, the Reliability indicator needs to be maintained and improved again so that customers remain confident in Warung Kopi Doa Ibu because it is able to meet needs and provide satisfaction for customers, especially in the Depok City area. For future researchers,

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