


The influence of service quality on customer satisfaction at Kopi Sadis Medan cafe

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Article Info	ABSTRACT
Keywords: Service quality, guest satisfaction	The purpose of this study is to find out whether service quality affects customer satisfaction at Kopi Sadis Café Medan. The sample of this study was 106 people. Data analysis with Simple Regression test with model specification (classic hypothesis test), hypothesis testing with coefficient determination test (R ²) gave an R value of 0.422, which means that there is a fairly close relationship between service quality and customer satisfaction. Kopi Sadis Café Medan or 42.2% and the test part (t-test), while SPSS is used to process the data. The research results show that service quality can explain the existence of the customer satisfaction variable, except that service quality partially and significantly affects customer satisfaction.
This is an open access article under the CC BY-NC license 	Corresponding Author: Devi Marwati Tourism Management, Sekolah Tinggi Ilmu Manajemen Sukma Medan Marwati116@gmail.com

INTRODUCTION

The number of places specializing in the enjoyment of food and drink is increasing in times of globalization. They are usually called "cafes". Today's generation incorporates meeting their nutritional needs into their daily lives [1]. It is not surprising that customers often experience In addition to the food and drinks on offer, cafes are also visited for other reasons, such as relaxing or meeting business partners. Therefore, cafe managers should create new ideas according to current trends and focus on appearance, atmosphere and service quality, which makes the cafe comfortable for all customers. This is demonstrated by the large number of coffee shops that compete on atmosphere and quality of service, aspects that coffee shops use to attract new customers and retain the interest of existing customers. It is true that more traders work in the culinary industry than before, and there is more competition between these specialists [2]. So, the management of the coffee shop must provide a high level of service to each of its customers in order to succeed in the business world. To meet the needs of each customer, service quality establishes and regulates excellence standards [3]. To meet the needs of each customer, service quality sets and regulates the standard of excellence. The degree to which service quality meets customer expectations shows what can be done. Service quality is the expected level of perfection and management of that level of excellence to meet customer expectations [4].

Cafes must prioritize customer delight if they want to stay in business. Sadis Coffee Café constantly considers marketing elements such as the level of service provided to satisfy customers [5]. Sadistic coffee shops look for ways to increase customer happiness because they understand the importance of customers and their impact on business [6]. This is also evaluated by sadistic coffee shops, so its impact on customers and the basis for business growth must be reassessed. Comparing the performance or results of the product in question [7].

Literature Review

Service quality

Service quality is a management strategy and an integrated system in which all managers and employees participate and which use qualitative and quantitative methods to ensure that the needs, desires and expectations of consumers are met and exceeded for the continuous improvement of organizational processes [8]. Service quality must start with the customer's needs and end with the customer's understanding. The customer's perception of the quality of customer service is one of the determining factors of marketing success [9].

Service quality requires that all managers and employees continuously improve the organization's processes using qualitative and quantitative methods to ensure that the needs, wants and expectations of consumers are met. A strategic and integrated management system that ensures you exceed your expectations. Service quality must start with customer needs and end with customer perceptions [7].

Indicators Service quality

Indicators Service Quality Lists five characteristics of excellent service, namely [10]:

1. Tangible
The ability of a company to prove its existence to external parties.
2. Reliability/mere ability to provide services accurately and reliably as promised.
Performance must satisfy customer expectations.
3. Responsive
Software support and fast (reactive) and accurate service to guests through simple communication.
4. Guarantee
Guarantees the professionalism, courtesy and reliability of personnel and guarantees freedom from danger, threats and suspicion.
5. Empathy
Create good communication and be ready to understand customers' requirements.

Guest Satisfaction

The state or feeling of pleasure achieved when a product meets consumer requirements and expectations. Customer satisfaction is the key to the success and competition of a restaurant [7]. Customer satisfaction is a situation where consumers are satisfied or dissatisfied with the menu, delivered prices, service, etc. after fulfilling their wishes and expectations [11].

Function of indicators

[12] Customer satisfaction can be measured by the following measures:

1. product quality
2. quality of service
3. price
4. delivery time
5. security

METHOD

Population and sample

Population is a general area that includes objects and objects with positive sizes and characteristics that researchers decided to study and then draw conclusions [13]. The sampling technique used in this study is non-probability sampling, in which all elements of the population do not have the same probability of being sampled, that is because of the limited input time, so the census in Kopi Sadis cafe is a targeted sampling. . in January is $73\% \times 145 = 105.85$ rounded to 106 [14].

Operational definition of variables

Based on the formulation of the problem, the variables in this study can be identified as follows:

1. The dependent variable is the variable that affects the dependent variable which is service quality(X).
2. The dependent variable is the variable that is influenced by the independent variable,namely customer satisfaction (Y).

Tabel 1. Operationalization of Research Variable

No	Variable	Definition	Indicator	Measuring Scale
1	Service quality	Service quality is a management strategy and a comprehensive system that involves all managers and employees and that uses qualitative and quantitative methods to ensure that the needs, desires and expectations of consumers are met and exceeded for continuous improvement of the organization's processes. Service quality must start with the customer's needs and end with the customer's understanding. The customer's perception of the quality of customer service is one of the determining factors of marketing	<ol style="list-style-type: none"> 1. Tangible 2. Realibility 3. Responsive 4. Assure 5. Emphaty 	Likert

	success. [7]																	
2	Customer Satisfaction	A state or feeling of pleasure that is achieved when a product meets the demands and expectations of the consumer. Customer satisfaction is the key to success and competition of food service satisfaction. [15].	<table border="0"> <tr> <td>1.</td> <td>Product quality</td> <td>Likert</td> </tr> <tr> <td>2.</td> <td>Service Quality</td> <td></td> </tr> <tr> <td>3.</td> <td>Price</td> <td></td> </tr> <tr> <td>4.</td> <td>Delivery Time</td> <td></td> </tr> <tr> <td>5.</td> <td>Safety</td> <td></td> </tr> </table>	1.	Product quality	Likert	2.	Service Quality		3.	Price		4.	Delivery Time		5.	Safety	
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3.	Price																	
4.	Delivery Time																	
5.	Safety																	

Data Analysis Model

The data analysis method used in this study is a quantitative descriptive method while the analysis model used in this study is simple linear regression with equation model;

$$Y = a + \beta x + e$$

Where:

Y = Customer satisfaction

X = Quality of service

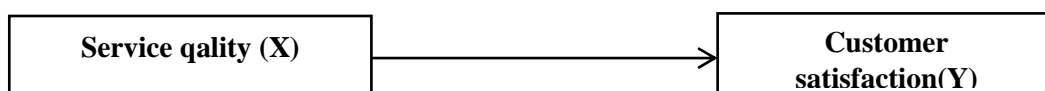
β = Regression coefficient

a = Constant

e = Error of Term (variable not examined)

Framework

A successful company in the long run is one that is able to satisfy all customer needs in terms of service because satisfaction or dissatisfaction with product and service affects subsequent behavior. The relationship between the variables considered in this study can be described in the following framework:



The hypothesis is a temporary answer to the research problem formulation and is based on the definition above, the hypothesis of this research is “ The influence of service quality on customer satisfaction at kopi sadis café”.

a. Coefficient of Determination (R^2)

The coefficient of determination (R^2) essentially measures how much the model is able to explain the dependent variable. The greater the value of the coefficient of determination (closer to a), it can be said that the influence of the independent variable (X) is greater on the dependent variable (Y).

b. Partial Test (Uji t)

The partial test (t test) aims to see the effect of service quality on guest satisfaction, with the following criteria:

1. If t_{count} table, then H_0 is accepted, H_1 is rejected, meaning that partially this research has no effect.
2. If t_{count} table. then H_0 is rejected, H_1 is accepted, meaning that partially this research has no effect.

RESULT AND DISCUSSION

Validity and Reability Test Results

Validity test is used to see the validity of the instrument used in the study. The instrument is said to be valid if $r_{count} > r_{table}$. The validity results of each research variable statement are as follows:

Table 1 Validity of Service Quality Variable Instruments (X)

Instrumen	Validitas Value		Conclusion
	Rhitung	Rtabel	
Service 1	0,419		Valid
Service 2	0,236		Valid
Service 3	0,465		Valid
Service 4	0,248	0,1909	Valid
Service 5	0,482		Valid
Service 6	0,419		Valid
Service 7	0,229		Valid
Service 8	0,343		Valid
Service 9	0,288		Valid
Service 10	0,199		Valid

Source: SPSS.23 data processing results (2023)

From table 4.1 it can be seen that the test results for each instrument of service quality variable (X) have a rcount of 0.1909, thus it can be concluded that overall the statement instrument of the service quality variable used is valid.

Table 2 : Validity of Customer Satisfaction Variable Instruments (Y)

Instrumen	Validitas Value		Conclusion
	Rhitung	Rtabel	
Customer Satisfaction 1	0,452		Valid
Customer Satisfaction 2	0,575		Valid
Customer Satisfaction 3	0,465		Valid
Customer Satisfaction 4	0,753	0,1909	Valid
Customer Satisfaction 5	0,332		Valid
Customer Satisfaction 6	0,243		Valid
Customer Satisfaction 7	0,391		Valid
Customer Satisfaction 8	0,322		Valid
Customer Satisfaction 9	0,200		Valid
Customer Satisfaction 10	0,268		Valid

Source: SPSS.22 data processing results (2023)

From desk 4.2 it can be seen that the test results of each facility variable instrument (Y) have an rcount of 0.1909 thus it can be concluded that overall the statement instrument of the service quality variable used is valid.

Reliability testing ensures that the instrument used is a reliable, regular and stable tool when it is used repeatedly at different times. An instrument is considered reliable if the calculated Cronbach's alpha value is tolerance Cronbach's alpha (0.6). The reliability test results are as follows:

Table 3 : Results of Research Instrument Reliability

No	Variabel	Nilai Cronbach's Alpha	Kesimpulan
1	Service Quality (X)	0,672	Reliabel
2	Customer Satisfaction (Y)	0,722	Reliabel

The reliability check results display that the Cronbach's alpha price of all variables is greater than 0.6, so it can be concluded that this studies questionnaire is stated to be reliable.

Simple Linear Regression Test Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	14.720	2.735		5.382	.000
Service quality	.620	.071	.650	8.712	.000

a. Dependent Variable: customer satisfaction

Based on the test results above, the t value level for the service quality variable is with a t value of 8.712 So to find out how big the level of influence is on the variable, an assessment is carried out with the t value as follows.

$$Y = 14.720 + 0.620x$$

So the value of the influence of service quality increases by 0.620. The meaning of this statement is that if the service quality value (variable x) increases from 1 unit then the guest satisfaction value (variable y) will increase by 0.620. If there is an increase of more than 1 then the value is 0. So it can be seen that the t value in the table above is greater than the t table value, namely 8,712, so there is a significant influence between service quality and guest satisfaction.

Coefficient of Determination (R²)

The purpose of the coefficient of determination is to measure the ability of the independent variable to explain the dependent variable. The values of the coefficient of determination are given in the following table.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650 ^a	.422	.416	1.98449

a. Predictors: (Constant), Facility, Service quality

The coefficient of determination (R²) value obtained from the above table is 0.422 or 422%, which indicates that the service quality variable is able to explain the variation in

customer satisfaction of Kopi Sadis Cafe, while the remaining 57.8% is explained by other variables that do not were investigated in this study. , such as facilities, prices, etc..

Partial Test (t Test)

The purpose of the partial test (t-test) is to investigate the effect of the best possible carrier, logo and payment on customer satisfaction using the following standards:

1. If $t_{\text{count}} \leq t_{\text{table}}$, then H_0 is standard, H_1 is rejected, which means that this study is not effective at the same time.
2. If $t_{\text{count}} > t_{\text{table}}$ then H_0 is rejected, H_1 is day of the week, which means this study has a partial effect.

Table 4.Partial Test Results (t test)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	T Sig.
1 (Constant)	14.720	2.735		5.382 .000
Service quality	.620	.071	.650	8.712 .000

a. Dependent Variable: Customer Satisfaction

Based on the table it can be seen that: that the calculated f-value (8.712) of service quality effect is greater than the t-table (1.983) and the significance value of 0.000 is less than alpha (0.05), so H_0 is rejected. H_1 is accepted, so service quality has a positive and significant effect. About the customer satisfaction of Kopi Sadis Cafe Medan.The results of the first hypothesis testing show that high service quality can affect the customer satisfaction of Kopi Sadis Cafe Medan.

This is proven by the coefficient of determination (R^2) value obtained at 42.2%, which means that customer satisfaction is quite satisfied, which can be seen on the satisfaction scale. a visitor At the same time, the rest is determined by other variables that are not considered in this study, such as amenities, price, etc.The results of the second hypothesis testing show that service quality partially affects the satisfaction of Kopi Sadis Cafe Medan guests. This is evidenced by the value of tcount being greater than ttable..

CONCLUSION

When writing the thesis, it was concluded that based on the partial test conducted by the author, it was found that it had a positive and significant effect on Kopi Sad Cafe Medan, the variable quality of service could explain the differences between guests. satisfaction with Hotel Polonia Medan 42.2%, while the remaining 57.8% can be explained by variables that were not considered in this study, such as facilities, prices, etc.

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