


## The Influence of Facilities, Quality, and Price on Consumer Satisfaction at Welijo Cafe and Freshmarket

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Article Info	ABSTRACT
<p><b>Keywords:</b> Facilities, Quality, Price, Consumer Satisfaction.</p>	<p>This study aims to examine the influence of facilities, quality, and price on consumer satisfaction at welijo cafe and freshmarket. This study used a sample of 97 respondents. The hypothesis test used in this study uses validity test, reliability test, classical assumption test, determination coefficient test, multiple linear regression test, t test, and f test. The data that has been collected is analyzed using SPSS version 25. The results of the t-test analysis showed that the facility variable (X1), the quality variable (X2), and the price variable (X3) had a positive influence on consumer satisfaction (Y). With the result of (X1) t count (3,054) &gt; t table (1,985), (X2) t count (3,846) &gt; t table (1,985), (X3) t count (2,603) &gt; t table (1,985). The results of the F test were obtained with an F value calculated &gt; F table (68,342 &gt; 2.70). The test results show that facilities, quality, and price partially affect consumer satisfaction at welijo cafe and freshmarket, the results of simultaneous testing of facilities, quality, and price affect consumer satisfaction at welijo cafe and freshmarket. And the dominant variable that affects consumer satisfaction is quality.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Siti Kholifah Master of Management Study Program, Postgraduate, Lamongan Islamic University <a href="mailto:sitikholidah@unisla.ac.id">sitikholidah@unisla.ac.id</a></p>

### INTRODUCTION

The culinary business is one of the many businesses that are growing rapidly even in times of crisis. This is because basically food is one of the basic human needs that must be met, so if food and beverages are still the priority needs, the culinary business will continue to grow and develop. The development of this culinary business is accompanied by an increasing number of restaurants that have sprung up.

So that research will be carried out, especially in the city of Lamongan by taking café objects to review the extent of the influence of facilities, quality and price on consumer satisfaction for the business. In today's increasingly fierce food industry competition, every food entrepreneur must be able to consider what makes consumers interested in the business.

Consumer satisfaction is a way to win the competition in the business because it will have an impact on the business that is run, if consumers are satisfied, it will increase purchases of products. Facilities According to Kotler (2019:45) Facilities are physical resources that exist before services can be provided to consumers. Examples of facilities

include the condition of the facility, completeness, interior and exterior design, and level of cleanliness, especially those that are closely related to what is desired, experienced or received directly by the community.

According to Kotler and Keller, in Rokhimah's research (2022:27), quality is the totality of features and characteristics of products or services that are able to satisfy consumer needs. According to Amirullah (2021:180), Price is the nominal value of a good or service that is exchanged by a buyer to a seller in order to obtain goods or services needed by the buyer to meet needs and satisfaction.

According to Umar in the book Indrasari (2019:82), consumer satisfaction is the level of consumer feelings after comparing what he receives and his expectations. A customer if they are satisfied with the value provided by the product or service, they are very likely to be customers for a long time.

Based on several previous studies, facilities, quality, and price are important factors that can affect consumer satisfaction. Research by Kholifah and Sulaiman (2024) shows that facilities, quality, and price have a partial or simultaneous effect on consumer satisfaction at Welijo Cafe and Freshmarket, with quality as the most dominant variable. The findings are in line with the research of Fathoni and Suprpto (2016) which states that the quality of service, price, and facilities affect customer satisfaction. In addition, Zulyanti, Badriyah, and Al Vandik (2021) also explained that service quality, product quality, price perception, and facilities have an influence on customer satisfaction. Therefore, comfortable facilities, good product and service quality, and prices that are in accordance with the benefits received by consumers can be important factors in increasing consumer satisfaction at Welijo Cafe and Freshmarket.

## METHODS

The location of this research was conducted at welijo café and freshmarket. The population in this study is all consumers from welijo cafe and freshmarket who made purchases during the last three months from August, September, and October 2023 at welijo café and freshmarket which totals 3,093 population. With a sample of 97 respondents using simple random sampling. And this study uses a quantitative method.

## RESULTS AND DISCUSSION

### Validity Test

According to Ghozali (2018:51), the validity test is a test used to measure the validity or validity of a questionnaire. Then the  $r$  of the table can be determined by  $df = N - 2$  ( $97 - 2 = 95$ ) with a result of 0.168. The results of the calculation through SPSS version 25 are as follows:

Variabel	r count	R table	Conclusion
Facilities (X1)			
1. X1.1	0,737	0,168	Valid
2. X1.2	0,815	0,168	Valid
3. X1.3	0,720	0,168	Valid
4. X1.4	0,828	0,168	Valid

Variabel	r count	R table	Conclusion
Quality (X2)			
1. X2.1	0,732	0,168	Valid
2. X2.2	0,766	0,168	Valid
3. X2.3	0,728	0,168	Valid
4. X2.4	0,787	0,168	Valid
5. X2.5	0,804	0,168	Valid
6. X2.6	0,687	0,168	Valid
7. X2.7	0,763	0,168	Valid
Price (X3)			
1. X3.1	0,841	0,168	Valid
2. X3.2	0,854	0,168	Valid
3. X3.3	0,907	0,168	Valid
4. X3.4	0,787	0,168	Valid
Consumer Satisfaction (Y)			
1. Y1.1	0,863	0,168	Valid
2. Y1.2	0,834	0,168	Valid
3. Y1.3	0,774	0,168	Valid
4. Y1.4	0,868	0,168	Valid

Source : Primary Data Processed 2024

It can be seen that the r value calculated on all statements on the facility variable (X1), quality variable (X2), price variable (X3), and consumer satisfaction variable (Y) indicates that the r value is calculated  $> r$  table. So it can be concluded that all statements in the variable are valid.

### Reliability Test

According to Ghozali (2018:45), a reliability test to measure a questionnaire that is an indicator of a variable.

Variabel	Cronbach's Alpha	Reliability Standards	Remarks
Facilities (X1)	0,779	0,60	Reliabel
Quality (X2)	0,860	0,60	Reliabel
Price (X3)	0,866	0,60	Reliabel
Consumer Satisfaction (Y)	0,854	0,60	Reliabel

Source : Primary Data Processed 2024

The reliability value is obtained by looking at Cronbach's Alpha column, if the reliability value  $> 0.60$  then it can be said that the instrument used is reliable. Based on these results, it can be seen that the value of Cronbach's Alpha on the four variables  $> 0.60$ . So it can be concluded that all statements are reliable.

### Classic Assumption Test

#### Normality Test

The smirnof kolmogrov test is performed by looking at the Sig value or probability value  $< 0.05$ , then it is abnormally distributed, and if the Sig value or probability value is  $> 0.05$ , then it is normally distributed.

		Unstandardized Residual
N		97
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.15736565
Most Extreme Differences	Absolute	.096
	Positive	.096
	Negative	-.067
Test Statistic		.096
Asymp. Sig. (2-tailed)		.100 <sup>c</sup>

Source : Primary Data Processed 2024

Based on the table above, the sig value is 0.100, according to Ghozali (2018:161), it is stated that the kolmogrov-smirnov test value is greater than 0.05, which means that the residual data is normally distributed so that it is suitable for use.

### Multicollinearity Test

The multicollinearity test is used to detect the presence or absence of multicollinearity by paying attention to the value of the Variance Inflation Factor (VIF) and the tolerance value. To show the existence of multicollinearity, the tolerance value is  $> 0.10$  or equal to the VIF value  $< 10$ .

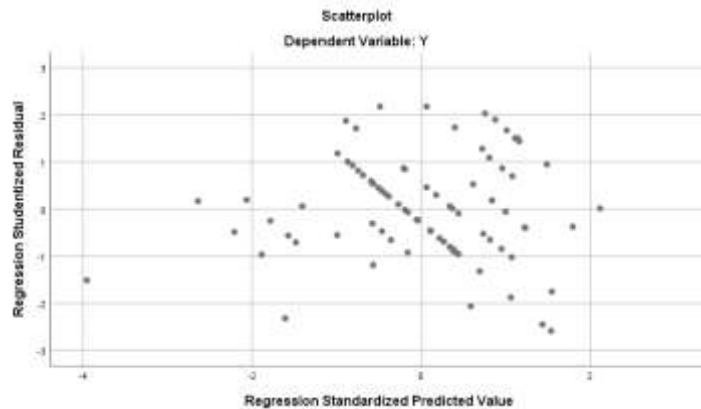
Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	1.408	1.121		1.257	.212		
X1	.277	.091	.248	3.054	.003	.509	1.964
X2	.263	.068	.445	3.846	.000	.251	3.982
X3	.192	.074	.243	2.603	.011	.384	2.604

Source : Primary Data Processed 2024

Based on the results of the multicollinearity test in the table above, the tolerance value of the facility variable (X1) was 0.509, the quality variable (X2) was 0.251 and the price variable (X3) was 0.384. Meanwhile, the VIF value of the facility variable (X1) is 1,964, the quality variable (X2) is 3,982, and the price variable (X3) is 2,604. It can be concluded that in this study "there is no multicollinearity relationship" because the variables in this study have a tolerance value of  $> 0.10$  and a VIF value of  $< 10$ .

### Heteroscedasticity Test

The heteroscedasticity test can be done by looking at the scatter-plots diagram of the bound prediction value, namely ZPRED with the residual SRESID to detect the presence or absence of heteroscedasticity, can be done by looking at the scatter-plots graph image.



Source : Primary Data Processed 2024

In the image above, it shows that the scatter-plots are scattered randomly, and scattered both above and below the number 0 on the Y axis.

**Autocorrelation Test**

According to Ghozali (2018:111), the autocorrelation test aims to test whether the linear regression model has a correlation between the disruptive error in the t-period and the disruptive error in t-1 (previously). If a correlation occurs, it is called a correlation problem. In this study, the method used is the Durbin-Watson (DW test).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.829a	.688	.678	1.176	1.702

Sumer: Primary Data Processed 2024

Based on the table above, it can be seen that the autocorrelation test of the Durbin Watson value (DW) is 1,702, with a dl value of 1,606 and a du value of 1,733. Since the Durbin Watson value is in the region between the results  $du < dw < 4-dl$ , so  $du 1.606 < dw 1.702$  and  $< 4-1.606$  (4-dl) then it can be concluded that there is no autocorrelation in this test.

**Determination Coefficient Test**

According to Ghozali (2018:97), the determination coefficient is a number that states or is used to determine the contribution or connection provided by the variable X (free) to the variable Y (bound).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829a	.688	.678	1.176

Source : Primary Data processed 2024

Based on the table above, the R Square value is 0.688 (68.8%), this value shows that the independent variables, namely facilities, quality, and price simultaneously have an influence of 68.8% on the bound variable, namely consumer satisfaction, while the remaining 31.2% are influenced by other variables outside the research variable.

**Multiple Linear Regression Test**

According to Ghozali (2018:95), multiple linear regression analysis is an analysis used to measure an independent variable (X) more than one against the bound variable (Y).

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	1.408	1.121		1.257	.212
X1	.277	.091	.248	3.054	.003
X2	.263	.068	.445	3.846	.000
X3	.192	.074	.243	2.603	.011

Source : Primary Data Processed 2024

Based on table 4.15, the results of the study can be formulated as follows:

$$Y = 1.408 + 0.277 X1 + 0.263 X2 + 0.192 X3$$

The regression equation can be explained as follows:

1.  $a = 1.408$

It is a constant variable which means that if the independent variables in the research (facilities, quality, and price) have zero effect, then the result obtained from consumer satisfaction is 1,408.

2.  $\beta_1 = 0.277$

The facility coefficient variable (X1)  $\beta = 0.277$  can be interpreted as if the facility variable increases by one unit, it will be able to increase consumer satisfaction by 0.277 when the other independent variables are equal to zero (X2 and X3 = 0).

3.  $\beta_2 = 0.263$

The quality coefficient variable (X2)  $\beta = 0.263$  can be interpreted that if the quality variable increases by one unit, it will be able to increase consumer satisfaction by 0.263 when the other independent variable is equal to zero (X1 and X3 = 0).

4.  $\beta_3 = 0.192$

The price coefficient variable (X3)  $\beta = 0.192$  can be interpreted that if the price variable increases by one unit, it will be able to increase consumer satisfaction by 0.192 when the other independent variables are equal to zero (X1 and X3 = 0).

### T-Test (Partial)

The T test is used to determine whether there is a significant influence between the independent variables of convenience (X1), quality (X2), and price (X3) on the dependent variables of consumer satisfaction (Y). The results of the calculation through SPSS version 25 can be seen in the following table:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	1.408	1.121		1.257	.212
X1	.277	.091	.248	3.054	.003
X2	.263	.068	.445	3.846	.000
X3	.192	.074	.243	2.603	.011

Source : Primary Data Processed 2024

From the results of the t-test, a value of t calculated (3,054) > t table (1,985) was obtained, so that t calculated > t table with a significance of 0.003 < 0.05, Ho was rejected

and  $H_a$  was accepted, which means that there was a positive influence on the facility variable (X1) on consumer satisfaction (Y) at Welijo café and freshmarket.

From the results of the t-test, the t-value of the calculation (3,846) > t table (1,985) was obtained. So that t calculates > t table with a significance of  $0.000 < 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted, which means that there is a positive influence on the quality variable (X2) on consumer satisfaction (Y) at Welijo café and freshmarket.

From the results of the t-test, the value of t calculated (2,603) > t table (1,985) was obtained, so that t calculated > t table with a significance of  $0.011 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted, which means that there was a positive influence on the price variable (X3) on consumer satisfaction (Y) at Welijo café and freshmarket.

### F Test (Simultaneous)

The F-test is used to determine whether the indented variables of facility (X1), quality (X2), and price (X3) together have a significant effect on the dependent variable of consumer satisfaction (Y). The following are the output results using SPSS version 25 as shown in the table below:

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	283.491	3	94.497	68.342	.000b
	Residual	128.592	93	1.383		
	Total	412.082	96			

Source : Primary Data Processed 2024

Based on the table above with a significant value of  $\alpha = 0.05$   $df = n-k-1$  (97-3-1), F table (2.70) is obtained. It can be seen from the results of the F test obtained that F was calculated as 68,342 while F table 2.70 because  $68,342 > 2.70$  with a significant value of  $0.000 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted, then the variables of facilities, quality, and price had a significant influence simultaneously on consumer satisfaction at welijo café and freshmarket.

## CONCLUSIONS

1. From the results of the t test of the facility variable (X1), the value of t calculated (3.054) > t table (1.985) was obtained, so that t calculated > t table with a significance of  $0.003 < 0.05$ ,  $H_0$  was rejected and  $H_a$  was accepted. This means that there is a significant influence on the facility variable (X1) on consumer satisfaction (Y) in welijo cafe and freshmarket.

From the results of the quality variable t test (X2), the t-value of the calculation (3,846) > t table (1,985) was obtained. with a significance of  $0.000 < 0.05$ ,  $H_0$  was rejected and  $H_a$  was accepted. This means that there is a significant influence on the quality variable (X2) on consumer satisfaction (Y) in welijo café and freshmarket.

From the results of the t-test of the price variable (X3), the value of t calculated (2,603) > t of the table (1,985) was obtained, so that t calculated > t table with a significance of  $0.011 < 0.05$ ,  $H_0$  was rejected and  $H_a$  was accepted, which means that there was a

significant influence on the price variable (X3) on consumer satisfaction (Y) at Welijo café and freshmarket.

2. From the results of the F test, F was calculated as 68,342 while F table 2.70 because  $68,342 > 2.70$  with a significant value of  $0.000 < 0.05$ , then  $H_0$  was rejected and  $H_a$  was accepted, then the variables of facilities, quality, and price had a significant influence simultaneously on consumer satisfaction at welijo cafe and freshmarket.
3. From the calculation above, it is known that the quality variable (X2) has the most dominant effect on consumer satisfaction in welijo cafe and freshmarket because quality (X2) has a t-value of 3,846 which is greater than other t-values.

### Suggestions

After knowing the results of the above research, on this occasion the author gives suggestions that may be useful as follows:

1. For researchers

It is hoped that this research will be useful for researchers to be able to apply the learning received during lectures and be useful in the world of work.

2. For companies

The more culinary businesses there are today, welijo cafe and freshmarket are expected to provide better facilities so that consumers feel satisfied, besides that the quality that has the most dominant influence over the others should be maintained and improved, and also welijo café and freshmarket can apply discounts for minimum purchases so that consumers are more interested.

3. For universities and subsequent researchers

This research is expected to be used as a reference, both in terms of research variables and research methods that are not optimal. From this, it is hoped that further research can theoretically add other variables that may affect consumer satisfaction at welijo cafe and freshmarket.

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