

## THE INFLUENCE OF SERVICE QUALITY, PRICE AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AT THE SOUL PROMISE COFFEE SHOP IN THE NORTH JAKARTA AREA

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### ABSTRAK

The purpose of this study is to determine and analyze the influence of quality Service, price and product quality to customer satisfaction coffee shop Soul Promise.

Methods of analysis in this study using qualitative primary data, the test phase conducted is a test of validity, reliability, normality, heteroscedasticity, multicollinearity, multiple linear regression, coefficient of determination, F-test and t-test. Data used in this study using questionnaire instruments, and valid data collected by 100 respondents. Methods regular sampling. Testing tools called are SPSS v26. The results showed that partially variable quality service, price and product quality have a significant effect on satisfaction customers of Janji Jiwa coffee shop in North Jakarta area. Simultaneously variable service quality, price and product quality together affect significant to customer satisfaction Janji Jiwa coffee shop in Jakarta North.

**Keywords:** service quality, price and product quality

### Abstrak

Tujuan penelitian ini adalah mengetahui dan menganalisis pengaruh Kualitas Pelayanan, Harga dan Kualitas Produk terhadap Kepuasan Pelanggan Kedai Kopi Janji Jiwa.

Metode analisis pada penelitian ini menggunakan data primer kualitatif, tahap uji yang dilakukan adalah uji validitas, reliabilitas, normalitas, heteroskedastisitas, multikolinieritas, regresi linier berganda, koefisien determinasi, uji F dan uji t. Data yang digunakan dalam penelitian ini menggunakan instrumen kuesioner, dan data valid yang berhasil dikumpulkan sebanyak 100 responden. Metode pengambilan sampling yang tetap. Alat bantu pengujian yang dinamakan adalah SPSS v26. Hasil penelitian menunjukkan bahwa secara parsial variabel kualitas pelayanan, harga dan kualitas produk berpengaruh signifikan terhadap kepuasan pelanggan Kedai Kopi Janji Jiwa di daerah Jakarta Utara. Secara simultan variabel kualitas pelayanan, harga dan kualitas produk secara bersama-sama berpengaruh signifikan terhadap kepuasan pelanggan Kedai Kopi Janji Jiwa di daerah Jakarta Utara.

**Kata Kunci:** Kualitas Pelayanan, Harga dan Kualitas Produk

### 1. INTRODUCTION

At present, in the North Jakarta area, many original coffee brands from Indonesia have sprung up, starting from Kopi Kenangan, Tentang Kopi, Kopi Kali, Kopi Luvium, and other brands. One example of a coffee shop that is favored by the people of North Jakarta is Kedai Kopi Janji Jiwa, Kedai Kopi Janji Jiwa is a coffee shop located at RSUD, RW.7, Koja, Kec. Koja, North Jakarta City, Special Capital Region of Jakarta 14220. The location of this coffee shop can be said to be quite strategic and easy to reach. Because, this coffee shop is near Koja Hospital which allows it to attract many buyers or customers. Target consumers are hospital employees and visitors who are in the area.

With the growth and development of Kopi Janji Jiwa, which is characterized by being able to reach 905 Kopi Janji Jiwa outlets within 1 year and the number of sales reaching 5 million cups every month. This also shows that the number of coffee consumers in Indonesia is very large and the growth is very rapid. This must also be very related to the quality of production offered by Janji Jiwa Coffee which can be accepted by many people, and the quality of service provided can influence people to buy Janji Jiwa Coffee and can even create satisfaction in raising a research entitled "The Effect of Service Quality, Price and Product Quality on Customer Satisfaction at Janji Jiwa Coffee Shop in North Jakarta".

## 2. RESEARCH METHOD

The research subject is an object that responds to the treatment given to the sample. The aim is to get a solution or answer to the core problem to be studied. the subjects in this study are buyers of Janji Jiwa Coffee products in the North Jakarta area. To get the necessary data by distributing questionnaires as a data collection tool.

The data used in this scientific research is primary data obtained by distributing questionnaires to respondents who have purchased Janji Jiwa Coffee.

Because the population used in this study is not known with certainty, the formula used in the withdrawal of samples according to Rao Purba is as follows:

$$n = \frac{Z^2}{4 (Moe)^2}$$

Description:

n = Number of Samples

Z = The confidence level required in the study (95% = 1.96).

Meo = Margin of error (maximum tolerable error of 10%)

$$n = \frac{z^2}{4(Moe)^2}$$

$$= \frac{1,96^2}{4(0,1)^2}$$

$$= \frac{3,8416^2}{0,4^2}$$

$$n = 96,04 \sim 100$$

Based on the above calculations, the number of samples obtained was 96.04 and rounded up to 97 respondents. However, in this study 100 respondents were used because to facilitate calculation.

The variables used in this study consisted of three independent variables and one dependent variable.

### a. Free Variable

Independent variables or independent variables are variables that can affect the dependent variable or dependent variable. The independent variables used in the study amounted to three, namely Service Quality (X1), Price (X2), and Product Quality (X3).

### b. Dependent Variable

The dependent variable or dependent variable is the variable that is influenced by the independent variable or independent variable. The dependent variable used in this study amounts to one, namely Customer Satisfaction (Y).

This study uses primary data, namely data collected directly by the author through a questionnaire. The questionnaire is a data collection technique that is done by giving a set of written statements to respondents to answer them (Sugiono, 2012). In addition to using an online questionnaire to collect data, with the help of Google Form to distribute questionnaires.

In this study, the instrument will be measured using a Likert scale where this scale is used to measure attitudes and opinions. This scale is widely used because it gives respondents the opportunity to express their feelings in the form of agreement with a statement. This Likert scale involves a series of statements related to attitudes.

This research uses a Likert scale with five intervals, namely strongly agree, agree, neutral, disagree, and strongly disagree. Each value for these levels can be shown as follows.

Table 1. Likert Scale Score 1

Description	Value
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

According to Sugiyono (2014) descriptive analysis methods are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations.

Descriptive analysis is based on respondent data obtained through distributing questionnaires. The data obtained is then processed by giving the research weight of each Likert scale statement. This study also explains the characteristics of respondents using percentage numbers and presents them in the form of pie charts.

### 3. HASIL DAN PEMBAHASAN

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. If all the instruments tested are appropriate, then the instrument is valid. The validation test assessment questionnaire is:

- a. If  $r \text{ count} > r \text{ table}$ , then the questionnaire is considered valid.
- b. If  $r \text{ count} < r \text{ table}$ , then the questionnaire is considered invalid.

The following is a table of validity test results using the SPSS program:

Table 2. Validity Test Results 1

Variables	Item No.	r count	r table	Description
Service Quality	X1.1	0,397	0,196	VALID
	X1.2	0,638		
	X1.3	0,752		
	X1.4	0,685		

	<b>X1.5</b>	<b>0,696</b>		
	<b>X1.6</b>	<b>0,741</b>		
	<b>X1.7</b>	<b>0,808</b>		
<b>Price</b>	<b>X2.1</b>	<b>0,659</b>	<b>0,196</b>	<b>VALID</b>
	<b>X2.2</b>	<b>0,642</b>		
	<b>X2.3</b>	<b>0,452</b>		
	<b>X2.4</b>	<b>0,663</b>		
	<b>X2.5</b>	<b>0,709</b>		
	<b>X2.6</b>	<b>0,520</b>		
	<b>X2.7</b>	<b>0,569</b>		
<b>Production Quality</b>	<b>X3.1</b>	<b>0,740</b>	<b>0,196</b>	<b>VALID</b>
	<b>X3.2</b>	<b>0,674</b>		
	<b>X3.3</b>	<b>0,338</b>		
	<b>X3.4</b>	<b>0,733</b>		
	<b>X3.5</b>	<b>0,558</b>		
	<b>X3.6</b>	<b>0,702</b>		
	<b>X3.7</b>	<b>0,719</b>		
	<b>X3.8</b>	<b>0,793</b>		
<b>Customer Satisfaction</b>	<b>Y1</b>	<b>0,561</b>	<b>0,196</b>	<b>VALID</b>
	<b>Y2</b>	<b>0,562</b>		
	<b>Y3</b>	<b>0,563</b>		
	<b>Y4</b>	<b>0,718</b>		
	<b>Y5</b>	<b>0,707</b>		
	<b>Y6</b>	<b>0,703</b>		
	<b>Y7</b>	<b>0,737</b>		
	<b>Y8</b>	<b>0,725</b>		

Source: Data Processed From SPSS, 2023 1

Table 4.5 shows that each question in each variable has a value of  $r_{count} > 0.196$  so it can be concluded that all questions in the study are declared valid.

### 3.1. Reliability Test

The reliability test is used to determine the extent to which the measurement results that have been carried out in the study are reliable and reliable. If a measuring instrument has a high level of reliability, the more stable the measuring instrument is.

The reliability test is carried out by calculating the Cronbach's Alpha value, a variable is said to be reliable if it provides Cronbach's Alpha  $> 0.060$ , and vice versa, a variable is said to be unreliable if the Cronbach's Alpha value  $< 0.60$ .

The following is a table of reliability test results using the SPSS program:

Table 3. Reliability Results 1

Variables	Cronbach's Alpha	Nilai Reliable Value	Description
Service Quality	0,769	$>0,60$	Reliable
Price	0,746		Reliable
Product Quality	0,791		Reliable
Customer Satisfaction	0,764		Reliable

Source: Data Processed From SPSS, 2023 2

Table 4.6 shows that the Service Quality variable has a Cronbach's Alpha value of 0.769 which is included in the very high reliability category. In the Price variable, the Cronbach's Alpha value is 0.746 which is included in the high reliability category. In the Product Quality variable of 0.791 which is included in the high reliability category. Meanwhile, the customer satisfaction variable Cronbach's Alpha value is 0.764 which is included in the high reliability category. Thus, each variable has a Cronbach's Alpha value  $> 0.60$  so it can be concluded that all variables in the study are declared reliable.

### 3.2. Classical Assumption Test

#### 3.2.1. Normality Test

The normality test aims to test whether the distribution of the dependent and independent variables is normally distributed or not. To detect whether the data is normally distributed or not, namely by means of the Probability Plot Normality Test Of Regression Standardized Residual data must spread around the diagonal line and follow the direction of the diagonal line or histogram graph.

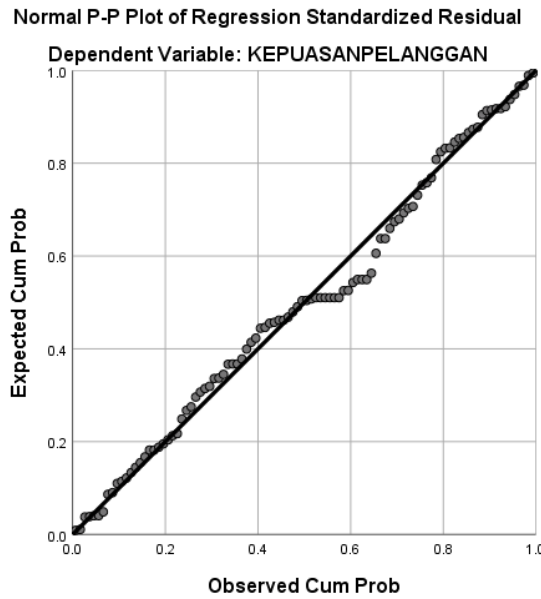


Figure 1. Normak Probability Plot 1  
Source: Data Processed From SPSS, 2023 1

The results of the normality test in this study indicate that the independent variables are normally distributed because based on the results of calculations using SPSS, it can be seen that the points on the Normal P-plot or Regression Standardized Residual of the dependent variable spread around the diagonal line and follow the diagonal line.

### 3.2.2. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. If there is a correlation, it is called a multicollinearity problem. A good regression model should not have a correlation between the independent variables. Detection of the absence of multicollinearity is by looking at the amount of VIF (Variance Inflation Factor) and Tolerance.

- a. Has a VIF value < 10.00
- b. Has a Tolerance number > 0.1

Table 4. Multicollinearity Test Results 1

		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.292	2.080		.621	.536		
	SERVICE QUALITY	.236	.092	.217	2.569	.012	.363	2.757
	PRICE	.328	.106	.250	3.103	.003	.399	2.507
	PRODUCT QUALITY	.471	.095	.473	4.980	.000	.289	3.464

a. Dependent Variable: KEPUASAN PEALNGGAN

Source: Data Processed From SPSS, 2023 2

Based on Table 4.7 the results of the multicollinearity test in table 4.7, the tolerance value of all independent variables in this study is > 0.10 and the VIF value of all independent variables is < 10, this indicates that this study does not occur multicollinearity or there is no correlation between the independent variables.

3.2.3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another (Ghozali, 2018: 120). In this study, the way to detect heteroscedasticity is to look at the plot graph between the predicted value of the dependent variable, ZPRED and the residual value SRESID.

If there is a certain pattern, such as the dots forming a certain regular pattern (wavy, widening then narrowing), it indicates that heteroscedasticity has occurred and if there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

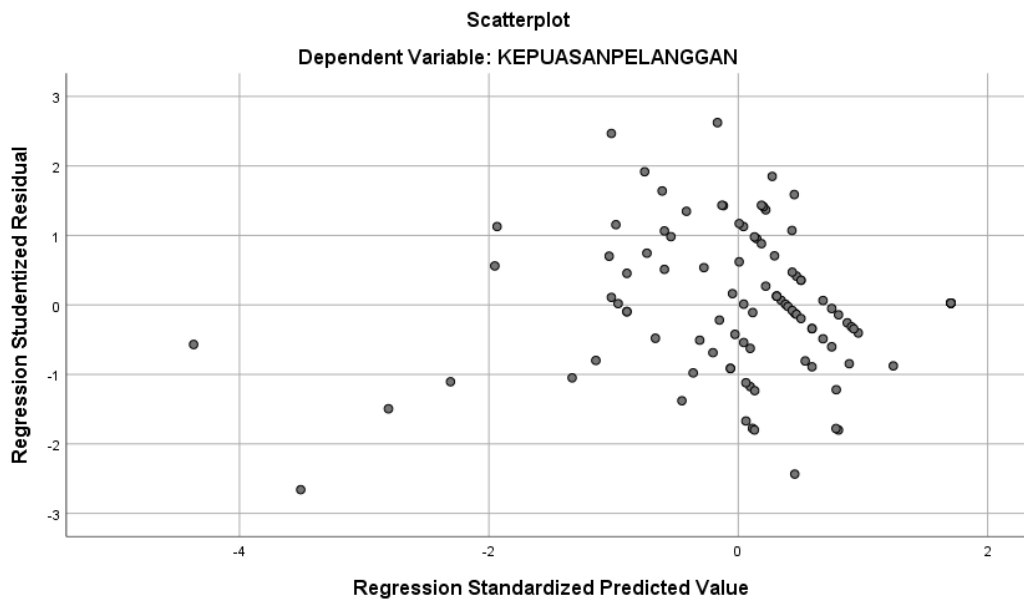


Figure 2. Heteroscedasticity Test Result 1  
Source: Data Processed From SPSS, 2023 3

By looking at Figure 4.7 of the scatterplot graph above, it can be seen that the points spread randomly, and are spread both above and below the number 0 (zero) on the Y growth. So it is concluded that there are no symptoms of heteroscedasticity.

3.2.4. Hypothesis testing

1. Test t (Partial)

The t test aims to determine whether there is a partial influence given by the independent variable (X) on the dependent variable (Y).

Table 5. Resultsof the t-test 1

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.292	2.080		.621	.536

SERVICE QUALITY	.236	.092	.217	2.569	.012
PRICE	.328	.106	.250	3.103	.003
PRODUCT QUALITY	.471	.095	.473	4.980	.000

a. Dependent Variable: KEPUASAN PELANGGAN

Source: Data Processed From, 2023 1

The known T table is:

$$T \text{ table} = a/2:n-k-1 = (0.05/2; 100-3-1) = 0.025 : 96 = 1.985$$

Based on Table 4.8 above, it can be concluded that:

The variable effect of Service Quality on Customer Satisfaction

The test results for the Service Quality variable (X1) obtained the T value of 2.569 and T table 1.985. This means that T count 2.569 > T table 1.985 significant value of 0.000 < 0.05. The results show that there is a partially significant effect between the value of the Service Quality variable (X1) on Customer Satisfaction (Y) because the results of T count and sig value in the alternative hypothesis, namely sig value < 0.05 and T count value > T table value.

The effect of price quality variables on customer satisfaction

The test results for the Price variable (X2) obtained the value T count 3.103 and T table 1.985. This means that T count 3.103 > T table 1.985 significant value of 0.000 < 0.05. The results show that there is a partially significant effect between the value of the Price variable (X2) on customer satisfaction (Y) because the results of T count and sig value in the alternative hypothesis are sig < 0.05 and the value of T count > T table value.

The effect of Product Quality variables on Customer Satisfaction

The test results for the Product Decision variable (X3) obtained the T value of 4.980 and T table 1.985. This means that T count 4,980 > T table 1,985 significant value of 0.000 < 0.05. The results show that there is a partially significant effect between the value of the Product Quality variable (X3) on Customer Satisfaction (Y) because the results of T count and sig value in the alternative hypothesis, namely sig value < 0.05 and T count > T table value.

## 2. F Test (Simultaneous)

The F test aims to determine whether or not there is a simultaneous influence (together) given by the independent variable (X) on the dependent variable (Y).

Table 6. F test 1

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	907.034	3	302.345	96.200	.000 <sup>b</sup>
	Residual	301.716	96	3.143		
	Total	1208.750	99			

a. Dependent Variable: KEPUASAN PELANGGAN

b. Predictors: (Constant), KUALITAS PRODUK, HARGA, KUALITAS PELAYANAN

Source: Data Processed From, 2023 2

Based on Table 4.9 above, the calculated F value is 96.200 while the F table is 3.091. Then the significant value of < 0.001 is smaller than the significant probability value of 0.05. The value of F count > F table (96,200 > 3,091), it can be concluded that Service Quality, Price, Product Quality simultaneously affect Customer Satisfaction.

## 3. Multiple Linear Regression Test



Multiple regression testing aims to measure how much influence Service Quality, Price and Product Quality have on Customer Satisfaction.

Table 7. Multiple Linear Regression Test Result 1

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.292	2.080		.621	.536
	SERVICE QUALITY	.236	.092	.217	2.569	.012
	PRICE	.328	.106	.250	3.103	.003
	PRODUCT QUALITY	.471	.095	.473	4.980	.000

a. Dependent Variable: KEPUASAN PELANGGAN

Source: Data Processed From SPSS, 2023 4

From table 4.10, the multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 1.292 + 0.236X_1 + 0.328X_2 + 0.471X_3$$

Y : Customer Satisfaction

A : Constant

X1 : Service Quality

X2 : Price

X3 : Product Quality

Based on the results of the multiple linear regression equation above, it can be seen that:

1. The constant value (a) of 1,292 indicates that if the variables of Service Quality (X1), Price (X2), Product Quality (X3) are considered constant, it is said that the Purchasing Decision (Y) has increased by 1,292.
2. The regression coefficient value of Product Quality (X1) of 0.236 means that every time there is an increase of one unit, Customer Satisfaction (Y) increases by 0.236, assuming other variables are constant.
3. The regression coefficient value of Price (X2) of 0.328 means that every time there is an increase of one unit, Customer Satisfaction (Y) increases by 0.328, assuming other variables are constant.
4. The regression coefficient value of Product Quality (X3) of 0.471 means that every time there is an increase of one unit, Customer Satisfaction (Y) increases by 0.471, assuming other variables are constant.

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

The coefficient of determination (R<sup>2</sup>) test is used to measure how far the model's ability to explain the dependent variables (Ghozali, 2018). The coefficient of determination used is the Adjusted R value because it is more reliable in evaluating regression models. The adjusted R square value can increase or decrease if the value of one independent variable is added to the model. For the standard error of estimate (SEE) resulting from this test, the smaller the SEE, the more precise the regression equation will be in predicting the dependent variable. An R<sup>2</sup> value that is closer to 1, means that the independent variables provide almost everything needed to predict the independent variation.

Table 8. Test Result of the Coefficient of Determination (R<sup>2</sup>) 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.866 <sup>a</sup>	.750	.743	1.77282
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a. Predictors: (Constant), KUALITAS PRODUK, HARGA, KUALITAS

PELAYANAN

Source: Data Processed From SPSS, 2023 5

From table 4.11, it can be seen that the coefficient of determination of R (adjusted R Square) generated is 0.743 or 74.3%, meaning that Product Quality, Price, and Product Quality are independent variables that influence the dependent variable, namely Customer Satisfaction by 74.3%.

No.	Analysis Tool	Analysis Result
1	Validity Test	Service Quality (X1), Price (X2), Product Quality (X3), and Customer Satisfaction (Y) consisting of 30 questions can be said to be valid because $r_{count} > r_{table}$ , (0.191).
2	Reliability Test	Service Quality (X1), Price (X2), Product Quality (X3), and Customer Satisfaction (Y) all variables are declared reliable, because Cronbach's Alpha $> 0.60$ .
3	Normality Test	Normality test using Probability Plot, The results of the normality test in this study indicate that the independent variables are normally distributed because based on the results of calculations using SPSS it can be seen that the points on the Normal P- plot or Regression Standardized Residual of the dependent variable spread around the diagonal line and follow the diagonal line.
4	Multicollinearity Test	1. Tolerance value $> 0.10$ in the Service Quality variable of 0.363 2. Tolerance value $> 0.10$ in the Price variable of 0.399 3. Tolerance value $> 0.10$ in the Product Quality variable of 0.289 4. VIF value $< 10$ in the Service Quality variable of 2,757 5. VIF value $< 10$ in the Price variable of 2,507 6. The VIF value $< 10$ on the Product Quality variable is 3.4643.464
5	Heteroscedasticity Test	Based on the Scatterplot graph, it shows that there is no certain pattern and the points spread thoroughly from above the number 0 to below Y. So it can be concluded that there is no heteroscedasticity.
6	T Test (Partial)	T count $>$ T table T count $<$ T table Service Quality (X1): 2.569 $>$ 1.985 Price (X2): 3.103 $>$ 1.985 Product Quality (X3): 4.980 $>$ 1.985 Service Quality, Price and Product Quality have a significant and partial effect on Customer Satisfaction.
7	F Test (Simultaneous)	F count of 96,200 with a significance of $< 0.001$ , using a significance value of $< 0.05$ , that Service Quality, Price and Product Quality simultaneously affect Customer Satisfaction.
8	Multiple Linear Regression	The regression results obtained, namely: $Y = 1,292 + 0,236X_1 + 0,328X_2 + 0,471X_3$
9	Coefficient of Determination (R <sup>2</sup> )	The Coefficient of Determination (R <sup>2</sup> ) Service Quality, Price, and Product Quality are independent variables that influence the dependent variable, namely Customer Satisfaction, by 74.3%.

## 7. CONCLUSIONS AND ADVICE

### 4.1. Conclusion

Based on the results of research conducted on Service Quality, Price and Product Quality on Customer Satisfaction at Janji Jiwa Coffee Shop in North Jakarta, it can be concluded that:

1. determine the effect of service quality on customer satisfaction simultaneously at the Janji Jiwa Coffee shop in the North Jakarta area.
2. determine the effect of price on customer satisfaction at the Janji Jiwa Coffee shop in the North Jakarta area.
3. determine the effect of product quality on customer satisfaction at the Janji Jiwa Coffee shop in the North Jakarta area.
4. determine the effect of service quality, price and product quality on customer satisfaction at the Janji Jiwa Coffee shop in the North Jakarta area.

### 4.2. Advice

The suggestions that need to be considered for further researchers who are interested in researching customer satisfaction are expected to examine more sources and references related to customer satisfaction, the research results are better and more complete.

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