

## **INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND PRICE COMPATIBILITY TOWARDS CUSTOMER SATISFACTION AT WH CAFÉ, KISARAN TIMUR DISTRICT ASAHAN REGENCY, NORTH SUMATRA**

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### **Abstract**

*This study analyzes the influence of service quality, product quality and price compatibility on customer satisfaction at Café WH, Kisaran City, Asahan Regency, North Sumatra. This quantitative study uses a purposive sampling technique to collect the data from 100 respondents through questionnaires, while secondary data are from journals and internet media. The analysis techniques used are descriptive analysis, multiple linear regression, classical assumption test, validity and reliability test. Hypothesis testing and determination coefficient were conducted using the SPSS version 26.0 program. The results of the study indicate that partially, service quality does not have a significant effect on customer satisfaction at Café WH in Kisaran City, product quality significantly affected customer satisfaction at Café WH, Kisaran City, price compatibility does not significantly influence customer satisfaction at Café WH, Kisaran City. Simultaneously, service quality, product quality, and price compatibility significantly affected customer satisfaction at Café WH, Kisaran City. The Adjusted R Square value of 0.544 shows that 54.4% of the variation in usage interest can be explained by the independent variables studied, while the remaining 45.6% is explained by other variables not included in this study.*

**Keywords:** *Service Quality, Product Quality, Price Compatibility, Customer Satisfaction.*

### **INTRODUCTION**

A country's achievements are often measured by its economic performance, because the economy plays a key role in supporting a number of other areas, including social, political, and social welfare aspects. Indonesia is an example of a country that has demonstrated the ability to remain stable and develop in the economic realm. According to data presented by the Central Statistics Agency (BPS), Indonesia's economic growth continues to increase from 2021 to 2023 (Haryono, 2023). Indonesia has experienced significant developments in the last few decades, namely the food industry. Thanks to stable economic growth, increasing urbanization, and changes in people's lifestyles, the demand for fast food and fast food has increased rapidly. Especially in the increasing number of fast food restaurant outlets throughout Indonesia, both locally and internationally. The increasing trend of health and sustainability has also affected the food industry, with more and more restaurants offering organic, vegetarian and environmentally friendly food options.

Technological developments have also accelerated the growth of the food industry, with the emergence of online food ordering platforms that make it easier for consumers to order food from various restaurants. The Indonesian food industry has also begun to look at the export market, with more and more Indonesian food products being exported to various countries. All of these dynamics create bright prospects for the food industry in Indonesia to continue to grow and compete globally. One type of business in the food industry that is experiencing rapid growth is restaurants. With its wealth of spices and abundant natural ingredients, Indonesia offers a variety of culinary delights that are rich in flavor and uniqueness. The rapidly growing food industry not only provides quality raw materials for restaurants but also inspires innovation in serving food and beverages. According to data from the Indonesian Retail Entrepreneurs Association (APRINDO), the number of cafes and coffee shops in Indonesia continues to grow from year to year. In 2020, the number of cafe and coffee shop

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outlets in Indonesia has reached more than 25,000 outlets, indicating rapid growth (APRINDO, 2020). A survey conducted by Euromonitor International also showed a positive trend in coffee consumption in Indonesia. Coffee consumption in Indonesia continues to increase significantly every year, making Indonesia one of the largest coffee markets in Southeast Asia (Euromonitor International, 2020). Other factors that support the growth of the Café industry in Indonesia are the growing coffee culture among the younger generation and the popularity of Indonesian coffee globally, such as Arabica coffee from Aceh, Toraja, and Papua. This growth is also driven by people's desire to spend time in comfortable and attractive places, which not only provide quality coffee drinks but also food and a pleasant atmosphere to interact and relax. The development of the Café industry in Indonesia continues to be an interesting arena for entrepreneurs and investors to innovate and compete in providing an attractive Café experience for customers.

The Café industry faces a number of complex and diverse challenges, which can affect business performance and sustainability. One of the main challenges is the increasingly fierce competition in the market. With the rapid growth of the number of Cafés, the competition to attract and retain customers is becoming increasingly fierce. Research by Amaro, et al. (2018) shows that fierce competition can force Café owners to present innovations in products, services, and customer impressions and messages to remain relevant and competitive in the market. After presenting the next innovation, problems will arise related to increasing operational costs which are also a serious challenge for Café owners. Kisaran City is one of the most dominant cities with cafes or restaurants, all types of cafes available, starting from Calisto Cafe, 3Rooftop Cafe, and WH Cafe which are currently in demand by the people of Kisaran City. The lack of culinary tourism available in Kisaran City makes people curious about elegant cafes, one of which is WH Cafe which is open in Kisaran City, Asahan Regency. One of those who follow the development of cafes in Indonesia is WH Cafe which is located in Kisaran City.

Some entrepreneurs who run or open a Café business have differences in providing services to their consumers, the products promoted or the prices of each product compared to other Cafés, which are able to make consumers come back to Café WH in Kisaran City is the appearance of the Café which is very aesthetic and very luxurious, so that many consumers make the place a photo spot to upload on social media, Café WH also provides a comfortable and clean place that can make customers comfortable, especially to make a gathering place with friends and family, but access to enter the Café, part of the road is used as a parking lot, different from other Cafés that make different entrances and parking areas. From the quality of service of Café WH, some waiters and staff at Café WH have an average age that is very young, because some waiters are relatively young, so they still do not understand the context in providing good service, one of which is the reliability of the waiters who are still very lacking in providing their services, including those who still tend to be indifferent to customers, and from several opinions of consumers, waiters still do not know more deeply about the food and beverage products offered, as well as the lack of responsiveness of waiters at Café WH towards consumers, including being less agile in serving customers and the lack of empathy from waiters at Café WH in providing attention and concern to consumers.

Café WH also does not provide a guarantee to customers if there are those who feel dissatisfied with the service provided by compensating customers, although the quality of service provided is still lacking, Café WH provides very adequate facilities such as Wifi which as we know the presence of Wifi can increase customer comfort so that they feel satisfied, from Café WH also provides a prayer room for a place of worship for Muslims, as well as providing clean toilets so that customers can feel comfortable, a large parking area is also provided so that visitors who want to come do not have difficulty finding a place. Judging from the quality of the product, Café WH also serves products in the form of attractive and delicious food and drinks, but in the process of making food and drinks at this Café it takes longer, especially in the process of making and serving them, and this is also a concern that distinguishes it from other Cafés where they prioritize the speed of time in making food and drinks and in serving with good taste quality.

However, the durability of the food provided at Café WH Kota Kisaran is not easily stale, the features and beauty of the appearance of the food and the presentation of the food and drinks provided are enough to make consumers interested, but in some presentations there have been product defects due to negligence of the waiter. The reliability given by consumers is quite satisfying for consumers and the impression of the quality of the food / drinks provided is quite impressive on the tongue. Furthermore, for the serviceability or service of Café WH, it is still less than satisfactory, but the comfort of the place provided by Café WH is very good, especially for making a gathering place with friends and family. To support the quality of service and products, another factor that influences customer satisfaction is price suitability. According to Zeithaml, Bitner, and Gremler (2019), customer satisfaction is influenced by their perception of price. If customers feel that the products and services they receive provide added value that is commensurate with the costs incurred, then they will be satisfied. In addition, price also plays an important role in the purchasing decision-making process, with the right price being a determining factor in choosing a brand and product. Kotler and Keller (2017) explain that price is the value received by customers in return for the products or services offered by the seller. Price can also affect perceptions of the quality of products or services. At Café WH, prices are also in accordance with market prices, but the size of the price is considered inappropriate by customers and makes customers feel that the price offered does not match the price of the food or drink they receive. Thus, the Signature menu price list available at Café WH Kota Kisaran becomes less relevant in the context of determining the value of products and services for customers.

There are several factors that motivate researchers to conduct this research. First, because of the differences in the results found by previous studies regarding related variables, such as research conducted by Elvi et al, (2021) and Hamidah et al., (2021) which stated that service quality has a positive effect on Customer Satisfaction. Meanwhile, Jessica et al., (2018) provided results that service quality has no effect on Customer Satisfaction. In addition to implementing service quality in order to have a good customer perception or get a positive view, product quality must also be considered by the company. In a study conducted by Ristatul et al., (2019) and James et al., (2020) the product quality variable has a positive effect on the Customer Satisfaction variable. Meanwhile, research conducted by Mariansyah (2020) stated that the product quality variable has no effect on Customer Satisfaction. Apart from the factors above, Price is also a major factor in determining Customer Satisfaction. Research conducted by Sherli et al., (2022) and Alvin (2020) Price has an effect on Customer Satisfaction. Meanwhile, research conducted by Nursakinah (2022) and Rustiana et al., (2021) explained that Price does not have a positive and significant effect on Customer Satisfaction. Customer Satisfaction will also arise if these three factors can fulfill the desires that are in accordance with customer expectations.

## **LITERATURE REVIEW**

### **Consumer Behavior**

According to Ebert and Griffin in Utami et al., (2019), consumer behavior is a consumer's effort to make decisions about a product to be purchased and consumed. Meanwhile, Loudon and Bitta (2018) define "consumer behavior as a system of decision-making and individual physical activities that involve the individual himself, in assessing, obtaining, using, and even ignoring some products or services".

### **Service Quality**

Service quality is a method or strategy applied to a company to further increase trust in the services provided by the company. Permana (2022), defines service quality as a measure of how well the level of service provided is able to meet customer expectations. The quality of service received by consumers is expressed by the magnitude of the difference between consumer expectations and desires and their level of perception.

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**Product Quality**

According to Yunita (2021), product quality is a collection of characteristic features of goods and services that have the ability to meet needs, which is a definition of a combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product.

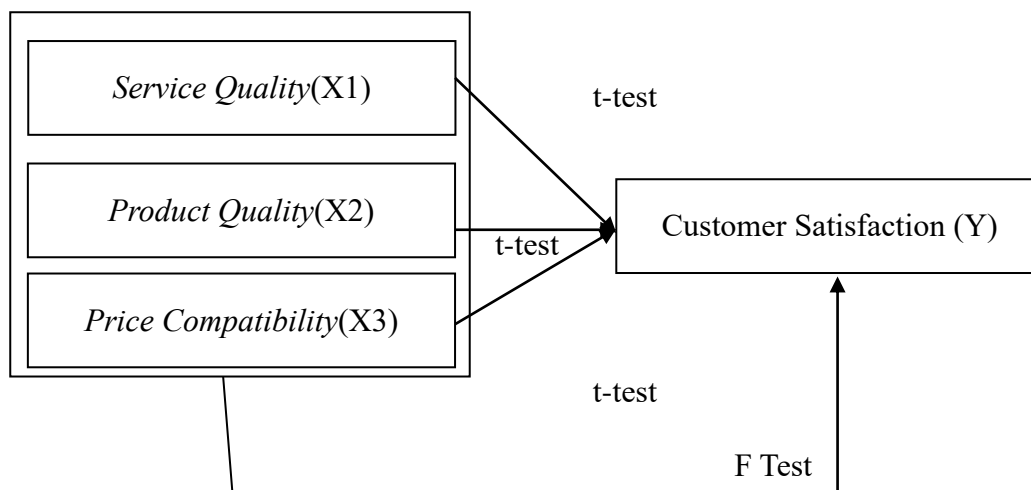
**Price Compatibility**

According to Kotler and Armstrong (2018) Price is the amount of money paid for services, or the amount of value that consumers exchange in order to get benefits from having or using goods or services. In contrast to Tjiptono and Candra (2017) in Priansa, Price is a part that is attached to a product that reflects how much quality the product is.

**Customer satisfaction**

According to Sahir (2021) Customer satisfaction is a consumer assessment of a product or service to see whether the product/service has been able to meet the needs according to consumer expectations. Then Fatihudin (2019) argues that customer satisfaction is a measurement of customers or users of a company's products or services who are very happy with the products or services received.

**Conceptual Framework**



**Picture 1 Conceptual Framework**

**Research Hypothesis**

Based on the theoretical basis, previous research and the framework of thought that has been described previously, the researcher proposes the following hypothesis:

- H1 = *Service quality* has a significant influence on customer satisfaction at Café WH, Kisaran City.
- H2 = *Product quality* has a significant influence on customer satisfaction at Café WH, Kisaran City.
- H3 = *Price compatibility* has a significant effect on customer satisfaction at Café WH, Kisaran City.



H4 = Service quality, product quality and price compatibility have a significant influence on customer satisfaction at Café WH, Kisaran City.

### IMPLEMENTATION METHOD

This research was conducted at Café WH Kota Kisaran located at Jln. Imam Bonjol, Kec. Kisaran Timur Kab. Asahan North Sumatra. The object of this study was customers who had visited Café WH in Kota Kisaran. The focus of this research was located at Café WH in Kota Kisaran where the population in this study were visitors to Café WH during the period 2023-2024 totaling 32,735 people. Sampling in this study used non-probability sampling, which is a sampling technique where not all members of the population in the same position have the opportunity to be selected as samples. Determination of the minimum number of samples is calculated based on the formula (hair et al 2019):

$$N = (5 \text{ to } 10 \times \text{number of indicators used})$$

$$N = 5 \times 20 = 100$$

Based on the calculation based on the formula (hair et al 2019), a sample size of 100 respondents was obtained. Data was obtained through a questionnaire answered by respondents to questions made about the influence of service quality, product quality and price suitability towards customer satisfaction of Café WH in Kisaran City.

The method of data collection in a study is a fairly important factor in influencing the results of the study (Ahyyar et al., 2020). In this study, an online questionnaire was used as a data collection technique designed based on previous literature and research that would be distributed to visitors to Cafe WH in Kisaran City. This study aims to analyze the effect of service quality, product quality and price suitability on customer satisfaction at Cafe WH in Kisaran City. In this study, the likert scale by using the Agree Disagree Scale technique where there is a scale sequence of 1 (Strongly Disagree) to 5 (Strongly Agree) for all variables.

### RESULT

#### Multiple Linear Regression Analysis

**Table 1**  
**Multiple Linear Regression Analysis Results**

Variables	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	2,146	4,070	
Service quality variable (X1)	0.209	0.107	0.162
Product quality variable (X2)	0.713	0.145	0.619
Price Compatibility Variable (X3)	0.032	0.121	0.029

Source: SPSS.26 Output Results (2024)

Based on the results of the multiple linear regression analysis test in Table 4.17, the regression equation findings are:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 2,146 + 0.209X_1 + 0.713X_2 + 0.032X_3 + e$$

Based on this equation it can be interpreted as follows:

1. Constant  $\alpha = 2,146$ : This constant value shows the average value of customer satisfaction (Y) when all independent variables (Service Quality, Product Quality, Price Compatibility) are zero. This means that if there is no influence at all from service quality, product quality, price compatibility, then the average customer satisfaction is 2,146.
2. Regression coefficient X1 (0.209): This coefficient indicates that every one unit increase in service quality (X1) will increase customer satisfaction (Y) by 0.209 units, assuming other

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independent variables are constant. In other words, the better the service quality provided to consumers, the greater the customer satisfaction.

3. Regression coefficient X2 (0.713): This coefficient shows that every one unit increase in product quality (X2) will increase customer satisfaction (Y) by 0.713 units, assuming the other independent variables are constant. This shows that the higher the product quality of a product, the higher the customer satisfaction will be.
4. Regression coefficient X3 (0.032): This coefficient indicates that every one unit increase in price compatibility (X3) will increase customer satisfaction (Y) by 0.032 units, assuming other independent variables are constant. This means that if price compatibility is on a product, customer satisfaction will increase.

**Partial Test Results (T-Test)**

**Table 2**  
**Partial Test Results**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,146	4,070		0.527	0.599
Service quality variable (X1)	0.209	0.107	0.162	1,956	0.053
Product quality variable (X2)	0.713	0.145	0.619	4,908	0,000
Price Compatibility Variable (X3)	0.032	0.121	0.029	0.260	0.795

Source: SPSS.26 Output Results (2024)

Based on the partial test results in Table 2, then the researcher can conclude as follows:

1. The Service Quality variable (X1) has a t count value of 1.956 < t table (1.984) with a significance level of 0.053 > 0.05. This shows that Service Quality (X1) does not have a significant effect on customer satisfaction (Y) of Café WH in Kisaran City. Based on these results, it can be concluded that hypothesis 1 is not accepted.
2. The Product Quality variable (X2) has a t-value of 4.908 > t-table (1.984), with a significance level of 0.000 < 0.05. This shows that Product Quality (X2) has a significant effect on customer satisfaction (Y) of Café WH in Kisaran City. Based on these results, it can be concluded that hypothesis 2 is accepted.
3. The Price Compatibility variable (X3) has a t-value of 0.260 < t-table (1.984) with a significance level of 0.795 > 0.05. This shows that Price Compatibility (X3) has a significant effect on customer satisfaction (Y) of Café WH in Kisaran City. Based on these results, it can be concluded that hypothesis 3 is not accepted.

**Simultaneous Test Results (F Test)**

**Table 3**  
**F Test Results**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1774,021	3	591,340	40,291	.000b
	Residual	1408,969	96	14,677		
	Total	3182,990	99			

Source: SPSS.26 Output Results (2024)

Based on the results of the simultaneous test in Table 3, it can be seen that the F count value is 40.291 > F table (2.699) with a significance level of 0.000 < 0.05. This means that simultaneously the variables service quality (X1), product quality (X2), Price Compatibility (X3), have a significant

effect on customer satisfaction (Y) of Café WH in Kisaran City. So it can be concluded that hypothesis 4 is accepted.

### Results of Determinant Coefficient (R<sup>2</sup>)

**Table 4**  
**Determinant Coefficient (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747a	0.557	0.544	3,831

Source: SPSS.26 Output Results (2024)

Furthermore, to determine whether there is a relationship between the independent variables and the dependent variables, it can be seen from the correlation coefficient (R). Table 4 shows that the correlation coefficient (R) value of 0.747 indicates a strong positive correlation between service quality (X1), product quality (X2), and price suitability (X3) with customer satisfaction (Y). This means that when the value of these independent variables increases, the value of customer satisfaction also tends to increase. Meanwhile, the value of the determination coefficient (R-squared) of 0.544 indicates that around 54.4% of the variation in customer satisfaction can be explained by the regression model we use. This means that this model is quite good at predicting customer satisfaction values based on the three independent variables. However, there is still around 45.6% of the variation that cannot be explained by the model, which may be caused by other factors not examined in this analysis.

## DISCUSSION

### The Influence of Service Quality on Customer Satisfaction

The results of the multiple linear regression test of the service quality variable (X1) have a positive value of 0.209, which indicates that if there is a 1% increase in the service quality variable (X1), customer satisfaction will increase by 0.209. The positive sign on the regression coefficient value indicates that there is a unidirectional relationship between service quality (X1) and customer satisfaction. In other words, the better the service quality (X1) provided to consumers, the higher the customer satisfaction. At the hypothesis testing stage, based on the calculation of the partial test results (t-test), the t-count value is 1.956, which is smaller than the t-table (1.984) and has a significant value of 0.053, which is greater than 0.05. This shows that service quality (X1) does not have a significant effect on customer satisfaction (Y) at Café WH in Kisaran City. The results of the analysis indicate that hypothesis 1 is not accepted.

This research is in line with that conducted by Kristanto, (2018), stated that the Service Quality Variable does not have a significant effect on Customer Satisfaction. Then this study is also in line with the research conducted by Widodo, (2021) that service quality does not have a positive and significant effect on Consumer Satisfaction. In contrast to the research conducted by Mariansyah, (2020), Syahsudarmi, (2022), Maranatha et al., (2023), Anggapratama & Irnawati (2023), and Annisa et al., (2023) with the results of Service Quality has a significant influence in creating customer satisfaction.

### The influence of product quality on customer satisfaction

The results of the multiple linear regression test of the product quality variable (X2) show that every one unit increase in product quality (X2) will increase customer satisfaction (Y) by 0.713 units, assuming other independent variables are constant. This shows that the higher the product quality of a product, the higher the customer satisfaction will be. In the hypothesis testing stage, based on the calculation of the partial test results (t-test), the t-count value is 4.908, which is greater than the t-table (1.984) and has a significant value of 0.000, greater than 0.05. This shows that product quality (X2) has a significant effect on customer satisfaction (Y) of Café WH in Kisaran City. The results of the analysis indicate that hypothesis 2 is accepted.

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This research is in line with research conducted by Kristanto, (2018), Jenisa et al., (2024), Hudaya et al., (2021), Sulistiani (2021), and Wulandari (2022). Stated their findings that Product Quality has a significant influence on customer satisfaction. Then this study is also in line with Nurul et al., (2022) that Product Quality has a significant effect on customer satisfaction. In contrast to the research conducted by Mariansyah, (2020) that Product Quality does not have a positive and significant influence on Consumer Satisfaction.

**The Influence of Price Compatibility on Customer Satisfaction**

The results of the multiple linear regression test of the price compatibility variable (X3) indicate that every one unit increase in Price Compatibility (X3) will increase customer satisfaction (Y) by 0.032 units, assuming other independent variables are constant. This means that if price compatibility is on a product, customer satisfaction will increase. In the hypothesis testing stage, based on the calculation of the partial test results (t-test), the t-count value is  $0.260 > t\text{-table}$  (1.984) with a significance level of  $0.795 > 0.05$ . This shows that price compatibility (X3) does not have a significant effect on customer satisfaction at Café WH Kisaran Timur, Asahan Regency, North Sumatra. Based on these results, it can be concluded that hypothesis 3 is not accepted.

This research is in line with the research conducted by Agung (2018) whose findings stated that price does not affect customer satisfaction. While this research is not in line with the research conducted by Luh et al., (2022) that price compatibility (X2) has a positive and significant effect on consumer satisfaction (Y). This study is also not in line with the study conducted by Junaedi et al., (2022) where the findings stated that price compatibility has a significant effect on customer satisfaction. Ridwan and Hutasuht (2022) also stated that price has a significant effect on customer satisfaction, Risnawati (2019) also stated that price suitability has a positive and significant effect on customer loyalty in freight forwarder companies. This study is also in line with the research conducted by Ferawati & Aminah (2023), and Ardiningrum & Prawoto (2023), which stated that price has an effect on customer satisfaction.

**The Influence of Service Quality, Product Quality and Price Compatibility on Customer Satisfaction**

Simultaneous testing (F test) shows that the variables of service quality (X1), product quality (X2), and price compatibility (X3) together have a significant influence on customer satisfaction. This can be seen from the results of the study based on the results of the simultaneous test (F test) showing that the F count value is  $40.291 > F\text{ table}$  (2.699) with a significance level of  $0.00 < 0.05$ .

Then, it is known that the R value is 0.747. This shows that the correlation between service quality (X1), product quality (X2), price compatibility (X3) is 74.7% to Customer Satisfaction (Y). So it can be categorized as a strong correlation, namely in the range of 0.610 - 0.800. Meanwhile, to determine the overall influence of independent variables on the dependent variable, it is seen from the coefficient of determination (R<sup>2</sup>). It is also known that Adjusted R<sup>2</sup> is 0.544. This shows that service quality, product quality, price compatibility can influence Customer Satisfaction by 54.4%, while the remaining 45.6% is influenced by other factors or variables that are not studied.

**CONCLUSION**

1. Based on the calculation of the partial test results (t-test), it shows that service quality (X1) does not have a significant effect on customer satisfaction (Y) at Café WH in Kisaran City. This means that although service quality is one of the factors that is often associated with customer satisfaction, in the context of Café WH, changes in service quality do not directly cause significant changes in the level of customer satisfaction.



2. Based on the results of the partial test research (t-test), it shows that product quality (X2) has a significant effect on customer satisfaction (Y) at Café WH Kota Kisaran. This means that the better the quality of the product offered, the higher the level of customer satisfaction.
3. Based on the results of the partial test (t-test) study, it shows that partially the price compatibility variable (X3) does not have a significant effect on customer satisfaction (Y) at Café WH Kota Kisaran. This means that customer perceptions about whether the price offered is in accordance with the quality of the product and service received do not directly affect their level of satisfaction.
4. Based on the results of the simultaneous test research (F test), it shows that the variables service quality (X1), product quality (X2), and price compatibility (X3) together have a significant effect on customer satisfaction at the WH Café in Kisaran City.

### Research Limitations

This study has several limitations that need to be considered. First, the number of respondents is limited to 100 customers of Café WH in Kisaran City which can limit the generalization of the research results. Second, this study only examines three independent variables, namely service quality, product quality, and price compatibility, whereas customer satisfaction can be influenced by other factors that are not studied, such as customer experience and the quality of the physical environment. In addition, the data collection method that only uses questionnaires has the potential to cause bias, while the geographical context that is limited to one location also limits the application of the results to other areas with different characteristics.

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