

THE ANALYSIS OF THE EFFECT OF SERVICE QUALITY, PRICE AND WORD-OF-MOUTH ON CUSTOMER SATISFACTION AT GRAND KUPI BLANG PULO

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Abstract

This study aims to analyze the influence of service quality, price, and word-of-mouth on customer satisfaction at Grand Kupa Blang Pulo, a local coffee shop in Lhokseumawe City. The background of this research is the decline in Grand Kupa's revenue over the past three years, indicating potential issues in customer satisfaction. A quantitative approach was used with a survey method involving 100 respondents who were customers of Grand Kupa. Data were collected through questionnaires and analyzed using multiple linear regression analysis. The results indicate that service quality, price, and word-of-mouth simultaneously have a significant effect on customer satisfaction. Partially, service quality and word-of-mouth have a positive and significant influence, while price also has a significant impact, albeit with a lower contribution. These findings highlight the importance of improving service quality and optimizing word-of-mouth strategies to maintain and enhance customer satisfaction .

Keywords: Service Quality, Price, Word-of-Mouth, Customer Satisfaction, Grand Kupa

INTRODUCTION

Coffee is one of the the most popular drink in the world, including in Indonesia. Coffee originates from from seed coffee plants that have through various processes such as drying , roasting , and grinding . The popularity of coffee does not only based on content the caffeine , but also the enjoyment of the taste, aroma, and experience. social activities that accompany it . In Indonesia, drinking coffee has become part from style life society , both in urban areas and in the region rural .

One of areas that have culture drink strong coffee is Aceh Province . Aceh is known as one of the regions producing high-quality coffee, especially Gayo coffee , which is well-known internationally. only That , culture public Aceh in enjoy coffee Already become part from life everyday life . Coffee shops in Aceh are not just places to buy drinks, but also social spaces for discussion, information exchange, and building relationships between residents. This phenomenon has also encouraged the emergence of many coffee shops in big cities in Aceh, including in Lhokseumawe City.

One of perpetrator business coffee shop in Lhokseumawe is Grand Kupa in the Village Blang Pulo , Muara Dua District , Lhokseumawe City , Aceh Province . A A local coffee shop that has great potential for growth. Grand Kupa positions itself as a coffee shop that offering quality flavors and a comfortable atmosphere for customers. However, amidst fierce competition in the coffee shop business, Grand Kupa faces various challenges in maintaining its existence, particularly in maintaining customer satisfaction.

One indication of Grand Kupa's declining business performance is a decline in revenue over the past three years. Based on data obtained from ... Grand Kupa management , revenue business experience decline from 2022 to 2024 , as following :

Table 1. Amount Income Grand Coffee 2022 until 2024

No	Year	Income
1	2022	78,000,000,-
2	2023	60,000,000,-
3	2024	60,000,000

Source : Grand Kupa 2024

The data show that Grand Kupa revenue decrease around 23% in period time three year. Decline This become signal that existence problems that need to be addressed traced more One of the main factors suspected of contributing to the decline in revenue is a decline in customer satisfaction levels. In service industries like coffee shops, customer satisfaction is a key factor in determining loyalty and repeat purchase decisions. The results of the pre-survey show that most customer complains a number of aspect service. Complaints Which The most frequently reported issue related to delays in serving orders, even when the shop wasn't particularly busy. Several respondents also stated that the coffee's flavor wasn't always consistent. Regarding pricing, most respondents felt that the price wasn't commensurate with the quality of the taste and service. Meanwhile, in terms of promotion, Grand Kupa remains very popular. depends on promotion from word -of-mouth and have not actively utilized social media as a marketing tool. Based on description above , research This aim For analyze influence quality service , price , and word-of-mouth to satisfaction customers at Grand Coffee Blang Island .

LITERATURE REVIEW

Satisfaction customer

Satisfaction customer described by (Kotler & Armstrong, 2020) as : " Satisfaction reflects a person's judgment of a product's perceived performance in relation to expectations" . If performance product No fulfil expectations , customers disappointed , if performance fulfil expectations , customers satisfied and if performance exceed expectations , customers happy . Customer disappointed If performance No in accordance with expectations , if performance fulfil hope , they satisfied , and if performance exceed expectations , they like .

According to (Charviandi et al., 2023) satisfaction customer is perception customer to quality the service received compared to their initial expectations. They emphasized the importance of service quality, including reliability, responsiveness, and empathy in determining customer satisfaction levels. However , satisfaction customer can be described as feelings that arise as results evaluation experience use goods or service (Muafatun, et al, 2022)

Table 2. Indicators Satisfaction Customer according to (Sugiharto & Renata, 2020) as following :

No	Indicator	Statement
1	Feeling satisfied	I feel satisfied with service and the atmosphere that Grand Kupa provides
2	Always buy product	I will Keep going buy food and drinks from Grand Kupa
3	Would recommend to others	I will recommend Grand Coffee to friends and family .
4	Fulfilled hope customer	Service And product Which I accept in accordance with what I expect
5	No existence complaint from customer	I rarely experience problem or disappointment moment visit to Grand Kupa

Quality Service

According to (Indrasari, 2019) quality service or customer service can be divided into two criteria, namely the type of good service quality and poor quality of service. This quality of service is not a matter of Not permanent or rigid, but flexible and changeable. This change will certainly involve improving the quality of service to make it even better. In the process of change quality service the required a number of matter For support the process . Whereas (Latifah & Muzaki, 2018) state that Service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and the environment which at least... can fulfil or rather can exceed quality expected service .

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Table 3. Indicators Quality Service according to (Dzikra, 2021) as following .

No	Indicator	Statement
1	Reliability	I feel satisfied with service and the atmosphere that Grand Kupi provides
2	Physical evidence	I will Keep going buy food and drinks from Grand Kupi
3	Power Responsive	I will recommend Grand Coffee to friends and family .
4	Guarantee	Service And product Which I accept in accordance with what I expect .
5	Empathy	I rarely experience problem or disappointment moment visit to Grand Kupi .

Price

The price is the amount of money charged for a product or service or the amount of money exchanged by customers for the benefit of having and using it something product (Kotler, Philip & Armstrong, 2018) . Price is specified value as reward For get right on use something goods or services . This concept is in line with the principle of exchange in the world of marketing. In a business context, price be one of factor the main thing that is direct influence profit A company (Tjiptono, 2020) .

Table 4. Price Indicators by (Kotler et al., 2018)

No	Indicator	Statement
1	Affordability price	I feel satisfied with service and the atmosphere that Grand Kupi provides
2	Compliance Price And Quality Product	I will Keep going buy food and drinks from Grand Kupi
3	Compliance Price And Benefit	I will recommend Grand Coffee to friends and family .
4	Price In accordance Ability or Power competition price	Service And product Which I accept in accordance with what I expect .

Marketing Direct

Marketing direct from mouth to mouth Word-of-mouth is a part of a promotional strategy in marketing activities that utilizes “person to person” satisfaction to increase product awareness and achieve level sale (Jalilvand & Samiei, 2012) . According to (Mutiawati, 2020) communication word-of-mouth is stories in the form of consumer impressions of the theme related to pleasant service from a product and service promotion. According to (Kholilu Rohman et al., 2024) explain basically Word of mouth is a message related to a company's products or services or related to the company itself. This message consists of comments about product performance , contributions , honesty , and speed. service , And aspect others Which felt And experienced by somebody , which then delivered to others.

Table 5. Indicators word-of-mouth according to (Jalilvand & Samiei, 2012) as following :

No	Indicator	Statement
1	Intention to Recommend Intention to Recommended	I intend recommend Grand Coffee to Friend or relatives I .
2	Willingness to Share	I feel like If Can share information about Grand Kupi with other people .
3	Frequency of Talk	I Enough often talk about Grand Cup in conversation daily .
4	Message Valence	I give review Which support against Grand Kupi while talking about it
5	Message Credibility	The information I convey about Grand Kupi based on experience personal I Alone.
6	Influence on Purchase Decision	Information or stories from other people made me interested in trying Grand Kupi.

METHOD

Study This use approach quantitative with objective analyze influence Influence Quality Service , Price, and Word-of-Mouth Regarding Satisfaction Customers at Grand Kupi Blang Island . Population study is all consumers who have made more than two purchases at Grand Kupi Blang Pulo , with amount sample determined use formula

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(Lameshow et al., 1997) . Based on calculation , 96 respondents were obtained . For maximum results , then amount respondents study This exaggerated to 100 respondents For prevent the existence of bias in study Data collection in study This done that is with method share paper questionnaire to respondents , then processed with Statistical Product and Service Solutions (SPSS) . with 5- point Likert scale , with very low range agree (1) to strongly agree (5). Instrument questionnaire arranged based on indicator variables research , namely Quality Service , Price, Word-of-mouth and Satisfaction customers . Before used , instruments tested its validity .. Criteria validity test assessment , if $r_{count} > r_{table}$ at the level significance 0.05, then can said questionnaire items is valid and reliable use Cronbach's Alpha . If mark alpha approach One so mark reliability the data the more trusted . it is said reliable when mark Cronbach Alpha > 0 (Ghozali Imam, 2018) . Assumption test classic done For determine feasibility of the regression model , including normality tests with Kolmogorov-Smirnov , multicollinearity test with Tolerance and Variance Inflation Factor (VIF), and heteroscedasticity test use scatterplot . Data analysis was carried out with multiple linear regression using SPSS. The t-test is used For measure influence partial , and coefficient determination (R^2) is used For determine proportion variation satisfaction customers who can explained by variables independent .

RESULTS AND DISCUSSION

Characteristics Respondents

Studies This involving 100 respondents . Majority respondents aged 23 - 30 years as many as 32 customers (32.0%). And the majority respondents various sex Man as many as 85 customers (85.0%). Validity test results show that all items have mark correlation > 0.179 , so that declared valid. Reliability test produce mark Cronbach's Alpha > 0.60 for all variables , with details : loyalty customers (0.791), image brand (0.758), trust brand (0.647), and price (0.861). This can seen in Table 6 and Table 7. With thus , all instrument study reliable .

Table 6. Validity Test Results

Yes	Variables Indicator statement	Mark Calculation	Mark table	Note
1	Satisfaction Customer (Y)			
	Statement 1	0.755	0.196	Valid
	Statement 2	0.851	0.196	Valid
	Statement 3	0.834	0.196	Valid
	Statement 4	0.780	0.196	Valid
	Statement 5	0.453	0.196	Valid
2	Quality Service (X1)			
	Statement 1	0.728	0.196	Valid
	Statement 2	0.867	0.196	Valid
	Statement 3	0.844	0.196	Valid
	Statement 4	0.847	0.196	Valid
	Statement 5	0.714	0.196	Valid
3	Price (X2)			
	Statement 1	0.835	0.196	Valid
	Statement 2	0.877	0.196	Valid
	Statement 3	0.834	0.196	Valid
	Statement 4	0.747	0.196	Valid
4	Price (X3)			
	Statement 1	0.639	0.196	Valid
	Statement 2	0.811	0.196	Valid
	Statement 3	0.741	0.196	Valid
	Statement 4	0.900	0.196	Valid
	Statement 5	0.672	0.196	Valid
	Statement 6	0.290	0.196	Valid

Table 7. Reliability Test Results

No	Variables	Cronbach's Alpha	Information
1	Quality Service	0.845	Reliable
2	Price	0.830	Reliable
3	Word of mouth	0.744	Reliable
4	Satisfaction Customer	0.754	Reliable

Table 8. Results Analysis Regression Linear Multiple

Model	Unstandardized Coefficients		Standardized Beta	t	Sig
	B	Std. Error			
1 (Constant)	-0.170	0.858		-0.198	0.843
Quality Service (X ₁)	0.747	0.043	0.809	17,310	0,000
Price (X ₂)	0.194	0.039	0.174	5,022	0,000
Word of mouth (X ₃)	0.089	0.042	0.099	2,118	0.037

a. Dependent Variables : Y (Satisfaction Customer)

Based on results in Table 8, the equation multiple linear regression can written as following :

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

$$Y = -0.170 + 0.747X_1 + 0.194X_2 + 0.089X_3$$

Constant of 0.170 indicates that when variables independent is zero , then mark satisfaction customers (Y) are estimated of -0.170. In general theoretical , conditions This describe that without existence contribution from third variables independent said , the level satisfaction customer will is at at negative levels . This is confirm importance role quality service , price , and word-of-mouth in forming and improving satisfaction customers at Grand Kupa Blang Island .

Quality service (X₁) is worth positive of 0.747 which means quality service own connection one way with satisfaction customers . Every improvement in quality service will followed by an increase satisfaction customers , with assumptions variables price and word of mouth still . Matter This show that the more Good quality services provided , then the more high level satisfaction customer Grand Cup Blang Island .

Coefficient value price (X₂) is worth positive of 0.194, which means variables price own connection one way with satisfaction customer . Every improvement in perception the price considered in accordance or affordable will participate increase satisfaction customers , with assumptions quality service and word-of-mouth remain . This is show that the price considered reasonable and comparable with acceptable quality will push improvement satisfaction customers at Grand Kupa Blang Island .

Coefficient value word-of-mouth (X₃) is worth positive of 0.089, which means word-of-mouth has connection one way with satisfaction customers . Every improvement in distribution information positive from mouth to mouth will impact on increasing satisfaction customers , with assumptions quality service and price still . Although its influence relatively more small compared to variables other , word-of-mouth remains contribute in form perception and experience customers at Grand Kupa Blang Island .

Partial Test (t-Test)

Table 9. Partial Test Results (t-Test)

Model	Coefficient Standard	No Std. Error	Coefficient Standard	t	Sig
	B		Beta		
(Constant)	-0.170	0.858		-0.198	0.843
Quality Service (X ₁)	0.747	0.043	0.809	17,310	0,000
Price (X ₂)	0.194	0.039	0.174	5,022	0,000
Word of mouth (X ₃)	0.089	0.042	0.099	2,118	0.037

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Variables Quality Service (X1) obtained mark significance of 0.000 or more small from 0.05 ($0.000 < 0.05$) And mark t_{count} amounting to 17,310 or more big from t_{table} which is 1.984 ($17,310 > 1.984$). Thus, it can be concluded that service quality has a positive and significant effect on customer satisfaction. Therefore, hypothesis (H1) which states that service quality has a positive and significant effect on customer satisfaction at Grand Kupi Blang Pulo is accepted. variable (X2) obtains mark significance of 0.000 or more small from 0.05 ($0.000 < 0.05$) and the value t_{count} of 5,022, which is also more big from t_{table} 1.984 ($5.022 > 1.984$). This is show that variables price influential positive and significant to satisfaction customers . So , hypothesis (H2) Which state that price influential positive and significant to satisfaction customers at Grand Kupi Blang Island accepted . Variables Word-of-Mouth (X3) gain mark significance of 0.037 or more small of 0.05 ($0.037 < 0.05$) and the value t_{count} by 2,118, more big from table 1.984 ($2.118 > 1.984$). With Thus , word-of-mouth also has an influence positive and significant to satisfaction customers . Therefore that is , the hypothesis (H3) states that word-of-mouth is influential positive and significant to satisfaction customers at Grand Kupi Blang Island accepted .

Simultaneous Test (F Test)

Simultaneous test results through the F test to strengthen findings previously . The $F_{\text{calculated}}$ value was 274.084 or greater than 2.70 ($274.084 > 2.70$). So it can be concluded that the variables of service quality (X_1), price (X_2) and word-of-mouth (X_3) have an effect on the customer satisfaction variable (Y).

Table 9. Simultaneous Test Results (F-Test)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	366,948	3	122,316	274,084	.000 ^b
	Residual	42,842	96	0.446		
	Total	409,790	99			

Based on the results of the simultaneous test in table 4.19 above, it can be seen that the probability value of the significance value is 0.000 or less than 0.05 ($0.000 < 0.05$) and obtains a $F_{\text{calculated}}$ value of 274.084 or greater than 2.70 ($274.084 > 2.70$). So it can be concluded that the variables of service quality (X_1), price (X_2) and word-of-mouth (X_3) have an effect on the customer satisfaction variable (Y).

Discussion

Influence Quality Service to Satisfaction Customer

Based on results data analysis , variables quality service influential positive and significant in a way partial to satisfaction customers at Grand Kupi Blang Pulo . This is show that the more Good quality the services provided , the more high level satisfaction customer . Quality services provided through proof physical (tangible), reliability , power responsiveness , assurance , and empathy are capable give comfortable and satisfying experience for Customer service . Fast , friendly , and consistent service push customer do purchase repeat as well as recommend Grand Kupi Blang Island to others. Research result This supported by (Agustinawati et al., 2022) who stated that customer solutions have an impact positive and significant to satisfaction customers . Findings this is also in line with study (Elly Rahmawati et al., 2024) , (Christono, 2022) , (Rizkina, 2025) , (Hawari & Ali, 2025) , and (Oktavianti & Utami, 2019) who concluded that quality service influential positive and significant to satisfaction customer .

The Influence of Word-of-Mouth on Satisfaction Customer

Based on results analysis , word-of-mouth influential positive and significant in a way partial to satisfaction customers at Grand Kupi Blang Pulo . Semakin Lots information positive delivered customer to others, the more tall level satisfaction customer . Positive word-of-mouth , through recommendations , sharing experience , as well as credibility information , able increase trust customers and strengthen Grand Kupi image Blang Pulo . On the other hand , information negative can influence perception customer to business the . Findings This in line with study (Kholilu Rohman et al., 2024) , (Widya Ningrum et al., 2023) (Sari et al., 2017) , and (Suryani, 2017) who stated that word-of-mouth is influential significant to satisfaction customers . Therefore that , keep quality service and experience positive customers become an important strategy For push recommendation from customer to candidate customer other .

CONCLUSION AND SUGGESTIONS

Conclusion

Based on results study about influence quality service , price , and word-of-mouth to satisfaction customers at Grand Kupa Blang Pulo , can concluded that quality service , price , and word-of-mouth own influence positive and significant to satisfaction Customers . Quality service shown through fast , friendly , responsive service , and supported by adequate facilities , capable increase satisfaction customer . Likewise , the prices are appropriate with quality product , benefits received , and power buy customer give perception good grades so that customer feel satisfied . Besides that is , positive word - of-mouth through recommendations and experiences Good from customers also play a role in increase satisfaction customer as well as strengthen Grand Kupa image Blang Island . With thus , it can stated that the more Good quality service , increasingly in accordance price , and more and more positive word -of-mouth received customers , then the more high level satisfaction customers at Grand Kupa Blang Island .

Suggestion

Based on results research , Grand Kupa Blang Island recommended For Keep going increase quality service with give fast , friendly , responsive and consistent service as well as guard cleanliness and comfort environment cafe for customers get more experience good . Besides that , management need maintain policy competitive and appropriate prices with quality products offered . So that customer still feel get equivalent value on costs incurred . Grand Kupa Blang Island need push creation positive word -of-mouth with guard quality products and services as well as give experience impressive to customer so that they pushed For recommend cafe to others. Good in a way direct and through social media . Share researchers Next , it is recommended For develop study with add other potential variables influence satisfaction customers , such as quality product , atmosphere cafe (store atmosphere) , location , digital promotion , or image brand , quantity more samples large and objects study different so that the results study own coverage more wide and can compared to with study similar other .

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