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THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION WITH PRICE AS A MODERATING VARIABLE AT KALANI CAFE

Ade Sandy Irwansyah Rangkuti1*, T. Lyza Tahura Chairunnisa2
1.2 Universitas Harapan Medan, Indonesia
aliciadynasalsabila@gmail.com ; windaardiani.chan@gmail.com

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Abstract

This study aims to determine the effect of product quality and service quality on customer satisfaction with price as a moderating variable at Kalani Cafe. Kalani Cafe is located on Jl. Batang Kuis, Bangun Sari Baru, Tanjung Morawa District, Deli Serdang Regency, North Sumatra. Kalani Cafe is characterized by its casual and trendy style, becoming a favorite gathering place for young people and community groups in the area. The sample selection method used was random sampling with the Slovin formula as the sample determination method. The total number of observations in this study was 100. The data analysis techniques used in this study were multiple linear regression analysis and moderation analysis. The results of simultaneous testing indicate that product quality, service quality, and price simultaneously influence customer satisfaction. The results of partial testing indicate that product quality and service quality influence customer satisfaction. The results of the moderation test indicate that price is able to moderate and strengthen the influence of product quality on customer satisfaction, but does not moderate and weaken the influence of service quality on customer satisfaction.

Keywords: **Product Quality and Service Quality, Customer Satisfaction, Price**

1. INTRODUCTION

Human culture continues to evolve, influenced by rapid advances in information and communication technology, which have led to significant changes in the way people consume food. Currently, culinary businesses are emerging with comfortable serving services. This allows customers to shop and chat longer. To retain customers, producers must maximize customer satisfaction. This can provide several benefits, such as creating a harmonious relationship between producers and consumers, providing a good foundation for building customer loyalty, and can be profitable for producers. Because this is a service, producers must prioritize customer satisfaction (Woen and Santoso, 2021). One service product experiencing intense competition is the cafe business. Therefore, the author is interested in conducting research at Kalani Cafe. Kalani Cafe is a food and beverage establishment that is still in the process of growth and development. In today's era, cafes are not just places to eat or drink, but also places for teenagers and adults to gather and chat casually. Therefore, the cafe business is one of the most popular businesses today. One service product experiencing intense competition is the cafe business.

Kalani Cafe is located on Jl. Batang Kuis, Bangun Sari Baru, Tanjung Morawa District, Deli Serdang Regency, North Sumatra. Kalani Cafe isn't the only place. It's known that there are also similar businesses nearby, some of which are listed in the following table.

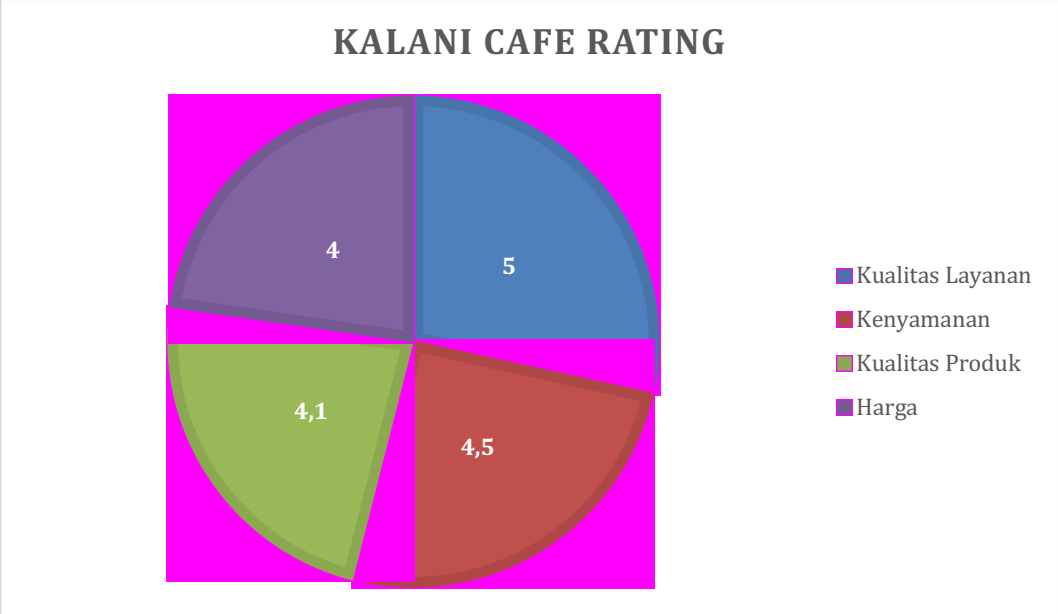
Table 1. Cafe Business Units Around Kalani Cafe

No	Cafe Name	Distance	Best Selling Products	Number of employees	Rating	Customer Reviews
1	Sultan Cafe	100 Meter	Chicken Steak Mushroom	6	4.7 / 5	Delicious Coffee
2	The Wood's Coffee	500 Meter	Manual Brew	6	4.6 / 5	Specialty Coffee
3	Sweetness Coffee	450 Meter	Matcha	6	4.9 / 5	Strategic Location
4	Boyan Coffee	500 Meter	Choco Boyan	7	4.6 / 5	Comfortable Place
5	Demilo Cafe	760 Meter	Latte	5	4.5 / 5	Delicious Coffee
6	Brotherhood Cafe	450 Meter	Penyet chicken	5	4.8 / 5	The chicken is delicious
7	Cafe Point	430 Meter	Various Juices	4	5 / 5	Pocket-friendly
8	Ippas Terrace Restaurant	150 Meter	Eel Dishes	4	4.6 / 5	Distinctive Spicy
9	Titian Coffee	350 Meter	Sand Coffee	5	4.6 / 5	Unique Coffee
10	KKN (Let's Go for Coffee)	220 Meter	Mocktail	4	5 / 5	Coffee and Fruit Sensation

Source: www.google.com, 2026

The table above shows five cafes that are closest to Kalani Cafe, including Sultan Cafe, which is 100 meters away, and Love Story, which is 200 meters away. This relatively close distance makes competition unavoidable. The cafe business itself is very popular today, so entrepreneurs compete to provide quality products and quality service. The table also shows that the ratings given by visitors are very good. This makes the cafe business in this area quite competitive. To survive amidst fierce competition, food and beverage businesses must be able to maintain customer loyalty so that customers are more likely to make repeat purchases or return.

Customer satisfaction is key to the sustainability of a café business because this industry sells experiences, not just food and drinks. In the highly competitive coffee business, delicious coffee alone is no longer enough without excellent service and a satisfying atmosphere. Kalani Café's best-seller is Kalani fried rice, served with a choice of toppings such as sausage or meatballs, eggs, vegetables, and crackers.



Source: Kalani Café, 2026

Figure 1. Kalani Café Rating

It is known that the rating obtained by Kalani Café is 4.4 out of 5 (www.google.com). The potential for obtaining this rating should be higher than that number because Kalani Café has a more attractive location compared to other cafes. Therefore, this is the reason for the researcher to conduct research on Kalani Café with service quality as the variable of choice. The following is a graph of customer satisfaction related to customer ratings for Kalani Café. This shows that Kalani Café has competitors that cannot be underestimated by other businesses.

A product is anything offered to a market for attention, demand, use, or consumption that satisfies a buyer's wants or needs. Product quality is crucial for a business because it directly impacts the product or service itself, thus closely linking it to customer value and satisfaction. Businesses with high-quality products will thrive and ultimately outperform their competitors. Consumers consider many factors before purchasing goods or services, including product quality (Rifa'i, 2023).

Services are all activities or benefits that one party can offer to another. Essentially, these services include convenience, maintenance, repair, and several other characteristics. Companies that are able to meet consumer needs and desires will benefit from increased customer satisfaction and loyalty (Woen and Santoso, 2021). Service quality and satisfaction are crucial for increasing customer satisfaction. One of the factors for a business's success is its ability to provide high-quality service to its customers. When a business delivers a product or service to its customers, it is referred to as service quality. If a business provides good service to its customers, customer satisfaction will increase and they will purchase more frequently (Rifa'i, 2023).

Price can be defined as the amount of money exchanged by buyers and used to purchase desired goods or services. Pricing is crucial because companies must be able to provide prices that encourage customers to purchase (Rifa'i, 2023). For consumers, the concept of price refers to all forms of monetary costs incurred by consumers to acquire, own, and utilize a combination of goods and services (Caniago, 2019). Price can be a supporting factor that can drive customer satisfaction with products and services as a primary factor. This is because price is one of the reasons why customers want to purchase a product or want to return (Woen and Santoso, 2021). In this study, price was used as a moderating variable to determine whether price can strengthen or weaken the influence of product quality and service quality on customer satisfaction.

The formulation of the problem in this research is as follows:

1. Does product quality affect customer satisfaction at Kalani Café?
2. Does service quality affect customer satisfaction at Kalani Café?
3. Is price able to moderate the influence of product quality on customer satisfaction at Kalani Café?
4. Is price able to moderate the influence of service quality on customer satisfaction at Kalani Café?

Based on the problem formulation above, the research objectives are as follows:

1. To find out whether product quality influences customer satisfaction at Kalani Café.
2. To find out whether service quality influences customer satisfaction at Kalani Café.

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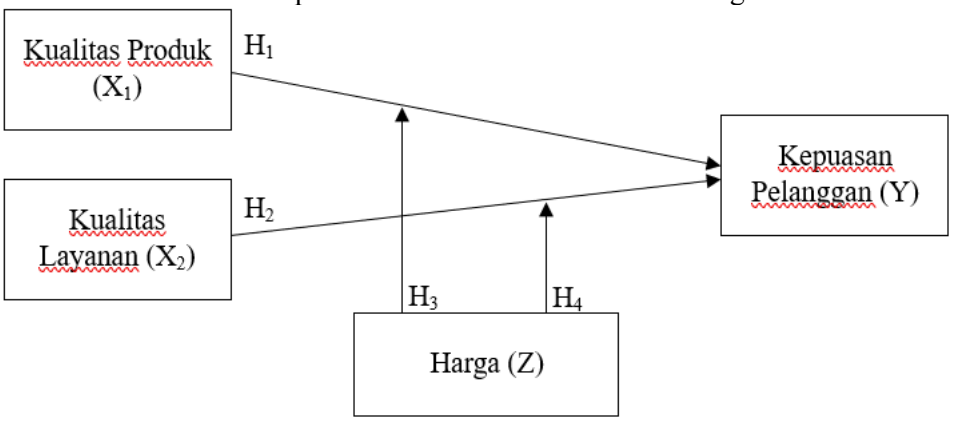
3. To find out whether price is able to moderate the influence of product quality on customer satisfaction at Kalani Café.
4. To find out whether price is able to moderate the influence of service quality on customer satisfaction at Kalani Café.

Based on the background, problem formulation, research objectives and theoretical basis that have been stated above, this researcher created a conceptual framework as shown in the image below:



Source: Processed data, 2026

Figure 2. Conceptual Framework

2. METHOD

This study examines how product quality and service quality impact customer satisfaction, with price as a moderating factor. This study uses a quantitative and casual associative approach. Casual associative research means there is no influence or relationship between the independent and dependent variables, no influence, and no close influence (Sugiyono, 2022). Quantitative research methods are research methods based on the philosophy of positivism and are used to study specific populations and samples (Sugiyono, 2022).

Table 2. Operational Definitions of Variables

Variables	Definition	Indicator	Scale
Customer Satisfaction (Y)	Customer satisfaction is the level of feeling a person has after comparing the perceived performance or results of a product with previously desired expectations (Rakhmawati et al., 2026).	1. Taste Quality 2. Speed of Service 3. Atmosphere and Facilities	Likert
Product Quality (X_1)	Product quality is the total combination of product characteristics from marketing, engineering (planning), manufacturing (product) used to meet customer expectations (Rakhmawati, 2026).	1. Performance 2. Feature 3. Reliability Aesthetics	Likert
Quality of Service (X_2)	Service quality is a form of assessment of the level of service provided by an organization or person (Suminar et al., 2025).	*1. Tangible* *2. Realibility* *3. Responsive* 4. *Assurance* *Empathy*	Likert

Price (Z)	Price is the amount of money that the buyer is willing to pay and the seller is willing to accept (Rakhmawati et al., 2026).	1. Affordability 2. Compliance Competitiveness	Likert

Source: Processed data (2026)

3. RESULTS AND DISCUSSION

RESULTS

Description of Respondent Characteristics

Table 3. Descriptive Statistics

Variables	N	Minimum	Maximum	Mean	Standard Deviation
Customer satisfaction	100	5	13	10.7300	2.05900
Product Quality	100	10	17	14.2600	1.91549
Quality of Service	100	11	23	18.2100	2.82591
Price	100	5	13	10.3700	2.02836

Source: Processed data (2026)

1. The customer satisfaction variable has a mean value of 10.73, with a median and mode value of 12.00. This indicates that most customers tend to give fairly high ratings (clustered around 12.00). This variable has a range of values from 5.00 to 13.00 (range = 8.00). With a standard deviation of 2.06, the distribution of this satisfaction data is moderate. Because the mean value (10.73) is smaller than the median value (12.00), the distribution of this data is skewed to the left (negative skewness). This means that the majority of customers are satisfied, but there is a small handful of customers who give very low ratings (such as the minimum value of 5.00), thus pulling the average value slightly lower.
2. The product quality variable has a mean of 14.26 with a median of 15.00 and a mode of 16.00. This indicates that customer perceptions of product quality are generally very good and centered around 15.00 to 16.00. The smallest value given by customers is 10.00 and the highest value is 17.00. This variable has the smallest standard deviation (1.92) and the narrowest range (7.00) among all variables. This indicates that customer assessments of product quality are the most consistent (homogeneous); there are no extreme differences in answers between customers.
3. The service quality variable recorded the highest score among all measured variables, with a mean of 18.21 and a median and mode of 20.00. This figure indicates that service quality performance is considered excellent by customers. Despite its high value, this variable has the largest standard deviation (2.83) and the widest range (12.00; from a minimum value of 11.00 to a maximum of 23.00). This indicates that service quality has the highest level of diversity (heterogeneity). Perceptions among customers vary quite a bit—some rated it very high (23.00) while others rated it far below the average (11.00).
4. The price variable has an average of 10.37 with a median of 12.00 and a mode of 12.00. This data center pattern is very similar to the Customer Satisfaction variable, indicating a possible close relationship between price perception and perceived satisfaction. Customer ratings range from 5.00 to 13.00 with a standard deviation of 2.03. Similar to the Customer Satisfaction variable, the price distribution is also skewed to the left (negative skewness) because the average value is pulled by several customers who gave very low price ratings (minimum value of 5.00).

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Validity and Reliability Test Results

Table 4. Validity Test of Research Instruments

Variables	Sig	Test Results
Customer Satisfaction (Y)	0,000	Valid
Product Quality (X_1)	0,000	Valid
Product Quality (X_2)	0,000	Valid
Price (Z)	0,000	Valid

Source: Processed data (2026)

Based on the table above, no significance values exceed or are greater than 0.05. Therefore, it can be concluded that the data obtained is valid and can be used.

Table 5. Reliability Test Results

Reliability Statistics

Variable	*Cronbach's Alpha*	*N of Items*
Customer satisfaction	.932	3
Product Quality	.710	4
Quality of Service	.924	5
Price	.879	3

Source: Processed data (2026)

Based on the reliability test results in the table above, all tested instruments met the criteria for reliability testing, namely *a Cronbach's Alpha score* above the recommended 0.60. Therefore, it can be concluded that all research instruments are reliable.

Normality Test Results

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters [a,b]	*Mean*	.0000000
	Standard Deviation	2.71721279
Most Extreme Differences	*Absolute*	.071
	Positive	.049
	Negative	-.071
Test Statistics		.071
Asymp. Sig. (2-tailed)		.200 [c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Processed data (2026)

Based on the table above, the results of the normality test with One Sample Kolmogorov Smirnov obtained an Asymp. Sig value of 0.200 which is greater than 0.05 (0.200 > 0.05), so it can be concluded that the data is normally distributed.

Multicollinearity Test Results

Table 7. Multicollinearity Test Results

Coefficients [a]

	Unstandardized Coefficients		*Standardized Coefficients*			*Collinearity Statistics*	
	B	*Std. Error*	*Beta*	*t*	*Sig.*	*Tolerance*	*VIF*
(Constant)	3,883	3,086		1,258	.211		
X1	1.104	.207	1,266	5,319	.000	.109	9,144
X2	.572	.202	.380	2,833	.006	.344	2,909
Z	.501	.310	.277	1,617	.109	.211	4,751

a. Dependent Variable: Customer Satisfaction

Source: Processed data (2026)

Based on the table above, it is known that the research variables do not have symptoms of multicollinearity so it can be concluded that the multicollinearity test in the regression model is fulfilled.

Heteroscedasticity Test Results (Gletjser)

Table 8. Results of Heteroscedasticity Test (Glejster)

Variables	Sig	Test Results
Product Quality (X_1)	0.094	No Symptoms
Product Quality (X_2)	0.720	No Symptoms
Price (Z)	0.891	No Symptoms

Source: Processed data (2026)

Based on the table above, it can be seen that the significance value for the product quality variable ($X1_{)}$ is 0.094, the product quality variable ($X2_{)}$ is 0.720, and the price variable (Z) is 0.891, so according to the basis for decision making in the Glejser test, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

Multiple Linear Regression Test Results

Table 9. Multiple Linear Regression Test Results

Variables	Coefficient	Coefficient
Constant	Positive	3,883
Product Quality (X_1)	Positive	1,104
Product Quality (X_2)	Positive	0.572
Price (Z)	Positive	0.501

Source: Processed data (2026)

$Y = 3.883 + 1.104 (X_1) + 0.572 (X_2) + 0.501 (Z)$

1. Constant α = 3.883, From the constant α = 3.883 it can be seen that product quality, service quality, and price do not increase or have a value of 0 (zero), so customer satisfaction is 3.883 units.
2. The regression coefficient of the product quality variable ($X1_{)}$ is 1.104, indicating a positive trend. This means that if the product quality variable increases by 1 unit, customer satisfaction will increase by 1.104.
2. The regression coefficient of the service quality variable ($X3_{)}$ is 0.572, indicating a positive trend. This means that if the service quality variable increases by 1 unit, customer satisfaction will increase by 0.572.
3. The regression coefficient for the price variable (Z) is 0.501, indicating a positive trend. This means that if the price variable increases by 1 unit, customer satisfaction will increase by 0.501.

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Partial Test Results (t-Test)

Table 10. Partial Test Results (t-Test)

Coefficients [a]

	Unstandardized Coefficients		*Standardized Coefficients*		
	B	*Std. Error*	*Beta*	*T*	*Sig.*
(Constant)	3,883	3,086		1,258	.211
X1	1.104	.207	1,266	5,319	.000
X2	.572	.202	.380	2,833	.006
Z	.501	.310	.277	1,617	.109

a. Dependent Variable: Customer Satisfaction

Source: Processed data (2026)

1. Product quality variable (X1) with a significance value of 0.000 is smaller than alpha (0.000 < 0.05) and the calculated t value is greater than the t table (5.319 > 1.985). Therefore, product quality partially influences customer satisfaction (Y).
2. The service quality variable (X2) with a significance value of 0.006 is smaller than alpha (0.006 < 0.05) and the calculated t value is greater than ttable (2.833> 1.985). Therefore, service quality partially influences customer satisfaction (Y).

Moderation Analysis Results

Residual – 1 Product Quality

Table 11. Residual Results – 1

Coefficients [a]

	Unstandardized Coefficients		*Standardized Coefficients*		
	B	*Std. Error*	*Beta*	*T*	*Sig.*
(Constant)	1,427	.318		4,491	.000
Y	-.074	.029	-.249	-2,549	.012

a. Dependent Variable: e Abs1

Source: Processed data (2026)

A variable is considered a moderating variable if its coefficient is negative and its significance value is <0.05. Table 11 shows that the coefficient value from the residual-1 test is negative (0.074) and has a significance value of 0.012 <0.05. Therefore, it can be concluded that the price variable is able to moderate the influence of product quality on customer satisfaction.

Table 12. *Model Summary*

Model Summary [b]

R	*R Square*	*Adjusted R Square*	*Standard Error of the Estimate*
.749 [a]	.692	.683	.59591

a. Predictors: (Constant), Y

b. Dependent Variable: eAbs1

Source: Processed data (2026)

A moderating variable is said to strengthen if the *Adjusted R-square value* is above 0.67 and weaken if the value is less than 0.19 (Ghozali, 2021). As seen in Table 12, the *Adjusted R-square value* obtained was 0.683 > 0.67.

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This means that price strengthens the influence of product quality on customer satisfaction.

Table 13. Residual Results – 2

Coefficients [a]

	Unstandardized Coefficients		*Standardized Coefficients*		
	B	*Std. Error*	*Beta*	*T*	*Sig.*
(Constant)	2,448	.466		5,251	.000
Y	-.061	.043	-.142	-1,423	.158

a. Dependent Variable: e Abs2

Source: Processed data (2026)

A variable is considered a moderating variable if its coefficient is negative and its significance value is <0.05. Table IV.13 shows that the coefficient value from the residual-2 test is negative (0.061) but has a significance value of 0.158 > 0.05. Therefore, it can be concluded that the price variable is unable to moderate the effect of service quality on customer satisfaction.

Table 14. *Model Summary*

Model Summary [b]

R	*R Square*	*Adjusted R Square*	*Standard Error of the Estimate*
.142 [a]	.020	.010	.87425

a. Predictors: (Constant), Y

b. Dependent Variable: eAbs2

Source: Processed data (2026)

A moderating variable is said to strengthen if the *Adjusted R Square value* is above 0.67 and is said to weaken if the value is less than 0.19 (Ghozali, 2021). As seen in Table 14, the *Adjusted R Square value* obtained was 0.010 < 0.19. This means that price weakens the influence of service quality on customer satisfaction.

DISCUSSION

Product Quality and Customer Satisfaction

From the statistical test results obtained for the significance value of product quality of 0.000 < 0.05 and the $_{\text{calculated t value}} > t_{\text{table}}$ or 5.319 > 1.985 and the resulting regression coefficient value of 1.104 is positive. Therefore, product quality has a positive and significant effect on customer satisfaction. Product quality is anything that can be offered to the market to get attention, be purchased, used, or consumed that can satisfy desires or needs.

These findings empirically support Kotler and Keller's (2016) marketing management theory, which states that products are the core element of the marketing mix . Product quality is a company's primary strategic tool for creating value *for* customers. When a company delivers products with high performance, durability, and reliability, the market immediately interprets this as the fulfillment of the brand promise. From a consumer assessment perspective , consumers consistently conduct post-purchase evaluations by comparing the product's actual performance to their initial expectations before purchasing.

This positive subjective assessment is what psychologically triggers satisfaction *in* customers. Conversely, poor product quality will result in negative assessments that lead to disappointment. Therefore, company investment in product quality improvement has been proven to be a key driver in securing customer satisfaction and loyalty in a competitive market. This is in line with research conducted by Hendrawati et al. (2017) and supported by Zahra and Mahrinasari (2025), which found that product quality influences customer satisfaction.

Service Quality on Customer Satisfaction

The statistical test results obtained a significance value of 0.006 < 0.05 for service quality, with a $_{\text{calculated t-value}} > t\text{-}_{\text{table value}}$ or 2.833 > 1.985, and a regression coefficient of 0.572 indicating a positive trend. Therefore, service quality has a positive and significant effect on customer satisfaction. The ability to provide quality service to customers is a key factor in business success. Service quality is defined as customers' perceptions of how a company delivers products or services. If a business provides good service to its customers, customers will be highly satisfied and likely to purchase other products (Rakhmawati et al., 2026).

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These empirical findings strongly support marketing management theory. It is explained that in both service and product industries, service quality *is* a critical instrument in marketing strategies to differentiate a company from its competitors. Superior service acts as an emotional bridge connecting consumer needs with the solutions offered by the company. From a consumer assessment perspective , these results indicate that consumers assess service quality interactively based on five main dimensions: *Tangibles* , *Reliability* , *Responsiveness* , *Assurance* , and *Empathy* .

During the service delivery process , positive subjective assessments contribute to greater psychological satisfaction for customers. Conversely, failure to provide satisfactory service will lower customer perceptions of value and lead to dissatisfaction. This is in line with research conducted by Suminar et al. (2025) and supported by Nabila et al. (2025), whose results indicate that service quality influences customer satisfaction.

Product Quality on Customer Satisfaction with Price as a Moderating Variable

From the results of the residual-1 test, the effect of product quality on customer satisfaction with price as a moderating variable shows a negative coefficient value of -0.074 and has a significance value smaller than *alpha* or 0.012 < 0.05 and an *Adjusted R Square value* of 0.683 > 0.67. So, price is able to moderate and strengthen the influence of product quality on customer satisfaction. Price acts as a modifying factor (determining factor) that makes the relationship between product quality and customer satisfaction stronger. In consumer behavior theory, the moderating effect of price on the relationship between product quality and customer satisfaction explains that the impact of product quality on customer satisfaction can be strengthened or weakened by the set price level. Price changes consumers' perceptions of the quality of the products they purchase by acting as a cognitive filter and anchor of expectations. Thus, this psychological phenomenon occurs.

These empirical findings support Kotler and Keller's (2016) marketing management theory on the concept of customer *perceived value* . Customer value is defined as the difference between all the benefits a customer receives (in this case, product quality) and all the costs incurred (price). When a price is perceived as comparable, fair, or competitive, it acts as a positive catalyst. This means that consumers' willingness to pay a certain price will increase their appreciation of product quality, ultimately multiplying their perceived satisfaction. From a consumer assessment perspective , consumers often cognitively use price as a signal or indicator of product quality *(price as a quality cue)* .

perceived equity level when they receive a high-quality product by paying a reasonable or premium price. They will be more emotionally and rationally satisfied if they perceive that they are receiving " *value for money* ." This research aligns with research conducted by Nabila et al. (2025) which found that price moderates the effect of product quality on customer satisfaction. This contrasts with research conducted by Hendrawati et al. (2017) which found that price does not moderate the effect of product quality on customer satisfaction.

Service Quality on Customer Satisfaction with Price as a Moderating Variable

From the results of the residual-2 test of the influence of service quality on customer satisfaction with price as a moderating variable, it shows a coefficient value that is negative, namely -0.061 but has a significance value greater than *alpha* or 0.158> 0.05 and an *Adjusted R Square value* of 0.010 <0.19. Therefore, price is not able to moderate and weaken the influence of service quality on customer satisfaction. Price is not a determining factor that influences the relationship. In fact, when price is included as a consideration, the impact of service quality on customer satisfaction actually becomes smaller or reduced. Based on Marketing Management Theory regarding the marketing mix , this finding indicates a mismatch between pricing and service delivery *in* the eyes of consumers.

According to Kotler and Keller (2016), price and service quality should support each other to form a complete perception of value. However, when the interaction between the two is negative and insignificant, this indicates that the price variable does not act as a booster , but rather as a cognitive burden that obscures the positive impact of service quality itself. When viewed from a consumer assessment perspective , this weakening phenomenon is likely due to consumers viewing price not just as a number, but as the greatest form of financial and psychological sacrifice to obtain a service.

A business's ability to provide quality service to its customers is one component of business success. Service quality is a customer's cognitive perception of how a business delivers products or services to them. If the service provided by a business to its customers is good, customers will be very satisfied and tend to purchase other products (Rakhmawati et al., 2026). This is in line with research conducted by Hendrawati et al. (2017), whose results showed that price was unable to moderate the effect of service quality on customer satisfaction. This contradicts research conducted by Liung (2017), whose results showed that price was able to moderate the effect of service quality on

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customer satisfaction.

4. CONCLUSION AND SUGGESTIONS

Based on the research results, the following conclusions are given:

a. Product quality (X_1) and service quality (X_2) have a positive and significant effect on customer satisfaction (Y) at Kalani Café.
b. Price (Z) is able to moderate and strengthen the influence of product quality (X_1) on customer satisfaction (Y) at Kalani Café.
c. Price (Z) is unable to moderate and weaken the influence of service quality (X_2) on customer satisfaction (Y) at Kalani Café.

Based on the conclusions, the suggestions for research are as follows:

a. Kalani Café management must continue to maintain or improve the quality standards of raw materials and the taste of the menu (food and beverages). Because price variables have been proven to strengthen the impact of product quality on satisfaction, Kalani Café should not hesitate to set slightly higher *(premium) prices* specifically for superior menus (e.g., *signature coffee* or *best-selling pastries*).
b. Future researchers are advised to test other variables that could potentially moderate the relationship between service quality and customer satisfaction in a more positive way. Given that price weakens this relationship, researchers could replace it with brand image, location strategy, or other variables.

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