ANALYSIS OF THE EFFECT OF MARKETING MIX ON CUSTOMER SATISFACTION AT JEUNIEB CITY COFFEE IN JEUNIEB SUB-DISTRICT, BIREUEN REGENCY

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Abstract

The purpose of this study was to determine the effect of marketing mix on customer satisfaction at Jeunieb City Coffee in Jeunieb Sub-District, Bireuen Regency. This study used quantitative methods, the population in this study were customers who visited Jeunieb City Coffee. The sample in this study amounted to 75 respondents, as for the data collection technique used, namely questionnaires, the author distributed questionnaires to 75 customers of Jeunieb City Coffee. The results showed that the seven independent variables, namely Product (X_1) has a calculated value (5,880) > ttable (1,993), Price (X_2) has a calculated value (4,054) > ttable (1,993), Place (X_3) has a calculated value (4,514) > ttable (1,993), Promotion (X_4) has a calculated value (3,386) > ttable (1,993), People (X_5) have a tcount value (5,920) > ttable (1,993), Process (X_6) has a tcount value (3,335) > ttable (1,993), Physical Evidence (X_7) has a calculated value (6,200) > ttable (1,993). So it can be concluded that the seven independent variables have a positive effect on customer satisfaction at Jeunieb City Coffee in Jeunieb District, Bireuen Regency.

Keywords : product, price, place, promotion, people, process, physical evidence, customer satisfaction.

INTRODUCTION

Every company, whether engaged in products or services, has a goal to stay alive and develop, this goal can be achieved through efforts to be able to maintain and increase the level of profit or operating profit of the company. This can be done, if companies can maintain and increase sales of the products or services they produce. By implementing an accurate marketing strategy through utilizing opportunities in increasing sales, so that the company's position or position in the market can be improved or maintained. In connection with this, the implementation of modern marketing today has a very large role as a direct support for increasing company profits. In principle, every company when selling its products will be faced with good sales strategies and techniques, so that the commodities it offers can sell well. One of the sales techniques in question is related to how and how high the quality of service provided to consumers. The quality of service provided is the most important performance by the company for customer satisfaction.

Companies must pay attention to important things for consumers, so that they feel satisfaction as expected. That is as stated by many economic experts who provide definitions of consumer satisfaction. Basically, consumer satisfaction includes the difference between the level of importance and performance or perceived results. And in essence, consumer satisfaction is an after-purchase evaluation where the chosen alternative can at least provide results (outcomes) equal to or exceed consumer expectations, while dissatisfaction can occur if the results obtained do not meet the expectations desired by consumers. So the level of satisfaction is a function of the difference between performance perceived by expectations, if the perceived performance is below expectations then consumers feel dissatisfied, while if the perceived performance is in accordance with expectations, then undoubtedly consumers feel satisfied. And if the perceived performance exceeds expectations then consumers will feel very satisfied. Quality has a close relationship with customer satisfaction. Quality gives an encouragement to customers to establish a strong relationship with the company. In the long run, such a bond allows the company to thoroughly understand the expectations of customers as well as their needs. Thus, companies can increase customer satisfaction where companies maximize pleasant customer experiences and minimize less pleasant customer experiences.

Excellent service quality is also influenced by intangible assessments, namely emotions when related to a product or service as an emotional overflow characterized by feelings of satisfaction or dissatisfaction in perceiving the performance of a product or service in accordance with their respective needs or customer expectations. In accordance with Peter and Olson's statement, customers are satisfied if their expectations are met or will be very satisfied if customer expectations are exceeded. Expectations usually rest on an image of products or services in a company, if a company can maintain its image and provide the expectations needed by customers in order to maintain customer satisfaction, it does not rule out the possibility of the company approaching the highest profit.

One of the cafes located in Jeunieb District, Bireun Regency is a café with the name Jeunieb City Coffee. This café is a place that provides a variety of food and drinks for guests who come. According to the Secretary General of the Indonesian Cafe and Restaurant Entrepreneurs Association (Akprindo), "industries that provide food and beverage (food *and beverage)* such as restaurants and cafes in Indonesia are increasing rapidly he said that currently the café and restaurant business is growing to reach 15-20%", One type of restaurant that exists is a café, the understanding is as compiled by the Language Center Dictionary Compilation Team, i.e. café is: "A drinking place where visitors can order drinks, such as coffee, tea, beer and coffee shop pastries". In its development, there is also a café that also offers more varied food and drinks but still maintains the products that are characteristic of it as a coffee shop. A café is one type of restaurant business or company that provides food and drinks for guests to consume. The statement according to S. Medlik is: "*Cafe is establishment providing food and refreshment for consumption and the premises to general public".* The emergence of many restaurants and cafes in Indonesia in general and the city of Bireun in particular makes restaurant and café managers compete in meeting customer satisfaction. Based on the background of the research above, problems can be formulated, namely (1). How does the product affect customer satisfaction at Jeunieb City Coffee in Jeunieb District, Bireuen Regency? (2). Which service factor most dominantly affects customer satisfaction at Jeunieb City Coffee in Jeunieb District, Bireuen Regency?

LITERATURE REVIEW
Understanding Marketing Mix
The marketing mix introduced by McCarthy is an integrated marketing strategy that combines products, prices, promotions, and distribution with the aim of being able to produce and sell goods or services that can provide satisfaction to consumers. Marketing mix (maketing mix) is a collection of variables that can be used by companies to influence customer perceptions and public perceptions. "The variables are *Product*/Product *Price*/Price *Place*/distribution channel, and *Promotion*/promotion. These four variables are often referred to as 4p. The marketing mix was first introduced by Jerome McCathy and popularized by Philip Kotler. In later developments, 4p was developed by Philip Kotler into 6p with the addition of Public relations and Power. The latter 2p is only when a product enters a new market. Marketing mix is a set of marketing tools that companies use to achieve their marketing targets in their target market. So the conclusion of the marketing mix is marketing activities that have been united and support each other. Success in choosing the right product, decent price, good distribution channel/place, and effective promotion.

Forms of Marketing Mix
The concept of marketing mix was first expressed by McCarthy deep (Ariyanti, 2018) which suggests four main elements of the marketing mix known as the "4Ps", namely product, price, place, and promotion. However, the 4P marketing mix can only be used on product marketing. As for service marketing, it is too limited to provide a marketing framework and service marketing strategy planning. Therefore James and Philips suggest 3Ps additional in service marketing, namely people, pshycal evidence, and process. Similar to James and Phillips, Kotler and Fox also stated that service marketers will offer services with a marketing mix consisting of seven educational service marketing tools commonly known as the 7Ps.In marketing, there is a marketing strategy called the marketing mix or marketing mix which has an important role in influencing consumers to buy a product or service offered by the company. The elements of the marketing mix consist of all variables that the company can control to satisfy consumers. The 7P marketing mix is *Product* (product), *Price* (price), *promotion* (promotion), *Browse* (person), *Process* (process), and *physical evidence* (physical evidence). The seven elements of the marketing mix are interconnected and influential with each other, so efforts must be made to produce a marketing policy that leads to effective service and customer satisfaction. So in the marketing mix there are variables that support each other, which are then combined by the company to obtain the desired responses in the target market. The combination of such devices the company can influence the demand for its products (Saverus, 2019).

Understanding Customer Satisfaction

Customer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service. Bitner and Zeithaml state that satisfaction is a customer's evaluation of a product or service in terms of whether the product or service has met their needs and expectations(Constellation & Sulistyawati, 2022). Customer satisfaction can be achieved through the creation of high-quality services, in terms of true promises, attention, empathy and guarantees. If customer satisfaction is high, it will provide benefits in the long run for the benefit of the organization (Griffin, 2005: 11). According to Wilkie, customer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service. Bitner and Zeithaml state that satisfaction is a customer's evaluation of a product or service in terms of whether the product or service has met their needs and expectations(Constellation & Sulistyawati, 2022).

According to Indrasari in (Daniel, 2015) In determining the level of customer satisfaction, there are five main factors and must be considered by the company, namely:

1. Product quality, customers will feel satisfied if their evaluation shows that the products they use are indeed of high quality.
2. Quality of service, customers will feel satisfied if they get good service or as expected.
3. Emotionally, customers will feel proud and believe that others will be amazed by them, if they use certain products that tend to have a higher level of satisfaction.
4. Price, products of the same quality but relatively low price offer greater value to customers.
5. Cost, customers who do not incur additional costs or do not need to waste time to get a product tend to feel satisfied with the product.

From the description explained by Kotler and Armstrong (2015: 64), it can be concluded that after-sales service has a big role in creating customer satisfaction. The better and more complete the after-sales service provided by the company to its consumers, the higher the level of company loyalty in the eyes of consumers so that consumers will become permanent consumers of the company, with this condition it will have an impact on the services sold will increase the market so that it can increase sales.

Customer Satisfaction Measurement

Companies need to monitor and measure customer satisfaction because this has become important for every company. This step can provide feedback and input on the needs of developing and implementing strategies to increase customer satisfaction. Companies can use the following methods to measure customer satisfaction:

a. Complaints and suggestions system

A customer-centric organization provides ample opportunities for its customers to submit suggestions and complaints. That information can provide brilliant ideas for the company and allow it to react responsively and quickly to address issues that arise.

b. *Ghost Shopping*

One way to get an idea of customer satisfaction is to hire several people to act as potential buyers, then report their findings about the strengths and weaknesses of the company's and competitors' products based on their experience in buying these products.

c. *Lost customer analysis*

Companies should contact customers who have stopped buying or have moved suppliers to understand why this is happening.

d. Customer satisfaction survey

Research on customer satisfaction is generally carried out by survey research, either by post, telephone, or direct interview. This is because through surveys the company will get responses and feedback directly from customers and also give a positive sign that the company pays attention to its customers.

Customer Satisfaction Indicators

Indicators to measure customer satisfaction, according to Indrasari (2019: 92) in (NS Ramadhini, 2022) be:

1. Conformity expectations, namely satisfaction is not measured directly but is concluded based on the conformity or mismatch between customer expectations and actual company performance.
2. Interest in revisiting, namely customer satisfaction is measured by asking whether customers want to buy or reuse the company's services.
3. Willingness to recommend, namely customer satisfaction is measured by asking whether customers will recommend the product or service to others such as, family, friends, and others.

Conceptual Framework

Conceptual framework is a line of thinking regarding a relationship between one concept and another to be able to provide an overview and direct assumptions related to the variables to be studied. Based on the theories used as references in the author's research, the conceptual framework of the research is as follows:
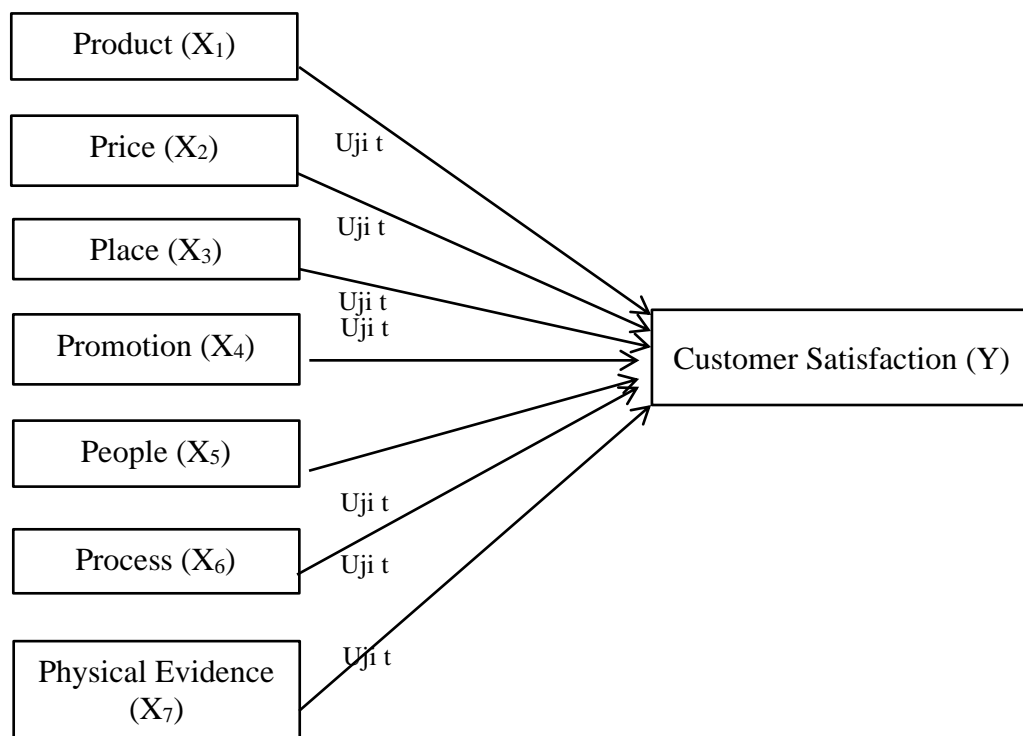

Figure 2.1. Conceptual Framework

Research Hypothesis

Based on the conceptual framework above, the hypotheses in this study are as follows:

H_1 : There is a significant influence between product and customer satisfaction at Jeunieb City Coffee.

H_2 : There is a significant influence between price and customer satisfaction at Jeunieb City Coffee.

H_3 : There is a significant influence between place and customer satisfaction at Jeunieb City Coffee.

H_4 : There is a significant influence between promotion and customer satisfaction at Jeunieb City Coffee.

H_5 : There is a significant influence between people and customer satisfaction at Jeunieb City Coffee.

H_6 : There is a significant influence between process and customer satisfaction at Jeunieb City Coffee.

H_7 : There is a significant influence between physical evidence and customer satisfaction at Jeunieb City Coffee.

RESEARCH METHODS

Location and Subject of Research

The study was conducted at Jeunieb City Coffee in Jeunieb District, Bireuen Regency.Which is one of the Coffe in Jeunib City. The subject of study While the object of research is visitors to Jeunieb City Coffee who get consumption services after purchasing food and beverage products at the City Coffee.

Population and Sample

According to Sugiyono (2011), population is a generalized area consisting of, objects / subjects that have certain quantities &; characteristics set by researchers to be studied and then drawn conclusions.. The population in this study is the number of consumers of Jeunieb City Coffee customers as many as 300 people and from the calculation results using the Slovin formula, the sample obtained was 75 respondents.

Data Collection Techniques

The data collection technique used in this study is a questionnaire, which is data collection carried out by providing a set of questions or written statements to respondents.

Variable Operational Definition

1. Product (X_1) product represents everything that consumers get in the process of exchange with producers.
2. Price (X_2) is the amount of value that consumers exchange for the quality of owning or using a product or service.
3. Place(X_3) is a leasehold provided by each caffe or restaurant owner.
4. Promotion (X_4) is a medium to introduce, invite, persuade, and influence consumers to consider, buy and consume products offered by companies or marketers.
5. People (X_5) are all humans who play a role in the provision of services and services so that they can influence consumer perceptions of how the nature of the service itself, which can be seen from the way they dress, their appearance, their nature in serving.
6. Process (X_6) is The process is a major factor in the marketing mix in restaurants, this is because customers will often feel the delivery of service as part of the service itself.
7. Physical Evidence (X_7) is the environment in which the service process, interaction between the company and consumers takes place.
8. Customer Satisfaction (Y) customer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service.

Validity Test

Validity is a measure that indicates the levels of validity or validity of an instrument that is valid or valid has high validity. Conversely, a less valid instrument means it has low validity.

Reliability Test

Reliability testing is a measurement tool for measuring a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if every answer given by respondents to the question items is consistent or stable at dynamic times.

Data Analysis Methods

In analyzing the data of this study, researchers used multiple linear regression. Because this study examines more than one independent variable, namely Product (X_1), Price (X_2), Place (X_3), Promotion (X_4), People (X_5), Process (X_6) and Physical Evidence (X_7). The regression equation is as follows :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + \varepsilon i$$

Where :
Y = Customer Satisfaction
a = Konstanta
b = Regression Coefficient
X_1 = Product
X_2 = Price
X_3 = Place
X_4 = Promotion
X_5 = People
X_6 = Process
X_7 = Physical Evidence
εi = *Error term*

Hypothesis Testing

1. Partial Test (t Test)

The t-test shows how influential the independent variable is on the dependent variable. The t test is performed to see the effect of the independent variable on the dependent variable partially. If the tcount > ttable with a significant level of 5%, it can be concluded that partially the independent variable has a significant effect on the dependent variable. If tcalculate < ttable with a significant level of 5%, then it can be concluded that the independent variable has no effect on the dependent variable.

DISCUSSION AND RESULTS

Validity Test

Validity testing in this study was carried out statistically using the *pearson moment of correlation* test with the help of SPSS. Based on the results of data processing, all statements are declared valid because they have a significant level as seen in the table and if done manually, the correlation value obtained must be compared with the correlation value of the *produc moment*, where the results show that r count is greater than r table.

Table 4.12
Test Data Validity

No	Questionnaire Statement	R count	R table	Information
1	**Product (X$_1$)**			
	Indicator 1	0.739	0.228	Valid
	Indicator 2	0.459	0.228	Valid
	Indicator 3	0.739	0.228	Valid
2	**Price (X$_2$)**			
	Indicator 1	0.876	0.228	Valid
	Indicator 2	0.673	0.228	Valid
	Indicator 3	0.884	0.228	Valid
3	**Place (X$_3$)**			
	Indicator 1	0.909	0.228	Valid
	Indicator 2	0.865	0.228	Valid
	Indicator 3	0.795	0.228	Valid
4	**Promotion (X$_4$)**			
	Indicator 1	0.659	0.228	Valid
	Indicator 2	0.815	0.228	Valid
	Indicator 3	0.640	0.228	Valid
5	**People(X$_5$)**			
	Indicator 1	0.809	0.228	Valid
	Indicator 2	0.505	0.228	Valid
	Indicator 3	0.771	0.228	Valid
6	**Process (X$_6$)**			
	Indicator 1	0.600	0.228	Valid
	Indicator 2	0.865	0.228	Valid
	Indicator 3	0.564	0.228	Valid
7	**Physical Evidence (X$_7$)**			
	Indicator 1	0.709	0.228	Valid
	Indicator 2	0.565	0.228	Valid
	Indicator 3	0.766	0.228	Valid
8	**Customer Satisfaction (Y)**			
	Indicator 1	0.587	0.228	Valid
	Indicator 2	0.487	0.228	Valid
	Indicator 3	0.750	0.228	Valid

Source : Data Processed, 2025

From these results, it can be concluded that all variables from the question item are said to be valid because they meet the assumption, where the calculated value is greater than the r table value.

Reliability Test

The study used coefficients *Cronbach Alpha* (α) which is a reference in determining the reliability value of a questionnaire. If the coefficient *Cronbach Alpha* Valued at 0.60 or more (≥ 0.60) then the instrument is acceptable.

Table 4.13
Data Reliability Test

Variable	*Alpha*	Limitations (Ghozali)	Information
Product	0,619	0,60	Realibel
Price	0,711	0,60	Realibel
Place	0,913	0,60	Realibel
Promotion	0,721	0,60	Realibel
People	0,623	0,60	Realibel
Process	0,720	0,60	Realibel
Physical Evidence	0,809	0,60	Realibel
Customer Satisfaction	0,756	0,60	Realibel

Source : Data Processed, 2025

The value for the reliability test of these three variables is greater than 0.60, so it is concluded that the measurement of the Cronbach Alpha value of the research variables meets the assumptions and can be said to be reliable because it gives a Cronbach Alpha Value of > 0.60.

Multiple Linear Regression Coefficient Analysis

To find out whether after-sales service consisting of warranty, claim and service has a significant influence on buying interest (Y), it can be seen by comparing significant values in the statistical test results table.

Table 4.19
Multiple Linear Regression
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	BRIGHT
1	(Constant)	10,725	2,248		4,771	,000		
	Product	,371	,121	,075	5,880	,558	,777	1,287
	Price	,226	,124	,024	4,054	,000	,889	1,125
	Place	,341	,093	,171	4,514	,003	,981	1,019
	Promotion	,210	,079	-,157	3,386	,000	,976	1,024
	People	,501	,171	-,927	5,920	,005	,125	8,027
	Process	,405	,173	,762	3,335	,003	,118	8,470
	Physical Evidence	,531	,089	,069	6,200	,000	,953	1,049

Source : Data Processed, 2025

The results of multiple linear regression analysis can be seen as follows:

$$Y = 10.725 + 0.371X_1 + 0.226X_2 + 0.341X_3 + 0.210X_4 + 0.501X_5 + 0.405X_6 + 0.531X_7 + e$$

From the results of these calculations, the constant has a coefficient value of 10.725 which means that if the independent variable consists of warranty, claims and *service* has a value equal to zero, then the buying interest (Y) has a value of 10.725. The following are the results of calculations on the independent variables of this study:

1. The value of the product variable coefficient (X_1) has a value of 0.371 which means that if the product variable increases by one percent, there will be an increase in customer satisfaction (Y) by 37.1%.
2. The value of the coefficient in the price variable (X_2) has a value of 0.226 which means that if the price variable increases by one percent, there will be an increase in customer satisfaction (Y) by 22.6%.
3. The value of the coefficient on the place variable (X_3) has a value of 0.341 which means that if the place variable increases by one percent, there will be an increase in customer satisfaction (Y) by 34.1%.
4. The value of the coefficient on the promotion variable (X_4) has a value of 0.210 which means that if the promotion variable increases by one percent, there will be an increase in customer satisfaction (Y) by 21.0%.
5. The value of the coefficient on the people variable (X_5) has a value of 0.501 which means that if the people variable increases by one percent, there will be an increase in customer satisfaction (Y) by 50.1%.
6. The value of the coefficient on the process variable (X_6) has a value of 0.405 which means that if the process variable increases by one percent, there will be an increase in customer satisfaction (Y) by 40.5%.
7. The value of the coefficient on the physical evidence variable (X_7) has a value of 0.531 which means that if the physical evidence variable increases by one percent, there will be an increase in customer satisfaction (Y) by 53.1%.

Value of Correlation Coefficient and Coefficient of Determination

From the processing of research data, the value of the correlation coefficient (R) was obtained at 0.714 which means that the independent variable consisting of Product (X_1), Price (X_2), Place (X_3), Promotion (X_4), People (X_5), Process (X_6) and Physical Evidence (X_7) has a relationship with the variable tied to Customer Satisfaction (Y) of 0.714 or (71.4%). To see the magnitude of the effect of Product (X_1), Price (X_2), Place (X_3), Promotion (X_4), People (X_5), Process (X_6) and Physical Evidence (X_7) on Costumer Satisfaction (Y) can be seen in the results of the Adjusted *$R2$ test*. From the results of the study, it was found *that the Adjusted $R2$ value of 0.083 which means that the effect of* Product (X_1), Price (X_2), Place (X_3), Promotion (X_4), People (X_5), Process (X_6) and Physical Evidence (X_7) on Customer Satisfaction (Y) affects each other by 0.083 or (83%). While the remaining 1,176 or (17.6%) were influenced by other factors outside this research model (error term).

Hypothesis Testing
1. **Partial Test (t Test)**
   1. Product (X_1) has a calculated value (5.880) > ttable (1.993). Where that the Product has a significant effect on Customer Satisfaction. So it can be concluded that product variables have a significant effect on Customer Satisfaction with a significance level of 0.000.
   2. Price (X_2) has a calculated value (4.054) > ttable (1.993). Where that price has a significant effect on Customer Satisfaction. So it can be concluded that the price variable has a significant effect on Customer Satisfaction with a significance level of 0.003.
   3. Place (X_3) has a calculated value (4.514) > ttable (1.993). Where that place has a significant effect on Customer Satisfaction. So it can be concluded that the place variable has a significant effect on Customer Satisfaction with a significance level of 0.003.
   4. Promotion (X_4) has a calculated value (3.368) > ttable (1.993). Where that promotion has a significant effect on Customer Satisfaction. So it can be concluded that the promotion variable has a significant effect on Customer Satisfaction with a significance level of 0.003.
   5. People (X_5) has a calculated value (5.920) > ttable (1.993). Where that people have a significant effect on Customer Satisfaction. So it can be concluded that the person variable has a significant effect on Customer Satisfaction with a significance level of 0.003.
   6. Process (X_6) has a calculated value (3.335) > ttable (1.993). Where that the process has a significant effect on Customer Satisfaction. So it can be concluded that process variables have a significant effect on Customer Satisfaction with a significance level of 0.003.
   7. Physical Evidence (X_7) has a calculated value (6,200) > ttable (1,993). Where that physical evidence has a significant effect on Customer Satisfaction. So it can be concluded that the Physical Evidence variable has a significant effect on Customer Satisfaction with a significance level of 0.003.

The Most Dominant Variables

From the results of SPSS data processing, it can be concluded that the most dominant independent variable affecting the dependent variable is the product variable (X_1) with a calculated value of 5.880 and a table value of 1.993. This proves that the calculated value > t_{table}, the variable has a significant effect on customer satisfaction (Y) at Cafe Jeunieb City Coffee, Jeunieb District, Bireuen Regency, with a significance level of 0.000. From this, consumers have felt that Cafe Jeunieb City has provided services that started on time and Jeunieb City Coffee employees provide good responses and adequate service to consumers about the products provided at Jeunieb City Coffee.

CONCLUSIONS AND RECOMMENDATIONS
Conclusions

1. Partially, the product has a positive and significant effect on customer satisfaction at Jeunieb city Coffee café, Jeunieb District, Bireuen Regency. The calculated t_{value} of the product is 5,880 with a significant value of 0.003, while the t_{table} value at α = 0.05 obtained a value of 1,993 means that t calculate > t_{table} (5,880 > 1,993).
2. Partially, the price has a positive and significant effect on customer satisfaction at Jeunieb City Coffee café, Jeunieb District, Bireuen Regency. The calculated value of the price is 4,054 with a significant value of 0.000, while the value of ttable at α = 0.05 obtained a value of 1,993 means that t calculate > t_{table} (4,054 > 1,993).
3. Partially, the place has a positive and significant effect on customer satisfaction at Jeunieb city Coffee café, Jeunieb District, Bireuen Regency. The calculated value of the place is 4.514 with a significant value of 0.003, while the t_{table} value at α = 0.05 obtained a value of 1.993 meaning t calculate > t_{table} (4.514 > 1.993).
4. Partially, the promotion has a positive and significant effect on customer satisfaction at Jeunieb City Coffee café, Jeunieb District, Bireuen Regency. The calculated value of the promotion is 3,386 with a significant value of 0.003, while the t_{table} value at α = 0.05 is obtained a value of 1,993 meaning that the t count is > t_{table} (3,386 > 1,993).
5. Partially, people has a positive and significant effect on customer satisfaction at Jeunieb City Coffee café, Jeunieb District, Bireuen Regency. The calculated value of the person is 5,920 with a significant value of 0.003, while the t_{table} value at α = 0.05 is obtained a value of 1,993 meaning that the t count is > t_{table} (5,920 > 1,993).
6. Partially, the process has a positive and significant effect on customer satisfaction at Jeunieb City Coffee café, Jeunieb District, Bireuen Regency. The calculated value of the process is 3,335 with a significant value of 0.003, while the t_{table} value at α = 0.05 obtained a value of 1,993 means that t calculate > t_{table} (3,335 > 1,993).
7. Partially, physical evidence has a positive and significant effect on customer satisfaction at Jeunieb City Coffee café, Jeunieb District, Bireuen Regency. The calculated value of physical evidence is 6,200 with a significant value of 0.003, while the value of t_{table} at α = 0.05 obtained a value of 1,993 means that   t calculate > t_{table} (6,200 > 1,993).

RECOMMENDATIONS

1. Jeunieb City Coffee café owners should be even more active in conducting marketing mix to meet customer satisfaction.
2. Jeunieb City Coffee café customers should also provide inputs that can increase customer satisfaction through the marketing mix.

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