



# CIREBON INTERNATIONAL CONFERENCE ON EDUCATION AND ECONOMICS (CICEE)

## THE INFLUENCE OF SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION IN COFFEE SHOPS

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### Abstract

This study seeks to identify and evaluate the effect of service quality, and product quality on customer satisfaction, this research was conducted at a coffee shop with a sample size of 90 respondents. Determination of respondents was selected through *incidental* techniques because respondents were selected by chance, The IBM SPSS 20 (Special Package For Statistical Science) application is used to analyze and process data in terms of validity, reliability, classical assumptions, regression analysis, and tests such as T and F. With the results of the t test, it was found that the service quality variable had a positive and significant effect on customer satisfaction with a t value of  $t_1 > t_{table}$  value ( $6.506 > 1.662$ ) and a significant value ( $0.000 > 0.05$ ), the impact of the product quality variable on customer satisfaction ( $5.270 > 1.662$ ). Simultaneous testing between service quality and product quality on customer satisfaction is known through the F test obtained from the Fhitung test result of  $185.343 > F$  table of 3.10 and a significant value of  $0.000 < 0.05$ , Service and product quality have a significant influence on customer satisfaction.

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

### INTRODUCTION

Currently, one of the needs of millennials is self-socialization in peer relationships. So it is not uncommon for cafes or places to eat to be the places to go to meet their needs, with increasing population growth. Make business people to take opportunities in business. In addition, the cafe is a place to socialize with each other, this makes the cafe a superior location in consumer choice as a place to hang out with friends as a filler of free time together.

The survival of a company in the future depends greatly on customer satisfaction. The success of a cafe really depends on how well the cafe can satisfy its customers. If the product can meet consumer expectations, consumers will feel satisfied, on the other hand, if the product is far below expectations, consumers will feel disappointed, resulting in the perception that they will not use the product again.

This makes it a challenge for business people to always present the best and consistent performance. In Indonesia, there are many cafes that present their respective characteristics,

with the increasing prevalence of coffee as a target market, making it one of the specialties by each cafe or restaurant with the aim of being the best seller in its choice, because each region has a different taste.

No.	Year	Consumption/Growth
1	2016	250,000 tons
2	2017	276,000 tons
3	2018	310,000 tons
4	2019	340,000 tons
5	2020	355,000 tons
6	2021	370,000 tons

*Source: Ministry of Agriculture, 2018*

Quoted from KataData.co.id in 2016 consumption of 250,000 tons increased in 2017 by 276,000 tons and in 2018 by 310,000 tons and 2019 by 340,000 tons, 2020 by 355,000 tons and in 2021 coffee consumption in Indonesia is predicted to reach 370,000 thousand tons. Judging from the above phenomenon, the Indonesian people's need for coffee is quite high, this makes business people a target market opportunity. One of the ones in coffe shops, coffe shops itself is a culinary business that feels strong competition. And with the changing lifestyle of modern society, so that to meet their needs they can choose to visit the culinary places of interest. This is one of the opportunities for entrepreneurs to be carried out by a company must further improve and improve how to implement a good strategy in order to create customer satisfaction.

## LITERATUR REVIEW

### Service Quality

An unrealized benefit or activity provided by one party to another and does not involve an exchange of ownership of the term Quality of service. The relationship between manufacturing processes and physical products is not always absolute. Hardiansyah (2018: 13)

### Product Quality

Product quality is what the market offers to meet consumer needs and interests. These products are services, merchandise, administration, experiences, events, people, places, property, organizations, data, and concepts. Alma (2018: 140)

### Consumer Satisfaction

Consumer comfort refers to the feelings of pleasure or disappointment that a person experiences when comparing himself with other individuals. Widokarti (2019: 171)

## METHOD

### Research Methodology

The method applied in this research is quantitative research method. Quantitative research methods rely on positivism, an approach that involves studying specific populations or

samples, gathering data through research tools, and analyzing quantitative data. To evaluate certain hypotheses. Sugiyono (2019: 16)

### **Population and Sample**

Population is a broad field that includes objects and subjects with certain numbers and characteristics researchers choose to investigate. Sugiyono (2019: 285)

This study has a population that is used by all consumers in coffee shops.

The sample is part of the number and characteristics possessed by the population. Sugiyono (2019: 127)

Non-probability sampling is the more frequently used method because the exact population size cannot be determined Rephrase.

Roscoe in the RMFB book in Sugiyono (2019: 144); <sup>(1)</sup> A suitable sample size for research typically falls within the range of 30 to 500 participants; <sup>(2)</sup> If the sample is divided into different categories, such as male, female, civil servant, and private employee, there should be a minimum of 30 participants in each category; <sup>(3)</sup> In multivariate analysis, like correlation or multiple regression, your sample size should be at least ten times the number of variables being studied. For instance, if your study involves 5 independent variables, the sample size would need to be 50. <sup>(4)</sup> Between 10 and 20 sample members are used in basic experimental research, which includes both experimental and control groups.

Based on the 4 methods above, point 3 is a point where researchers use three variables to determine the number of variables in this study,  $3 \times 10 = 30$  respondents, but is increased to 90 respondents with the hope and basic assumption that the larger the sampling is close to the population, the smaller the chance of generalization.

### **Analysis Method**

The analysis techniques used are validity tests, reliability tests (valid and not proven), classical assumption tests (variable regression), decision tests, T tests, Calculated Statistics Tests, and F tests. SPSS 20 Windows is the program used in this test.

## **RESULTS AND DISCUSSION**

### **Multiple Regression Test X1, X2, X3**

Through multiple regression analysis, we can assess how a dependent variable is influenced by several independent variables concurrently. The correlation between service quality and product quality can be measured simultaneously to determine the impact on customer satisfaction.

**Table 4.** Multiple regression test results  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,827	2,991		,945	,347
KP	,766	,118	,522	6,506	,000
MORTGAGE	,362	,069	,423	5,270	,000

a. Dependent Variable: KK

Source: SPSS 20

**Multiple Regression Summary Model of Service Quality and Product Quality on Satisfaction**

**Table 5.** Model Summary

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,900 <sup>a</sup>	,810	,806	4,32978

b. Predictors: (Constant), Mortgage, KP

c. Dependent Variable: KK

The multiple linear regression analysis results in Table 4.19 indicate that the adjusted R-squared (R<sup>2</sup>) value is 0.810. This suggests that service quality and product quality together account for 81% of the variation in customer satisfaction, with the remaining 19% attributable to other factors.

Source: SPSS 20

**Hypothesis Test (T Test)**

**Table 6.** Partial Test Results (t Test)

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
(Consta nt)	2,827	2,991		,945	,347
1 KP	,766	,118	,522	6,506	,000
MORTG					
AGE	,362	,069	,423	5,270	,000

d. Dependent Variable: KK

The results of calculations using the SPSS 20 program are presented in Table.

4.20. The Trout value of the service quality variable (X1) above is 6.506 even though it is greater than 1.662 and the significance value is negative.

After calculating using the SPSS 20 program as shown in table 4.20 above, the product quality variable (X2) has a t value of 5.270 > 1.662 and a significant value of 0.00 < 0.05, so H0 is rejected, and Ha is accepted. Thus, product quality partially has a positive and significant effect on coffee shop customer satisfaction.

Source: SPSS 20

In table 6 above, the following conclusions can be drawn:

1. Tcount x1 is greater than Ttable X1
2. Tcount X2 is greater than Ttable X2

**F Test (Partial)**

**Table 7.** Simultaneous Test Results (F Test)

**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression				185,34	
1	6949,237	2	3474,618	3	,000 <sup>b</sup>
Residuals	1630,985	87	18,747		
Total	8580,222	89			

e. Dependent Variable: KK

f. Predictors: (Constant), Mortgage, KP

In the calculation results with the multiple linear regression method using the SPSS 20 program, the results of F count were  $185.343 > 3.10$  and a significant value of  $0.000 < 0.05$ . This implies that both service quality and product quality combined have a significant impact on coffee shop customer satisfaction. So that the third hypothesis in this study regarding service quality and product quality on customer satisfaction is accepted.

Source: SPSS 20

## CONCLUSIONS

The conclusions obtained from the results and discussion that have been described can be drawn as follows:

1. There is a positive and significant influence on the overall variable which means it is significant and acceptable.
2. As many as 81% of the variables  $x_1$ , and  $y_2$  have an influence, and the remaining 19% are influence-free variables.

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