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The Effect Of Product Quality And Price On Customer Satisfaction At Teras Kopi Clinix Bagan Sinembah

Muhammad Arvio Lesmana L. Toruan [1] , Aulia Indra [2] , M. Irwansyah Hasibuan [3]

[123] Management, Labuhan Batu University, Rantauprapat Indonesia

E-mail: arviolesmana5@gmail.com [1] , auliaindra91@gmail.com [2] , iwanhasibuan79@gmail.com [3]

Abstract

The development of the coffee business in Bagan Sinembah has experienced rapid growth in the last five years, from only a handful of shops such as Teras Kopi Clinix to hundreds of national outlets (Kopi dari Hati, JCO Coffee, Tomoro Coffee, Point Coffee) and local MSMEs (Dongan Coffee, Still Coffee, Teduh Coffee, etc.), as well as mobile coffee businesses (Ido Coffee, Roda Kopi, Gayo Espresso, etc.). This tight competition demands a superior strategy, where product quality and price are the main determinants of customer satisfaction, as stated by Eltantian et al. (2023) that satisfaction arises from expectations of product or service performance, and Maharani et al. (2025) who emphasize the role of service and price balance in consumer loyalty.

This study analyzes the influence of product quality and price on customer satisfaction at Teras Kopi Clinix Bagan Sinembah, with the aim of identifying consumer preference factors, key factors for business sustainability, and business strategies for maintaining raw material quality and competitiveness. Through an in-depth analytical approach, the results are expected to provide recommendations for local coffee shop managers on maintaining customer loyalty amidst increasingly fierce competition.

Keywords: Quality Products , Prices and Customer Satisfaction

INTRODUCTION

Development coffee business in Bagan sinembah very fast later this , present various form type coffee business in Bagan worship make increasing competition strict in the field coffee . In the period five years to the back business coffee shop only There is a number of just in the chart sinembah is one of them is the clinix coffee terrace . As for when This growth

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coffee business in Bagan worship covering national coffee shop like coffee from heart , jco coffee, tomororo coffee, point coffee and business SME coffee shop area chart worship That Alone like dongan coffee, still coffee, shady coffee, mesti coffee, moscow coffee, menbusta coffee, hai December , Bangben coffee , Promiz coffee, Hasrat coffee, Primadona coffee, Tenxcoffee , Moba coffee, Level coffee, etc. And types mobile coffee business that is currently develop rapid growth in the charts worship such as ido coffee , coffee wheel , Hasrat coffee , vera coffee, gayo espresso, bagan coffee , rehat moment coffee , cool haus coffee, etc.

Coffee shop business now This become continuous effort grow Enough good in Indonesia. Where the quality products and prices determine satisfaction customers , desires customer For Keep going buy coffee from the same coffee shop in a way repetitive influenced by satisfaction to quality product . Conformity price paid with quality the product received also becomes factor important fulfillment hope customer on product received so that give customer satisfaction . Satisfaction consumer is something results from fulfillment expectation to performance obtained in use something product or service (Eltantian et al., 2023).

Coffee has place alone in the heart his lover so that grow businesses local coffee shops all over corner Indonesia , every business coffee shop has each person 's taste identity makes coffee lovers are interested For try every the coffee shop But satisfaction customer become key return customer to the coffee shop . However , success something brand in face competition strict No depends on the quality products sold just but also on the satisfaction obtained customer moment buy product the Good from aspect price , or the service (Maharani et al., 2025)

With more analysis deep in influence quality products and prices to satisfaction customers on the terrace of Clinix Coffee chart sinembah . It is hoped can identify and know factors that become preference consumer in choose product from the terrace of Clinix coffee chart sinembah . And what only that becomes key from sustainability the existence and excellence of Clinix coffee terraces in guard customer as well as guard quality material standards and business strategies used .

LITERATURE REVIEW

Quality Product

Definition Quality Product

According to Kotler and Armstrong in Pendada (2024) that quality product is characteristics from something product or services that depend on its capabilities For fulfil need customer as stated in a way direct and implied .

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According to Astuti and Matondang in Herliandari and Panjaitan (2025) that quality product is all something that is offered manufacturers to pay attention , can used , consumed and purchased consumer or manufacturer according to consumer needs certain .

Quality product is ability from something product For fulfil needs , desires as well as hope customers who meet function from utility product the .

Indicators Quality Product

According to Orville , Larreche and Boyd in Handayani (2021) Dimensions quality product if the company wants to maintain superiority competitiveness in the market, companies must understand aspect dimensions What only those used by consumers For differentiate products sold company the with product competitors . Dimensions quality product the as following :

1. *Performance* : characteristics operation from product This (*core product*) was purchased .
2. *Features* : characteristics designed products For perfect function product or add interest consumer to product .
3. Reliability : possibility small product will experience damage or fail used .
4. Durability : related with how long does the product take the capable used or covers age technical and age economical use product .
5. Compliance with specifications (*Conformance to Specifications*): is to what extent the characteristics operation base from something product fulfil specification certain from consumer or No he met defects in the product .
6. Aesthetics : is Power pull product to five senses . The impression of quality (*perceived quality*) is often considered is results from use measurements that have been in a way No direct Because There is possibility that consumer No understand or lack of information on the product in question . Therefore that , the assumption consumer to product obtained from price , brand, advertising , reputation , and country of origin .

Price

Definition of Price

According to Kotler and Armstrong in Sari (2021) , namely price is the amount of money charged on something goods or service or amount from the value of the money exchanged consumer on benefits Because has buy or use product or service the .

According to Kotler and Keller in Saragih (2023) namely define price as a number of value issued consumer with benefit from own or use product or services whose value

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determined by the buyer and seller through bid bid , or determined by the seller For One same price to all buyer .

Price Indicators

Indicators that characterize price according to Kotler in Handayani (2021) namely as following :

1. Affordability price .
   Prices that can be accessible to everyone in accordance with target selected market segments .
2. Compliance price with quality product .
   Evaluation consumer to size sacrifice financial assistance provided in relation with specifications in the form of quality product . The price offered to consumers in accordance with the quality offered .
3. Competitiveness price .
   Price offered more tall below average compared to competitors .
4. Compliance price with benefit production .
   Consumer will feel satisfied when they get benefit after consume what is offered in accordance with the values they take out . Price can influence consumer in take decision when price No in accordance with quality and consumers No get benefit after consume , consumer will tend experience negative decision which means consumer No decide For do purchase , on the other hand If price according to consumers will take decision positive that is do purchase .

Satisfaction Customer

Definition Satisfaction Customer

According to Kotler and Armstrong in Aprilny (2022) Satisfaction is level how far is the performance something product or perceived service in accordance with expectations . If the performance product or service more small from hope , then consumer No satisfied . If the performance in accordance with hope , then consumer feel satisfied . If the performance exceed hope , then consumer feel very satisfied or very happy

According to Lovelock and Wirtz in Chaniago (2022) satisfaction is something decided attitude based on experience gained . Satisfaction is evaluation about characteristics or privileges product or services , or product That provide it yourself level pleasure consumer related with fulfillment need consumption consumer satisfaction can created through quality , service and value .

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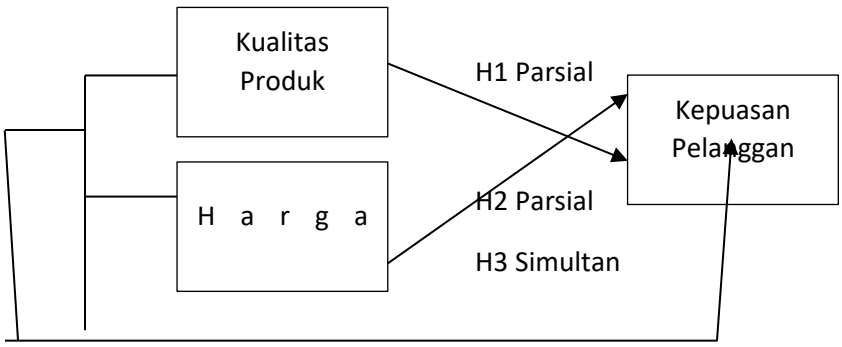
Indicators Satisfaction Customer

According to Tjiptono in Noviyantie in Handayani (2021), stated key For maintain customer is satisfaction customer . Indicator Satisfaction customer can seen from :

1. *Re- purchase* : buy back , customer will return to company For look for goods / services .
2. Create *Word-of- Mouth* : In matter this , customer will give know other people 's good things about company .
3. Creating Brand Image : Customer will not enough notice brands and advertising product competitors .
4. Create decision purchases at the same Company .
5. Buy other products from the same company .

Framework Think

Skeleton Image Conceptual



Hypothesis Study

H1 = Suspected Quality Product influential in a way partial to satisfaction customers at Teras Kopi Clinix Bagan Sinembah .

H2 = It is suspected that price has an effect in a way partial to satisfaction customers at Teras Kopi Clinix Bagan Sinembah .

H3 = Suspected Quality Product and Price have an effect in a way simultaneous to satisfaction customers at Teras Kopi Clinix Bagan Sinembah.

RESEARCH METHODOLOGY

Research Location

Study This was carried out at the Clinix Bagan Sinembah Coffee Terrace , located at Jl. Sisingamngaraja , Bagan Batu, Bagan Sinembah District , Rokan Hilir Regency , Riau.

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Population and Sample

Population

According to Iba and Wardhana (2023) Population is a group object or subjects who have quality and characteristics certain that have been determined by researchers For analyzed to obtain relevant conclusions . In study This its population is all over customer from the terrace of Clinix coffee chart sinembah .

Population Clinix Coffee Terrace Customers Bagan Sinembah Period 2025

Month	Customer
January	4441
February	4239
March	3997
April	4045
May	4239
June	4345
July	4115
August	3892
September	3974
October	4047
November	4153
December	4050
TOTAL	**49,537**

Source : Clinix Coffee Terrace , Bagan Sinembah

Sample

According to Iba and Wardhana (2023) a sample is a subset that is more small and more easy managed from larger population large . The sample contains similar characteristics with larger population large , which allows its use in analysis statistics when population too big For accommodate all over member or possible observations There is . This sample using probability sampling where every member population that is all over Clinix Coffee Terrace Customers chart worship have equal opportunities For chosen become sample .

Based on the data obtained researchers so used formula Slovin in determine amount sample as following :

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$$n = \frac{N}{1 + N(e)^2}$$

Where:
n : Number of Samples
N : Amount Population
e : Error level (Standard Error 10%)
Then the number samples obtained that is :

$$n = \frac{49.537}{1 + 49.537(0,1)^2}$$
$$n = \frac{49.537}{1 + 495,37}$$
$$n = \frac{49.537}{496,37}$$
$$n = 99,79 \text{rounded up to } 100$$

In study This writer set sample as many as 100 people. Because with sample as many as 100 people can represent existing population .

Definition Operational Variables

Definition operational variables according to Sugiyono in salmaa (2022) is a set complete instruction about What should observed in measure or test something variables in testing perfection . Operational variables capable set rules and procedures for writer in operate research so that data collection and analysis more directed , focused , efficient as well as consistent .

Definition Table Operational Variables

Variables	Definition Variables	Indicator	Scale
Quality Product	According to Kotler and Armstrong that quality product is characteristics from something product or services that depend on its capabilities For fulfil need customer as stated in a way direct and implied .	1. Performance 2. Feature 3. Reliability 4. Durability 5. Compliance with specification 6. Aesthetics	*Likert*
Price	According to Kotler and Armstrong in Sari (2021) , namely price is the amount of money charged on	1. Affordability price 2.Compliance price with quality product	*Likert*

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	something goods or service or amount from the value of the money exchanged consumer on benefits Because has buy or use product or service the .	3.Competitiveness price 4.Compliance price with benefit production	
Satisfaction Customer	According to Kotler and Armstrong, satisfaction is level how far is the performance something product or perceived service in accordance with expectations . If the performance product or service more small from hope , then consumer No satisfied . If the performance in accordance with hope , then consumer feel satisfied . If the performance exceed hope , then consumer feel very satisfied or very happy	1. *Re-purchase* 2. Create *Word of Mouth* 3. Creating Brand Image 4. Create decision purchases at the same Company . 5. Purchase other products from the same company .	*Likert*

Data Collection Process

Data collection process used by researchers is observation , interviews and questionnaires that were measured with use scale *Likert* to Clinix coffee terrace customers in Bagan Sinembah sub - district and surrounding areas to get relevant and supporting information objective study .

Questionnaire or questionnaire is tool data collection with provide a list of questions to respondents . Questionnaire Can closed (provided) choice answer , respondent only need choose answer from choice which has provided) or open (respondents Can answer in accordance desire), or combination both (Morinda , CI, 2024)

Data Analysis Techniques

Validity and Reliability Test

Validity and reliability test used For know whether something questionnaire worthy used as instrument research . Validity show that test can with clear measure what to measure .

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Assumption Test Classic

Normality Test

For testing data normality in study This detected through analysis generated graphs and statistics through calculation regression with SPSS.

Multicollinearity Test

Multicollinearity test intended For know detection symptom correlation or connection between variables free or independent in the regression model the .

Heteroscedasticity Test

Heteroscedasticity test is a data test that has Sig value . Less than 0.05 (Sig. < 0.05) ie if the data has mark more small from Sig. value "0.005 then the data has heteroscedasticity .

Statistical Tests

Analysis Multiple Linear Regression

Analysis multiple linear regression , namely method analysis used For know influence between two or more variables independent to variables dependent . Multiple linear regression model with using the SPSS software program.

Hypothesis Testing

Simultaneous Test (F Test)

F test, with Meaning test whether in a way simultaneous variables free influential to variables tied , with level 95% confidence (a = 0.05).

Formula F Test Calculation

$$\text{F hitung} = \frac{R^2/k}{(1 - r^2)/(n - k - 1)}$$

Information :

R^2 : Coefficient determination

n : Amount of data

k : Amount independent variables

Partial Test (t-Test)

Statistical t-test intended For test influence in a way partial between variables free to variables bound with assumptions that other variables are considered constant with level 95% confidence (a = 0.05).

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Formula t-Test Calculation

$$t \text{ hitung} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information :
t : Significant score coefficient correlation
r : Coefficient correlation
n : Number of samples or data

Coefficient Determination (R2)

This test used For measure proximity connection from the model used . Coefficient determination (adjusted R2) namely the numbers that show size ability variance bound or the numbers that show how much big variables bound influenced by variables free . The size coefficient determination is between 0 and 1 (0 < adjusted R2< 1), where mark coefficient approaching 1, then the model it is said Good Because the more near connection variables free with variables tied .

RESULTS AND DISCUSSION

Characteristics Respondents

Respondents By Gender

Gender	F	%
Man	75	75%
Woman	25	25%
Amount	**100**	**100%**

Based on table on can concluded respondents based on type sex on the terrace of Clinix coffee chart worship that is male 75 and female 25.

Respondents Based on Age

Age	F	%
<17 Years	8	8%
17 - 25 Years	45	45%
26 - 35 Years	30	30%
36 – 45 Years	17	17%
Amount	**100**	**100%**

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Based on table on can seen respondents based on age on the terrace of clinix coffee chart worship namely at the age of <17 years 8 people, aged 17-25 years 45 people, aged 26-35 years 30 people, aged 36-45 years there are 17 people.

Data Analysis

Validity and Reliability Test

Validity Test

Variables	Indicator	R Count	Sig. (2-tailed)	R Table	Note
Quality Product	X1.1	0.854	0,000	0.197	VALID
	X1.2	0.808	0,000	0.197	VALID
	X1.3	0.865	0,000	0.197	VALID
	X1.4	0.714	0,000	0.197	VALID
	X1.5	0.831	0,000	0.197	VALID
Price	X2.1	0.585	0,000	0.197	VALID
	X2.2	0.703	0,000	0.197	VALID
	X2.3	0.651	0,000	0.197	VALID
	X2.4	0.590	0,000	0.197	VALID
	X2.5	0.620	0,000	0.197	VALID
Satisfac-tion Cus-tomer	Y.1	0.650	0,000	0.197	VALID
	Y.2	0.629	0,000	0.197	VALID
	Y.3	0.574	0,000	0.197	VALID
	Y.4	0.736	0,000	0.197	VALID
	Y.5	0.591	0,000	0.197	VALID

Testing This use amount observation as many as 100 people and the value significance of 5 percent , then the r table used which is 0.197. It can be seen each component item third variables own calculated r value more from 0.197 and the value significance not enough from 0.05. With level significance by 5 percent there is Enough proof For say all constituent items variables Quality Products , Prices, and Customer Satisfaction **are valid** so that can done analysis next .

Reliability Test

Variables	Cronbach's Alpha Value	Note
Quality Product	0.874	RELIABLE
Price	0.620	RELIABLE

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Satisfaction Customer	0.629	RELIABLE

Based on the results of the reliability test for each Cronbach 's Alpha value variables more from 0.6 , namely amounted to 0.874; 0.620; and 0.629. So that can concluded that at the level 5 percent significance there is Enough proof For say all constituent items variables variables Quality **Reliable** Products , Prices, and Customer Satisfaction so that questionnaire can used in study .

Assumption Test Classic
Normality Test

		Unstandardized Residual
N		100
Normal Parameters	Mean	0.0000000
	Standard Deviation	1.94911406
Most Extreme Difference	Absolute	0.073
	Positive	0.041
	Negative	–0.073
Test Statistics		0.073
Asymp . Sig. (2-tailed)		0.200

Normality test on the residuals of multiple linear regression models with variables dependent satisfaction customers and variables independent quality products and prices can seen in the table above . Obtained mark significance by 0.200 which is more of 0.05. This is indicates that the residuals of the model spread follow normal distribution , so that assumptions normality fulfilled and can done analysis furthermore .

Multicollinearity Test

Variables	Tolerance	VIF
Quality Product	0.984	1,016
Price	0.984	1,016

In the table on can seen results testing multicollinearity with variables dependent satisfaction customers and variables independent quality products and prices . It can be seen

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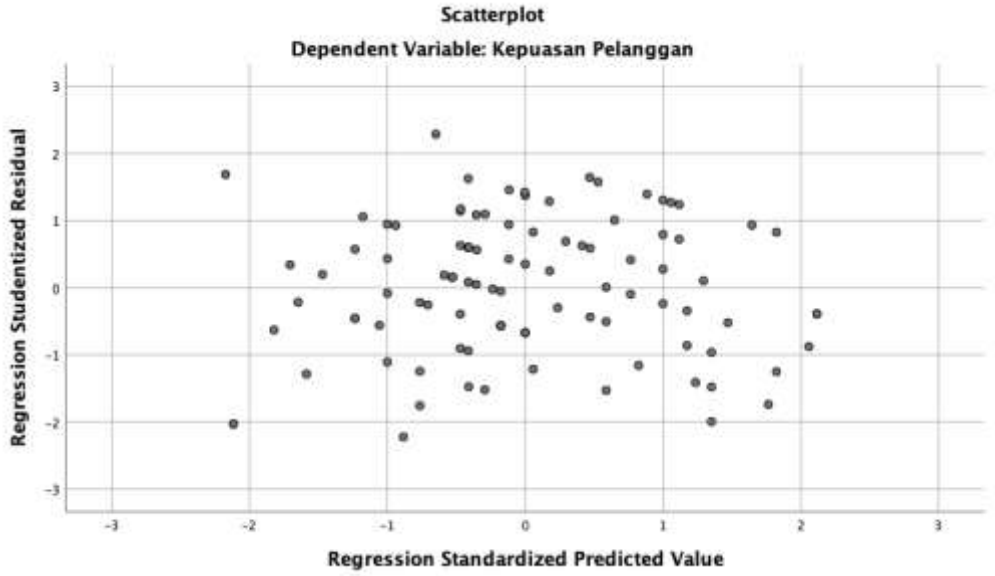
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that Tolerance value of each variable independent used more than 0.10 and the VIF value is less out of 10. This indicates that No found multicollinearity in variables independent that is carried out . Therefore that , assumption multicollinearity fulfilled and can to be continued modeling with multiple linear regression .

Heteroscedasticity Test

	Unstandardized Coefficients		Standardized Co-efficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,870	1,228		1,523	0.131
Quality Product	–0.003	0.037	–0.009	–0.084	0.933
Price	–0.009	0.051	–0.018	–0.174	0.862

With using the Glejser test, where done analysis regression with variables dependent mark absolute residuals and variables independent quality products and prices obtained results like above . It can be seen that all variables own mark significance more from 0.5. So can it is said that No found heteroscedasticity in models and assumptions This fulfilled .



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The results are not found heteroscedasticity can also be strengthened with see chart above . It can be seen that points on the graph spread , no form pattern certain like V pattern or *tunnel* , so that can concluded that the model fulfil assumptions heteroscedasticity .

Statistical Test

Analysis Multiple Linear Regression

	Unstandardized Coeffi-cients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	8,788	2,239		3,924	0,000
Quality Product	0.271	0.067	0.355	4,033	0,000
Price	0.338	0.093	0.322	3,652	0,000

Analysis results multiple linear regression with variables dependent satisfaction customers and variables independent quality products and prices can seen in the table above . Model can written with :

Y = 8.788 + 0.0271 X1 + 0.338 X2

with

Y = Satisfaction Customer

X1 = Quality Product

X2 = Price

As for the interpretation from the model that is :

a. Constant worth 8,788 means that If Quality Products and Prices are worth it zero , then Satisfaction Customer will as big as 8,788 .
b. Coefficient regression Quality Product worth 0.271 means that every increase mark Quality Product will increase Satisfaction Customer of 0.271.
c. Coefficient Price regression value 0.338 means that every increase Price value will increase satisfaction customer of 0.338.

Hypothesis Testing

Partial Test (t-Test)

Variables	t	Sig.
Quality Product	4,033	0,000
Price	3,652	0,000

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The results of the t-test from multiple linear regression show that second variables independent , namely quality product and price , have an effect significant to satisfaction customers , with mark the significance of each is less from 0.05 (Quality Product = 0.000; Price = 0.000). With thus , both variables This is influencing factors to satisfaction customer .

Simultaneous Test (F Test)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	131,284	2	65,642	16,930	0,000
Residual	376,106	97	3,877		
Total	507,390	99			

The results of the F test from multiple linear regression can seen in the table above . Obtained F value of 16.930 and value significance of 0.000. The significance value is less from 0.05 indicates that at the level 5 percent significance all over variables independent quality products and prices give significant influence to satisfaction customer .

Coefficient Determination (R^2)

R	R Square	Adjusted R Square
0.509	0.259	0.243

Coefficient determination can seen in the table above . Obtained The Adjusted R Square value of 0.243 means that the multiple linear regression model with variables independent quality products and prices can explain variation satisfaction customer by 24.3 percent while 75.7 percent the rest explained by other variables that are not enter to in the model.

CONCLUSION

From the results analysis of the above data so can concluded :

1. The results of the t-test show that quality product and price , have an effect significant to satisfaction customers , with mark the significance of each is less from 0.05 (Quality Product = 0.000; Price = 0.000). With thus , both variables This is influencing factors to satisfaction Clinix Coffee Terrace customers Bagan Sinembah .
2. The results of the F test show that F value of 16.930 and value significance of 0.000. The significance value is less from 0.05 indicates that at the level 5 percent significance all

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over variables independent quality products and prices give significant influence to satisfaction Clinix Coffee Terrace customers Bagan Sinembah .

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RESEARCH QUESTIONNAIRE

THE EFFECT OF PRODUCT QUALITY AND PRICE ON CUSTOMER SATISFACTION AT TERAS KOPI CLINIX BAGAN SINEMBAH

Identity Respondents

Gender:

a. Man
b. Woman

Age :

a. <17 Years
b. 17 - 25 years old
c. 26 – 35 Years
d. 36 – 45 Years

Instruction Charging

Choose one from choice the answer that is in each statement appropriate questionnaire with opinion You as respondents . Give tick (√) in the column provided in accordance with condition Actually .

Information

Scale	Choice Answer
1	Strongly Disagree (STS)
2	Disagree (TS)
3	Disagree (KS)
4	Agree (S)
5	Strongly Agree (SS)

No	Statement	STS	TS	KS	S	SS
		1	2	3	4	5
	Quality Product					
1	Clinix Coffee Terrace Bagan Sinembah own product with a strong taste .					

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2	Products at Clinix Coffee Terrace Bagan Sinembah made with consistent taste .					
3	Products at Clinix Coffee Terrace Bagan Sinembah made with premium materials .					
4	Products at Clinix Coffee Terrace Bagan Sinembah made with the right taste with expectation I .					
5	Clinix Coffee Terrace Products Bagan Sinembah have attractive appearance .					
	Price					
6	Clinix Coffee Terrace Bagan Sinembah have appropriate price with its quality .					
7	Clinix Coffee Terrace Bagan Sinembah have competitive prices compared to other coffee shops .					
8	Clinix Coffee Terrace Bagan Sinembah has attractive programs and discounts for customer .					
9	Clinix Coffee Terrace Bagan Sinembah have an affordable price For I .					
10	For the service and quality provided at Teras Kopi Clinix Bagan Sinembah I willing pay more .					
	Satisfaction Customer					
11	I feel satisfied with the product that I buy at Teras Kopi Clinix Bagan Sinembah .					
12	I will buy back at Clinix Coffee Terrace Bagan Sinembah .					

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13	I will recommend Clinix Coffee Terrace Bagan Sinembah to friends and family .					
14	I feel get satisfaction from the price I take it out with the quality that I accept from Clinix Coffee Terrace Bagan Sinembah .					
15	Satisfaction I to quality Products and prices at Teras Kopi Clinix Bagan Sinembah Comparable .					

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