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The Influence Of Service Quality, Price, And Location On Customer Satisfaction At Kopi Kenangan Gatot Subroto Coffee Shop, Medan

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Abstract

The growth of the coffee shop industry in Indonesia has increased business competition, making customer satisfaction an important factor in maintaining business sustainability. This study aims to analyze the influence of service quality, price, and location on customer satisfaction at Kopi Kenangan Gatot Subroto Medan Coffee Shop. This study uses a quantitative approach with an explanatory research design. The population of the study was all customers of Kopi Kenangan Gatot Subroto Medan with an unknown number of customers. The sample was determined using the Lemeshow formula and obtained 100 respondents through a purposive sampling technique. Data were collected using a Likert scale questionnaire and analyzed using multiple linear regression, validity test, reliability test, classical assumption test, t-test, F-test, and coefficient of determination. The results showed that service quality, price, and location significantly influenced customer satisfaction both partially and simultaneously. The coefficient of determination (Adjusted R^2) value of 0.733 indicates that 73.3% of the variation in customer satisfaction can be explained by the three independent variables. The conclusion of this study is that Kopi Kenangan customer satisfaction is significantly influenced by service quality, price, and location, so that improvements in these three aspects can be an effective strategy in increasing customer satisfaction.

Keywords: Customer Satisfaction, Location, Price, Service Quality, Store Atmosphere

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INTRODUCTION

The coffee shop industry has seen rapid growth in recent years, in line with changing lifestyles among urbanites, particularly Generation Z, who are closely connected to digital technology and social media. Coffee shops now serve not only as places to consume coffee but also as social and productive spaces that support modern activities (Santoso et al., 2022; Pratama & Sari, 2023). This phenomenon demonstrates that customer experience is a key factor in the service-based F&B industry.

In Indonesia, the growth of coffee shops is also driven by the digitalization of services and increasing national coffee consumption. One rapidly growing brand is Kopi Kenangan, with its digital app-based grab-and-go concept, which now has hundreds of outlets in various cities, including Medan. The presence of outlets in strategic locations like Jalan Gatot Subroto demonstrates the high market demand for fast, easy, and affordable service (Hidayat et al., 2023; Ramadhan & Putri, 2022).

Previous research has shown that service quality significantly influences customer satisfaction, particularly through the dimensions of reliability, responsiveness, and empathy (Siregar & Fauzi, 2021; Yuliana & Pratama, 2022). Furthermore, various studies have confirmed that price and location are important factors in determining customer satisfaction in competitive service industries such as coffee shops (Saputra & Lestari, 2023; Purnamasari & Hidayat, 2021).

However, previous research still shows inconsistencies, particularly regarding the influence of price and location on customer satisfaction, and limited studies specifically examining digital-based coffee shop brands like Kopi Kenangan. This indicates a research gap that requires further investigation in the context of different locations and consumer characteristics.

Based on this gap, this study aims to analyze the influence of service quality, price, and location on customer satisfaction at Kopi Kenangan in Medan, both partially and simultaneously. Academically, this research enriches the literature on service marketing management, while practically, it can serve as the basis for strategies to improve service quality, pricing, and more effective location selection.

METHOD

This study uses a quantitative approach with an explanatory research design to examine the causal relationship between service quality, price, and location on customer satisfaction at Kopi Kenangan on Jalan Gatot Subroto, Medan. The quantitative approach

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was chosen because it allows for statistical and objective hypothesis testing (Sugiyono, 2022; Creswell, 2021; Emzir, 2021).

The population in this study was all Kopi Kenangan customers at the research location, the exact number of which is unknown. The sample was determined using the Lemeshow formula, resulting in 96 respondents, rounded up to 100. The sampling technique used was purposive sampling, with the criteria being that respondents had made at least one purchase (Handayani, 2020; Sudaryono, 2021).

The research instrument used a five-point Likert-scale questionnaire, supported by interviews as supplementary data. The data used consisted of primary data from respondents and secondary data from journals, books, and official sources. This method was used to obtain relevant data and support the validity of the research results (Sugiyono, 2022; Creswell, 2021).

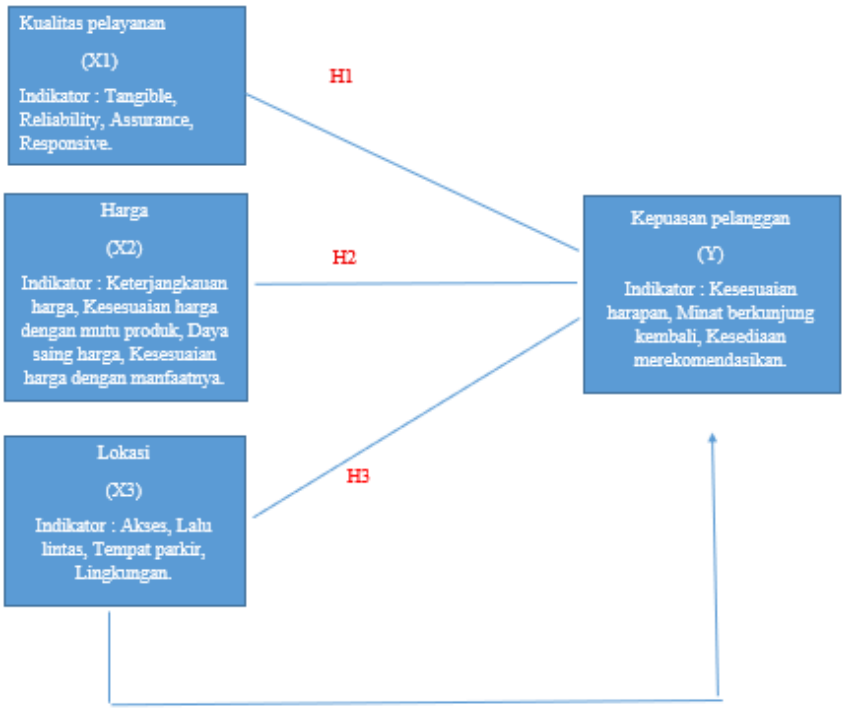
Data analysis used multiple linear regression to examine the effect of independent variables on customer satisfaction. Validity was tested using calculated r > table r, while reliability was tested using Cronbach's Alpha > 0.60 (Ghozali, 2021; Ferdinand, 2020). Classical assumption tests included normality, multicollinearity, and heteroscedasticity, followed by t-tests, F-tests, and the coefficient of determination R^2 to test the model's significance (Gunawan, 2020; Nugraha, 2020; Pramono, 2020).

The research procedure begins with problem identification, hypothesis formulation, and research instrument development. Data is then collected through questionnaires, analyzed using statistical tests, and then hypothesis testing is performed. The final stage is drawing conclusions based on the analysis results to systematically answer the research problem formulation.

Framework

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Research Hypothesis

H1: Service quality has a positive effect on customer satisfaction.

H2: Price has a positive effect on customer satisfaction.

H3: Location has a positive effect on customer satisfaction.

H4: Service quality, price, and location simultaneously have a positive effect on customer satisfaction.

RESULTS AND DISCUSSION

Descriptive Statistical Analysis

Table 1 Description of Respondents Based on Age

No	Age (Years)	Frequency	%
1	17 - 25	15	15%
2	26 - 35	60	60%
3	36 – 40	25	25%
Amount		100	100%

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Table 2 Description of Respondents Based on Occupation

No	Work	Frequency	%
1	Students	15	15%
2	Worker	60	60%
3	Other	25	25%
Amount		100	100%

Table 3 Description of Respondents Based on Purchase Intensity

No	Purchase Intensity	Frequency	%
1	1-3 times	57	57%
2	4-5 times	31	31%
3	More than 5 times	12	12%
Amount		100	100%

Validity Test

Table 4 Validity Test Results

No	Variables	Indicator	r Count	r Table	Information
1	Customer satisfaction	Y.1	0.730	0.1689	Valid
		Y.2	0.726	0.1689	Valid
		Y.3	0.751	0.1689	Valid
2	Quality of Service	X1.1	0.779	0.1689	Valid
		X1.2	0.388	0.1689	Valid
		X1.3	0.636	0.1689	Valid
		X1.4	0.633	0.1689	Valid
3	Price	X2.1	0.582	0.1689	Valid
		X2.2	0.388	0.1689	Valid
		X2.3	0.311	0.1689	Valid
		X2.4	0.439	0.1689	Valid
4	Location	X3.1	0.422	0.1689	Valid
		X3.2	0.683	0.1689	Valid
		X3.3	0.680	0.1689	Valid
		X3.4	0.656	0.1689	Valid

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Reliability Test

Table 5 Reliability Test Results

No	Variables	Indicator	Cronbach's Alpha	Reliability Standards	Information
1	Customer satisfaction	Y.1	0.689	0.60	Reliable
		Y.2	0.673	0.60	Reliable
		Y.3	0.676	0.60	Reliable
2	Quality of Service	X1.1	0.657	0.60	Reliable
		X1.2	0.590	0.60	Reliable
		X1.3	0.582	0.60	Reliable
		X1.4	0.574	0.60	Reliable
3	Price	X2.1	0.599	0.60	Reliable
		X2.2	0.683	0.60	Reliable
		X2.3	0.656	0.60	Reliable
		X2.4	0.660	0.60	Reliable
4	Location	X3.1	0.631	0.60	Reliable
		X3.2	0.500	0.60	Reliable
		X3.3	0.687	0.60	Reliable
		X3.4	0.518	0.60	Reliable

Heteroscedasticity Test

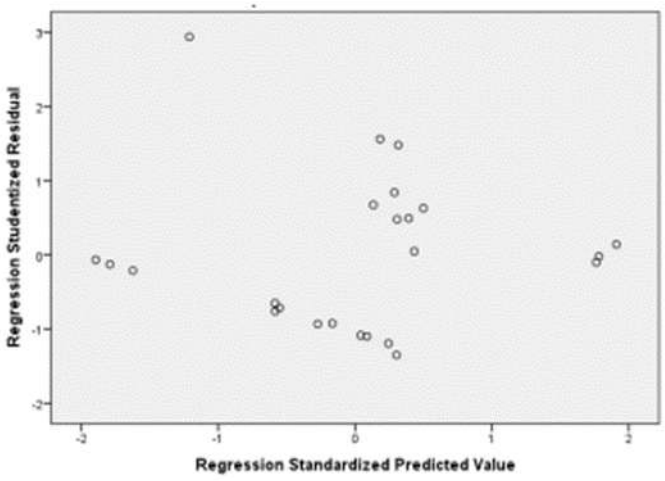


Figure 1 Heteroscedasticity Test Results

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Based on the scatterplot, it can be seen that there is no particular pattern, it does not form a wave and the data is spread well on the X and Y axes. It can be concluded that the regression model does not have a heteroscedasticity problem.

Multiple Linear Regression Analysis

Table 6 Multiple Linear Regression Analysis

Model		Unstandardized B	Vcoefficients Std. Error	Standardized Coefficients Beta
1	(Constant)	24,733	.708	
	X1	-1,523	.102	-844
	X2	.416	.087	231
	X3	-623	.052	-.473

Source: Processed Secondary Data, 2026

Based on the table above, the regression equation that can be formed is:

Y= 24.733-1.523 X1 + 0.416 X2-0.623 X3

Information:
Y = Customer Satisfaction
α = Constant
X1 = Service Quality
X2 = Price
X3 = Location

Coefficient of Determination (R^2)

Table 7 Results of the Determination Coefficient

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.874	0.764	0.733	0.70461

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The coefficient of determination is 0.733, meaning that 73.3% of customer satisfaction is explained by variations in the independent variables, while the remainder is influenced by other variables outside the model.

Hypothesis Testing

Table 8 TestT

Model	Unstandardized Coefficients	t	Sig.	Information
(Constant)	71,307	3,293	0.002	
Quality of Service	-7,897	-13,392	0.001	Significant
Price	1,501	3,715	0.001	Significant
Location	-5,624	-12,462	0.003	Significant

Based on the table above, the Ttable value for probability 0.07 can be seen where (a ; nk-1) = (0.07 ; 88-3-1) = 0.07 ;. The explanation of the T test results is as follows:

1. From the table above, it can be seen that service quality has a calculated T value (-13.392) < T table (1.762) and a sig of 0.001 < 0.05. Therefore, it can be concluded that service quality has a significant impact on customer satisfaction.
2. From the table above, it can be seen that price has a calculated T value (3.715) < T table (1.762) and a sig of 0.001 < 0.05. Therefore, it can be concluded that price has a significant impact on customer satisfaction.
3. From the table above, it can be seen that the location has a calculated T value (-12.462) < T table (1.762) and a sig of 0.003 < 0.05. Therefore, it can be concluded that the location has a significant impact on customer satisfaction.

Table 9 F Test Results

ANOVA

Model	Sum Of Square	df	Mean Square	F	Sig
Regression	86,135	3	28,712	212,384	0,000
Residual	46,367	20	2,318		
Total	132,502	23			

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a. Dependent Variable: Y
b. Predictors : (Constant), X3, X1, X2

Based on the table data below, it is known that the calculated F value obtained is 212.384 with a Sig of 0.001. Therefore, it can be concluded that service quality, price, and location have a significant effect on customer satisfaction.

CONCLUSIONS

This study shows that service quality, price, and location have a significant influence on customer satisfaction at Kopi Kenangan Gatot Subroto Medan, both partially and simultaneously. The results of the regression analysis indicate that the research model is able to explain 73.3% of the variation in customer satisfaction, while the remainder is influenced by other factors outside the research model. This finding confirms that customer satisfaction in the coffee shop industry is not only determined by product quality, but also by service experience, the suitability of price to the benefits received, and ease of location access. Practically, the results of this study provide implications for Kopi Kenangan management to continue to improve service standards, maintain a competitive pricing strategy, and optimize the selection and management of store locations to increase customer satisfaction and loyalty amidst increasingly fierce competition in the coffee industry.

However, this study has several limitations. The study was conducted at only one Kopi Kenangan outlet in Medan City with a relatively limited number of respondents, so generalization of the results should be done cautiously. Furthermore, the variables used only covered service quality, price, and location, while other factors such as product quality, brand image, store atmosphere, digital promotions, and customer loyalty were not analyzed. Therefore, further research is recommended to expand the scope of the study area, increase the sample size, and add other variables that could potentially influence customer satisfaction. The use of more comprehensive analysis methods, such as Structural Equation Modeling (SEM), can also be considered to gain a deeper understanding of the relationships between variables in the context of the modern coffee shop industry.

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