

THE EFFECT OF SERVICE QUALITY, PRICE AND LOCATION ON CUSTOMER SATISFACTION AT CAFÉ HIDE COFFEE CLUB IN LHOKSEUMAWE CITY

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Abstract

This study aims to analyze the Influence of Service Quality, Price and Location on Customer Satisfaction at Cafe Hide Coffee Club in Lhokseumawe City. The data used in this study is primary data obtained by distributing questionnaires to 112 respondents who are customers who visit Cafe Hide Coffee Club Lhokseumawe City. The analysis tools used were multiple linear regression test and hypothesis test using t-test and f-test. The results of the study showed that partially and simultaneously the variables of Service Quality, Price and Location had a significant positive effect on customer satisfaction at Cafe Hide Coffee Club in Lhokseumawe City. For the next researcher, it is hoped that they can expand the research by considering or using other variables on customer satisfaction, such as the atmosphere of the café, product quality, facilities and so on. This research is also expected to be a source for future researchers who want to conduct research related to café customer satisfaction.

Keywords: *Service Quality, Price, Location and Customer Satisfaction.*

INTRODUCTION

Economic development in Indonesia has developed in a better direction. This is seen in line with the rapid development of the business world, where more and more businesses are opening and developing their businesses. One of the famous cafes in Lhokseumawe is Cafe Hide Coffee Club which is different from most cafes, Cafe Hide Coffee Club has facilities such as photoboxes that are not owned by other cafes in Lhokseumawe, this photobox facility is the attraction of Cafe Hide Coffee Club for customers who like to take pictures. Café business people must think innovatively and creatively to attract customers and create their satisfaction. Customer satisfaction is very important for businesses because if customers feel satisfied, they will feel happy. If consumers feel satisfied, then they will make purchases repeatedly (Sofyan et al, 2019). And Service Quality also plays a role in being able to maintain customer satisfaction. Service quality can be interpreted as the perception of customers regarding how good the service they receive is compared to their expectations (Kasmir, 2017). This is in line with research by Rooroh (2020) stating that service quality has a positive and significant effect on customer satisfaction.

In addition to focusing on service quality, this research also focuses on price and location aspects that also affect customer satisfaction. This is in accordance with what Napitupulu (2019) said. The price for customers is an important consideration for customers to buy from a company, because the price of a product affects the customer's perception of the product. According to Rilcudurano (2018) said that the location of the restaurant must be strategic and pay attention to the amount of land available, this is because customers will be encouraged to visit the café if there is an area that is easy for them to access. Based on the background that has been described above and supported by previous research, the author wants to research whether the quality of service, price and location affect customer satisfaction. This research is entitled " **The Influence of Service Quality, Price and Location on Customer Satisfaction at Cafe Hide Coffee Club in Lhokseumawe City**".

LITERATURE REVIEW

- **Customer Satisfaction**

Customer value is the choice and judgment that customers feel about the attributes of a product to achieve the consumer's goals and intentions when using the product (Woodruff 2019). According to Adnan (2021) in determining the level of customer satisfaction, there are five main factors that must be considered by companies, including product quality, service quality, emotions, price and cost.

- **The Relationship Between Service Quality and Customer Satisfaction**

The quality of service is a reflection of how good the level of service provided is in accordance with customer expectations (Sinollah, 2019). The results of this study show that service quality has a positive and significant effect on customer satisfaction. In line with research by Rooroh (2020) and Tijjang, (2020) stating that the quality of service has a positive and significant effect on customer satisfaction.

H₁ : Service Quality has a positive and significant influence on Customer Satisfaction.

- **The Relationship Between Price and Customer Satisfaction**

Price factors that are able to create customer satisfaction. Applying prices in a café can be challenging, as various factors must be considered to determine the right price such as customer satisfaction. This is according to what Napitupulu (2019) said, Ariyanti et al., (2022) and Syahidin & Adnan, (2022) which states that the price for customers is an important consideration for customers to buy from a company, because the price of a product affects the customer's perception of the product.

In line with research by Rasyid and Pramono (2022), it is stated that price has a positive and significant effect on customer satisfaction. This is in line with research conducted by Avianty (2019) that price variables have a significant and positive influence on customer satisfaction.

H₂ : Price has a positive and significant influence on Customer Satisfaction.

- **The Relationship Between Location and Customer Satisfaction**

Location is a place of business that greatly affects a consumer's desire to come and shop (Indiani, 2022). According to Rilcudurano (2018) said that the location of the restaurant must be strategic and pay attention to the amount of land available, this is because customers will be encouraged to visit the café if there is an area that is easy for them to access. The results of this study show that the location of the restaurant must be strategic and pay attention to the amount of available land, this is because customers will be encouraged to visit the café if there is a range of areas that are easy for them to access. This is in line with research conducted by Oktavian (2020), Syahidin & Adnan, (2022) and Sumiyati (2020) who stated that there is a positive and significant influence between location variables on customer satisfaction.

H₃ : Location has a positive and significant influence on Customer Satisfaction.

Based on an empirical description, the conceptual framework of this research was built as a basis for analyzing the influence between variables, as well as to direct the process of data collection and analysis. The development of a conceptual framework aims to provide a systematic understanding of the researcher's thinking process in answering the problem formula. Figure 1 below presents the conceptual framework of this research:

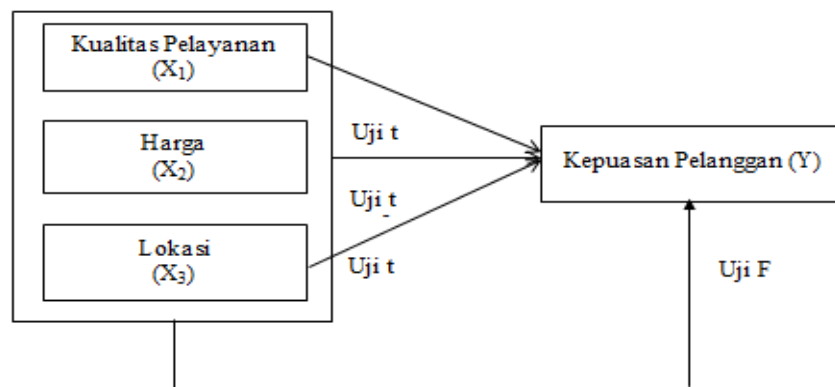


Figure 1 Conceptual Framework of Research

METHOD

The object in this study is a customer at Cafe Hide Coffee Club, the motorcycle taxi is located on Jalan Darussalam Gg. Perwira, Lhokseumawe City, Aceh. The population in this study is all customers. Customers who have made purchases at least twice. The population in this study is customers at Cafe Hide Coffee Club in Lhokseumawe City. The sampling technique used is *the Non-probability sampling* method using *purposive sampling* with a total of 112 respondents. The data used is quantitative, the source of prime data is obtained through a questionnaire, the technique used in this study is multiple linear regression analysis with the aim of determining the influence of independent variables consisting of service quality, price and location on dependent variables, namely customer satisfaction. This analysis was processed using SPSS software version 24.

The multiple linear regression equation in this study is as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

- Y = Customer Satisfaction
- α = Constant
- b_1, b_2, b_3 = Partial regression coefficient
- X_1 = Service Quality Variable
- X_2 = Price Variable
- X_3 = Location Variable
- e = Error

This study aims to provide empirical evidence on the influence of these three variables on customer satisfaction.

RESULTS AND DISCUSSION

Validity Test

Test *Validity* In a study, it is used as a measure of whether a questionnaire is valid or not. in this study obtained an R value_{count} greater than R_{table} and has a significant value smaller than the significant level used, which is 0.05. So it can be concluded that all the data used in the study has valid data.

Table 1. Validity Test Results

Variable	Calculation	Table	Sig Value	Information
X1.1	0,595	0,1857	0,000	Valid
X1.2	0,658	0,1857	0,000	
X1.3	0,706	0,1857	0,000	
X1.4	0,733	0,1857	0,000	
X1.5	0,735	0,1857	0,000	
X1.6	0,798	0,1857	0,000	
X1.7	0,756	0,1857	0,000	
X1.8	0,733	0,1857	0,000	
X1.9	0,760	0,1857	0,000	
X1.10	0,652	0,1857	0,000	
X2.1	0,685	0,1857	0,000	Valid
X2.2	0,718	0,1857	0,000	

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Variable	Calculation	Table	Sig Value	Information
X2.3	0,755	0,1857	0,000	Valid
X2.4	0,752	0,1857	0,000	
X2.5	0,756	0,1857	0,000	
X2.6	0,729	0,1857	0,000	
X2.7	0,481	0,1857	0,000	
X2.8	0,702	0,1857	0,000	
X3.1	0,606	0,1857	0,000	Valid
X3.2	0,688	0,1857	0,000	
X3.3	0,586	0,1857	0,000	
X3.4	0,602	0,1857	0,000	
X3.5	0,540	0,1857	0,000	
X3.6	0,690	0,1857	0,000	
X3.7	0,722	0,1857	0,000	
X3.8	0,691	0,1857	0,000	
X3.9	0,718	0,1857	0,000	
X3.10	0,652	0,1857	0,000	
Y.1	0,675	0,1857	0,000	Valid
Y.2	0,782	0,1857	0,000	
Y.3	0,746	0,1857	0,000	
Y.4	0,794	0,1857	0,000	
Y.5	0,700	0,1857	0,000	
Y.6	0,763	0,1857	0,000	

Source: Primary Data processed, 2025

Table 1 shows that the calculated r value is greater than the table r value, which is 0.1857. Thus, it can be concluded that each statement in the questionnaire is valid.

Normality Test

Table 2. Kolmogrov Sminov's One Sample Test Results

		<i>Unstandardized Residual</i>
<i>N</i>		112
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	0,0000000
	<i>Std. Deviation</i>	2,07927061
<i>Most Extreme Differences</i>	<i>Absolute</i>	0,074
	<i>Positive</i>	0,074
	<i>Negative</i>	-0,52
<i>Test Statistic</i>		0,74
<i>Asymp. Sig. (2-tailed)</i>		0.182c

Source: Primary Data processed, 2025

Based on the results of the data normality test using the one sample kolmogrov smirnov test in the table next to the significant level value used, which is 0.05 ($0.182 > 0.05$). Therefore, it can be concluded that the data in the study is distributed normally.

Heteroscedasticity Test Results

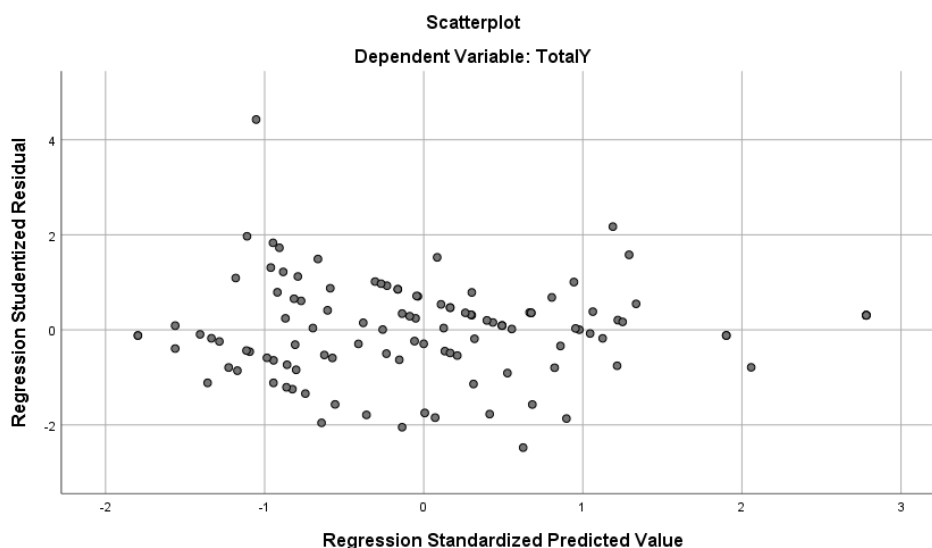


Figure 2 Heteroscedasticity Test Results

Source: Primary Data processed, 2025

Based on the figure above, it shows that the results of the heteroscedasticity test found that there is no clear pattern, and the dots are spread above and below the number 0 on the Y axis, so it can be concluded that heteroscedasticity does not occur.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIVID
Quality of Service (X_1)	0,526	1,903
Price (X_2)	0,524	1,907
Location (X_3)	0,679	1,472

Source: Primary Data processed, 2025

Based on the table above, it can be seen that the tolerance value obtained on the quality of service is 0.526 with a VIF value of 1.903, then the tolerance value obtained on the price is 0.524 with a VIF value of 1.907, and the tolerance value obtained at the location is 0.679 with a VIF value of 1.472. This shows that the tolerance value is greater than 0.10 and the VIF is less than 10, which means that there is no multicollinearity between independent variables.

Data Analysis Method

An independent variable is a variable that affects or causes changes to the bound variable. The independent variables (X) in this study are service quality, price and location. The bound variable in this study is customer satisfaction. Regression analysis is a statistical method used to measure the relationship between one or more independent variables. The purpose of regression analysis is to understand and measure how changes in one or more independent variables can be predicted or explain variations in dependent variables. The results of the partial regression analysis in this study are presented in the following table:

Table 4. Results of Multiple Linear Regression Analysis

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,544	1,754		3,880	0,031
Quality of Service (X ₁)	0,364	0,095	0,355	4,583	0,000
Price (X ₂)	0,333	0,055	0,240	3,519	0,001
Location (X ₃)	0,354	0,069	0,354	3,139	0,000

Source: Primary Data processed, 2025

Based on the table above, it can be explained that the service quality coefficient (X₁) has a positive value of (0.364), the price influence coefficient (X₂) of (0.333), and the location coefficient (X₃) of (0.354). The positive signs of these three variables show that there is a unidirectional influence between independent and dependent variables.

Table 5. Correlation Coefficient and Determination Results

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.760a	0.578	0.566	2,107

Source: Primary Data processed, 2025

Based on the table above, it shows that the value of *Adjusted R²* is 0.566, which means that if the percentage is valued, it is 56.6%. This shows that the variables of service quality, price and location affect customer satisfaction by 56.6% while the side of 43.4% is influenced by other variables that are not included in this research model.

DISCUSSION

The results of this study show that independent variables, namely service quality, price and location, each have a positive and significant influence on customer satisfaction variables. The significant value of service quality (X₁) on customer satisfaction (Y) is $0.000 < 0.05$ and the t_{value} is calculated as $4.583 > t_{\text{table}} 1.982$ so it can be concluded that H₁ is accepted, which means that service quality has a significant partial effect on customer satisfaction at Café Hide Coffee Club in Lhokseumawe City. The significant value of price (X₂) on customer satisfaction (Y) is $0.000 < 0.05$ and the t_{value} is calculated as $3.519 > t_{\text{table}} 1.982$ so that it can be concluded that H₂ is accepted, which means that the price has a partially significant effect on customer satisfaction at Café Hide Coffee Club in Lhokseumawe City. The significant value of location (X₃) on customer satisfaction (Y) is $0.000 < 0.05$ and the value of t_{is} is calculated $3.139 > t_{\text{table}} 1.982$ so it can be concluded that H₃ is accepted which means that the location has a partial significant effect on customer satisfaction at Café Hide Coffee Club in Lhokseumawe City.

CONCLUSION

Based on the results of research that has been conducted regarding the influence of service quality, price and location on customer satisfaction at café hide coffee club in Lhokseumawe city, the conclusion of this study is as follows:

1. The quality of service has a positive and significant influence on customer satisfaction at café hide coffee club in the city of Lhokseumawe.
2. The price has a positive and significant influence on customer satisfaction at the café hide coffee club in the city of Lhokseumawe.
3. The location has a positive and significant influence on customer satisfaction at café hide coffee club in the city of Lhokseumawe.
4. Overall, the three variables of service quality, price and location have a significant contribution to increasing customer satisfaction, especially at café hide coffee club in Lhokseumawe city, which supports that customer satisfaction is influenced by various interrelated factors.

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