EFFECT OF PRODUCT QUALITY, PRICE AND PROMOTION ON CUSTOMER SATISFACTION (CASE STUDY IN COFFEEOGRAPHY SALEMBA)

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Abstract - *This study aims to determine the effect of Product Quality, Price and Promotion on Consumer Satisfaction at COFFEEOGRAPHY. The study population was visitors to COFFEEOGRAPHY. This research strategy is associative. Data collection techniques through questionnaires using simple random sampling technique, with a total sample of 100 respondents. Data analysis was performed using the SEM-PLS method using SmartPLS 3.0 software.*

The results of this study indicate that product quality has an influence on the variable Customer Satisfaction of 0.371 or 37.1%. The price variable has an influence on the variable Customer Satisfaction of 0.306 or 30.6%. The promotion variable has an influence on the variable Customer Satisfaction of 0.209 or 20.9%.
Keywords: Product Quality, Price, Promotion, Consumer Satisfaction.

Abstrak– Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Produk, Harga, dan Promosi terhadap Kepuasan Konsumen di COFFEEOGRAPHY. Populasi penelitian ini adalah para pengunjung di COFFEEOGRAPHY. Strategi penelitian ini adalah asosiatif. Teknik pengumpulan data melalui kuesioner dengan menggunakan teknik pengambilan sampel Simple Random Sampling, dengan jumlah sampel sebanyak 100 responden. Analisis data dilakukan dengan metode SEM-PLS dengan menggunakan software SmartPLS 3.0.

Hasil Penelitian ini menunjukkan bahwa Kualitas Produk memiliki pengaruh terhadap variabel Kepuasan Konsumen sebesar 0.371 atau 37.1%. Pada variabel Harga memiliki pengaruh terhadap variabel Kepuasan Konsumen sebesar 0.306 atau 30.6%. Pada variabel Promosi memiliki pengaruh terhadap variabel Kepuasan Konsumen sebesar 0.209 atau 20.9%.
Kata kunci : Harga, Kualitas Produk, Kualitas Pelayanan, Minat Beli Ulang

I. PRELIMINARY

In recent years, the business industry in the coffee shop sector has increased quite well. This has encouraged many entrepreneurs to open or create new businesses or develop existing ones, which at the same time creates intense competition between coffee shops.

In the beginning, drinking coffee is a habit of Indonesian society that has existed since ancient times. Indonesia is one of the best coffee producers in the world. Aceh, Lampung, Medan, Java, Sulawesi are some examples of regions which are famous for

their coffee bean production. In Indonesia, coffee can be enjoyed by all people, both teenagers, adults, and parents.

Besides being interesting to study because many consumers come to buy, even consumers are willing to queue to eat or drink at the coffee shop because they have to take turns with other consumers who are eating or drinking, coffee shops can also last from year to year.

Based on the above background, the researcher is interested in conducting a research entitled "INFLUENCE OF PRODUCT QUALITY, PRICE AND PROMOTION ON CUSTOMER SATISFACTION IN COFFEEOGRAPHY JAKARTA PUSAT"

1.1. Formulation of the problem

Based on the background of the problems above, the problems to be discussed are as follows:

1. Does product quality affect customer satisfaction in Central Jakarta Coffeeography?
2. Does price affect customer satisfaction in Central Jakarta Coffeeography?
3. Does promotion affect customer satisfaction in Central Jakarta Coffeeography?
4. Do product quality, price and promotion affect customer satisfaction in Central Jakarta Coffeeography?
5.

1.2. Research purposes

Based on the problem formulation above, the objectives to be achieved in this study are to determine the effect of:

1. To determine the effect of product quality on customer satisfaction in Central Jakarta Coffeeography
2. To determine the effect of price on customer satisfaction in Central Jakarta Coffeeography
3. To determine the effect of promotion on customer satisfaction in Central Jakarta Coffeeography
4. To determine the effect of product quality, price and promotion on consumer satisfaction in Central Jakarta Coffeeography

II. LITERATURE REVIEW

2.1. Product quality

Product quality is the physical condition, function and characteristics of a product, both goods or services based on the level of quality expected, such as durability, reliability, accuracy, ease of operation, product repair and other product attributes with the aim of meeting and satisfying the needs of consumers or customers. Kotler and Armstrong (2012)

2.2. Price

Price is the amount of money charged for a product or service, or the amount of value that consumers exchange for benefits due to owning or using the product or service (Kotler and Armstrong, 2010: 314).

2.3. Promotion

According to Tjiptono (2015) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products.

Meanwhile, according to Buchory and Saladin (2010) promotion is one of the elements in the company's marketing mix that is used to inform, persuade, and remind company products.

2.4. Customer Satisfaction

Customer satisfaction is one thing that has an important role in business. Customer satisfaction is a major milestone in the success of a company. Therefore, in an effort to fulfill customer satisfaction, companies must be observant in knowing the shifting needs and desires of consumers which change from time to time. If producers can produce products and services in accordance with what consumers want and need, consumers will feel satisfied. Every consumer has a different level of satisfaction. According to Philip Kotler (Sunyoto, 2013: 35), consumers can experience one of three general levels of satisfaction, namely if the performance is below expectations,

2.5. Relationship Between Variables

2.5.1 The Relationship between Product Quality (X1) and Customer Satisfaction (Y)

Research by Mac Donald Walangitan (2017) confirms the results of the study show that Product Quality has a significant effect on Customer Satisfaction at Wanea Manado Coffee Box. In addition, Risatul Umami, As'at Rizal, Sumartik (2019) also stated that the results of the study show that both partially and simultaneously, product quality affects customer satisfaction. Research by Tandenga R Lapian JSoegoto A (2018) The results show that the most dominant influence is product quality on customer satisfaction, this shows that Warsu Coffee Cafe has good product quality. Product quality has a positive and significant effect, where it can be seen that product quality is the dominant variable that influences the user satisfaction of Fortorang Ground Coffee at PT. Fortuna Inti Alam.

2.5.2 The Relationship between Price (X2) and Customer Satisfaction (Y)

Based on research from Risatul Umami, As'at Rizal, Sumartik (2019), the results show that both partially and simultaneously, product, price, and service quality affect customer satisfaction. In addition, Rizky Arinda Rahmadani (2016) has a correlation between price and consumer satisfaction at Coffee Toffee Surabaya ($r = 0.486$; $p = 0.000$). As well as research conducted bySatria Mirsya Affandy Nasution (2017) provides support for previous research which states that the results of the study indicate that the price variable has a positive and significant effect on customer satisfaction.

2.5.3 The relationship between Promotion (X3) and Consumer Satisfaction (Y)

Based on research conducted by ShekoufehGhezelbash (2017) According to data analysis, the results show that promotion affects product quality, service quality, satisfaction and incentives for repeat purchases at Amiran chain stores in Karaj. Product quality and service quality significantly affect customer satisfaction at Amiran's chain stores in Karaj; and satisfaction has a significant effect on repetition of purchase incentives at Amiran's chain stores in Karaj.

2.6 Research Hypothesis

Hypotheses are temporary answers to the formulation of research problems, therefore the formulation of research problems is usually arranged in the form of a question sentence. Thus the hypothesis is used to test the correctness of the research.

Based on the background, problem formulation, theoretical basis, and conceptual framework, the hypothesis can be formulated as follows:

H1: Product quality has a significant effect on customer satisfaction at Coffeography.

H2: Price has a significant effect on customer satisfaction at Coffeography.

H3: Promotion has a significant effect on customer satisfaction Coffeography.

H4: Product quality, price, and promotion have a significant effect on customer satisfaction in Coffeography.

2.6.1 Research Conceptual Framework

This research framework aims to clarify the core of the problems contained in the relationship between the independent variable (Product Quality, Price, and Promotion) and the independent variable (Customer Satisfaction).

According to Kotler and Armstrong (2012), product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Price is the amount of money charged for a product or service, or the amount of value that consumers exchange for benefits due to owning or using the product or service (Kotler and Armstrong, 2010: 314). According to Tjiptono (2015, p.387) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. According to the journal Bachtiar (2011),

Figure 2.1 Framework

III. RESEARCH METHOD

3.1. Research Strategy

The strategy used in research is the associative strategy, which is a method of examining an object that aims to determine the effect between two or more variables (symmetrical, causal, and reciprocal). In this study, the researcher identified a causal effect, namely the effect of cause and effect, between the independent variables, namely Product Quality (X1), Price (X2), Promotion (X3), and the dependent variable was Customer Satisfaction (Y) in Central Jakarta Coffeeography.

3.2. Population

According to Sugiyono (2017: 80) Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are buyers who order food and beverages at Coffeeography, Central Jakarta. According to the information provided, an average of 1000 people per month.

The sampling technique in this study uses probability sampling. According to Sugiyono (2012), probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as sample members. Then the Simple Random Sampling technique is used, which is a random sampling of members of the population regardless of the strata in the population (Sugiyono, 2012). Meanwhile, according to Frankel and Wallen in Amiyani (2016; 06), the minimum sample size for descriptive research is 100. So, based on this theory, the sample used as a reference by researchers is 100 respondents.

3.3 Data Analysis Methods

To discuss the main research problem, the researcher used statistical test data. In this study, there are three exogenous variables and one endogenous variable.

3.3.1 Data Management Methods

In this research, data processing uses *Structural Equation Model*- Partial Least Square (SEM-PLS) using SmartPLS 3.0.

3.3.2 Data Analysis Methods

Structural Equation Model(SEM) is a field of statistical studies that can test a series of relationships that are relatively difficult to measure simultaneously. According to Santoso (2012) SEM is a multivariate analysis technique which is a combination of factor analysis and regression analysis (correlation), which aims to examine the relationship between variables in a model, be it between indicators and constructs, or relationships between constructs.

3.3.3 Statistical Analysis Methods

In this study, data processing was used (SEM-PLS) by using a program *smartPLS*3.0. The analysis on PLS was carried out in three stages:

1. Outer Model Analysis.
2. Inner Model Analysis.
3. Hypothesis test.

3.3.3.1 *Measurement Model* (Outer Model)

This model specifies the relationship between latent variables and their indicators. Or it can be said that the outer model defines how each indicator relates to its latent variable. Tests performed on the outer model:

a. *Convergent validity*. The value of convergent validity is the value of loading factors on latent variables with indicators. The value of loading factor> 0.7 is said to be ideal and still acceptable.
b. *Discriminant Validity*. This value is the value of the cross loading factor which is useful for knowing whether the construct has sufficient discriminant by comparing the loading value of the intended construct, which must be greater than the loading value with other constructs.
c. *Composite Reliability.* Data that has composite reliability> 0.8 has high reliability.
d. *Average Variance Extracted*(AVE). Expected AVE value> 0.5.
e. *Cronbach Alpha*. Expected value> 0.6. for all constructs.
    a. The test performed above is a test on the outer model for reflective indicators. different tests are carried out for formative indicators. Test for formative indicators, namely the Significance of weights. The weight value of the formative indicator with its construct must be significant. (Hussein, 2015)

3.3.3.2 Inner Model Analysis

Inner model analysis is also known as analysis *structural*model, which is done to ensure that the structural built is robust and accurate. Inner model evaluation can be seen from several indicators which include:

a. Model fit test (model fit)
    This fit model test is used to determine whether a model has a fit with the data. In the model fit test, there are three test indices, namely average path coefficient (APC), average R-square (ARS) and average variance factor (AVIF). APC and ARS were accepted on condition that the p-value <0.05 and AVIF were less than 5.

a. The coefficient of determination (R^2)
It is used to determine how much influence the independent variable has on the dependent variable. Nilia R^2 0.75 is good, 0.50 is moderate, while 0.25 is weak (Ghozali, 2014).

3.3.3.3 Hypothesis test

After conducting various evaluations, both the outer model and the inner model, the next step is to do hypothesis testing. Hypothesis testing is used to explain the direction of the relationship between endogenous and exogenous variables. A hypothesis that can be accepted or must be rejected can be statistically calculated through its significance level. The level of siginification used in this study was 5%. If the selected significance level is 5%, the significance level or the confidence level is 0.05 to reject a hypothesis. In this study there is a 10% chance of making the wrong decision and a 95% chance of making the right decision. The following is used as a basis for decision making, namely:

P-value <0.05 : H0 is rejected, then Ha is rejected
P-value ≥ 0.05 : H0 accepted then Ha accepted

P-*value*: probability value or a value that shows the chance of a data being generalized in the population, namely a 5% wrong decision and then 95% correct decision. (Ghozali, 2014)

Information :

1. Effect of Product Quality (X_1) on Consumer Satisfaction (Y).
   Ho = 0: There is no effect of Product Quality on Satisfaction Consumer.
   Ha ≠ 0: There is an effect of Product Quality on Customer Satisfaction.
2. Influence Price(X2) on Customer Satisfaction (Y).
   Ho = 0 : There is no effect Priceon Consumer Satisfaction.
   Ha ≠ 0 : There is influence Price againstCustomer Satisfaction.
3. Influence Promotion (X3) on Customer Satisfaction (Y).
   Ho = 0 : There is no effect Promotion on Consumer Satisfaction.
   Ha ≠ 0: There is influence Promotion on Consumer Satisfaction.

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

Coffeeography was founded by RM Famor Kertapati or Mas Famor's nickname. He started his business in 2016. The name Coffeeography was made by the owner himself, RM Famor Kertapati. At first Coffeeography was first established on 20 August 2016 in the tebet area. Then in 2019 Coffeeography moved to its current place, namely at Jalan Salemba Tengah No. 68 Central Jakarta. The vision and mission of Coffeeography is not included in its history, Mas Famor only wants his cafe to gather artsy people and baristas in Jakarta or communities in Jakarta, so that coffee culture in Indonesia does not disappear / become extinct.

Coffeeography sells coffee and various snacks, one of Coffeeography's mainstay menus is Signature Coffee. Apart from selling drinks containing coffee, Coffeeography also provides Non-Coffee drinks. The non-coffee drink menu at Coffeeography is a variety of juices, such as Juice Watermelon, Orange Juice, Banana Juice and Manggo Juice.

Coffeeography is located at Jalan Salemba Tengah No. 68, Paseban Central Jakarta, in front of Kramat Station. In Central Salemba it is a fairly well-known culinary place in Central Jakarta and there are also many coffee shops that are there, but Coffeeography is one of the famous coffee shops in the Central Salemba area.

4.2. Respoden Description

In this study, data collection used a questionnaire, which was given to 100 respondents with various characteristics such as gender, age and income. The results of the respondent description test are presented in table 4.1 below:

Table 4.1 Respondent Description

Respondent Identity	Classification	Frequency	Percentage
Gender	Male	52	52%
	Women	48	48%
Total		100	100%
Age	17-20	21	21%
	21 - 25	70	70%
	> 25	9	9%
Total		100	100%
Income	<1,000,000	29	29%
	1,000,000 - 2,500,000	22	22%
	2,500,000 - 4,000,000	21	21%
	> 4,000,000	28	28%
Total		100	100%

Source: results of questionnaires (processed data, 2020)

Based on table 4.1 above, the identity of the respondent can be described as follows:

1. Gender identity shows that the majority of respondents are male as many as 52 people (52%) and the rest are female respondents as many as 48 people (48%).
2. Age identity shows that the majority of respondents aged 21-25 are 70 people (70%) and the remaining 17-20 are 21 people (21%), and> 25 are 9 people (9%).
3. Income identity shows that the majority of respondents earn <1,000,000 as many as 29 people (29%) and the rest> 4,000,000 as many as 28 people (28%), 1,000,000 - 2,500,000 as many as 22 people (22%), and 2,500,000 - 4,000,000 as many as 21 people (21%).

4.3. Analysis of Research Data

The research data were processed using *SmartPLS 3.0* with the following chart:

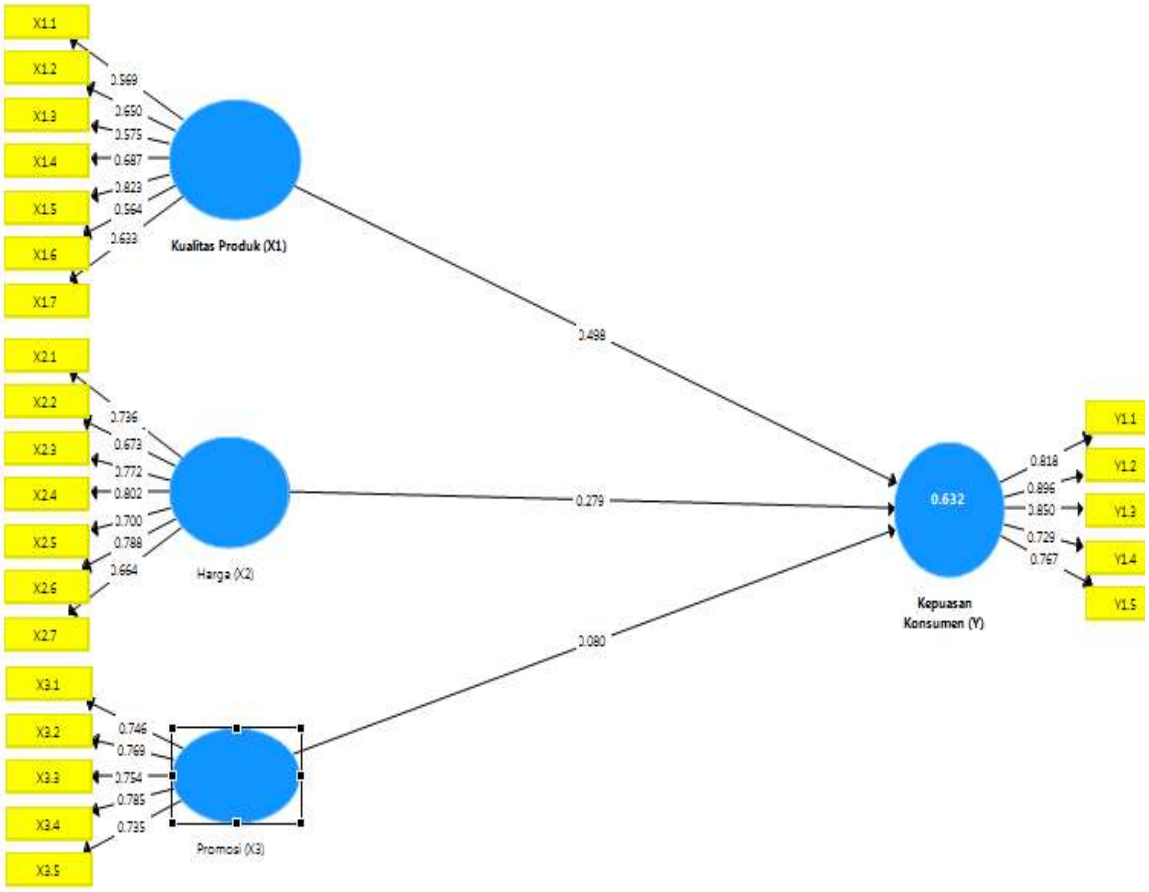

Figure 4.5 Results of Stage 1 Data Processing

INDONESIA

4.3.1. Measurement Model (Outer Model)

a. ***Convergent Validity***

The following is the processing of the first data based on 4 variables with a total of 24 statements

Table 4.2 *Loading Factor*

Variable	Indicator	*Loading Factor*	*Rule of Thumb*	Conclusion
Product quality	X1.1	0.569	0.700	Invalid
	X1.2	0.650	0.700	Invalid
	X1.3	0.575	0.700	Invalid
	X1.4	0.687	0.700	Invalid
	X1.5	0823	0.700	Valid
	X1.6	0.564	0.700	Invalid
	X1.7	0.633	0.700	Invalid
Price	X2.1	0.736	0.700	Valid
	X2.2	0.673	0.700	Invalid
	X2.3	0.772	0.700	Valid

	X2.4	0.802	0.700	Valid
	X2.5	0.700	0.700	Valid
	X2.6	0.788	0.700	Valid
	X2.7	0.664	0.700	Invalid
Promotion	X3.1	0.746	0.700	Valid
	X3.2	0.769	0.700	Valid
	X3.3	0.754	0.700	Valid
	X3.4	0.785	0.700	Valid
	X3.5	0.735	0.700	Valid
Customer Satisfaction	Y1.1	0.818	0.700	Valid
	Y1.2	0.896	0.700	Valid
	Y1.3	0850	0.700	Valid
	Y1.4	0.729	0.700	Valid
	Y1.5	0.767	0.700	Valid

(source: processed data, 2020)

Convergent validity From the measurement model it can be from the correlation between the item / instrument score with the construct score (loading factor) with the criteria for the loading factor value of each instrument> 0.7. Based on the first data processing with the Product Quality variable, there were 6 invalid instruments (<0.7), namely X1.1, X1.2, X1.3, X1.4, X1.6 and X1.7 and the rest were valid (> 0.7). Price variable, there are 2 invalid instruments (<0.7), namely X2.2 and X2.7 and the rest are valid (> 0.7). Promotion variables of all instruments are valid (<0.7). Consumer Satisfaction Variables all valid instruments (<0.7). So that the loading factor value <0.7 must be eliminated or removed from the model.

In order to fulfill *convergent validity* which is required, which is higher than 0.7, then the second data processing is carried out. The following is figure 4.6. and table 4.3.

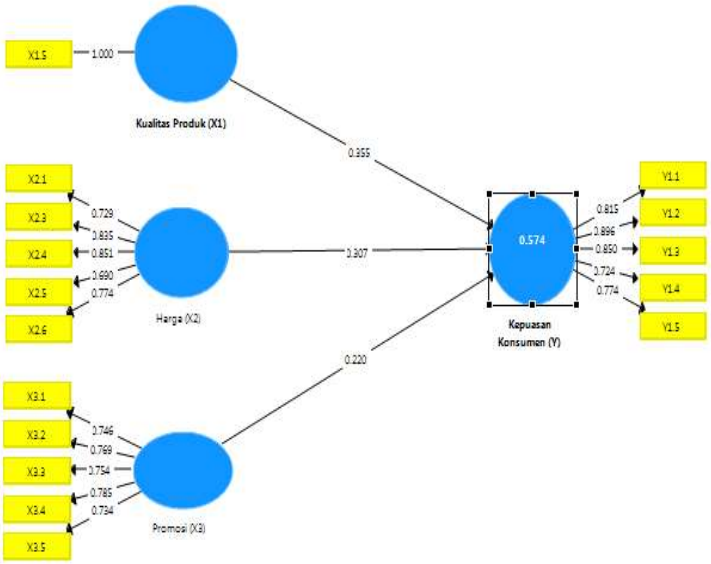

Figure 4.6 Results of Phase II Data Processing

Table 4.3*Loading Factor*

Variable	Indicator	*Loading Factor*	*Rule of Thumb*	Conclusion
Product quality	X1.5	1,000	0.700	Valid
Price	X2.1	0.729	0.700	Valid
	X2.3	0.835	0.700	Valid
	X2.4	0851	0.700	Valid
	X2.5	0.690	0.700	Invalid
	X2.6	0.774	0.700	Valid
Promotion	X3.1	0.746	0.700	Valid
	X3.2	0.769	0.700	Valid
	X3.3	0.754	0.700	Valid
	X3.4	0.785	0.700	Valid
	X3.5	0.734	0.700	Valid
Customer Satisfaction	Y1.1	0.815	0.700	Valid
	Y1.2	0.896	0.700	Valid
	Y1.3	0850	0.700	Valid
	Y1.4	0.724	0.700	Valid
	Y1.5	0.774	0.700	Valid

(source: processed data, 2020)

Convergent validity From the measurement model it can be from the correlation between the item / instrument score with the construct score (loading factor) with the criteria for the loading factor value of each instrument (> 0.7). Based on the second stage of data processing with product quality variables, all instruments are valid (<0.7). Price

variable, there is 1 invalid instrument (<0.7) namely X2.5 and the rest is valid (<0.7). Promotion variable for all instruments is valid (<0.7). Variable of Customer Satisfaction all valid instruments (<0.7). So that the loading factor value <0.7 must be eliminated or removed from the model.

In order to fulfill *convergent validity* which is required, which is higher than 0.7, then the third data processing is carried out. The following is figure 4.7. and table 4.4.

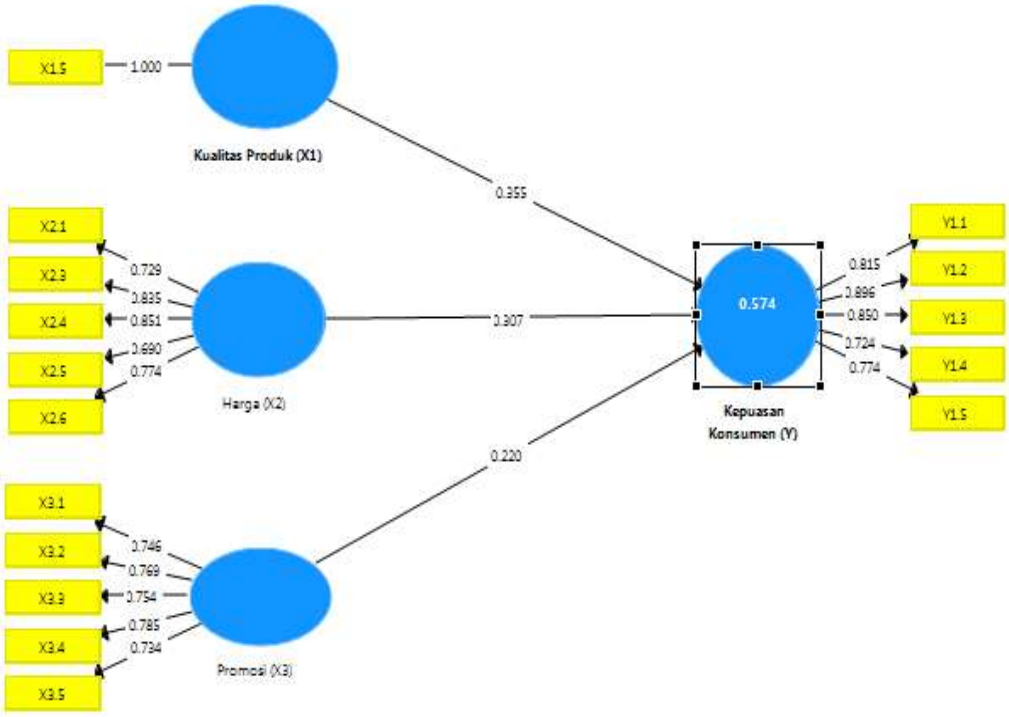

Figure 4.7 Results of Phase III Data Processing

Table 4.4 *Loading Factor*

Variable	Indicator	*Loading Factor*	*Rule of Thumb*	Conclusion
Product quality	X1.5	1,000	0.700	Valid
Price	X2.1	0.755	0.700	Valid
	X2.3	0854	0.700	Valid
	X2.4	0844	0.700	Valid
	X2.6	0.794	0.700	Valid
Promotion	X3.1	0.746	0.700	Valid
	X3.2	0.769	0.700	Valid
	X3.3	0.754	0.700	Valid
	X3.4	0.785	0.700	Valid
	X3.5	0.734	0.700	Valid
Customer Satisfaction	Y1.1	0814	0.700	Valid
	Y1.2	0.896	0.700	Valid

	Y1.3	0851	0.700	Valid
	Y1.4	0.721	0.700	Valid
	Y1.5	0.777	0.700	Valid

(source: processed data, 2020)

Based on the results of the third data processing, by eliminating several invalid instruments, the value of the above instruments has met the criteria, namely more than 0.700.

Based on table 4.4 on the Product Quality variable, value *loading factor* the largest is in the statement X1.5 of 1,000 which contains the statement "Food and beverages offered by Coffeeography have a good taste". In the price variable, the biggest loading factor value is in the statement X2.3 of 0.854 which contains the statement "Coffeeography sets prices according to the quality given". In the Promotion variable, the biggest loading factor value is in statement X3.4 of 0.785 which contains the statement "Promotions offered by Coffeeography are able to persuade me to buy their products". And on the Consumer Satisfaction variable, the biggest loading factor value is in the Y1.2 statement of 0.896 which contains the statement "I recommend Coffeeography to my acquaintances because the product presented is very satisfying" ..

b. *Discriminant Validity*

Discriminant validity assessment has become a generally accepted prerequisite for analyzing the relationships between latent variables. For variant-based structural equation modeling, such as partial least squares, Fornell-Larcker criteria and cross-loading checks are the dominant approaches for evaluating discriminant validity. Discriminant validity is the level of differentiation of an indicator in measuring instrument constructs. To test discriminant validity, it can be done by checking Cross Loading, namely the correlation coefficient of the indicator against its association construct (crossloading) compared to the correlation coefficient with other constructs (cross loading). The value of the indicator correlation construct must be greater to the associated construct than other constructs. This greater value indicates the suitability of an indicator to explain its associative constructs compared to explaining other constructs. (Jorg Henseler et al., 2014)

Table 4.5 Fornell-Larcker Criterion Discriminant Validity

	Price (X2)	**Customer Satisfaction (Y)**	**Product Quality (X1)**	**Promotion (X3)**
Price (X2)	0813			
Customer Satisfaction (Y)	0.667	0814		
Product Quality (X1)	0.612	0.666	1,000	
Promotion (X3)	0.641	0.597	0.516	0.758

(source: processed data, 2020)

From the results of table 4.5 shows that the value *loading* of each indicator item on the construct is greater than the cross loading value. Thus, it can be concluded that all latent constructs or variables have good discriminant validity, where the construct indicator block is better than the other block indicators.

c. *Composite Reliability*

After testing the construct validity, the next test is the construct reliability test as measured by *Composite Reliability* (CR) from the indicator block that measures the CR construct is used to display good reliability. A construct is declared reliable if the composite reliability value is> 0.6. According to Hair et al. (2014) the composite reliability coefficient must be greater than 0.7 although the value of 0.6 is still acceptable. However, the internal consistency test is not absolutely necessary if the construct validity

has been met, because a valid construct is a reliable one, on the other hand, a reliable construct is not necessarily valid (Cooper and Schindler, 2014).

Table 4.6 Composite Reliability

Variable	*Composite Reliability*	*Rule of Thumb*	Conclusion
Price (X2)	0.886	0.600	Reliable
Customer Satisfaction (Y)	0.907	0.600	Reliable
Product Quality (X1)	1,000	0.600	Reliable
Promotion (X3)	0871	0.600	Reliable

(source: processed data, 2020)

Based on table 4.6. That test results*composite reliability* indicates a value> 0.6 which means that all variables are declared reliable.

4.3.2. Inner Model Analysis

After evaluating the model and it is found that each construct has met the requirements *Convergent Validity, Discriminant Validity,* and Composite Reliability, then what follows is the evaluation of the structural model which includes testing the fit model (model fit), Path Coeffisient, and R^2. Model fit testing is used to determine whether a model has a fit with the data.

a. *Coeffisient Path*

Based on Figure 4.7 which is the result of eliminating several invalid statements, the Product Quality variable has an influence on the Consumer Satisfaction variable by 0.355 or 35.5%. The price variable has an influence on the Consumer Satisfaction variable of 0.307 or 30.7%. The promotion variable has an influence on the consumer satisfaction variable of 0.220 or 22.0%.

b. Fit Model

Table 4.7 Model Fit

	Saturated Model	Estimated Model
NFI	0.754	0.754

The NFI values ranging from 0 to 1 are derived from the comparison between the hypothesized model and a certain independent model. The model has a high compatibility if the value is close to 1. Based on the table above, the NFI value is at 0.754, which means that it has a good fit. (Ghozali, 2014)

c. R Square

The inner model (inner relation, structural model, and substantive theory) describes the relationship between latent variables based on the substantive theory. The structural model is evaluated using the R-square for the dependent construct. The value of R^2 can be used to assess the effect of certain endogenous variables and whether exogenous variables have a substantive effect (Ghozali, 2014). The R^2 results of 0.67, 0.33, and 0.19 indicate that the models are "good", "moderate", and "weak" (Ghozali, 2014).

Table 4.8 R Square

Variable	R Square
Customer Satisfaction	0. 575

Based on table 4.8, it is obtained that the R Square value is 0.575, this means that 57.5% of variations or changes in Customer Satisfaction are influenced by Product Quality, Price, and Promotion, while the remaining 42.5% is explained by other reasons. So it can be said that the R Square on the Consumer Satisfaction variable is moderate.

4.3.3. Direct Effect Hypothesis Test

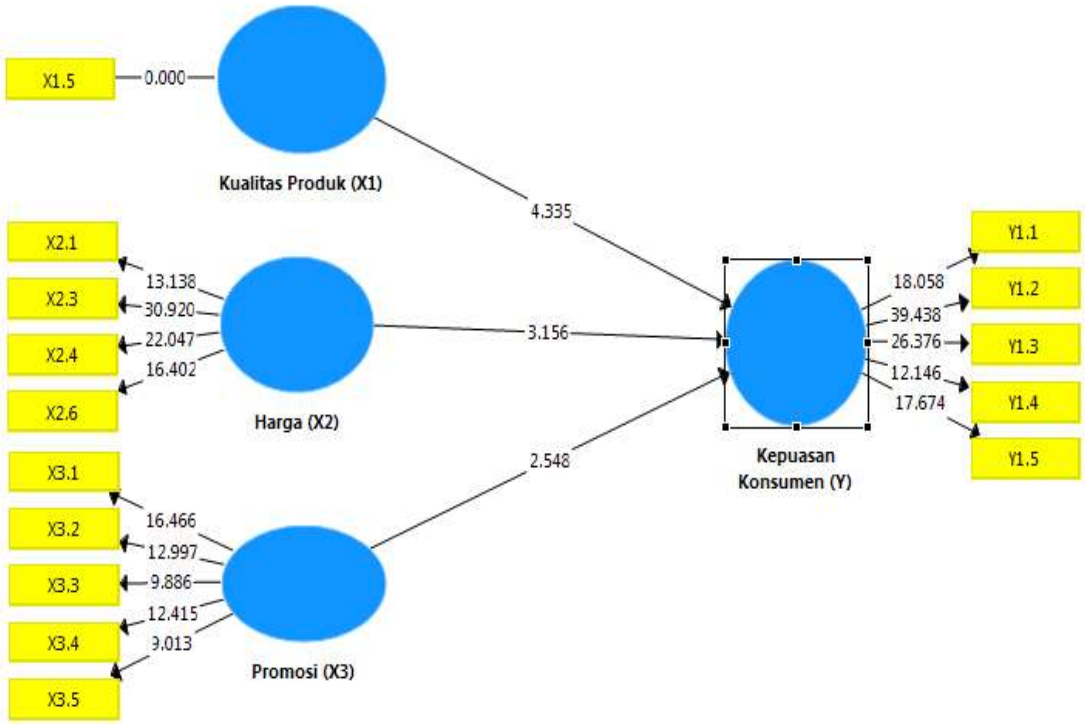

Figure 4.8 Hypothesis Testing Results

To know the relationship *structural* Between latent variables, hypothesis testing must be carried out on the path coefficient between variables by comparing the p-value with alpha (0.005) or t-statistic of (> 1.96). The amount of P-value and also the t-statistic are obtained from the output on SmartPLS using the bootstrapping method. This test is intended to test the hypothesis which consists of the following 3 hypotheses:

H1: There is an effect of Product Quality on Customer Satisfaction.

H2: There is an effect of Price on Consumer Satisfaction.

H3: There is an effect of Promotion on Customer Satisfaction.

Table 4.9 *Direct Effect*

Criteria	Product quality	
t-Statistics	4,335	Customer Satisfaction
P-Value	0.000	

Source: SmartPLS Output data processing

Hypothesis Test 1

Ho1: There is no effect of Product Quality on Consumer Satisfaction.

Ha1: There is an effect of Product Quality on Customer Satisfaction.

Based on table 4.9. with a P-Value of 0.000 <0.05 or with a t-statistic of 4.335> 1.96, then Ho1 is rejected and Ha1 is accepted, which means that Product Quality has an effect on Customer Satisfaction.

Table 4.10 *Direct Effect*

Criteria	Price	
t-Statistics	3,156	Customer Satisfaction

P-Value	0.002	

Source: SmartPLS Output data processing

Hypothesis Test 2

Ho2: There is no effect of Price on Consumer Satisfaction.
Ha2: There is an effect of price on consumer satisfaction.
Based on table 4.10. with a P-Value of 0.002 <0.05 or with a t-statistic of 3.156> 1.96, then Ho2 is rejected and Ha2 is accepted, which means that Price has an effect on Customer Satisfaction.

Table 4.11 *Direct Effect*

Criteria	Promotion	
t-Statistics	2,548	Customer Satisfaction
P-Value	0.011	

Source: SmartPLS Output data processing

Hypothesis Test 3

Ho3: There is no effect of Promotion on Consumer Satisfaction.
Ha3: There is an effect of Promotion on Consumer Satisfaction.
Based on table 4.11. with a P-Value of 0.011 <0.05 or with a t-statistic of 2.548> 1.96, then Ho3 rejected and Ha3 accepted, which means that Promotion has an effect on Customer Satisfaction.

Table 4.12 Hypothesis Results

Hypothesis		Conclusion
Hypothesis 1	There is an influence of Product Quality on Customer Satisfaction	Be accepted
Hypothesis 2	There is an effect of Price on Customer Satisfaction	Be accepted
Hypothesis 3	There is an effect of Promotion on Customer Satisfaction	Be accepted

4.3.4. Coeffisient Path 2

The insignificant pathway is eliminated and recalculated through the stage 2 path analysis.This stage 2 path analysis is carried out to find out direct testing as before between the variables of Product Quality, Price, and Promotion on Customer Satisfaction. The following is an image of the processing result:

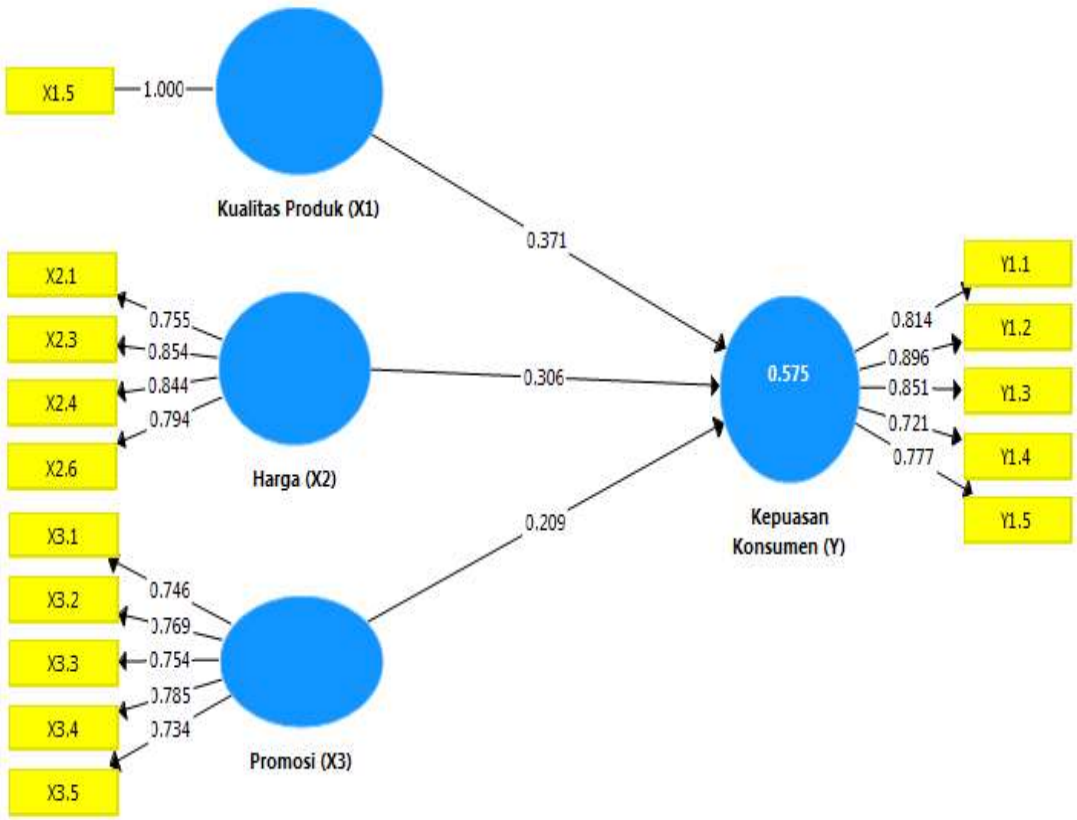

Figure 4.9. Results of Path Coefficient data processing 2

Based on Figure 4.9. The product quality variable has an influence on the consumer satisfaction variable of 0.371 or 37.1%. The price variable has an influence on the Consumer Satisfaction variable of 0.306 or 30.6%. The promotion variable has an influence on the consumer satisfaction variable of 0.209 or 20.9%.

4.4.5. Discussion of Research Results

The results showed that product quality has an effect on customer satisfaction. This means that the better the quality of the product, the more customer satisfaction will be. This is in line with the research results of Tandega R Lapian JSoegoto A (2018), Mac Donald Walangitan (2017), Risatul Umami (2019), and Windari (2019) which also concluded that product quality has an effect on consumer satisfaction.

The results showed that price has an effect on customer satisfaction. This means that the better the price, the more customer satisfaction will be. This is in line with the research results of Risatul Umami (2019), Dr. Heri Pratikto (2019) and Rizky Arinda Rahmadani (2016) who also concluded that the price hasspirit of customer satisfaction.

The results showed that promotion had an effect on customer satisfaction. This means that the better the promotion, the more customer satisfaction will be. This is in line with

the results of research by Shekoufeh Ghezelbash (2017) which also concluded that promotion has an effect on consumer satisfaction.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

From the description of the research results in the previous chapter, it can be concluded that:

1. Product quality has an effect on consumer satisfaction in coffeeography of 0.371 or 37.1%. That is, the better the product quality, the higher the level of customer satisfaction in coffeeography.
2. Price has an effect on Customer Satisfaction on Coffeeography by 0.306 or 30.6%. That is, the better the price, the higher the level of customer satisfaction in coffeefeeography.
3. Promotion has an effect on consumer satisfaction in coffeeography by 0.209 or 20.9%. That is, the better the promotion, the higher the level of customer satisfaction in coffeeography.

5.2. Suggestion

Based on the above conclusions, the researchers provide suggestions for the company:

1. To increase consumer satisfaction can be done by improving product quality, namely by increasing the quality of the products offered such as the quality of food taste, cleanliness / hygiene, quality or appearance and variety of menus, by increasing product quality, the value of consumer satisfaction will be better so that it can attract customers. and maintain it so that consumers will not switch to other competitors.
2. To increase Consumer Satisfaction, it can be done by maintaining price competitiveness, namely the price set by Coffeeography must be in accordance with the quality of the product provided, if the price is too high and does not match the quality of the product received then the customer will switch to another coffee shop and vice versa if the price set according to the product will provide satisfaction for consumers.
3. To increase consumer satisfaction can be done by increasing promotions, namely by continuing to hold attractive promotions so that visitors at Coffeeography will be more interested in visiting Coffeeography.

5.1. Research Limitations and Further Research Development

There are several limitations that may affect the research results. Some of these limitations include:

1. The subject of this research is only limited to a number of visitors at Central Jakarta Coffeeography, so this conclusion cannot be generalized to a sample of all visitors at Central Jakarta Coffeeography.
2. The location of this research only focuses on visitors at Coffeeography, Central Jakarta.
3. The number of respondents was only 100 due to time constraints.
4. This research is the development of a theory and new ideas, so that in order to complement the data, an interview method should be used, and open questions should be given to the respondents to support the questionnaire data, so that more data can be obtained and mutually support one another.

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