THE INFLUENCE OF PRICE, FACILITIES, AND QUALITY OF SERVICE ON CUSTOMER SATISFACTION TWO FATMAWATI COFFEE

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Abstract - *This study aims to determine the effect of Price, Facilities, and Service Quality on Customermer Satisfaction of Two Fatmawati Coffee.*

The population of this study were all visitors of Dua Coffee Fatmawati with a minimum criteria of 17 years and had transacted twice. The sample was determined based on a purposive sampling technique, with a total sample of 384 respondents. Data collection techniques using a questionnaire. This study uses a qualitative approach, measured using SPSS 25.0. The research instrument test was in the form of validity and reliability. Statistical analysis of the data in this study is the analysis of partial correlation coefficients, analysis of multiple correlation coefficients, analysis of the coefficient of determination, and partial hypothesis testing.

The results of the study prove that the validity test of the research instrument on each variable is declared valid with the results of data processing $r_{count} > 0.30$*. The reliability test of all variables was declared reliable with the results of data processing having a value> 0.60. The results prove that partially the price has a significant effect on Customer Satisfaction with the results. The facility has no significant effect on Customer Satisfaction. While Service Quality has a significant effect on Customer Satisfaction. So that the price and quality of service that has a significant effect on customer satisfaction.*

Keywords: Price, Facilities, Service Quality, Customer Satisfaction

Abstrak– Penelitian ini bertujuan untuk mengetahui pengaruh Harga, Fasilitas, dan Kualitas Pelayanan terhadap Kepuasan Konsumen Dua *Coffee* Fatmawati.

Populasi dari penelitian ini adalah seluruh pengunjung Dua *Coffee* Fatmawati dengan kriteria minimal 17 tahun dan pernah bertransaksi dua kali. Sampel ditentukan berdasarkan teknik *purposive sampling*, dengan jumlah sampel sebanyak 384 responden. Teknik pengumpulan data menggunakan kuesioner. Penelitian ini menggunakan pendekatan kualitatif yang dikualitatifkan, diolah dengan menggunakan SPSS 25.0. Uji instrumen penelitian berupa uji validitas dan reliabilitas. Analisis statistik data pada penelitian ini adalah analisis koefisien korelasi parsial, analisis koefisien korelasi berganda, analisis koefisien determinasi, dan uji hipotesis secara parsial.

Hasil penelitian membuktikan bahwa dalam uji validitas instrument penelitian pada setiap variabel dinyatakan valid dengan hasil olah data $_{rhitung}$ > 0,30. Uji reliabilitas semua variabel dinyatakan reliabel dengan hasil olah data memiliki nilai > 0,60. Hasil membuktikan bahwa secara parsial Harga berpengaruh signifikan terhadap Kepuasan Konsumen dengan hasil . Fasilitas

tidak berpengaruh signifikan terhadap Kepuasan Konsumen. Sedangkan Kualitas Pelayanan berpengaruh signifikan terhadap Kepuasan Konsumen. Sehingga Harga dan Kualitas pelayanan yang berpengaruh signifikan terhadap Kepuasan Konsumen.

Kata kunci : Harga, Fasilitas, Kualitas Pelayanan, Kepuasan Konsumen

I. PRELIMINARY

Global development (globalization), competition in the business world is very fierce and makes companies have to be able to compete by maximizing company performance which can be realized by developing effective marketing strategies in order to create satisfaction for consumers. One of the most developed businesses is a business in the culinary field by building a place to eat and relax, namely a cafe. Gathering in cafes has now become a habit for people in Indonesia, from students as a place to do assignments or just to relax, to adults who want to enjoy time with family or even in carrying out their work. Business actors are finally interested in running a café business. Café is a place that not only provides coffee, but some drinks and other food menus such as cakes and entertainment are accompanied by acoustic music. Along with the mushrooming of various cafes in Indonesia, many Indonesians tend to spend their time in a café to gather with friends, enjoy food and drinks, or just relax. Business competition in this modern era encourages café business people to carry out the right marketing strategy. Marketing is an important thing that must be done by every company because by marketing the company can connect the existence of its products in the market with consumers many Indonesians tend to spend their time in a café to hang out with friends, enjoy food and drinks, or just relax. Business competition in this modern era encourages café business people to carry out the right marketing strategy. Marketing is an important thing that must be done by every company because by marketing the company can connect the existence of its products in the market with consumers many Indonesians tend to spend their time in a café to hang out with friends, enjoy food and drinks, or just relax. Business competition in this modern era encourages café business people to carry out the right marketing strategy. Marketing is an important thing that must be done by every company because by marketing the company can connect the existence of its products in the market with consumers

Based on the background that has been stated, the researchers are interested in conducting research on the effect of price, facilities, service quality on consumer satisfaction at the Dua Coffee Fatmawati coffee shop.

Table 1.1 Rating Review of Coffee Shops in the Fatmawati Area

No.	Name of Coffee Shop	Rating
1.	Dua Coffee	4.0 / 5
2.	Tuku Kopi	3.95 / 5
3.	Wisang Kopi	3.90 / 5
4.	The Head of Village's Milk Coffee	3.88 / 5
5.	Amat Coffee	3.85 / 5

Source: https://pergikuliner.com/catalogs/kopi/fatmawati,2019

Based on the data above, Dua Coffee is in the top rank with a rating of 4.0, it can be concluded that the Dua Coffee shop has a good assessment in the eyes of customers. The prices given by Dua Coffee include pocket-friendly prices so that customers can choose prices that match the desired criteria. Facilities are considered so that customers are able to meet aspects of their needs. With adequate facilities, customers will provide added value to the Dua Coffee shop because they are able to provide and pay attention to customer needs. The quality of service itself is considered good by customers because employee friendliness is needed aimed at customers to get good service. Customers will feel satisfied because they feel well served and according to their wishes. With satisfaction,

1.1. Formulation of the problem

Based on the formulation of the main problems that have been stated above, the specifications of the main problems in this study are:

1. Does Price Affect on Store Consumer Satisfaction Dua Coffee Fatmawati ?
2. Does the Facility Affect on Kedai Customer Satisfaction Dua Coffee Fatmawati ?
3. Does Service Quality Affect on Kedai Customer Satisfaction Dua Coffee Fatmawati ?

1.2. Research purposes

The purpose of this study was to determine the effect of price, facilities and service quality on customer satisfaction Dua Coffee Fatmawati shop :

1. To determine the effect of price on customer satisfaction Kedai Dua Coffee Fatmawati.
2. To determine the effect of facilities on customer satisfaction Kedai Dua Coffee Fatmawati.
3. To determine the effect of service quality on customer satisfaction Kedai Dua Coffee Fatmawati..

II. LITERATURE REVIEW

2.1. Definition of Marketing

According to Kotler and Armstrong (2012: 29), "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return", meaning that marketing is a process where companies create value for customers and build strong customer relationships to capture value from customers in return. According to Dayle (2016: 41), marketing is a management process that seeks to maximize returns for shareholders by establishing relationships with key customers (value customers) and creating a competitive advantage. According to Hasan (2013: 4), Marketing is the process of identifying, creating and communicating value, and maintaining satisfying customer relationships to maximize company profits.

2.2. Price

According to Kotler & Amstrong (2016: 324) defines that: "Price the amount of money charge for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service". (Price is the amount of money spent on a product or service, or the amount of value that is exchanged by consumers to obtain benefits or ownership or use of a product or service). According to Effendi M. Guntur (2010: 69) defines price as "the amount of money billed for a product and service or the amount of value exchanged by consumers in order to benefit from owning or using a product for services. Price is the only element of the marketing mix that provides income or income for the company and is flexible.

2.3. Amenities

According to Zakiah Daradjat (2012: 230) facilities are anything that can facilitate efforts and facilitate work in order to achieve a goal. Meanwhile, according to Suryo Subroto (2013: 22) Facilities are anything that can simplify and facilitate the implementation of a business in the form of objects or money. According to Tjiptono (2014: 317) facilities are physical resources that must exist before a service is offered to consumers. Facilities are something that is important in a service business, therefore existing facilities, namely the condition of facilities, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly. Perceptions obtained from customer interactions with service facilities affect the quality of these services in the eyes of consumers. According to Tjiptono (2014: 318)

there are six facility indicators, namely consideration, room planning, equipment / furniture, lighting and color, messages conveyed graphically, and supporting elements.

2.4. Service quality

The definition of Service Quality according to Wyckof (2014: 265) is the level of excellence expected and control over these advantages to fulfill the desires of consumers. In other words, there are 2 main factors, namely the expected service and the perceived service. Service quality is the extent to which the service can meet its specifications. According to Fandy Tjiptono (2015: 57) defines service quality in a simple way, namely, "A measure of how good the level of service provided is in accordance with customer expectations". If the service received or felt is as expected, then the service quality is perceived as good and satisfying.

2.5. Customer Satisfaction

According to Kotler & Keller (2016: 3). Customer satisfaction is the level of customer feelings of pleasure or disappointment resulting from comparing the perceived product performance with their expectations. The conformity that experiences a mismatch between expectations and the actual performance of the service or product, then the customer is confirmed. So it can be concluded from some of these definitions. That customer satisfaction is the level of a person's feelings when receiving a product or service offered and comparing the performance of the product or service received with the expectations they have

2.6. Influence Between Research Variables

The effect of each of the independent and dependent variables. The explanation of the conceptual framework image is as follows:

2.6.1 The Effect of Price on Customer Satisfaction

Price is something that consumers consider when making a purchase decision. If the price set is not in accordance with the results of the product, then it can reduce the level of customer satisfaction. Conversely, if the price is set according to the results received, it will increase customer satisfaction.

This research was conducted by Purnama Sari and Tiara Elsya Medyani (2018) proving that the independent variable price has an effect on consumer satisfaction.

2.6.2. Effect of Facilities on Customer Satisfaction

Facilities are an additional requirement for consumers, in addition to price and service quality. If the shop provides adequate facilities, it will make customers feel comfortable and increase customer satisfaction when visiting.

This research was conducted by Manish Kumar Yadav and Alok Kumar Rai (2017) proving that facility variables have an effect on customer satisfaction.

2.6.3. The Effect of Service Quality on Customer Satisfaction

Service quality will influence consumers in evaluating service, if the quality of service is provided well then it will result in good customer satisfaction as well. If the service that customers perceive matches or even exceeds customer expectations, then the service is considered of quality and satisfactory.

This research was conducted by Chung Sub Shin, Gyu Sam Hwang, Hye Won Lee, and Sun Rae Cho (2015) proving that service quality has an effect on customer satisfaction.

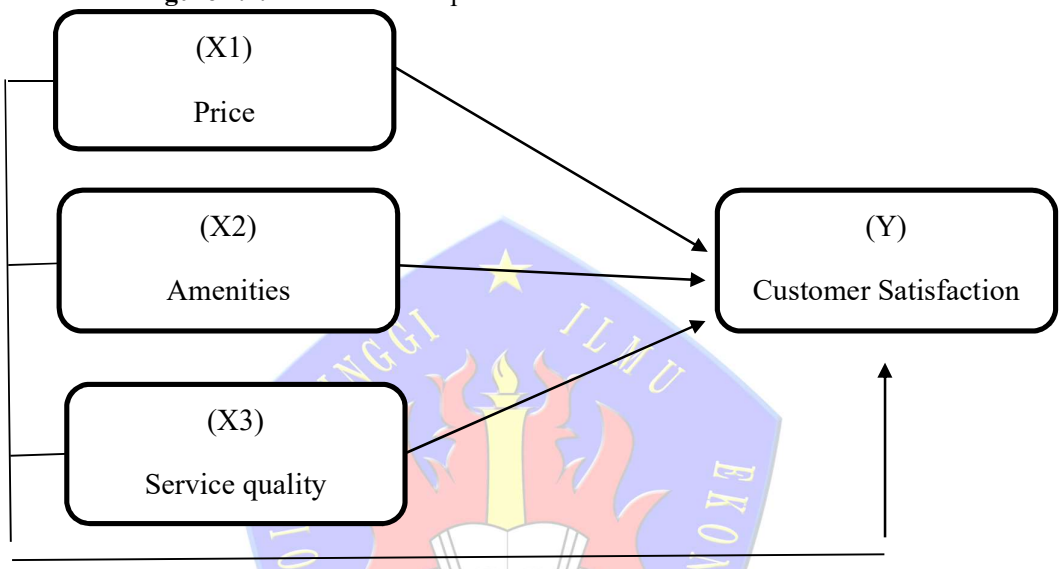
2.7. Hypothesis Development

Based on the formulation of the problem, the following hypothesis can be put forward:

1. It is suspected that there is an effect of price on customer satisfaction at Dua Coffee Fatmawati.
2. It is suspected that there is an effect of facilities on customer satisfaction at Dua Coffee Fatmawati.
3. It is suspected that there is an effect of service quality on customer satisfaction at Dua Coffee Fatmawati.
4. It is suspected that there is an effect of price, facilities, service quality on customer satisfaction at Dua Coffee Fatmawati.

2.8. Research Conceptual Framework

Figure 2.1. Research Conceptual Framework



Source: Data processed (2020)

Information :
Independent Variable : Price (X_1)
Facilities (X_2)
Quality of Service (X_3)
Dependent Variable : Consumer Satisfaction (Y)

III. RESEARCH METHOD

3.1. Research Strategy

The research strategy used in this study is an associative strategy. The associative strategy was chosen with the aim of knowing the influence of the independent variables, namely price (X1), facilities (X2) and service quality (X3) on the dependent variable, namely customer satisfaction (Y).

3.2. Population and Sample

Population is a generalization area consisting of: objects or subjects that have certain qualities and characteristics set by the researcher to study and then draw conclusions (Sugiyono, 2018: 80). This research was conducted at Dua Coffee Fatmawati, South Jakarta with the criteria that visitors are at least 17 years old.

Purposive sampling is a sampling technique with certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied, so that the consideration used in this study is that the respondents are at least 17 years old and have made two purchases at Dua Coffee Fatmawati, the number of sample members is determined by using the Moe formula, namely:

$$n = \frac{z^2}{4\,(moe)^2}$$

$$n = \frac{1.96^2}{4(0,05)^2}$$

$$n = \frac{3,8416}{0,01}$$

n = 384.16 if rounded to 384.

Information :

n = number of samples

z = 95% confidence level required in the sample

Moe = *margin of error,* that is, the maximum tolerable error rate is set at 5%.

*Margin of error max*that is, the maximum error rate in sampling that can be tolerated or desired. With a confidence level of 95% or Z = 1.96 and Moe of 5%. Thus, the number of samples in this study were 384 respondents of Dua Coffee consumers.

3.3. Data Analysis Methods

3.3.1. Methods of processing and presenting data

1. Data processing

The data obtained from the questionnaire data will be converted into quantitative data, with the answers given to the questionnaire based on the Likert scale. Then the data will be processed to determine the relationship between research variables. The collected data were processed manually and using data software, namely SPSS 25.0.

2. Test research instruments

The next step that will be taken is measuring the questionnaire. The questionnaire depends on the quality of the data used in testing. Testing and measuring data will each demonstrate the consistency and accuracy of the data collected.

a. Validity test

The validity test is useful for knowing that the measuring instrument (questionnaire) will get measurements that remain consistent if the measurement is repeated.

The data that has been obtained is then tabulated and factor analysis is carried out, if the value of rcount> 0.3 then the factor is a strong construction or has good construction validity or can be declared valid (Sugiyono, 2016: 177).

b. Reliability test

Reliability test aims to determine the extent to which measurement results remain consistent. Reliability testing is done by using the Cronbach Alpha method, this method is used to calculate the reliability of a test that measures attitudes and behavior. The criteria for the research instrument are said to be reliable using the Cronbach Alpha method, if the reliability coefficient has a value of> 0.6 (Sofyan Siregar, 2014: 87).

3.3.2. Statistical analysis of data

3.3.2.1 Correlation analysis

Correlation coefficient analysis consists of parsian correlation coefficient analysis and multiple correlation coefficient analysis, namely:

a. Partial correlation coefficient analysis

This analysis is a measuring tool used when a study contains more than one independent variable. The calculated partial correlation coefficient aims to determine the relationship between the independent variable and the dependent variable with the assumption that the other independent variables are fixed or constant.

b. Multiple correlation coefficient analysis
Used to determine the effect of price, facilities, service quality on customer satisfaction.

3.3.2.2. Analysis of the coefficient of determination (R2)

The coefficient of determination (R2) in essence measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between zero and one. Small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable.To measure the influence of the independent variable (independent) on the related variable (dependent) partially or multiple, the coefficient of determination (KD) will be used with the formula:

1) Effect of partial determination X1 on Y (X2 and X3 Constant)
$KD_{1.23} = rY1.23^2 \text{ X } 100\%$ ……. …… (3.5)
2) Effect of partial determination X2 on Y (X1 and X3 Constant)
$KD_{2.13} = rY2.13^2 \text{ X } 100\%$ …… ... …… .. …… (3.6)
3) Effect of partial determination X3 on Y (X1 and X2 Constant)
$KD_{3.1.2} = rY3.12^2 \text{ X } 100\%$ …… .. …… .. …… (3.7)

3.3.2.3. Test the research hypothesis

This hypothesis test is used to measure the effect of Price (X1), Facilities (X2), Service Quality (X3) on Customer Satisfaction (Y) where hypothesis testing is the main element in forming KD. Hypothesis testing decisions are almost always made based on testing the null hypothesis. The hypotheses tested in this study are as follows:ρ

1. Hypothesis test partially

Partial test or T test in multiple linear regression analysis aims to determine whether the independent variable (X) partially (each variable) has a significant effect on the dependent variable (Y).

a. Effect (Price) on Y (Customer Satisfaction).X_1
H0: $\rho y1.23 = 0$: partially between price and customer satisfaction is not significant.
Ha: $\rho y1.23 \neq 0$: partially between the price and customer satisfaction is significant.
b. Effect (Facility) on Y (Customer Satisfaction)X_2
H0: $\rho y2.13 = 0$: partially between facilities and customer satisfaction is not significant.
Ha: $\rho y2.13 \neq 0$: partially between facilities and significant customer satisfaction.
c. Effect (Service Quality) on Y (Customer Satisfaction)X_3
H0: $\rho y3.12 = 0$: partially between service quality and customer satisfaction is not significant.
Ha: $\rho y3.12 \neq 0$: partially between service quality and customer satisfaction is significant.

To test the effect of changes in independent variables on changes in the dependent variable partially, it can be seen from the significance t compared to the real level () used for (5% = 0.05) with the following criteria:α

H_0 rejected, if the significance t is 0.05<
H_a accepted if the significance t is 0.05≥

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

Dua Coffee is one of the many coffee shops in Indonesia that serves various distinctive coffee variants. The first time it was founded in August 2016. It was founded for the first time by Omar Karim Prawiranegara and Rinaldi Nurpratama. The concept of Dua Coffee itself has the nuance of sipping coffee at home, homey and comfortable. Dominated by brown buildings made of wood and iron materials.

Established for the first time in Cipete, South Jakarta since 2016, Dua Coffee then moved to expand the shop building considering the increasing number of visitors. After going through a long process, a new Dua Coffee shop was established which is located at Jalan Cipete Raya No.66, Jakarta. Dua Coffee itself is open every day from 07.00-22.00 WIB on Sunday-Friday while for Saturdays it is open at 07.00-24.00 WIB. Dua Coffee has a 1-floor building with outdoor and indoor facilities

4.2. Respondent Description

The descriptions of respondents in this study were divided into five categories, namely based on gender, age, latest education, number of visits, and income, as follows:

Table 4.1. Respondent Data Description

No.	Respondent Characteristics	Category	Number of people)	Percentage (%)
1.	Gender	Male	222	58%
		Women	162	42%
	total		384	100%
2.	Age (Year)	17 years	24	6%
		18-24 years	256	67%
		25-35 years	84	22%
		> 35 years	20	5%
	total		384	100%
3.	Last education	High school	139	36%
		Diploma	93	24%
		S1 / S2	152	40%
	total		384	100%
4.	Number of Visits (x)	2x	156	41%
		3-4x	133	35%
		4-6x	52	13%
		> 6x	43	11%
	total		384	100%
5.	Income (IDR / month)	<1 million	81	21%
		1-3 million	145	38%
		3-5 million	131	34%
		> 5 million	27	7%
	total		384	100%

Source: Primary data processed (2020)

Table 4.1. Above shows that Dua Coffee visitors are dominated by men because in general men prefer coffee and are more sensitive to the taste of coffee than women. Based

on age, the age range is mostly 18-24 years old because it was found that at that age they were still single, so they chose a lot of free time to hang out or gather together. Based on the last education of the respondents, visitors are mostly dominated by S1 / S2 education, because they do more tasks so they choose a place to access the internet and have a comfortable place to do their work. Based on the number of visits, visitors who came were dominated by consumers who came to the shop as much as 2x, this is because they make visits only for the purpose of conducting meetings. And based on income, because besides they are still in the university level, they fill their spare time to work part-time with an income of 1-3 million.

4.3. Results of Testing Research Instruments

4.3.1. Validity test

In the statement of each research instrument to determine whether it is valid or not, then the validity test is carried out on each item. Tests were carried out using the product moment formula, with the help of the SPSS version 25.0 program.

Data processing generated from all statements in the Price instrument (X1) which consists of 6 statement items, is as follows:

Table 4.6. Instrument Validity per Item for Price (X1).

No. Statement	rhitung	critical	Decision
1	0.692	0.30	Valid
2	0.568	0.30	Valid
3	0.691	0.30	Valid
4	0.651	0.30	Valid
5	0.530	0.30	Valid
6	0.585	0.30	Valid

Source: Data processed (2020)

Based on the data processing that has been carried out, the results for the price variable (X1) of the statement are obtained, which has a value of rcount greater than 0.30 so that it can be concluded that the statement can be used in data collection in this study.

Data processing resulting from all statements in the Facility instrument (X2) which consists of 13 statement items, is as follows:

Table 4.7. Validity of Instrument per Item for Facility (X2).

No. Statement	rhitung	critical	Decision
1	0.592	0.30	Valid
2	0.575	0.30	Valid
3	0.588	0.30	Valid
4	0.565	0.30	Valid
5	0.568	0.30	Valid
6	0.528	0.30	Valid
7	0.600	0.30	Valid
8	0.587	0.30	Valid
9	0.583	0.30	Valid

No. Statement	rhitung	critical	Decision
10	0.472	0.30	Valid
11	0.624	0.30	Valid
12	0.432	0.30	Valid
13	0.473	0.30	Valid

Source: Data processed (2020)

Based on the data processing that has been done, the results obtained for the facility variable (X2) of the statement, which has a value of rcount greater than 0.30, so it can be concluded that the statement can be used in data collection in this study.

Data processing resulting from all statements in the Service Quality instrument (X3) which consists of 15 statement items, are as follows:

Table 4.8. Validity of Instrument per Item for Service Quality (X3).

No. Statement	rhitung	critical	Decision
1	0.550	0.30	Valid
2	0.583	0.30	Valid
3	0.477	0.30	Valid
4	0.506	0.30	Valid
5	0.576	0.30	Valid
6	0.542	0.30	Valid
7	0.517	0.30	Valid
8	0.496	0.30	Valid
9	0.490	0.30	Valid
10	0.505	0.30	Valid
11	0.537	0.30	Valid
12	0.588	0.30	Valid
13	0.526	0.30	Valid
14	0.494	0.30	Valid
15	0.474	0.30	Valid

Source: Data processed (2020)

Based on the data processing that has been carried out, the results obtained for the service quality variable (X3) of the statement, which have a rcount value greater than 0.30, so it can be concluded that the statement can be used in data collection in this study.

Data processing resulted from all statements in the Consumer Satisfaction instrument (Y) which consists of 6 statement items, are as follows:

Table 4.9. Instrument Validity per Item for Customer Satisfaction (Y).

No. Statement	rhitung	critical	Decision
1	0.556	0.30	Valid
2	0.565	0.30	Valid
3	0.508	0.30	Valid
4	0.683	0.30	Valid
5	0.733	0.30	Valid

6	0.713	0.30	Valid

Source: Data processed (2020)

Based on the data processing that has been done, the results obtained for the variable consumer satisfaction (Y) statement, which has a rcount value greater than 0.30, so it can be concluded that the statement can be used in data collection in this study.

4.3.2. Reliability Test

From the results of the validity test, the reliability test was carried out using SPSS 25.0. The results of the reliability test are as follows:

Table 4.10. Price reliability test results (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.748	7

Source: Data processed (2020)

In Table 4.9. Shows the results of the questionnaire table answers to the 6 statement items that represent Price (X1) can be said to be reliable. Evidenced by the Cronbach Alpha value of 0.748, greater than the specified value, namely 0.60.

Table 4.11. Facility reliability test results (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.740	14

Source: Data processed (2020)

In table 4.10. Showing the results of the questionnaire table answers to the 13 statement items that represent facilities (X2) can be said to be reliable. Evidenced by the Cronbach Alpha value of 0.740, greater than the specified value, namely 0.60.

Table 4.12. Service Quality reliability test results (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.735	16

Source: Data processed (2020)

In table 4.11. Shows the results of the questionnaire table answers to 15 statement items that represent Service Quality (X3) can be said to be reliable. Evidenced by the Cronbach Alpha value of 0.735, greater than the specified value, namely 0.60.

Table 4.13. Customer Satisfaction reliability test results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.751	7

Source: Data processed (2020)

In table 4.11. Shows the results of the questionnaire table answers to the 6 statement items that represent Customer Satisfaction (Y) can be said to be reliable. Evidenced by the Cronbach Alpha value of 0.751, greater than the specified value, namely 0.60.

4.4. Statistical Analysis of Data

4.4.1. Partial Determination Coefficient Analysis

The coefficient of determination of partial X1 against Y

Table 4.14. Partial Correlation of Price (X1) to Customer Satisfaction (Y)

Control Variables	PRICE	CUSTOMER SATISFACTION

FACILITIES & QUALITY OF SERVICE	PRICE	Correlation	1	0.184
		Significance (2-tailed)		0
		df	0	380
	CUSTOMER SATISFACTION	Correlation	0.184	1
		Significance (2-tailed)	0	
		df	380	0

Source: Data processed (2020)

Based on the processing results in table 4.10, the partial correlation coefficient between (X_1) with (Y) 0.184, thus the coefficient of price determination on customer satisfaction can be calculated as follows:

$KD_{1.23}$ = ry1.232 x 100%
= 0.184^2 x 100%
= 3.38%

The coefficient value of price determination on consumer satisfaction is 3.38%. So it can be concluded that the effect of price on customer satisfaction is 3.38%, the remaining 96.62% is influenced by other variables.

The coefficient of determination of partial X2 against Y

Table 4.15. Partial Correlation of Facilities (X2) to Customer Satisfaction (Y)

Correlations				
Control Variables			X2	Y
X1 & X3	X2	Correlation	1	0.085
		Significance (2-tailed)		0.096
		df	0	380
	Y	Correlation	0.085	1
		Significance (2-tailed)	0.096	
		df	380	0

Source: Data processed (2020)

Based on the processing results in table 4:11, the partial correlation coefficient between (X_2) with (Y) of 0.085, thus the coefficient of determination of facilities on customer satisfaction can be calculated as follows:

$KD_{1.23}$ = ry1.232 x 100%
= 0.085^2 x 100%
= 0.72%

The coefficient value of price determination on customer satisfaction is 0.72%. So it can be concluded that the effect of facilities on customer satisfaction is 0.72% and the remaining 99.28% is influenced by other variables.

The coefficient of determination of partial X3 against Y

Table 4.16. Partial Correlation of Service Quality (X3) and Customer Satisfaction (Y)

Correlations				
Control Variables			X3	Y
X1 & X2	X3	Correlation	1	0.44
		Significance (2-tailed)		0
		df	0	380
	Y	Correlation	0.44	1
		Significance (2-tailed)	0	
		df	380	0

Source: Data processed (2020)

Based on the processing results in table 4:12, the partial correlation coefficient between (X3) and (Y) is 0.440, thus the coefficient of determination of service quality on customer satisfaction can be calculated as follows:

$KD_{1.23}$ = ry1.232 x 100%
= 0.440^2 x 100%
= 19.36%

The coefficient value of price determination on consumer satisfaction is 19.36%. So it can be concluded that the effect of service quality on customer satisfaction is 19.36%, the remaining 80.64% is influenced by other variables.

4.4.2. Hypothesis Testing Results

The existence of hypothesis testing is used to determine the significance of the influence of the independent variables on the dependent variable partially or simultaneously. In examining the influence between the independent and dependent variables in parsia, it can be seen from*significance t*which was compared with the real level α (5% = 0.05). Following are the test criteria:

H_0 rejected, if the significance t ≤ 0.05 and
H_a accepted if the significance t ≥ 0.05

1. Partial testing

Table 4.17. T Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,963	0.975		3,039	0.003
	PRICE	0.168	0.046	0.174	3,654	0
	AMENITIES	0.045	0.027	0.09	1,669	0.096
	SERVICE QUALITY	0.234	0.025	0.492	9.55	0
a. Dependent Variable: CUSTOMER SATISFACTION						

Source: Data processed (2020)

a. Effect of X1 (Price) on Y (Customer Satisfaction)

H0: ρy1.23 = 0 : partially between price and customer satisfaction is not significant.

Ha: ρy1.23 ≠ 0 : partially between the price and customer satisfaction is significant.

After testing the hypothesis using SPSS 25.0, the results of the significant t variable X1 were 0,000, smaller than the real level (α = 5%) or 0,000 <0.05 so that it shows that H0 is rejected and Ha is accepted, so partially there is a significant effect. between price and customer satisfaction.

b. The Influence of X2 (Facilities) on Y (Customer Satisfaction)

H0: ρy2.13 = 0 : partially between facilities and customer satisfaction is not significant.

Ha: ρy2.13 ≠ 0 : partially between facilities and customer satisfaction is not significant.

After testing the hypothesis using SPSS 25.0, the results of the significant t variable X2 were obtained at 0.096, greater than the real level (α = 5%) or 0.096> 0.05 so that it shows that H0 is rejected and Ha is rejected, so partially there is no significant effect. significant between facilities on customer satisfaction.

c. Effect of X3 (Service Quality) Against Y (Customer Satisfaction)

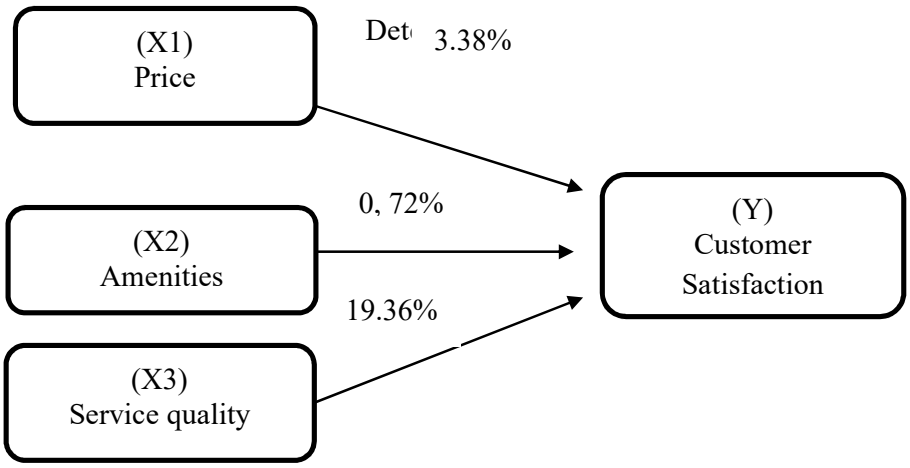
H0: ρy3.12 = 0 : partially between service quality and customer satisfaction is not significant.

Ha: ρy3.12 ≠ 0 : partially between service quality and significant customer satisfaction.

After testing the hypothesis using SPSS 25.0, the results of the significant t variable X3 were 0,000, smaller than the real level (α = 5%) or 0,000 <0.05 so that it shows that H0

is rejected and Ha is accepted, so partially there is a significant effect. between the quality of service on customer satisfaction.

Figure 4.18. Conceptual Framework and Results of the Coefficient of



Source: Data processed (2020)

4.5. Research Findings

From the results of the data by distributing questionnaires to 384 respondents and the results of calculations using SPSS 25.0 and hypothesis testing, the researchers found that partially the price (X1) and Service Quality (X3) variables had a significant effect on Customer Satisfaction (Y).

4.5.1. The Effect of Price Results (X_1) on Consumer Satisfaction (Y)

In this research that has been done partially, the effect of Price on Customer Satisfaction has a significant effect. Price is a value that is made to be a benchmark for the value of a good or service. So that it becomes a consideration for consumers to buy, and consumers can compare prices with the results given.

From the results of observations made by researchers, it can be proven that consumers in this study are dominated by consumers aged 17-25 years. Because many consumers sort out the price which will affect them in getting satisfaction.

The results of this study are in line with the research conducted Purnama Sari and Tiara Elsya Medyani (2018) shows that price has a significant effect on customer satisfaction.

4.5.2. Effect of Facility Outcomes (X_2) on Consumer Satisfaction (Y)

This study partially the effect of facilities on customer satisfaction has no significant effect. Because the facilities do not make the determinant for consumers to visit. So that visitors do not consider the facilities provided.

The results of this study are not in line with the research conducted by Manish Kumar Yadav and Alok Kumar Rai (2017), shows that facilities have a significant effect on customer satisfaction.

4.5.3. Effect of Service Quality Results (X_3) on Consumer Satisfaction (Y)

This study partially the effect of service exclusivity on customer satisfaction has a significant effect. Because in serving, consumers can judge whether or not the service process is provided in accordance with consumer expectations for satisfaction. So that not only price and facilities are considered, service quality is also a separate considerationfrom visiting consumers.

The results of this study are not in line with research conducted by Chung Sub Shin, Gyu Sam Hwang, Hye Won Lee, Sun Rae Cho (2015), which shows that service quality has a significant effect on customer satisfaction.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the research results that have been described in Chapter IV, the conclusions obtained are as follows:

1. The results of partial hypothesis testing with real level α = 5%, states that there is an effect of price on customer satisfaction. This shows that consumers can consider the price against the results that will be obtained. So that consumers feel the maximum results and do not hesitate to come back to Dua Coffee. If the price is affordable and in accordance with consumer expectations, consumer satisfaction will increase.
2. The result of hypothesis testing partially with real level α = 5%, states that there is no influence between facilities on customer satisfaction. This shows that facilities are not a consideration at Dua Coffee.
3. The results of partial hypothesis testing with a significant level of α = 5%, there is an effect of service quality on customer satisfaction. This shows that consumers will feel satisfaction with the services provided by Dua Coffee. So that the better the service provided by Dua Coffee, consumers will be interested in continuing to visit Dua Coffee. If the service quality of Dua Coffee is good, customer satisfaction will increase.

5.2. Suggestion

1. In statement no. 1 from the results of the questionnaire on the price variable, namely, "You know that the menu at Dua Coffee sets an affordable price" gets the lowest rating. The researcher suggests Dua Coffee to consider the price because the average customer of Dua Coffee is college students.
2. In statement no. 13 from the results of the questionnaire on the facility variable, namely "the availability of smooking area and non-smooking area" obtained the highest assessment. Researchers suggest to Dua Coffee to pay attention and maintain comfort for customers.

In statement no. 14 from the results of the questionnaire on the service quality variable, namely "The provision of two coffees service time in accordance with the request of Mr / Ms / Brother" obtained the highest rating. Researchers suggest that Dua Coffee should consider customer needs regarding the additional time required.

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