

Yogyakarta. Opened on February 22, 2022, now Kobessah Kopi UAD is a place to do assignments or just enjoy coffee and chat casually. In the Tamanan area, the Bantul coffee shop is not only Kobessah Kopi UAD, there are several other coffee shops. It means, Now Kobessah Kopi UAD is a place to do assignments or just enjoy coffee and chat casually. In the Tamanan area, the Bantul coffee shop is not only Kobessah Kopi UAD, there are several other coffee shops. That means, now Kobessah Kopi UAD is a place to do assignments or just enjoy coffee and chat casually. In the Tamanan area, the Bantul coffee shop is not only Kobessah Kopi UAD, there are several other coffee shops. It means,

[1]Customer satisfaction according to Kotler and Armstrong (2012:24) is a person's feelings from the results of a comparison between performance and expectations. Satisfaction itself is a person's feeling of pleasure because he gets something in accordance with his expectations, in this case is a sense of satisfaction when receiving a product that is in accordance with his wishes or expectations. Not only customer satisfaction is considered, in achieving customer satisfaction there are other factors that influence it. The first factor that affects customer satisfaction is price.[2]Quoted from Kotler and Armstrong (2012) price is when someone wants to buy, own a product, then they have to spend money to pay for it. In this case, when someone wants to enjoy food and drinks at Kobessah Kopi UAD, that person must pay for it.

[2]As stated by Ruggieri and Silvestri (2014: 23) to be able to assess whether customers are satisfied or not, it is seen from the quality of the product. A customer has a complicated perception because it is determined by the expectations of the client who judges the product or service in terms of both objective quality and subjective interaction.[3]Product quality according to Hidayat (2009) is a complex form of satisfaction value where consumers will feel their wants and needs are fulfilled when the quality of a product is good or even higher than expected.

The next factor that affects customer satisfaction is the quality of service.[4]Quoted from (Tjiptono, 2005: 59) service quality is an effort offered by a product or service provider to meet customer wants and needs, as expected by customers. In this regard, the quality of service provided by Kobessah Kopi UAD to customers.

2 Research question

From the described background, the research questions are:

1. Does price have a positive effect on customer satisfaction at UAD Kobessah Kopi?
2. Does product quality have a positive effect on customer satisfaction of Kobessah Kopi UAD?
3. Does service quality have a positive effect on satisfaction UAD Coffee Kobessah customer?

3 Literature Review

1. Marketing Mix

[5]Quoted from Kotler and Armstrong (2012) marketing mix is an effort made by a company by assembling controlled tactical marketing tools aimed at creating the desired response in its target market.[3]According to Kotler and Armstrong (2012) there are 4 marketing approaches, namely as follows. Products, price is the amount of money sacrificed by buyers to buy products or replace product ownership. Place is a variety of activities carried out by companies with the aim of producing goods or services so that they can be sold, available and affordable in the market. Promotion is an activity carried out by a company with the aim of introducing its products to the public or to the target market.

2. Price

The marketing mix has several components, one of which is price. Price is a component of the marketing mix that is not fixed and can change at any time depending on time and location. Price is not just a number but has a function.[6]Quoted from Kotler and Keller (2012: 67) price raises costs and other elements that generate income.[1]As stated by Payne (2001) in Ratnasari and Aksa (2011:61), there are 5 objectives of pricing, namely: Survival, Profit maximization, Sales maximization, Prestige, ROI (return on investment). Survival is an effort made by a company that aims to increase profits when market conditions are less favorable, so that the company can survive. Profit maximization is an effort to determine the price carried out by the company with the aim of getting the maximum profit. Sales maximization pricing aims to establish market share by holding sales at the initial price that causes losses. The prestige of the company's efforts to determine prices with the aim of positioning the company's services as an exclusive service.

3. Product quality

[6]Kotler and Armstrong (2012:236) product quality is the identification of products as things that can be offered by traders to the market to attract attention, gain use, and consumption that can provide satisfaction as desired and needed by buyers.[1]According to Garvin (1987) in Jasfar (2005:57) product quality has 8 aspects, including: Performance, features, reliability, conformance to specifications, durability, serviceability, beauty, quality perceived by consumers. Performance, core product control characteristics, such as speed, able to carry how many people, convenient, not difficult, etc. Additional distinctive features as a complement, for example,

such as a sound system, AC, Bluetooth speaker, etc. Reability, namely the ability or greatness for example a car can be controlled without being driven with the auto pilot feature. Conformance to specifications is the extent to which the specificity of the design and operation conforms to predetermined standards. Durability is related to the durability of a product, including technical or non-technical age and the economic life of the product. Serviceability includes handling, improvement, ease of service, convenience, competence, and speed. Aesthetics is the appeal of a product through the five senses, such as striking and beautiful car colors, attractive home designs. Perceived quality, namely the reputation and image of the product as well as the company's responsibility for these two things. Consumers do not understand about product attributes, so they have a view of product quality from price, advertising, and product origin. For example, striking and beautiful car colors, attractive house designs. Perceived quality, namely the reputation and image of the product as well as the company's responsibility for these two things. Consumers do not understand about product attributes, so they have a view of product quality from price, advertising, and product origin. For example, striking and beautiful car colors, attractive house designs. Perceived quality, namely the reputation and image of the product as well as the company's responsibility for these two things. Consumers do not understand about product attributes, so they have a view of product quality from price, advertising, and product origin.

4. Service quality

A company must have good service quality. Companies must also be able to understand or be sensitive to consumer expectations. If the company has good service quality, it allows consumers to be motivated to become customers.[3]Lupyoadi (2001: 148) states that there are 5 dimensions in determining service, namely 1. Responsiveness (capturing power), 2. Rehabilitation (capturing power)3. Assurance (guarantee) which includes the ability of employees to the accuracy of product knowledge, the quality of friendliness, courtesy and attention in providing services, the ability to guarantee security, skills in conveying information, in using the services offered by traders, and the ability to foster customer trust in the company. . The dimension of certainty or guarantee is a combination of the following dimensions: politeness (politeness) includes the attitude, friendliness, and personality of employees. Credibility includes matters relating to trust in the company, such as reputation, and others. Empathy, namely giving sincere attention and personal or individual nature given to customers in order to understand what consumers want. Tangibles, namely the company's potential to show its existence to external parties. What is meant by the ability, appearance, and physical infrastructure of the company as well as the condition of the surrounding environment is tangible evidence of the provision of services.

5. Customer satisfaction

[5]Zeithaml and Bitner (2013: 75) the notion of satisfaction is a response from a consumer or customer related to the fulfillment of needs. Satisfaction creates consumer judgments related to the uniqueness of goods or services that offer a level of consumer satisfaction regarding the fulfillment of consumer consumption needs. When consumers or customers are satisfied, it is possible that customers will not mind the price, will comment well and will recommend it to their colleagues.[7]Oliver in (Majid, 2011) explains that the level of individual feelings after comparing the perceived performance with the expected.

4 Research Model

Referring to the theoretical review and previous research so that the research model can be presented, namely:

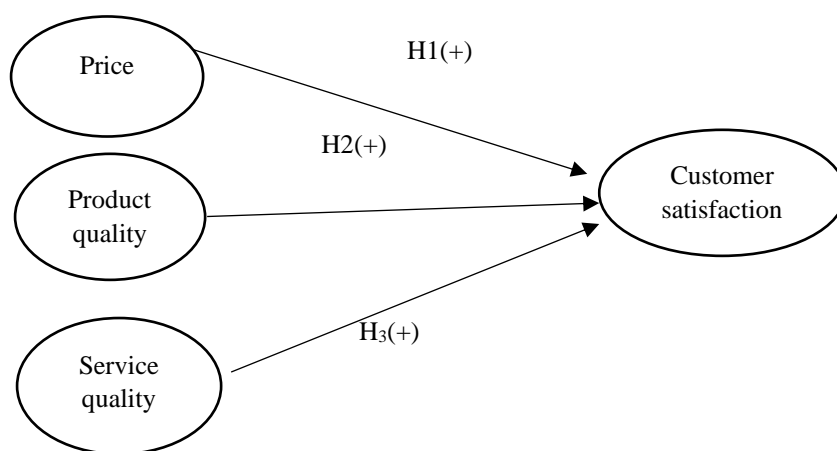


Figure 1. Research Model
Source: Maramis et al (2018)

5 Research Methods

Population and Sample

[8]The population is a generalization area that includes subjects/objects that have certain characteristics and qualities that are determined to be studied by researchers and concluded (Sugiyono, 2016:80). One person is included in the population category because that person has various characteristics, for example: speaking style, way of getting along, leadership and others. In this study, the population intended by the author is all people who have visited Kobessah Kopi UAD.

The sample is part of the population. If the population is large or large, it is impossible for researchers to conduct a comprehensive study. This is due to limited time, funds, manpower, so that researchers can use selected samples from the population[8](Sugiyono, 2016:81). The determination of the number of samples developed by Roscoe in Sugiyono (2016: 90) is the feasibility of the sample size in the study, which is in the range of 30 to 500. While Frankel and Wallen in Amiyani (2016; 06) recommend the minimum sample size in descriptive research is 100. So according to the theory the number of samples used as a reference for the author is 100 samples. The sample in this study were several people who had visited Kobessah Kopi UAD.

Sampling and Techniques

To determine the sample used in this study, there are several sampling techniques that can be applied, one of which is purposive sampling. Purposive sampling is a sampling technique that does not provide equal opportunities for members of the population selected as samples. The requirements as a sample include:

1. Residents are at least 17 years old.
2. Have visited Kobessah Kopi UAD at least 2 times.

Research Instrument Test

Validity test

Table 1. Validity test. Item validity test results for all variables.

Variabel	pertanyaan	Komponen				status
		1	2	3	4	
Harga	Xpr.1	0,82				valid
	xpr.2	0,842				valid
	Xpr.3	0,845				valid
	Xpr.4	0,775				valid
	Xpr.5	0,819				valid
kualitas produk	Xkp.1		0,873			valid
	Xkp.2		0,875			valid
	Xkp.3		0,847			valid
	Xkp.4		0,864			valid
	Xkp.5		0,774			valid
kualitas pelayanan	Xkpl1			0,859		valid
	Xkpl2			0,863		valid
	Xkpl3			0,896		valid
	Xkpl4			0,894		valid
	Xkpl5			0,862		valid
Kepuasan pelanggan	Y.1				0,891	valid
	Y.2				0,889	valid
	Y.3				0,909	valid
	Y.4				0,844	valid

From the results of the validity tests that have been carried out and listed in the table above, all variables and instruments are declared valid.

Trust test

Table 2. Trust test

Code	Variable	Alpha Cronbach. score	Information
X1	Price	0.873	Reliable / reliable
X2	Product quality	0.901	Reliable / reliable
X3	Service quality	0.992	Reliable / reliable
you	Customer satisfaction	0.905	Reliable / reliable

Referring to the table of reliability test results above, all questions on each variable in this study were declared reliable or reliable because they had a Cornbach alpha value of more than 0.7.

Multiple Linear Regression Test

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Table 3. Multiple Linear Regression Test Table

Model	Non-standard coefficient
(Constant)	1,199
Price	-0.003
Product quality	0.384
Service quality	0.367

$$Y = 1.199 - 0.003 + 0.384 + 0.367$$

6 Hypothesis test

Partial Test (T Test)

Table 4. Table of Partial Test Results for Overall Variables

Model	Non-standard coefficient		Standard coefficient	t	sign
	B	Std error	Beta		
(Constant)	1,199	.603		1989	.048
price	-.003	.024	-.004	-.133	.894
Product quality	.384	.041	.496	9.268	.000
Service quality	.367	.043	.456	8,574	.000

Simultaneous Test (F Test)

Furthermore, there are differences in the criteria used, 1) if F count is greater than F table so that Ho is rejected and Ha is accepted. 2) if F count is less than F then Ho is accepted and Ha is rejected.

Table 5. ANOVA table

Model	Sum of Squares	df	Mean Square	f	sig
Regression	1191,333	3	397.111	413.998	.000
Residual	217,741	227	.959		
Total	1409,074	230			

Coefficient of Determination Test (R²)

Table 6. Coefficient of determination R

Customized R Square
0.843

Description Analysis and Discussion

Table 7. Respondent Identity

Questionnaire used	Gender and Frequency		Education and Last Frequency		Occupation and Frequency		Revenue and Frequency	
232	Man	98	SD	46	student/ Student	139	Rp0-1,000,000	65
	Woman	134	JUNIOR HIGH SCHOOL	1	Businessman	5	>Rp1,000,001-2,500,000	79
			SENIOR HIGH SCHOOL	112	government employees	47	>Rp2,500,001-3,500,000	19
			D3	1	Self-employed	22	>Rp3,500,001-5,000,000	12
			S1	71	other	19	>500,000	57
			S2	1				

Referring to table 4.1 the number of questionnaires collected was 241, while the number of questionnaires that were not filled out was 9 this was caused by respondents who did not meet the requirements, namely having visited Kobessah Kopi UAD at least 2 times. From the table above, it can be seen that most of the visitors to Kobessah Kopi UAD are women, have high school education, work as students, and earn between Rp. 100,001>2,500,000

7 Discussion

1. Effect of price on customer satisfaction

This study has similarities with research conducted by Herry Novrianda (2018) which states that the lower the price, the higher the level of customer satisfaction. Referring to the description above, it can be concluded that hypothesis 1 (H1) is rejected, and H0 is "the price has no effect and is not significant on consumer satisfaction of Kobessah Kopi UAD is declared accepted".

2. Product quality affects customer satisfaction

The results of this study are in line with the results of research from IM. Wira Cahyadi and NLW Sayang Telagawathi (2018) in their research stated that product quality on customer satisfaction of endek woven fabrics on endek weaving in Kab. Buleleng. Referring to the description above, this study concludes: (H2), namely "there is a positive effect of product quality on customer satisfaction of Kobessah Kopi UAD, accepted".

3. Customer satisfaction is influenced by service quality

The research that has been carried out has similar results with the research of Nursalim et al (2022) which revealed that service quality affects customer satisfaction at PT. PLN (Persero) ULP Matoanging in Makassar City. Referring to the description above, it can be concluded that the third hypothesis (H3), namely "there is a positive influence of product quality on customer satisfaction of Kobessah Kopi UAD, is accepted".

8 Closing

Conclusion

This study aims to be able to see "The effect of price variables (X1), product quality (X2) and promotions (X3) on customer satisfaction (Y) Kobessah Kopi UAD". Referring to the formulation of the problem listed in Chapter 1, the researcher can conclude, as follows:

1. The price variable has no effect on customer satisfaction. This means that customers don't really see the price of UAD's Kobessah Kopi products.
2. Product quality variable has a significant positive effect on customer satisfaction. This means that if the quality of the product is getting better, the level of customer satisfaction with Kobessah Kopi UAD will be higher.
3. The service quality variable has a significant positive effect on customer satisfaction. This means that if the quality of service is getting better, the customer satisfaction of Kobessah Kopi UAD will be higher.

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