



Customer satisfaction is based on Service Quality, Price and Promotion (Case Study On The Gazebo Café Bogor)

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ABSTRACT

This research aims to determine the simultaneous and partial influence of service quality, price, and promotion on customer satisfaction at The Gazebo Cafe. Questionnaires were distributed to 100 respondents using purposive sampling with the following criteria: customers who have made at least two visits and customers who are considered mature enough to fill out the questionnaire and are at least 17 years old. The questionnaires were tested for validity, reliability, and classical assumption testing. The results of these tests showed that the questionnaires were valid, reliable, and could be used for regression data. The analytical method used in this study was a descriptive and verificative method with a quantitative approach. The results of the study showed that the variables of service quality, price, and promotion, both simultaneously and partially, have a positive and significant effect on customer satisfaction at The Gazebo Cafe. The coefficient of determination (R Square) value is 72,4%. The relationship between service quality, price, and promotion and customer satisfaction is very strong, with a value of 0,851.

INTRODUCTION

The culinary business in Indonesia, especially in large cities, has been developing rapidly due to the emergence of many entrepreneurs who open culinary businesses with various concepts and interesting ideas designed to attract customers from various backgrounds. In West Java itself, especially in the city of Bogor.

Bogor is a city that is quite comfortable in terms of atmosphere, environment, and its culinary scene, making it a reason for many people to visit to enjoy the atmosphere and uniqueness of the available cuisine. East Bogor is one of the areas that has many culinary destination choices that can be a place to gather with friends or family.

According to Maulidi (2017:51), a cafe is a place to relax and chat where visitors can order food and drinks. Cafes prioritize a relaxed atmosphere, entertainment, and visitor comfort, as well as a little background music.

The Gazebo Cafe is one of the cafes located at Jl. Danau Bogor Raya No.9, RT.02/RW.13, Katulampa, East Bogor, which offers products such as local, western, and Chinese food and drinks. The Gazebo Cafe is also one of the cafes under PT Sejahtera Eka Graha, a company engaged in property and services. The Gazebo Cafe offers a cool and serene atmosphere because it is located within a residential area and far from public roads. The Gazebo Cafe provides promotional package prices for bundled menus on certain days such as Valentine's Day in February and the blessing package during Ramadan as one of the strategies to attract customers and increase revenue

Companies operating in the same field and selling almost similar products make business competition increasingly tight. The intense business competition encourages companies to find the right strategy so that the company can win the competition. One strategy that a company can do is by providing satisfaction to its customers (Kotler and Keller, 2013).

According to Tjiptono (2017), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing perceptions of performance (results) or products with their expectations, customer satisfaction is a key element in modern marketing thinking and practice.

There are factors that influence customer satisfaction according to Tjiptono (2017), namely product quality, service quality, emotional, price, and cost. Then there are other factors that can influence customer satisfaction, namely promotion, because promotion aims to create customer interest in the products offered in the form of positive emotions that arise to make a purchase.

Based on the revenue generated by The Gazebo, the average revenue achievement is 95% of the revenue target. The lowest achievement of the revenue target occurred in July and November 2023, which is suspected to be due to a lack of promotional activities and the absence of attractive promotions, causing customers to feel less interested in coming.

Results from the interview with the operations manager conducted on July 20, 2024, there are several other factors that caused the revenue target to not be realized, including decreasing customer satisfaction, which is suspected to be

caused by perceived poor service quality, perceived high prices, and suboptimal promotions.

From this background, the formulation of the problem in this research is how customers respond regarding service quality, price, promotions and customer satisfaction at The Gazebo Café, and how the influence of service quality, price and promotions simultaneously and partially on customer satisfaction at The Gazebo Café.

THEORETICAL FRAMEWORK

Marketing Management

Marketing management is a process that involves analysis, planning, implementation, and control encompassing ideas, goods, and services based on exchange aimed at generating customer satisfaction and producer responsibility (Manullang, 2016:4).

Customer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing perceptions of performance (results) or a product with one's expectations. Customer satisfaction is a fundamental element in modern marketing thought and practice (Tjiptono 2017:45). According to Tjiptono (2017:64), the indicators of customer satisfaction are; 1) fulfillment of expectations; 2) intention to revisit; 3) willingness to recommend. There are factors that influence customer satisfaction according to Tjiptono (2017:87-88), namely product quality, service quality, emotional, price, and cost. Furthermore, another factor that can influence customer satisfaction is promotion, because promotion aims to create customer interest in the offered products in the form of positive emotions that arise to make a purchase.

Service Quality

Service quality is a dynamic condition related to products, services, human resources, and the environment that meets or exceeds expectations (Tjiptono 2019:61). Indicators of service quality consist of: 1) tangibles; 2) reliability; 3) responsiveness; 4) assurance; 5) empathy.

Price

Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using a product or service (Kotler & Armstrong 2018:3). Price indicators include: 1) price affordability; 2) price consistency with product quality; 3) price consistency with benefits; and 4) price competitiveness.

Promotion

Promotion is an activity that communicates the benefits of a product and persuades customers to buy it (Kotler & Keller 2016:154). Promotion indicators consist of: 1) promotional message; 2) promotional media; and 3) promotional timing.

Effect of Service Quality, Price, and Promotion on Customer Satisfaction

Previous research conducted by Jamaluddin et al., (2019) shows that service quality, price, and promotion simultaneously and partially have a positive and significant influence on customer satisfaction. Previous research conducted by Sari et al. (2020) shows that there is a positive influence of service quality, price, and promotion on customer satisfaction. Meanwhile, research conducted by Yanti et al., (2021) shows that service quality, price, and promotion partially have a positive and significant influence on customer satisfaction, and service quality, price, and promotion simultaneously have a positive and significant influence on customer satisfaction.

H1 : It is suspected that there is a positive and significant simultaneous influence of service quality, price, and promotion on customer satisfaction.

Effect of Service Quality on Customer Satisfaction

Previous research conducted by Sari et al. (2020) showed that there is an influence of service quality on customer satisfaction. Furthermore, research conducted by Gemina (2019) stated that there is an influence of service quality on customer satisfaction. Research conducted by Nuraini et al. (2019) showed that there is an influence of service quality on customer satisfaction.

H2 : It is suspected that there is a positive and significant influence of service quality on customer satisfaction.

Effect of Price on Customer Satisfaction

Research conducted by Sari et al. (2020) shows that price has a positive and significant effect on customer satisfaction. Furthermore, research conducted by Suriyanto et al. (2019) indicates that price has a positive and significant effect on customer satisfaction. Previous research conducted by Yanti et al. (2021) demonstrates that price has a positive and significant effect on customer satisfaction.

H3 : It is suspected that there is a significant influence of price on customer satisfaction.

Effect of Promotion on Customer Satisfaction

According to previous research conducted by Sari et al. (2020), it was shown that there is an influence of promotion on customer satisfaction. Furthermore, previous research conducted by Jamaluddin et al. (2019) indicated that promotion has a positive and significant influence on customer satisfaction. Previous research conducted by Nuraini et al. (2020) showed that promotion has an influence on customer satisfaction.

H4 : It is suspected that there is a positive and significant influence of promotion on customer satisfaction.

METHODOLOGY

The research method used in this study is descriptive and verificative with a quantitative approach. Descriptive research, according to Sugiyono (2019:29), is a method used to describe or provide a picture of the research object through collected data or samples as they are, without conducting analysis and drawing conclusions that apply to the general population. Meanwhile, verificative research, according to Sugiyono (2019:20), is used as research conducted on a specific population or sample with the aim of testing a predetermined hypothesis.

According to Rochaety et al., (2019:26), a population is a group of people, events, or anything that has certain characteristics. Based on the description, the population in this study is customers who have visited The Gazebo Café more than once. The population in this study is 2525 customers of The Gazebo Cafe.

The sampling method used in this study is Nonprobability Sampling. The nonprobability sampling technique that the researcher will use in this study is purposive sampling. According to Sugiyono (2019:85), purposive sampling is a technique of determining a sample with certain considerations.

The considerations for determining the criteria for respondents determined in this study are customers who have made at least 2 visits to The Gazebo Café and customers who are considered mature enough to fill out the questionnaire and are at least 17 years old, with the reason that they have been able to make rational product choices. According to Fraenkel and Wallen (1993: 92), the minimum sample size for descriptive research is 100 samples. Therefore, the researcher added 4 respondents, so the sample size for this study was determined to be 100 respondents with the consideration of obtaining more accurate data.

The preliminary test begins by giving a questionnaire containing statements consisting of the variables of service quality, price, promotion, and customer satisfaction to the respondents. The results of the respondents' answers are then tested for validity first, then continued to the reliability test.

According to Sugiyono (2019: 121), validity testing is a valid research result if there is a similarity between the collected data and the data that actually occurs in the object being studied. Meanwhile, according to Sugiyono (2014:121), the reliability test is used to determine the extent to which measurements on the same subject are consistent, in other words to show the consistency between something that is measured and the measuring instrument used.

The data analysis method used is descriptive analysis. According to Sugiyono (2019: 146), the Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people about a social phenomenon.

RESEARCH RESULT

Multiple Linear Regression Analysis

The results of the simultaneous effect of service quality, price, and promotion on customer satisfaction can be seen in the table of simultaneous multiple linear regression using IBM SPSS 25, and the results are as follows:

Tabel 1. Multiple Linear Regression Analysis Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,297	2,279		1,446	,015
Service_Quality	,116	,068	,138	1,708	,009
Price	,402	,147	,302	2,739	,007
Promotion	,653	,143	,471	4,564	,000

a. Dependent Variable: Customer Satisfaction

Source: Processed Primary Data, 2023

Based on the findings of the multiple linear regression analysis, the regression equation can be expressed as follows:

$$Y = 3,297 + 0,116 X_1 + 0,402 X_2 + 0,653 X_3 + \varepsilon$$

The regression equation reveals that service quality (X1), price (X2), and promotion (X3) have positive coefficients, suggesting that a higher level of these variables is associated with a higher level of customer satisfaction at The Gazebo Cafe.

These findings corroborate the previous study by Yanti et al. (2021), which demonstrated that service quality, price, and promotion have a positive and significant partial impact on customer satisfaction. Consequently, it can be inferred from this research that service quality, price, and promotion collectively exert a positive and significant influence on customer satisfaction.

Multiple Correlation Analysis

The table below presents the R-squared value, which demonstrates the combined impact of service quality, price, and promotion on customer satisfaction at The Gazebo Cafe:

Tabel 2. Multiple Correlation Analysis Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,851 ^a	,724	,716	6,231

a. Predictors: (Constant), Service_Quality, Price, Promotion
 b. Dependent Variable: Customer_Satisfaction

Source: Processed Primary Data, 2023

The multiple correlation analysis yielded an R-value of 0.851, indicating a very strong correlation between service quality, price, and promotion, and customer satisfaction. This value falls within the highly correlated range of 0.800 to 1.000. The positive correlation suggests that as the independent variables increase, so does customer satisfaction.

Coefficient of Determination Analysis

The purpose of this test is to determine the strength of the relationship between service quality (X1), price (X2), and promotion (X3) on customer satisfaction (Y). The coefficient of determination will reveal the extent to which the independent variables influence the dependent variable.

The R-squared value of 0,724 suggests that 72,4% of the variations in customer satisfaction can be accounted for by the variations in service quality, price, and promotion. This implies that these three independent variables have a substantial impact on customer satisfaction.

Simultaneous Testing

This study aims to investigate whether service quality, price, and promotion significantly influence customer satisfaction at The Gazebo Cafe.

To test the aforementioned statistical hypothesis, an F-test was conducted using the Analysis of Variance (ANOVA) table as presented in the table below:

Tabel 3. Results of F-test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9795,278	3	3265,093	84,100	,000 ^b
	Residual	3727,082	96	38,824		
	Total	13522,360	99			
a. Dependent Variable: Customer_Satisfaction						
b. Predictors: (Constant), Service_Quality, Price, Promotion						

Source: Processed Primary Data, 2023

Based on the F-test results, the calculated F-value is 84.100, and the F-table value for $\alpha = 0.05$ with degrees of freedom $V1 = 3-1 = 2$ and $V2 = 100-2-1 = 97$, which indicates that the calculated F-value is greater than the F-table value ($84.100 > 3.290$) and the probability value is smaller than the standard probability value ($0.000 < 0.05$). Therefore, it can be concluded that H_0 is rejected and H_a is accepted, meaning that with a 95% confidence level, the independent variables, namely service quality (X1), price (X2), and promotion (X3), have a positive and significant simultaneous effect on customer satisfaction (Y).

These results are in line with previous research by Yanti et al. (2021), which showed that service quality, price, and promotion have a partial positive and significant effect on customer satisfaction.

Partial Test

Based on the results of the t-test, the calculated t-value and significance level for each independent variable were obtained. Meanwhile, the t-table value for $\alpha = 0.05$ with degrees of freedom $(n-k-1) 100-2-1 = 97$ is 1.290. Thus, the following results were obtained:

Effect of Service Quality on Customer Satisfaction

The calculated t-value for service quality is 1.708, which is greater than the critical t-value of 1.290 ($1.708 > 1.290$), and the significance level of 0.009 is less than 0.05 ($0.009 < 0.05$). Therefore, the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected, indicating that service quality has a positive and significant partial effect on customer satisfaction.

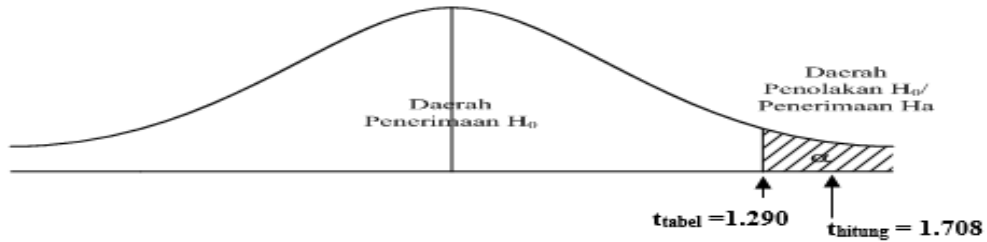


Figure 1. t-test results for the Service Quality variable's regression coefficient

Source: Processed Primary Data, 2023

Effect of Price on Customer Satisfaction

Based on the calculation, the t-value of 2.739 is greater than the t-table value ($2.739 > 1.290$), and the significance level of 0.007 is less than 0.05 ($0.007 < 0.05$). Therefore, the alternative hypothesis (H_a) is accepted, and the null hypothesis (H_0) is rejected, meaning that price has a significant partial effect on customer satisfaction.

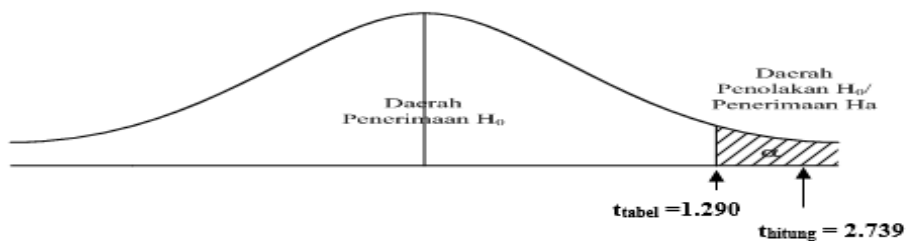


Figure 2. t-test results for the Price variable's regression coefficient

Source: Processed Primary Data, 2023

Effect of Promotion on Customer Satisfaction

Given a calculated t-value of 4.564, significantly larger than the critical t-value of 1.290 at the 0.05 level of significance (p -value = 0.000), the null hypothesis is rejected in favor of the alternative hypothesis. This implies that promotion has a statistically significant positive impact on customer satisfaction.

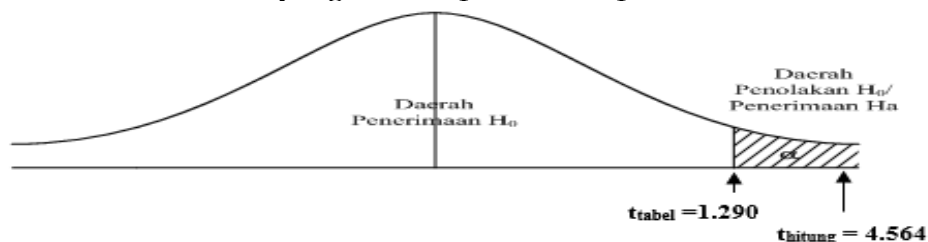


Figure 3. t-test results for the Promotion variable's regression coefficient

Source: Processed Primary Data, 2023

Based on the partial analysis of the service quality, price, and promotion variables, the recapitulation of the partial tests is presented below:

Tabel 4. Partial Recapitulation of t-test

No.	Variabel	t tabel	t hitung	Sig.	Conclusion
1	Service Quality	1,290	1.708	0,009	Service quality significantly and positively influences customer satisfaction.
2	Price	1,290	2.739	0,007	Price significantly influences customer satisfaction.
3	Promotion	1,290	4.564	0,000	Promotion significantly and positively influences customer satisfaction.

Source: Processed Primary Data, 2023

Based on Table 4.39, it can be concluded that service quality, price, and promotion are factors that significantly influence customer satisfaction at The Gazebo Cafe. This is because the calculated t-values for these three variables are higher than the critical t-values. The smaller the probability value obtained, the more significant the influence on customer satisfaction at The Gazebo Café.

CONCLUSIONS

Based on the research results regarding service quality, price, and promotion towards customer satisfaction at The Gazebo Cafe, the following conclusions can be drawn:

1. Service quality, price, and promotion simultaneously have a positive and significant effect on customer satisfaction at The Gazebo Cafe.
2. Based on the results of partial testing, the following can be concluded:
 - a. Service quality has a positive and significant effect on customer satisfaction at The Gazebo Cafe.
 - b. Price has a positive and significant effect on customer satisfaction at The Gazebo Cafe.
 - c. Promotion has a positive and significant effect on customer satisfaction at The Gazebo Café.

RECOMMENDATIONS

To further this line of research, future studies should explore similar aspects such as service quality, price, promotion, and customer satisfaction. Moreover, there is a need for additional research to identify other factors influencing customer satisfaction, such as product quality, emotions, and cost.

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