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The Effect of Service Quality, Price, and Facilities on Customer Satisfaction at Warkop 08

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Abstract:
This study was conducted to determine the effect of service quality, price, and facilities on customer satisfaction at Warkop 08. This study used a quantitative approach with primary data selected using simple random sampling. The data analysis technique used was multiple linear regression, preceded by classical assumption testing and hypothesis testing. The results of this study demonstrate that service quality, price, and facilities have a positive effect on customer satisfaction, both partially and simultaneously. The coefficient of determination (R^2) of 0.754 indicates that the variables of service quality, price, and facilities account for 75.4% of the variation in customer satisfaction levels. Meanwhile, the remaining 24.6% is influenced by other factors not included in this study. Thus, efforts to improve service quality, implement appropriate pricing, and provide adequate facilities need to be prioritized because they play a crucial role in enhancing customer satisfaction. This study is intended to serve as a reference for business managers in formulating strategies to improve customer satisfaction and business competitiveness.

Keywords: Facilities, Price, Customer Satisfaction, Service

Introduction

The rapid growth of micro, small, and medium-sized enterprises (MSME) has created increasingly fierce competition across various sectors, including the coffee shop business. Under these conditions, business owners are required to retain customers by ensuring optimal satisfaction. Customer satisfaction is a critical factor as it relates to business sustainability, repeat purchases, and customers' tendency to recommend the business to others. Today, coffee shops are not only viewed as places to enjoy food and drinks but also serve as spaces for socializing, working, studying, and engaging in various other activities. Therefore, understanding the factors that influence customer satisfaction is essential for coffee shop managers.

Customer satisfaction can be defined as a customer's evaluation of the alignment between their expectations prior to a purchase and their perceived performance of the product or service after use (Tjiptono 2019). A high level of satisfaction fosters customer loyalty, whereas dissatisfaction can cause customers to switch to competitors. In the service industry, several factors are believed to play a role in shaping customer satisfaction, including service quality, price, and facilities. Service quality relates to a company's ability to provide fast, accurate, responsive, and friendly service to customers. Meanwhile, price reflects the cost customers must pay and often serves as the basis for evaluating the benefits received. Facilities also play a crucial role as they relate to the physical conditions that support customer comfort while using the services offered (Kotler&Keller 2018;Tjiptono 2019).

A number of previous studies have reported that service quality, price, and facilities influence customer satisfaction. However, most of these studies were conducted in large-scale restaurants or the formal

business sector, so the results may not necessarily reflect the conditions found in local MSME, particularly coffee shops. Furthermore, previous studies more frequently included location as a variable influencing customer satisfaction. Unlike prior research, this study examines facilities alongside service quality and price to gain a more comprehensive understanding of the factors affecting customer satisfaction in MSME scale coffee shops. This distinction constitutes the novelty and contribution of this research in enriching the field of marketing management.

This phenomenon was also observed at Warkop 08, the subject of this study. The results of a pre-survey of 20 customers indicated that customer satisfaction levels remained relatively low. This was reflected in customers' low willingness to return and their reluctance to provide positive recommendations to others. Furthermore, customers still perceive that the service provided is not yet optimal, the prices charged do not fully align with the quality received, and the available facilities fail to meet customer expectations in terms of comfort and completeness. These findings indicate a gap between customer expectations and business performance that requires attention.

Based on these conditions, this study aims to analyze the influence of service quality, price, and facilities on customer satisfaction at Warkop 08 both partially and simultaneously and to identify the variable that exerts the most dominant influence. The research results are expected to contribute theoretically to the development of marketing management, particularly regarding consumer behavior in the MSME sector. Additionally, this study is expected to provide practical insights for coffee shop managers in formulating strategies to improve service quality, set appropriate prices, and provide adequate facilities to enhance customer satisfaction and support business sustainability.

Literature Review

Service quality is a key factor in shaping customer satisfaction. Tjiptono (2019) explains that service quality is a company's ability to provide services that meet customers' needs and expectations in a timely and satisfactory manner. Therefore, service quality can be defined as the level of service quality provided by a service provider to customers throughout the service delivery process. Good service creates a pleasant experience for customers, thereby potentially increasing their level of satisfaction. According to Tjiptono (2019), service quality can be measured through five indicators: reliability, responsiveness, assurance, empathy, and tangibles.

In addition to service quality, price is also a factor that customers consider when evaluating a product or service. Indrasari (2019) states that price is the monetary value that consumers must pay to obtain benefits from the products or services offered. Thus, price can be understood as a form of sacrifice made by customers to fulfill their needs and desires. Customers' assessment of the appropriateness of the price paid and the benefits received will influence the level of satisfaction they experience. Price indicators, according to Indrasari (2019) include price affordability, the alignment of price with product or service quality, the alignment of price with the benefits received, as well as the alignment of price with consumer purchasing power or price competitiveness.

Facilities are also one of the aspects that can influence customer satisfaction. According to Tjiptono (2019), facilities refer to the various physical resources prepared before a service is provided to consumers. Facilities include the resources provided by a company to support operational activities while also creating comfort for customers. The availability of complete and adequate facilities can provide a better experience, thereby increasing customer satisfaction. Tjiptono (2019) states that facility indicators consist of facility considerations or planning, spatial planning, equipment or furnishings, lighting and color schemes, available messages or instructions, and other supporting elements.

Customer satisfaction is the primary goal that every service company aims to achieve. Indrasari (2019) defines customer satisfaction as the level of feeling that arises after a customer compares their expectations

with the performance of the product or service received. Customers will feel satisfied if the reality matches or even exceeds their expectations, whereas a mismatch between expectations and reality can lead to dissatisfaction. To measure customer satisfaction, Indrasari (2019) uses three indicators: the alignment of expectations, the willingness to revisit or make a repeat purchase, and the customer's willingness to recommend the product or service to others.

Research Method

This research was conducted at Warkop 08, located at Jalan Setia Budi No. 105, Tanjung Sari, Medan Selayang District, Medan City, North Sumatra 20132, Indonesia. The study was carried out from December 2024 to December 2025. This research employed a quantitative approach using a survey method. According to Sugiyono (2019), quantitative research is a method used to examine a particular population or sample through the collection and statistical analysis of data in order to test predetermined hypotheses.

The population in this study consisted of the average number of customers who visited Warkop 08 more than three times per month, amounting to 45 customers per day × 30 days, resulting in a total population of 1.350 customers. The sample size was determined using the Slovin formula, resulting in 93 respondents. Data were collected by distributing questionnaires to respondents to obtain information regarding their perceptions of service quality, price, facilities, and customer satisfaction. In addition to the primary data collected through questionnaires, this study was also supported by secondary data obtained from literature, journals, and documents relevant to the research topic.

The research procedure was carried out in stages, beginning with problem identification and the development of research instruments, followed by the determination of the population and sample, the distribution of questionnaires to respondents, data collection, data processing, and finally analysis and drawing of conclusions. The collected data were then processed using SPSS version 26.

Data analysis in this study was conducted through several systematic stages. The first stage involved data quality testing, including validity and reliability tests, to ensure that the research instruments possessed adequate accuracy and consistency for data collection purposes. The second stage consisted of classical assumption testing, namely normality, multicollinearity, and heteroscedasticity tests, which serve as prerequisites for the application of multiple linear regression analysis. Subsequently, multiple linear regression analysis was employed to examine the effects of service quality, price, and facilities on customer satisfaction. Hypothesis testing was carried out using the t-test to assess the partial effect of each independent variable, the F-test to evaluate the simultaneous effect of the independent variables on the dependent variable, and the coefficient of determination (R^2) to determine the extent to which the independent variables explain variations in customer satisfaction.

Results

Validity Test

A questionnaire is considered valid if each question item is able to measure the variable under study. A statement is considered valid if the corrected item-total correlation value is greater than 0.30.

Table 1 Validity Test for Service Quality (X1) Item-Total Statistics

Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

P01	30.3118	30.347	.624	.824
P02	30.4086	32.636	.568	.830
P03	30.3656	32.278	.583	.828
P04	30.2796	31.225	.609	.825
P05	30.5054	32.666	.631	.825
P06	30.5484	32.968	.632	.826
P07	30.5376	32.795	.636	.825
P08	30.3333	33.138	.512	.835
P09	30.5699	33.922	.374	.848
P10	30.3011	33.908	.362	.850

Source: SPSS Version 26 Results

From Table 1 above, the validity test results for the service quality variable show that all indicators have a corrected item-total correlation value greater than 0.30, so all items are deemed valid (Tjiptono 2020).

Table 2 Validity Test for Price (X2) Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P01	23.4516	18.337	.589	.826
P02	23.1075	17.532	.706	.812
P03	23.2903	19.100	.530	.833
P04	23.2903	18.034	.539	.833
P05	23.3011	18.495	.545	.832
P06	23.1290	17.701	.695	.814
P07	22.9785	18.282	.515	.836
P08	23.2151	18.345	.548	.831

Source: SPSS Version 26 Results

From Table 2 above, all statement items also show corrected item-total correlation values above 0.30, so all items in the price variable are deemed valid (Tjiptono 2020).

Table 3 Validity Test for Facilities (X3) Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

P01	42.9785	51.478	.430	.840
P02	42.2796	53.899	.552	.828
P03	42.3871	52.544	.548	.827
P04	42.3871	51.262	.585	.824
P05	42.1290	53.548	.605	.825
P06	42.5591	51.293	.530	.829
P07	42.3871	54.609	.524	.830
P08	42.4086	51.136	.553	.827
P09	42.4624	56.447	.351	.841
P10	42.7312	53.286	.484	.832
P11	42.2366	52.030	.534	.828
P12	42.4839	54.144	.466	.833

Source: SPSS Version 26 Results

From Table 3 above, the validity test results for the facilities variable show that all statement items have a corrected item-total correlation value above 0.030, so all items are deemed valid (Tjiptono 2020).

Table 4 Validity Test for Customer Satisfaction (Y) Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P01	17.1075	7.271	.589	.744
P02	16.7527	6.993	.566	.749
P03	16.7634	7.378	.551	.753
P04	16.6774	8.134	.442	.777
P05	16.7634	7.204	.568	.749
P06	16.7957	7.077	.522	.762

Source: SPSS Version 26 Results

From Table 5 above, the validity test results for the customer satisfaction variable show that all statement items have a corrected item-total correlation value above 0.30; therefore, all statement items in the customer satisfaction variable are deemed valid (Tjiptono 2020).

Reliability Test
A variable is considered reliable if it has a Cronbach's Alpha value greater than 0.60. The results of the reliability test in this study are presented in the table below.

Table 5 Reliability Test for Service Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.846	10

Source: SPSS Version 26 Results

From Table 5 above, the reliability test results for the service quality variable show a Cronbach's Alpha value of 0.846 > 0.60, so all items in that variable are considered reliable.

Table 6 Reliability Test for Price

Reliability Statistics

Cronbach's Alpha	N of Items
.846	8

Source: SPSS Version 26 Results

From Table 6, the price variable obtained a Cronbach's Alpha value of 0.846 > 0.60, so the items in the price variable are considered reliable.

Table 7 Reliability Test for Facilities

Reliability Statistics

Cronbach's Alpha	N of Items
.842	12

Source: SPSS Version 26 Results

From Table 7 above, the facilities variable obtained a Cronbach's Alpha value of 0.842 > 0.60, indicating that all statement items are reliable.

Table 8 Reliability Test for Customer Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.788	6

Source: SPSS Version 26 Results

From Table 8 above, the customer satisfaction variable obtained a Cronbach's Alpha value of 0.788 > 0.60, so all items in the customer satisfaction variable are considered reliable.

Classical Assumption Tests

Normality Test

a. Kolmogorov-Smirnov Test Results

Table 9 Results of the Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N		93
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.57888848
Most Extreme Differences	Absolute	.080
	Positive	.045
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.180[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS Version 26 Results

From Table 9 above, the results of the Kolmogorov-Smirnov test show an Asymp. Sig. value of 0.180 > 0.05. Thus, it can be concluded that the residual data are normally distributed and are therefore suitable for use in this study.

b. Results of the P-P Plot for the Normality Test

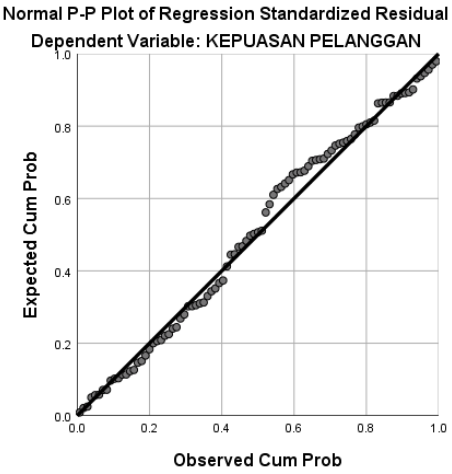


Figure 1 P-P Plot for the Normality Test

Figure 1 above shows that the data points are scattered around the diagonal line. This indicates that the research data are normally distributed.

c. Histogram of the Normality Test Results

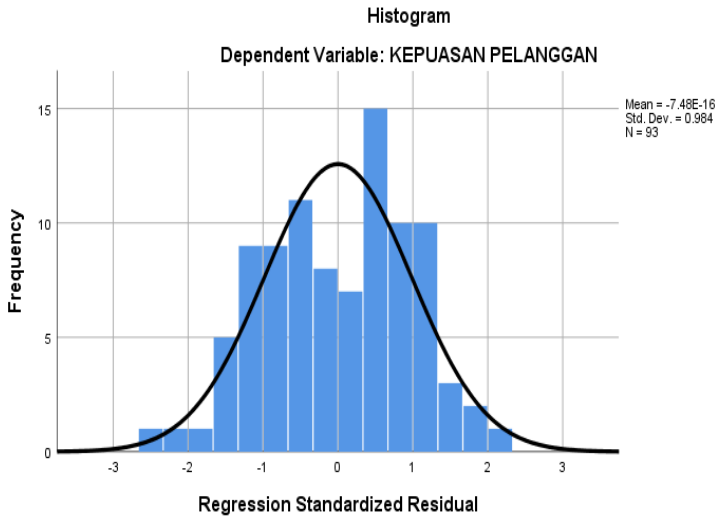


Figure 2 Histogram of the Normality Test Results

Figure 2 above shows a bell-shaped curve in the histogram, indicating that the data under study are normally distributed

Multicollinearity Test

Table 10 Results of the Multicollinearity Test

Coefficients[a]

Model	Collinearity Statistics	
	Tolerance	VIF
1(Constant)		
SERVICE QUALITY	.574	1.742
PRICE	.514	1.945
FACILITIES	.520	1.922

a. Dependent Variable: CUSTOMER SATISFACTION

Source: SPSS Version 26 Results

Based on Table 10, the results of the multicollinearity test indicate that the service quality, price, and facilities variables have tolerance values greater than 0.01 and Variance Inflation Factor (VIF) values below 10. Therefore, it can be concluded that the regression model is free from multicollinearity issues, indicating that there is no strong correlation among the independent variables included in this study.

Heteroscedasticity Test

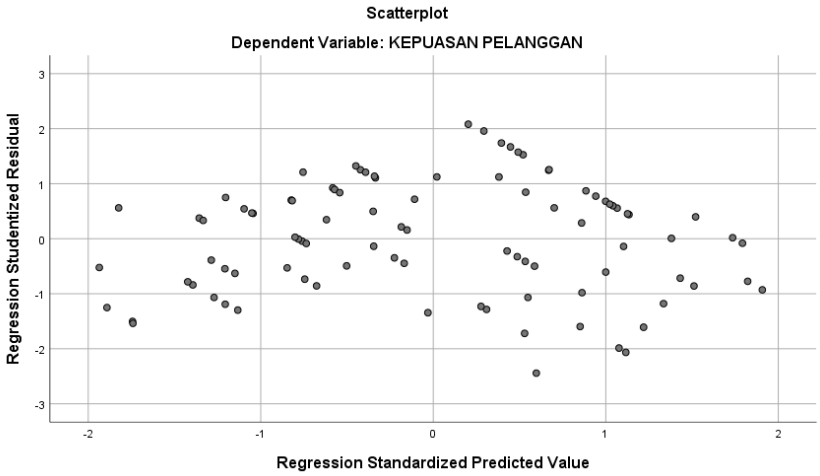


Figure 3 Scatterplot of Heteroscedasticity Test Results

Based on the scatterplot in Figure 3 above, the data points appear to be randomly distributed and do not form any specific pattern either above or below the zero line on the Y-axis. This indicates that the regression model does not exhibit heteroscedasticity; therefore, the regression model is deemed suitable for use.

Hypothesis Test Results

Partial Test (t-Test)

A partial test (t-test) was conducted to determine the effect of each independent variable on the dependent variable by comparing the calculated t-value with the critical t-value.

Table 11 Results of the Partial Test (t-Test)

Coefficients[a]

Model		t	Sig.
1	(Constant)	2.874	.005
	SERVICE QUALITY	2.233	.028
	PRICE	8.903	.000
	FACILITIES	2.147	.035

a. Dependent Variable: CUSTOMER SATISFACTION

Source: SPSS Version 26 Results

The t-test results show that service quality, price, and facilities have a positive and significant effect on customer satisfaction at Warkop 08. This is evidenced by the t-calculated values for each variable being greater than the t-table value (2.039) and significance values less than 0.05. Thus, hypotheses H1, H2, and H3 are accepted.

Simultaneous Test (F-Test)

A simultaneous test was conducted to determine the combined effect of all independent variables on the dependent variable.

Table 12 Results of the Simultaneous Test (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	703.902	3	234.634	91.052	.000[b]
	Residual	229.346	89	2.577		
	Total	933.247	92			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), FACILITIES, SERVICE QUALITY, PRICE

Source: SPSS Version 26 Results

In this study, Ftable = 2.71 at a significance level of 0.05 was obtained; thus, the results indicate that service quality, price, and facilities simultaneously have a positive and significant effect on customer satisfaction at Warkop 08, with a calculated F-value of 91.052 > Ftable 2.71 and a significance value of 0.000 < 0.05. Therefore, hypothesis H4 is accepted.

Multiple Linear Regression Results

A multiple linear regression model was used to determine the extent of the influence of service quality, price, and facilities on customer satisfaction at Warkop 08.
The model used is:

$$Y = \alpha + \beta1X1 + \beta2X2 + \beta3X3 + e$$

Where :
Y = Customer satisfaction (dependent variable)
α = Constant
β = Multiple Regression Coefficient
X1 = Service Quality
X2 = Price
X3 = Facilities
E = error term

Table 13 Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error
1	(Constant)	3.169	1.103
	SERVICE QUALITY	.078	.035
	PRICE	.431	.048
	FACILITIES	.063	.029

a. Dependent Variable: CUSTOMER SATISFACTION

Source: SPSS Version 26 Results

Based on Table 14, the multiple linear regression equation is obtained as: Y = 3,169 + 0,078X1 + 0,431X2 + 0,063X3. The constant value of 3.169 indicates that customer satisfaction remains at that level when service quality, price, and facilities are held constant. The regression coefficients for service quality 0.078, price 0.431, and facilities 0.063 indicate that an increase in each of these variables will be followed by an increase in customer satisfaction equal to the value of its respective coefficient.

Results of the Coefficient of Determination (R2) Test

The coefficient of determination is used to measure the extent to which the independent variables explain the variation in the dependent variable. The results of the coefficient of determination test are presented as follows:

Table 14 Results of the Coefficient of Determination (R2) Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868[a]	.754	.746	1.60528

a. Predictors: (Constant), FACILITIES, SERVICE QUALITY, PRICE

Source: SPSS Version 26 Results

The results of the coefficient of determination test in Table 15 above show an R-squared value of 0.754 or 75.4%. This indicates that the variables of service quality, price, and facilities account for 75.4% of customer satisfaction, while the remaining 24.6% is influenced by other variables not examined in this study.

Discussion

The results of this study indicate that service quality, price, and facilities have a positive and significant effect on customer satisfaction at Warkop 08, both partially and simultaneously. Good service quality such as prompt, friendly, and responsive service can enhance customer satisfaction because customers feel their needs and expectations are met. Price is the most dominant variable influencing customer satisfaction, indicating that customers highly value the balance between the price paid and the benefits, product quality, and service received. Meanwhile, adequate facilities such as a comfortable environment, cleanliness, and the availability of supporting facilities also contribute to creating a pleasant experience, thereby fostering

customer satisfaction. These findings are consistent with the research by Pantilu, Koleangan, dan Roring (2018) as well as Fathoni dan Suprapto (2016) which state that service quality, price, and facilities have a significant effect on customer satisfaction.

Nevertheless, this study has several limitations that may threaten the validity of the results. The study was conducted at a single location Warkop 08 with a limited number of respondents, so the results cannot yet be broadly generalized. Furthermore, this study utilized only three independent variables, while other factors such as product quality, promotions, the ambiance of the venue, and business image may also influence customer satisfaction. Therefore, future research is recommended to include a more diverse range of study subjects, expand the sample size, and incorporate additional variables to yield more comprehensive results with stronger external validity.

Conclusion

Based on the research results, it can be concluded that service quality, price, and facilities have a positive and significant effect on customer satisfaction at Warkop 08, both partially and simultaneously. These findings confirm that improving service quality, setting appropriate prices, and providing adequate facilities can increase customer satisfaction, with price being the most dominant factor. Therefore, this study contributes empirical evidence that improving customer satisfaction requires proper price management as well as improvements in service quality and facilities.

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