THE EFFECT OF SERVICE QUALITY, PRICE AND DESIGN ON CUSTOMER SATISFACTION AT PETRO DOLLAR CAFE IN LHOKSEUMAWE CITY

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Abstract

The aim of this research is to determine and analyze jointly the influence of service quality, price and design on customer satisfaction at Cafe Petro Dollar in Lhokseumawe City. The research method is a quantitative research method. This research was conducted at the Petro Dollar Cafe in Lhokseuamwe City. The population in this research is Cafe Petro Dollar consumers, the sample used in this research was 100 respondents. The research results show that service quality (X_1), price (X_2), and design (X_3) partially influence customer satisfaction (Y) at Cafe Petro Dollar in Lhokseumawe City. Furthermore, service quality (X_1), price (X_2), and design (X_3) have a simultaneous and significant effect on customer satisfaction (Y) at Cafe Petro Dollar in Lhokseumawe City, because based on the F test the significance value was found to be 0.004, where the value 0.004 > 0.05, then the F_{count} value is 3.552 > F_{table} 2.700.

Keywords: *service quality, price, design, customer satisfaction*

INTRODUCTION

Cafe service plays an important role in the customer experience as it goes beyond serving drinks and food. The café experience involves aspects such as cleanliness, friendliness, service efficiency, product quality, and ambience. When cafe service is well-executed, it can increase customer satisfaction, create loyalty, and even support word-of-mouth promotion that can improve service quality. Service quality is an advantage strategy to attract more new customers, retain existing customers, avoid customer switching and create a special advantage (Sofyan et al., 2019). To achieve superior service in cafes, management needs to pay attention to staff training, product quality control, and overall management of the atmosphere and environment, understanding and responding to customer needs and expectations is the key to improving service quality in cafes and maintaining appeal to customers. Service quality in the context of a cafe is related to how the cafe meets customer needs and desires, such as price aspects and design aspects. According to Habibah & Sumiati (in Melati and Dwijayanti, 2020) Price is the entire value including goods and services offered as a substitute for an object, whereas according to Kotler and Armstrong (2018) price is the amount charged for a product or service, more broadly Price is the sum of all the values given by customers to obtain benefits from owning or using a product or service, according to Anindita and Menul (2016: 3). Design is a design that involves human creativity which aims to create an object that has benefits for humanity. Meanwhile, according to Supriyono (2010:136) Design is art direction, namely the overall visual appearance of an advertisement. The results of the collaboration between art direction and copywriters (in the form of verbal and visual concepts) are combined synergistically into the design through a standard process, namely making rough sketches, determining design alternatives, and ending with Final Art Work (FAW).

According to (Priharto, 2020) customer satisfaction is the level of consumer satisfaction after comparing the service or product received in accordance with what is expected. Customer satisfaction is the focus of an assessment that reflects many aspects. Kotler and Keller in Priansa, (2018) state that consumer or customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance (results). Customer satisfaction is also influenced by cafe design, this is because good design will determine a comfortable atmosphere in the cafe. This is in accordance with research conducted by (Sholihah, 2020) with research results showing that the cafe atmosphere partially or simultaneously has a positive and significant effect towards consumer satisfaction at Merdeka Cafe Nganjuk, by creating an attractive cafe atmosphere it can generate consumer interest in visiting the cafe and then

supporting it with quality service makes it possible to create consumer satisfaction, if consumers feel satisfied then it does not rule out the possibility for them to make purchases in the future and it is possible for those who are satisfied to become regular customers at the cafe.

The focus of this research lies on the Service Quality of Cafe Petro Dollar, where in the assessment of service quality is measured by factors such as tangible, reliability, responsiveness, assurance, and empathy, the factors above are components of the service quality assessment model known as SERVQUAL. In addition to the focus of service quality research, this research also focuses on the price and design aspects of Cafe Petro Dollar, both aspects are important aspects in the overall understanding of customer experience and effective business strategies, price is also one of the factors that can create customer satisfaction. Good design will be a separate consideration for customers before deciding to come and enjoy the services provided by a cafe. With this, the atmosphere of the cafe can secretly indicate the social class of the service that will be provided to customers. Similarly, Cafe Petro Dollar has an innovative cafe atmosphere that is comfortable to spend time with friends or family. Cafe Petro Dollar has a cozy atmosphere with a classic Black and White theme. However, the outdoor interior design is less attractive with a dimly lit background that makes visitors feel uncomfortable with this. According to Dodsworth in Endah Trisnawati (2018) interior design aims to make humans as space users able to carry out activities effectively and feel more comfortable in the room. Furthermore, according to Saputri (2019) a restaurant or cafe must have an attractive design so that consumers are interested in coming to visit, and the design must also always be up to date, as well as comfortable and suitable for taking selfies with friends or family. Based on the description above, problems can be formulated, namely (1) how does service quality affect customer satisfaction at Cafe Petro Dollar in Lhokseumawe City? (2) how does price affect customer satisfaction at Cafe Petro Dollar in Lhokseumawe City? (3) how does design affect customer satisfaction at Cafe Petro Dollar in Lhokseumawe City? (4) how does service quality, price and design jointly affect customer satisfaction at Cafe Petro Dollar in Lhokseumawe City?

LITERATURE RIVIEW
Service Quality

According to Kotler (2019) Service Quality is a form of customer or consumer assessment of the level of service received with the level of service expected if the service received or felt is as expected, the service quality is perceived as good and satisfying. satisfaction that has been formed can encourage consumers to make repeat purchases and will become loyal customers. According to Teuku Edyansyah (2016) service quality is one of the important things that must be considered by company managers. In an effort to improve the quality of the company, it must pay attention to and increase the commitment and awareness and abilities of employees and staff, especially for those who are in direct contact with customers. Indicators of service quality according to Parasuraman in Sangadji, (2019: 100) are tangible, reliability, responsiveness, assurance, and empathy.

Price

The price of a product or service is a major determinant of market demand and price affects the position of competitors and the company's market share. In other words, the price level set will affect the turnover rate of product inventory (Adnan and Rusydi, 2022). Price is the amount of money charged for products and services, or more clearly is the sum of all values provided by customers to obtain a benefit by owning or using a product or service. price indicators are price affordability, price compatibility with product quality, price compatibility with benefits, and prices in accordance with the ability or competitiveness of prices (Kotler and Armstrong, 2021).

Design

Interior design is planning about the layout and design in the room and aims to make human users of room activities can carry out activities in the room comfortably and effectively. Exterior design is the design of a building's artwork which includes all elements outside the building that are directly exposed to air, wind and rain to make it more beautiful. planning about the layout and design outdoors as part of a building that is directly adjacent to the surrounding environment (Juliana, et al, 2020). Design indicators according to Berman and Evans (2013), namely color, lighting, layout, and temperature or temperature.

Customer Satisfaction

Customer satisfaction is the most important factor in various business activities. Satisfaction is a consumer response to evaluating the perceived mismatch between previous expectations and perceived product performance. By satisfying customer wants and needs, it has a positive impact on the company. If consumers are satisfied with a product, of course, these consumers will always use or consume the product continuously. That way the company's

products are declared marketable, so that the company will be able to make a profit and finally the company will continue to survice or be able to survive and maybe even develop. Satisfaction reflects a person's assessment of the perceived product performance in relation to expectations. If performance does not match expectations, the customer is disappointed. If the performance meets expectations, the customer is satisfied. If it exceeds expectations, the customer is happy (Kotler and Keller, 2016). Indicators of customer satisfaction according to Indrasari (2019), namely conformity to expectations, interest in visiting again, and willingness to recommend.

RESEARCH METHOD

This research was conducted at Cafe Petro Dollar which is located at Street Merdeka, intersection 4, Lhokseumawe City, Aceh. The population in this study were customers at the Petro Dollar Cafe in Lhokseumawe City. Determining the sample in this study used the *Slovin* formula, this is because the number of samples is not known with certainty so the total sample is 100 respondents.

The data used is primary data, this research is quantitative in nature, where data collection will be through questionnaires distributed directly to respondents. The likert scale is used in this research, the data will later be processed and analyzed using SPSS 25 software to determine the results of hypothesis testing. The research model is presented below in more detail:
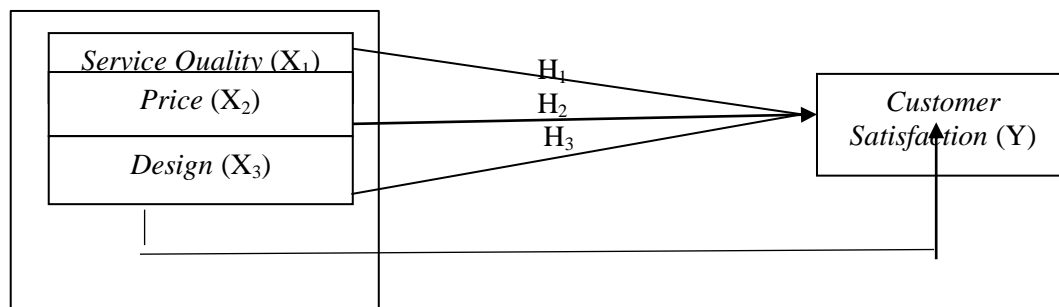

Figure 1 Research Model

H_1 : Service quality has a significant effect on customer satisfaction
H_2 : Price has a significant effect on customer satisfaction
H_3 : Design has a significant effect on customer satisfaction
H_4 : Service quality, price and design together have a significant influence on Customer Satisfaction

The data analysis used is to test the research instrument by conducting a validity test and reliability test. Furthermore, analyzing the classical assumption test by conducting a normality test, multicollinearity test, and heteroscedasticity test. Furthermore, conducting multiple linear regression analysis tests to see the equation, and also conducting hypothesis tests, namely the t test and F test and the coefficient of determination test.

RESULTS AND DISCUSSION
Research Results

The validity test is a measure that shows the levels of validity or validity of an instrument. The validity test is carried out by looking for the value of r table, the formula used in determining this value is Df = n-2, meaning that n is the number of respondents so that Df = 100-2 = 98. If you look at the r table, the value of Df = 98 with a significance level of 5% is 0.1966. Validity test provisions:

1. If $r_{count} > r_{table}$ then the question item is declared valid and suitable for use
2. If $r_{count} < r_{table}$ then the question item is declared invalid and the questionnaire data is not suitable for use.

The following are the results of the validity test:

Table 1. Validity Test of Research Variables

No.	Variable	r_{count}	r_{table}
	Service Quality (X_1)		
	$X_{.1.1.}$	0,376	
	$X_{.1.2.}$	0,458	
	$X_{.1.3.}$	0,564	
	$X_{.1.4.}$	0,474	
1	$X_{.1.5.}$	0,530	**0,1966**
	$X_{.1.6}$	0,515	
	$X_{.1.7}$	0,605	
	$X_{.1.8}$	0,698	
	$X_{.1.9}$	0,652	
	$X_{1.10}$	0,638	
	Price (X_2)		
	$X_{.2.1.}$	0,375	
	$X_{.2.2.}$	0,336	
	$X_{.2.3.}$	0,523	
2	$X_{.2.4.}$	0,403	**0,1966**
	$X_{.2.5.}$	0,509	
	$X_{.2.6.}$	0,504	
	$X_{.2.7.}$	0,489	
	Design (X_3)		
	$X_{.3.1.}$	0,445	
	$X_{.3.2.}$	0,448	
3	$X_{.3.3.}$	0,342	**0,1966**
	$X_{.3.4.}$	0,327	
	$X_{.3.5.}$	0,621	
	$X_{.3.6.}$		
	Customer Satisfaction (Y)		
	$Y_{.1.}$	0,383	
	$Y_{.2.}$	0,683	
4	$Y_{.3.}$	0,430	**0,1966**
	$Y_{.4.}$	0,302	
	$Y_{.5.}$	0,675	
	$Y_{.5.}$	0,417	

From these results it can be concluded that all variables from the question items are said to be valid because they meet the assumptions, where the rcount value is greater than the rtable value.
Reliability test is a tool for measuring a questionnaire which is an indicator of a variable. A variable is declared reliable if it provides a Cronbach Alpha value> 0.60. The following is a reliability test which can be seen below:

Tabel 2. Reliability Test

Variabel	Cronbach Alpha	Standar Alpha	Information
Service Quality (X_1)	0,751	0,60	Reliabel
Price (X_2)	0,621	0,60	Reliabel
Design (X_3)	0,696	0,60	Reliabel
Customer Satisfaction	0,682	0,60	Reliabel

(Y)

Based on table 2, it shows that all variables, namely service quality, price, design and service quality, can be said to be reliable because the Cronbach alpha value of each variable has a value> 0.60. Data normality testing using the One Sample Kolmogorov-Smirnov Test. The provisions of a regression model are normally distributed if the Asymp. Sig (2-tailed) > 0.05.

The following are the normality test results from this study:

Table 3. *One Sample Kolmogorov-Smirnov Normality Test*

		Unstandardized Residual
N		100
Normal Parameters[a,b]	**Mean**	,0000000
	Std. Deviation	2,01515463
Most Extreme Differences	**Absolute**	,080
	Positive	,044
	Negative	-,080
Test Statistic		,080
Asymp. Sig. (2-tailed)		,120[c]

Based on the results of the normality test, it shows that the value of Asymp. sig. (2-tailed) is 0.120. The value is 0.120 > 0.05 so it can be said that the data in this study is normal.

The Multicollinearity Test aims to test whether the regression model found a correlation between independent variables (Independent). The multicollinearity test was carried out by looking at the tolerance value and the Variance Inflation Factor (VIF) value. The measurement criteria for the multicollinearity test are as follows:
1. If *tolerance* > 0.1 and VIF < 10 then multicollinearity does not occur.
2. If *tolerance* < 0.1 and VIF > 10 then multicollinearity occurs.

The results of the multicollinearity test can be seen in the table below:

Table 4. Multicollinearity Test

Variable	**Tolerance**	**VIF**
Service Quality (X_1)	0,986	1,015
Price (X_2)	0,982	1,019
Design (X_3)	0,992	1,008

Based on the table above, it can be seen that the results of the multicollinearity test on each variable, namely the service quality variable (X_1), price variable (X_2), and design variable (X_3), can be concluded that there are no symptoms of multicollinearity.
Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variable has on the dependent variable. The results of multiple linear regression are as follows:

Table 5. Multiple Linear Regression

Model	*Unstandardized Coefficients*		*Standardized Coefficients*	*t*	*Sig.*
	B	**Std. Error**	**Beta**		
(Constant)	23,290	5,832		3,994	,000
Service Quality (X_1)	,123	,026	,190	2,083	, 038
Price (X_2)	,192	,091	,193	2,151	,031

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Design (X$_3$)	,246	,128	,214	2,356	,022

Based on table 5, it shows that the equation of multiple linear regression in this study is as follows:

Y = 23,290 + 0.123 X1 + 0.192 X2 + 0.046 X3

1. Based on the equation above, it can be explained that the service quality coefficient value (X1) is 0.123, so it can be interpreted that if service quality (X1) is increased by 1 value unit, then it is predicted that customer satisfaction (Y) at the Petro Dollar café in Lhokseumawe City will increase by 0.123.
2. Based on the equation above, it can be explained that the price coefficient value (X2) is 0.192, so it can be interpreted that if the price (X2) is increased by 1 value unit, then it is predicted that customer satisfaction (Y) at the Petro Dollar café in Lhokseumawe City will increase by 0.192.
3. Based on the equation above, it can be seen that the design coefficient value (X3) is 0.046, so it can be interpreted that if the design (X3) is increased by 1 value unit, it is predicted that customer satisfaction (Y) at the Petro Dollar café in Lhokseumawe City will increase by 0.046.

The t test basically shows how far one independent variable partially influences the variation in the dependent variable. In this study, a significance value of 0.05 (α= 5%) was used. The basis for decision making from the t test is:

1. If the significance value is <0.05, or tcount > ttable then there is an influence of variable X on variable Y or it can be said that hypotheses H1, H2, and H3 are accepted.
2. If the significance value is > 0.05, or tcount < ttable then there is no influence of variable X on variable Y or it can be said that hypotheses H1, H2, and H3 are rejected.

The following are the results of the t test which can be seen below:

Table 6. t test

Model	*Unstandardized Coefficients*		*Standardized Coefficients*	*t*	*Sig.*
	B	*Std. Error*	*Beta*		
(Constant)	23,290	5,832		3,994	,000
Service Quality (X$_1$)	,123	,026	,190	2,083	,038
Price (X$_2$)	,192	,091	,193	2,151	,031
Design (X$_3$)	,246	,128	,214	2,356	,022

Based on table 6, the results of the t test from this research are as follows:
1. The significance value of the service quality variable (X1) on customer satisfaction (Y) is 0.038 < 0.05 and the t value is 2.083 > t table 1.98498, so it can be concluded that H1 is accepted, which means that service quality has a partially significant effect on customer satisfaction. at Café Petro Dollar in Lhokseumawe City.
2. The significance value of the price variable (X2) on customer satisfaction (Y) is 0.031 < 0.05 and the t value is 2.151 > t table 1.98498, so it can be concluded that H2 is accepted, which means that price has a partially significant effect on customer satisfaction at the Café Petro Dollar in Lhokseumawe City.
3. The significance value of the design variable (X3) on customer satisfaction (Y) is 0.022 < 0.05 and the t value is 2.356 > t table 1.98498, so it can be concluded that H3 is accepted, which means that design has a partially significant effect on customer satisfaction at the Café. Petro Dollar in Lhokseumawe City.

The F test is used to test whether the independent variables simultaneously influence the dependent variable. The basis for decision making from the F test is:

1. If the significance value is <0.05, or Fcount > Ftable then H4 is accepted, which means that simultaneously all independent variables have a significant effect on the dependent variable
2. If the significance value is > 0.05, or Fcount < Ftable then H4 is rejected, which means that simultaneously the independent variable has no significant effect on the dependent variable.

The results of the t test can be seen in the table below:

Table 7. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,911	3	6,334	3,552	,004[b]
	Residual	111,638	96	10,538		
	Total	130,640	99			

Based on table 4.11, it shows that the results of the f test show that the significance value is 0.004 < 0.05, then Fcount is 3.552 > Ftable 2.700. Based on this, it can be concluded that H4 is accepted, which means that service quality, price and design have a simultaneous and significant effect on customer satisfaction at Cafe Petro Dollar in Lhokseumawe City.

DISCUSSION

The research results show that Hypothesis 1 (H1) is accepted, which means that service quality has a partially significant effect on customer satisfaction at Cafe Petro Dollar in Lhokseumawe City. This is because based on the t test it was found that the significance value of the service quality variable (X1) on customer satisfaction (Y) was 0.038, where the value was 0.038 > 0.05, then the tcount value was 2.083 > ttable 1.98498. This shows that if service quality is maximized, it will increase consumer satisfaction. The results of this research are supported by research conducted by Abdul Gofur (2019) which states that service quality has a positive and significant influence on customer satisfaction at PT. Indosteger Jaya Perkasa. Based on the results of the t test, it was found that the significance value was 0.000 < 0.05, and the t value was 5.665 > t table 2.17.

The research results show that Hypothesis 2 (H2) is accepted, which means that price has a partially significant effect on customer satisfaction at Cafe Petro Dollar in Lhokseumawe City. This is because based on the t test it was found that the significance value of the price variable (X2) on customer satisfaction (Y) was 0.031, where the value was 0.031 > 0.05, then the t value was 2.151 > ttable 1.98498. The results of this research are supported by research conducted by Abdul Gofur (2019) which states that price has a positive and significant influence on customer satisfaction at PT. Indosteger Jaya Perkasa. Based on the results of the t test, it was found that the significance value was 0.028 < 0.05, and the t value was 2.224 > t table 2.17.

The research results show that Hypothesis 3 (H3) is accepted, which means that design has a partially significant effect on customer satisfaction at Cafe Petro Dollar in Lhokseumawe City. This is because based on the t test it was found that the significance value of the design variable (X3) on customer satisfaction (Y) was 0.022, where the value was 0.022 > 0.05, then the tcount value was 2.356 > ttable 1.98498. The results of this research are supported by research conducted by Arini Isfahila et al (2018) which states that design influences consumer satisfaction in purchasing Sayu Wiwit Banyuwangi batik cloth. Based on the results of the t test, it was found that the significance value was 0.002 < 0.05, and the t value was 3.123 > t table 1.6618.

The research results show that Hypothesis 4 (H4) is accepted, which means that service quality, price and design have a simultaneous and significant effect on customer satisfaction at Cafe Petro Dollar in Lhokseumawe City. This is because based on the F test, the significance value is found to be 0.004, where the value is 0.004 > 0.05, then the Fcount value is 3.552 > Ftable 2.700. The results of this research are supported by research conducted by Sumawardani, et al (2016) which states that simultaneously, service quality, design and price influence customer satisfaction which has an impact on increasing sales at the Teaching Factory Gradasi Semarang printing press.

CONCLUSION

Based on the results of the research that has been carried out, the conclusions of this research are as follows:

1. The significance value of the service quality variable on customer satisfaction is $0.038 < 0.05$ and the calculated t value is $2.083 > $ t table 1.98498 so it can be concluded that H1 is accepted, which means that service quality has a partially significant effect on customer satisfaction at Cafe Petro Dollar in Lhokseumawe City.

2. The significance value of the price variable on customer satisfaction is $0.031 < 0.05$ and the calculated t value is $2.151 > $ t table 1.98498 so it can be concluded that H2 is accepted, which means that price has a partially significant effect on customer satisfaction at the Petro Dollar Café in Lhokseumawe City.

3. The significance value of the design variable on customer satisfaction is $0.022 < 0.05$ and the calculated t value is $2.356 > $ t table 1.98498 so it can be concluded that H3 is accepted, which means design has a partially significant effect on customer satisfaction at the Petro Dollar Cafe in Lhokseumawe City.

4. The significance value of the service quality, price and design variables on customer satisfaction is $0.004 < 0.05$ and the Fcount value is $3.552 > $ Ftable 2.700 so it can be concluded that H4 is accepted, which means that service quality, price and design have a simultaneous and significant influence on customer satisfaction. at Cafe Petro Dollar in Lhokseumawe City.

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