

The Influence Of Product, Price, Location And Store Atmosphere On Customer Satisfaction At Warkop Markas Cofee

Hamzah Siregar^{1*}, Zulkarnaen Nasution², Bayu Eko Broto³

^{1,2,3} Department of Management, Faculty of Economics and Business, Universitas Labuhanbatu

Abstrak

This study aims to analyze and determine the effect of Product, Price, Location and Store Atmosphere on Customer Satisfaction at Warkop Markas Cofee. The population used in this study were 96 respondents who visited and made repeated purchases more than 3 times at Warkop Markas Cofee. The data collection technique in this study used the one shot method or one-time measurement of 96 respondents. While the data analysis technique used is multiple linear regression analysis and uses the SPSS application. Partially, the product has a positive and significant impact on customer satisfaction at Warkop Markas Cofee. Partially Price has a positive and significant influence on customer satisfaction at Warkop Markas Cofee . Partially, location has a positive and significant influence on customer satisfaction at Warkop Markas Cofe. Partially Store Atmosphere has a positive and significant influence on customer satisfaction at Warkop Markas Coffee. Simultaneously the product, price, location, and store atmosphere variables together or simultaneously have a positive and significant effect on customer satisfaction at Warkop Markas Cofee.

Kata Kunci: Product, Price, Location, Store Atmosphere, Customer Satisfaction

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✉ Corresponding author :

Email Address : hamzahsiregarr@gmail.com

INTRODUCTION

Coffee shops, which are also known as coffee shops, cafes or warkop, are locations that serve various types of coffee such as espresso, latte and cappuccino. Certain coffee shops may serve cold brew, drinks such as iced coffee and iced tea. Coffee shops can also serve snacks such as toast, Mie Goreng and Nasi Goreng. Warung Kopi's customers range from small owner-owned businesses to large multinational corporations. Several coffee shops around the world operate on a franchised business model and have a large number of customers (Hanum, 2023)

In an era like today, warkop are loved by all walks of life, starting from adults who just sit around telling stories to teenagers who usually go to warkop to play games or workers who rest or meet work colleagues and students who often do their college assignments (Prayoga & Pohan, 2022). At present, warkop are very common, and it is not uncommon to find warkop

businesses next to each other (Nasution et al., 2023). For this reason, in managing the warkop business, entrepreneurs must be clever in carrying out an innovation in order to attract customers to come to the shop that is run. Apart from that, paying attention to facilities and services is also important in order to get customer satisfaction.

The Cofee Headquarters is a warkop located on Jl . Khairil Anwar No.32b, Sioldengan Village, Rantau Selatan District, Labuhanbatu Regency in this study one of the problems studied was that the coffee products used at the coffee headquarters tended to be the same as the coffee products at other coffee shops so that there was no difference in taste, apart from that the price of coffee what is sold is also the same as other warkop so that some customers prefer the cheaper warkop than having to go hang out at the Cofee Headquarters, another problem is the location which is less strategic because not many know the existence of the Cofee Headquarters warkop so it does not create a store atmosphere that reflects the atmosphere warkop and customers feel dissatisfied.

1. Literature Review

1.1. Product

According to Supranto & Limakrisna, 2011, a product should only be what consumers need and want to meet their specific needs. According to Adisaputro in (Zulaicha & Irawati, 2016) a product is any item that can be offered in the market for inspection, acceptance and purchase to meet certain needs or wants. Because a product can fulfill certain needs, the product can also be referred to as a unit of measure that gives encouragement to its users.

According to (Seng & Ping, 2016) the product is achieved by using the following indicators:

1. Product Features

The features of a product are the key variables used to improve product evaluation and facilitate the purchase of potential customers, making the features of a product the main motivator for customers to buy related products.

2. Packaging

To communicate effectively with consumers, it is important to provide information and emphasize the high quality of relevant products.

3. Individuality

Consumer need for uniqueness is defined as a person's unique need for differentiation from others.

1.2. Price

The only element of the marketing mix that generates revenue for the organization is price. Straightforwardly, price can be described as a quantity (a unit of money) and/or other aspects (non-money) that have a specific purpose or benefit to obtain a particular item (Tjiptono, 2012)

. According to (Kotler et al., 2013) price is the amount of money paid for a particular good or service, or the amount of benefits that consumers receive from owning or using the product in question.

According to (Arli et al., 2015) there are four indicators that affect prices, namely:

1. Price affordability

Before making a purchase, consumers have a risk-averse pricing policy. Consumers buy products because they are reasonably priced and vary depending on the type of item they are looking for.

2. Price consistency with quality

For current products, consumers usually don't mind paying a higher price as long as the product is of good quality. Despite this, consumers are more interested in products that are affordable and of high quality. Consumers will judge whether the price is reasonable considering the quality, as well as if the price in question is reasonable considering the expected results.

3. Price Competitiveness

To ensure that a product can be sold in the market, the company limits the selling price of certain goods by increasing the selling price of the goods sold by its customers. Consumers often compare the price of one product with similar products.

4. Price alignment with benefits

Consumers tend to discount the price of a product while emphasizing its benefits. Consumers are encouraged to buy a product if the benefits are greater or equal to those discussed in obtaining it.

1.3. Location

Location is where the company operates or where the company carries out activities to produce goods and services that prioritize its economic aspects (Tjiptono, 2014) . According to (Suwarman, 2011) Location is a business location that significantly influences the desire of every customer to visit and make a purchase.

According to (Santoso, 2021) the indicators for the location variable are as follows:

1. Affordability

2. Smoothness

3. Distance

1.4. Store Atmosphere

Store atmosphere is an important physical characteristic for any retail business, serving as the creation of a pleasant atmosphere according to customer expectations and encouraging customers to stay in the cafe and make purchases without being bothered for too long

(Purwaningsih, 2013) . According to (Levy et al., 2012) Store Atmosphere focuses on interior design elements including visual communication, lighting, color, sound, and smell to evoke customer feelings and, ultimately, increase their product sales.

According to (Levy et al., 2012) there are several indicators of store atmosphere, namely:

1. Lighting
2. Item layout
3. Room temperature
4. Facility
5. Shop design and color

1.5. Customer Satisfaction

In the standard marketing management textbook written by (Kotler & Keller, 2012) it is said that the measure of a person's success is his ability to maintain his composure after comparing performance or results with his expectations. Customer satisfaction is determined by their assessment of the products or services they use and their confidence in doing so (Bahrudin & Zuhro, 2016) .

According to (Tjiptono & Diana, 2019) there are three indicators of customer satisfaction, namely as follows:

1. Type of response (whether emotional/affective or cognitive) and intensity of response (which is usually expressed by phrases such as "very satisfied", "neutral", "very happy", "frustrated", etc.).
2. Response focus on product, consumption, reasons for purchase, store, and others.
3. Response time, namely after consumption, after making a decision, and consistent afterward.

METHOD, DATA, AND ANALYSIS

The type of research conducted is quantitative research, which involves the use of survey and interview methods to obtain all data and analyze all hypotheses that existed during the research and collect all responses from consumers who participated in the research. The sample in this study are customers who make repeated purchases more than 3 times at Warkop Markas Coffee. In this survey, there were 96 responses submitted using the lemeshow formula written by (Arikunto, 2010) as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{d^2}$$
$$n = \frac{0,195^2 \cdot 0,50 \cdot 0,50}{0,1^2}$$

Information:

n = number of samples

Z = normal standard price (0.195)

P = population proportion estimator (0.50)

d = interval/ deviation (0.1)

$q = 1 - p$

RESULT AND DISCUSSION

1.6. Validity Test

- a. If $r_{count} > r_{table}$ then the statement item is valid
- b. If $r_{count} < r_{table}$ then the statement item is not valid d

Variable	Item Number	Count	Rtable	Ket
Product (X_1)	1	0.343	0.261	Valid
	2	0.778	0.261	Valid
	3	0.731	0.261	Valid
	4	0.466	0.261	Valid
Price (X_2)	1	0.454	0.261	Valid
	2	0.409	0.261	Valid
	3	0.383	0.261	Valid
	4	0.779	0.261	Valid
	5	0.785	0.261	Valid
Location (X_3)	1	0.421	0.261	Valid
	2	0.336	0.261	Valid
	3	0.577	0.261	Valid
	4	0.436	0.261	Valid
	5	0.410	0.261	Valid

	6	0.507	0.261	Valid
	1	0.585	0.261	Valid
	2	0.677	0.261	Valid
Store Atmosphere (X ₄)	3	0.628	0.261	Valid
	4	0.638	0.261	Valid
	5	0.638	0.261	Valid
	6	0.552	0.261	Valid
Customer Satisfaction (Y)	1	0.401	0.261	Valid
	2	0.361	0.261	Valid
	3	0.418	0.261	Valid
	4	0.647	0.261	Valid

Source: Data processed

1.7. Reliability Test

- a. If the results of the Alpha coefficient > sig level. 60% or 0.6 then the questionnaire is reliable.
- b. If the results of the Alpha coefficient < sig. 60% or 0.6 then the questionnaire is not reliable.

Variable	Significant Level	Cronbach Alpha	Ket
Product (X ₁)	0.6	0.695	Reliable
Price (X ₂)	0.6	0.718	Reliable
Location (X ₃)	0.6	0.630	Reliable
Store Atmosphere (X ₄)	0.6	0.752	Reliable
Customer Satisfaction (Y)	0.6	0.675	Reliable

Source: Data processed

Based on Table 4.2 of the reliability test results, it can be concluded that all items are reliable, because the Cronbach alpha value a is greater than the sig level. 60%.

1.8. Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	std. Error	Betas	t	Sig.	tolerance	VIF
1 (Constant)	9,326	1,971		4,732	0.000		
Product	0.186	0.082	0.295	2,260	0.026	0.500	1,998
Price	0.113	0.097	0.195	2,069	0.044	0.307	3,259
Location	0.296	0.089	0.439	3,341	0.001	0.494	2,024
Store Atmosphere	0.020	0.038	0.049	1,991	0.046	0.967	1.034

a. Dependent Variable: Customer Satisfaction

Source: Data processed

Table 4.3 shows that the tolerance value for the product variable is 0.500; price variable is 0.307; the location variable is 0.494 and the store atmosphere variable is 0.967. For VIF Value product variable is 1.998; price variable is 3.259; the location variable is 2.024 and the store atmosphere variable is 1.034. Because the tolerance value of each variable is > 0.10 and the VIF value < 10, it can be concluded that there is no multicollinearity.

1.9. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		96
Normal Parameters ^{a,b}	Means	0.0000000
	std. Deviation	0.82058764
	Most Extreme Differences	
	absolute	0.061
	Positive	0.032
	Negative	-0.061

Test Statistics	0.061
asyp. Sig. (2-tailed)	,200c ^d
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. This is a lower bound of the true significance.	

Source: Data processed

Based on Table 4.4 the Asymp test results. Sig. (2-tailed) of 0.200 which means greater than 0.05 . So it was concluded that the data in this study were normally distributed.

1.10. Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	9,326	1,971		4,732	0.000
Product	0.186	0.082	0.295	2,260	0.026
Price	0.113	0.097	0.195	2,069	0.044
Location	0.296	0.089	0.439	3,341	0.001
Store Atmosphere	0.020	0.038	0.049	1,991	0.046

Source: Data processed

Based on the results of the regression analysis in Table 4.8, it can be seen that the regression equation is as follows:

$$Y = 9.326 + 0.186X_1 + 0.113X_2 + 0.296X_3 + 0.020X_4$$

The explanation of the regression model equation above can be described as follows:

- c. 9,326 = The value indicates the regression coefficient of customer satisfaction, which means that if the value of other variables is fixed or zero (constant), then customer satisfaction is 9.326 units.
- d. 0.186 X 1 = Value indicating the product regression coefficient (X 1) which means that every increase of one unit of product will increase customer satisfaction. And conversely, every decrease in one unit of product will reduce customer satisfaction by 0.186 units.

- e. $0.113 \times 2 =$ The value indicating the price regression coefficient (X_2) which means that an increase in one product unit will increase customer satisfaction. And conversely, every decrease in one unit of product will reduce customer satisfaction by 0.113 units.
- f. $0.296 \times 3 =$ Value indicating the location regression coefficient (X_3), which means that each increase in one location unit will increase customer satisfaction. And conversely, every decrease in one location unit will reduce customer satisfaction by 0.296 units.
- g. $0.020 \times 4 =$ Value indicating the regression coefficient of store atmosphere (X_4), which means that every increase of one unit of store atmosphere will increase customer satisfaction. And conversely, every decrease of one unit of store atmosphere, will decrease customer satisfaction by 0.020 units.

1.11. *Partial Hypothesis Test (t test)*

The t test is used to determine whether the independent variable (x) can affect the dependent variable (y).

- a. If the sig value < 0.05 and t count $> t$ table (significant positive effect)
- b. If the sig value > 0.05 and t count $< t$ table (no effect)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	9,326	1,971		4,732	0.000
	Product	0.186	0.082	0.295	2,260	0.026
	Price	0.113	0.097	0.195	2,069	0.044
	Location	0.296	0.089	0.439	3,341	0.001
	Store Atmosphere	0.020	0.038	0.049	1,991	0.046

a. Dependent Variable: Customer Satisfaction

Source: Data processed

Based on Table 4.5 above, the explanation of each variable on customer satisfaction is as follows:

a. Product Variables

The tcount value of the product variable is 2.260 where t count $> t$ table ($2, 260 > 1.986$) with a significance value of $0.026 < 0.05$. Then H_0 is rejected and H_a is accepted.

So it can be concluded that the product has a positive and significant effect on customer satisfaction.

b. Price Variable

The tcount value of the price variable is 2.069 where $t \text{ count} > t \text{ table}$ ($2.069 > 1.986$) with a significance value of $0.044 < 0.05$. _ Then H_0 is rejected and H_a is accepted. So it can be concluded that price has a positive and significant effect on customer satisfaction.

c. Location Variable

The tcount value of the location variable is 3.341 where $t \text{ count} > t \text{ table}$ ($3.341 > 1.986$) with a significance value of $0.001 < 0.05$. _ Then H_0 is rejected and H_a is accepted. So it can be concluded that location has a positive and significant effect on customer satisfaction.

d. Store atmosphere variable

The tcount value of the atmosphere store variable is 1.991 where $t \text{ count} > t \text{ table}$ ($1.991 > 1.986$) with a significance value of $0.046 < 0.05$. _ Then H_0 is rejected and H_a is accepted. So it can be concluded that store atmosphere has a positive and significant effect on customer satisfaction.

1.12. Simultaneous Test (F Test)

F test is used to determine whether all of the independent variables (x) used in the model have a joint or simultaneous effect on the dependent variable (y).

- a. If sig value < 0.05 and $F \text{ count} > F \text{ table}$ (simultaneous effect)
- b. If sig value > 0.05 and $F \text{ count} < F \text{ table}$ (simultaneous no effect)

ANOVA ^a						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	18,520	4	4,630	6,586	,000 ^b
	residual	63,970	91	0.703		
	Total	82,490	95			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Store Atmosphere, Location , Product, Price

Source: Data processed

Based on the results of Table 4.6, it can be seen that the value of $F_{count} > F_{table}$ ($6.586 > 2.703$) with a significance value of $0.000 < 0.05$, it can be concluded that there is a joint or simultaneous effect between Product (X 1), Price (X 2), Location (X 3), and Store Atmosphere (X 4) on Customer Satisfaction (Y).

1.13. Determination Coefficient Test (R 2)

Summary Model ^b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	, 474 ^a	0.225	0.190	0.838

a. Predictors: (Constant), Store Atmosphere, Location , Product, Price
 b. Dependent Variable: Customer Satisfaction

Source: Data processed

In Table 4.7 it can be seen that the value of R square is 0.225. This explains that product (X 1), price (X 2), location (X 3), and store atmosphere (X 4) have an influence on customer satisfaction (Y) of 22.5 % and the remaining 77.5% is explained by other factors outside the variables used in this study. Other factors are referred to as taste, customer loyalty, promotions, facilities, word of mouth, buying interest, quality of service and so on.

CONCLUSION

Based on the discussion above, the researcher conclude that:

- a. Partially, the product has a positive and significant impact on customer satisfaction at Warkop Markas Cofee
- b. Partially Price has a positive and significant influence on customer satisfaction at Warkop Markas Cofee
- c. Partially Location has a positive and significant impact on customer satisfaction at Warkop Markas Cofee
- d. Partially Store Atmosphere has a positive and significant impact on customer satisfaction at Warkop Markas Coffee
- e. Simultaneously the product, price, location, and store atmosphere variables together or simultaneously have a positive and significant effect on customer satisfaction at Warkop Markas Cofee.

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