The Influence Of Service Quality On Consumer Satisfaction At The Drip Coffee And Cafe Soppeng Regency

Muh. Rezky Risandi[1], Aulia[2], Asdar[3]

[1,2,3]Management Study Program, Faculty of Economics and Business, Muhammadiyah University of Makassar

Coreesponding Author :
Email : **@muhammadrezkyrisandi018@gmail.com[1]** aulia@unismuh.ac.id[2] asdar@unismuh.ic.id[3]

Abstract
This study investigates the impact of service quality on customer satisfaction at The Drip Coffee & Cafe in Soppeng Regency. A quantitative research method was employed for this analysis. The study's population includes all patrons of The Drip Coffee & Cafe in Soppeng Regency, while the sample consists of 51 customers selected from this group. Data collection was carried out using questionnaires and documentation (primary data). Analysis performed using Statistical Package for the Social Science (SPSS) version 29 revealed a significant positive influence of service quality on customer satisfaction. Specifically, the data analysis showed a coefficient value of 0.206 with a significance level of 0.001, less than 0.05. This indicates a positive and direct relationship between service quality and customer satisfaction.

Keywords: Service Quality, Customer Satisfaction.

INTRODUCTION

The development of business and technology in Indonesia is currently growing rapidly in line with increasing consumer demand for products and services to fulfill all their wants and needs. The development of the culinary business has increased significantly over time, both in terms of quantity and quality. Various types of culinary businesses are developing, one of which is a coffee shop or what is usually called a coffee shop.

As this business develops, coffee shops in Indonesia are experiencing a transformation, especially a change in concept, so many coffee shops with modern nuances are emerging that are adapted to the lifestyle of today's consumers. Therefore, with the existence of a new lifestyle created by the current generation, there are so many competitors. In this industrial sector competition in the coffee shop industry is drawn to a new level where the best can survive the competition, so companies must be able to survive the competition even if there is a decrease or increase in sales (Fauzi, 2022).

The coffee shop business has now mushroomed in various regions in Indonesia, we can find it in big cities and small towns. This is because this business is quite promising, in line with what is stated in the article (RIAUPOS.CO), nowadays, coffee shop businesses are increasingly mushrooming in various circles. For the past few years, the coffee shop beverage business has now become quite a promising business opportunity. There are many coffee shop entrepreneurs in Indonesia, one of which is in South Sulawesi, specifically in the Soppeng district.

Table 1. Coffee Shops in Soppeng Regency

No	Coffee shop name	Address
1	The Drip Coffee & Cafe	Jl. Kemakmuran, Kec. Lalabata, Kabupaten Soppeng
2	Papa Oyang Coffee Typical	Jl. Merdeka No.19, Bila, Watansoppeng, Kabupaten Soppeng
3	Kopi Keliling (Kopling)	Jl. Kalino No.2, Botto, Kec. Lalabata, Kabupaten Soppeng
4	Hark Cafe & Eatery	Jl. Lapajung, Kec. Lalabata, Kabupaten Soppeng
5	La Salsa Coffee	Jl. Lamumpatue, Botto, Lalabata, Watansoppeng
6	Warkop Semarang	Jl. Lemba, Kec. Lalabata, Kabupaten Soppeng
7	Cafe Zahara	Jl. Lemba, Kec. Lalabata, Kabupaten Soppeng,
8	Cafe D' Malaka	Jl. Makkuntu, Maccile, Kec. Lalabata, Kabupaten Soppeng,
9	La Daffa Coffee And Cafe	Jl. Kemakmuran Lemba, Kec. Lalabata, Kabupaten Soppeng
10	Warkop Ujung Teras	Jl. Ujung, Lemba, Kec. Lalabata, Kabupaten Soppeng

Source: Data processed by researchers, 2024

The table above shows several coffee shops and their addresses that are currently popular in the Soppeng district. One business that is experiencing intense competition is The Drip Coffee & Cafe. The Drip Coffee & Cafe is a business that operates in the culinary sector, of course as a provider of food and drinks which is currently a trend among Gen Z. We can find The Drip Coffee & Cafe on Jl. Prosperity, District. Lalabata, Soppeng Regency, South Sulawesi. The large number of competitors or similar competitors in Soppeng Regency forces the owners of The Drip Coffee & Cafe to be more competitive and innovative in the face of intense competition. The Drip Coffee & Cafe needs to understand consumers' desires, preferences, and needs in-depth to create maximum customer satisfaction and consumer loyalty.

Kotler (2005) in a research journal (Gandhy & Safrianto, 2020) said that every coffee shop business actor in every business category is required to be sensitive to every change that occurs and place an orientation towards customer satisfaction as the main goal. Therefore, coffee shop entrepreneurs are expected to be able to build strong relationships with consumers so that they can improve their brand reputation and achieve long-term success.

Based on Utama's findings (2020), satisfaction depends on both expectations and perceived performance. If the product or service performs below expectations, consumers will be dissatisfied. If it meets expectations, consumers will be satisfied, and if it exceeds expectations, consumers will be very satisfied. When consumers purchase and use a product or service, they have specific expectations about how it should fulfill their needs and desires.

Service quality is one aspect of consideration in increasing consumer satisfaction. According to Tjiptono in research (Pitriani, 2019), service quality is a measure of how good the level of service provided by the company is and how the service is comparable to consumer expectations or hopes. Measuring and understanding service quality from a consumer perspective is very important to foster trust, and maintain and increase consumer satisfaction. Analyzing regularly and being responsive to consumer feedback, can help companies continue to improve the quality of their services in line with what consumers expect.

Based on similar findings, researchers found differences in research results (gap research) that had been carried out by previous researchers using the same variables, namely service quality and consumer satisfaction. Research conducted by (Arif & Ekasari, 2020) shows the results that the service quality variable has a significant influence on consumer satisfaction,

but this is not in line with the research results of (Siahaan, 2022), where the results of his research show that service quality does not affect consumer satisfaction. This reason of course requires further proof on different research subjects.

One local cafe that always pays attention to service quality factors that increase customer satisfaction is The Drip Coffee & Cafe. This research was conducted in Soppeng Regency as the research subject. The success factor for a business amid fierce competition is paying more attention to consumers by looking at their needs and desires as well as satisfaction with the services that will be offered.

Based on the background explained above and previous research, researchers are motivated to find out whether there is an influence of service quality on consumer satisfaction at The Drip Coffee & Cafe, Soppeng Regency.

RESEARCH METHODS

This research uses a quantitative approach based on the philosophy of positivism to analyze a particular population or sample. The sampling method was carried out using purposive sampling and incidental sampling, namely by selecting respondents based on certain criteria and chance. The data was collected using questionnaires and documentation to test the established hypotheses. This research was conducted at The Drip Coffee & Cafe, located on Jl. Prosperity, District Lalabata, Soppeng Regency, from March 15, 2024, to May 12, 2024.

The research uses quantitative data, which is measured numerically. Primary data is collected directly through questionnaires from respondents, and secondary data is obtained from relevant documents and archives. The research population comprises all consumers of The Drip Coffee & Cafe in Soppeng Regency. Due to time constraints and a large population, samples were selected using purposive and incidental sampling methods. 51 respondents were chosen based on the criteria of being at least 17 years old and having prior experience visiting cafes.

The data collection technique involves the use of a questionnaire designed with instructions for filling in, the identity of the respondent, and questions appropriate to the research variables. Documentation is also used to collect and analyze data from reports and documents that support research results.

To analyze the data in this research, SPSS software was used. Data analysis includes several important steps:

First, descriptive analysis is used to describe data based on respondents' answers without looking for relationships between variables or testing hypotheses.

Second, instrument testing includes validity and reliability tests. The validity test ensures that the questionnaire measures what is intended by correlating item scores with the total score, while the reliability test uses Cronbach's Alpha technique to ensure the consistency of the measuring instrument, with an Alpha value > 0.6 indicating good reliability.

Third, the classical assumption test is carried out before the regression analysis. This includes a normality test to check the distribution of residuals, a multicollinearity test to ensure there is no correlation between independent variables (VIF < 10 and tolerance > 0.1), and a heteroscedasticity test to check residual variability (significance value > 0.05 indicates there is

no problem).Fourth, multiple linear regression analysis is used to measure the influence of the independent variables (service quality and price) on the dependent variable (consumer satisfaction). The regression model used is Y = a + b1X1 + b2X2 + e.

Finally, hypothesis testing is carried out by testing the coefficient of determination (R^2) to determine the contribution of the independent variable to the dependent variable and the t-test to partially test the influence of each independent variable. The t-test shows significance based on the calculated t value compared to the t table and the significance value ($\alpha = 0.05$).

RESULTS AND DISCUSSION

Table 2. Respondents by Gender

No	Gender	Respondent Frequency	Percentage (%)
1.	Male	21	41,2%
2.	Female	30	58,8%
Amount		51	100%

Source: Processed Primary Data, 2024

The characteristics of the respondents showed that of the 51 people, the majority were female, with 30 people or 58.8%, while there were 21 males or 41.2%.

Table 3. Respondents by Age

No	Age	Number of respondents	Percentage (%)
1.	17-20	6	11,8%
2.	21-25	44	86,3%
3.	26-30	1	2,0%
Amount		51	100%

Source: Processed Primary Data, 2024

The majority of respondents were aged 21-25, totaling 44 people or 86.3%. 6 people, or 11.8%, were aged 17-20, and only 1 person, or 2.0%, fell into the 26-30 age group. This indicates that The Drip Coffee & Cafe's primary customer base consists of young adults.

Table 4. Respondents by Occupation

No	Work	Respondent Frequency	Percentage (%)
1.	Student	35	68,6%
2.	Employee	7	13,7%
3.	Self-employed	9	17,6%
Amount		51	100%

Source: Processed Primary Data, 2024

About work, the majority of respondents were students, which included 35 people or 68.6% of the total. Meanwhile, 9 people, or 17.6% work as entrepreneurs, and 7 people, or 13.7% work as employees. This distribution illustrates that the majority of visitors to The Drip Coffee & Cafe consist of students, followed by entrepreneurs and employees.

The research data consists of two variables: service quality (X) as the independent variable and consumer satisfaction (Y) as the dependent variable. Information on these variables

was gathered from a questionnaire distributed to 51 respondents who are consumers of The Drip Coffee & Cafe in Soppeng Regency.

The questionnaire is designed to assess five main aspects of service at The Drip Coffee & Cafe: reliability, responsiveness, guarantee, attention, and physical evidence. Reliability is measured by considering the speed of service from ordering to serving, as well as the customer's perception of being valued and prioritized. Responsiveness is evaluated based on the waiter's promptness in addressing customer questions or needs and their quickness in responding to menu requests. Guarantee assesses whether the cafe provides effective solutions to problems or complaints and if the staff have sufficient knowledge about products and services. Attention is examined through the professionalism and friendliness of the waiters and their efforts to ensure orders meet customer preferences. Finally, physical evidence is evaluated based on the cleanliness of restroom facilities and equipment as well as the neat and professional appearance of the waiters or baristas.

Meanwhile, the questionnaire regarding consumer satisfaction at The Drip Coffee & Cafe measures three main aspects: suitability of expectations, interest in returning, and willingness to recommend. Conformity to expectations is assessed through two statements, namely satisfaction with service and prices that meet customer needs and expectations, as well as consistency of taste maintained at each visit. Intention to revisit is measured by seeing whether overall satisfaction with The Drip Coffee & Cafe encourages customers to return. Willingness to recommend is assessed based on whether satisfaction with service and price makes customers willing to recommend the place to friends or family.

1. Quality of Service

Table 5. Frequency Distribution of Service Quality Variables (X)

NO	Items	Frequency (F) and percentage (%)												Mean
		STS (1)		TS (2)		N (3)		S (4)		SS (5)		Amount		
		F	%	F	%	F	%	F	%	F	%	F	%	
1.	X1	1	2,0	2	3,9	3	5,9	23	45,1	22	43,1	51	100%	4,24
2.	X2	0	0	2	3,9	7	13,7	23	45,1	19	37,1	51	100%	4,16
3.	X3	0	0	0	0	4	7,8	25	49,0	22	43,1	51	100%	4,35
4.	X4	0	0	2	3,9	6	11,8	22	43,1	21	41,2	51	100%	4,22
5.	X5	0	0	2	3,9	5	9,8	27	52,9	17	33,3	51	100%	4,16
6.	X6	0	0	1	2,0	5	9,8	26	51,0	19	37,3	51	100%	4,24
7.	X7	0	0	1	2,0	3	5,9	24	47,1	23	45,1	51	100%	4,35
8.	X8	1	2,0	1	2,0	5	9,8	25	49,0	19	37,3	51	100%	4,18
9.	X9	0	0	0	0	9	17,6	24	47,1	18	35,3	51	100%	4,18
10.	X10	0	0	0	0	6	11,8	22	43,1	23	45,1	51	100%	4,33

Source: Processed Primary Data, 2024

In the table provided, it is evident that feedback on service quality was collected from 51 respondents. The calculations revealed that the highest average ratings were received for X.3 and X.7, both with a mean value of 4.35. 25 respondents agreed with X.3, while 24 respondents supported X.7.

2. Consumer Satisfaction

Table 6. Frequency Distribution of Consumer Satisfaction Variables (Y)

No	Items	STS (1)		TS (2)		N (3)		S (4)		SS (5)		Amount		Mean
		F	%	F	%	F	%	F	%	F	%	F	%	
1.	Y1	0	0	0	0	4	7,8	24	47,1	23	45,1	51	100%	4,37
2.	Y2	0	0	0	0	4	7,8	28	54,9	19	37,3	51	100%	4,29
3.	Y3	0	0	0	0	6	11,8	22	43,1	23	45,1	51	100%	4,33
4.	Y4	0	0	1	2,0	5	9,8	22	43,1	23	45,1	51	100%	4,31

Source: Processed Primary Data, 2024

In the table above, it can be seen that from 51 respondents, respondents' assessments were obtained regarding consumer satisfaction. The calculation results that have the highest mean value are Y.1 with a value of 4.37 which is dominated by 23 respondents who strongly agree.

3. Partial Test (t-test)

The t-test is carried out to determine the significance of the relationship between variable X and variable Y. Decision-making is done by looking at the significance value in the Coefficient table. Usually, the basis for testing regression results is carried out with a confidence level of 95% or with a significance level of 5% (α = 0.05). To explain the relationship between the regression results obtained, the regression results will be tested using the t-test with a confidence level of 95% (α=0.05), a variable that is said to be influential if the significance value obtained is smaller. Of (>0.05). The results of the t-test on the regression equation are as follows.

Table 7. Partial Test Results (t-Test)

Coefficients					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,475	1,475		1,678	,100
	Quality of service	,206	,041	,510	5,022	<,001
a. Dependent Variable: Consumer satisfaction						

Source: Processed Primary Data, 2024

In Table 7, the statistical test for the service quality variable resulted in a T$hitung$ value of 5.022 and a significant level of 0.001. With a significance level of 5%, the critical T-value is 2.010, and the degrees of freedom (df) is 48 (calculated as n-k-1, where n=51 and k=2). Since the obtained T$hitung$ value of 5.022 is greater than the critical T-value of 2.010 and the significant level of 0.001 is less than 0.05, we accept the alternative hypothesis (H1). This implies that there is a significant influence of service quality on consumer satisfaction at The Drip Coffee & Cafe in Soppeng Regency.

Service quality has a positive and significant effect on consumer satisfaction at The Drip Coffee & Cafe, Soppeng Regency. This can be seen from the results of data processing where the variable coefficient value is 0.206 with a significant value of 0.001 < 0.05. Also proven by the value of T$hitung$ 5.022 >, T$tabel$ 2.010.

This means, in every service provided by The Drip Coffee & Cafe, for example, friendliness, even when consumers have requests regarding orders or information, employees at The Drip Coffee & Cafe can serve them well, then consumer satisfaction increases because consumers feel satisfied and happy with the quality of existing services.

The results of this research are in line with (Umbase et al, 2022) that service quality has a positive and significant effect on consumer satisfaction at the Senyawa Coffee Shop in Manado.

CONCLUSION

After conducting data analysis and hypothesis testing on "The Influence of Service Quality and Price Perception on Consumer Satisfaction at The Drip Coffee & Cafe, Soppeng Regency," it can be concluded that service quality has a positive and significant effect on consumer satisfaction at The Drip Coffee & Cafe, Soppeng Regency. This indicates a unidirectional relationship between service quality variables and consumer satisfaction.

Based on the results of the research, discussion, and conclusions above, the author provides suggestions, namely, for companies, service quality has the most dominant influence on consumer satisfaction at The Drip Coffee & Cafe, Soppeng Regency. So that consumers at The Drip Coffee & Cafe continue to increase, it is hoped that The Drip Coffee & Cafe will continue to improve the quality of its service. So that by increasing the quality of service, consumers will not be disappointed and consumers will feel satisfied. The Drip Coffee & Cafe should provide staff training to provide friendly and efficient service and maintain a clean and comfortable cafe environment. In this case, customers will feel satisfied and appreciated, which ultimately increases their loyalty.

The author also suggests that The Drip Coffee & Cafe create and share interesting and informative content, this makes consumers feel emotionally connected. The content increases consumer trust, interest, and engagement. This not only entertains them but also builds a sense of pride, loyalty, and satisfaction towards the café.

REFERENCES

Abdunnashir, F. F. (2023). *Pengaruh Kualitas Pelayanan, Lokasi, Dan Harga Terhadap Kepuasan Konsumen Bento Kopi Yogyakarta*.

Arif, D., & Ekasari, R. (2020). *Pengaruh Kualitas Pelayanan , Harga , dan Suasana*. *3*(2), 139–146.

Fauzi, F. C. (2022). *Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen Pada Blanco Coffee*.

Gandhy, K., & Safrianto, A. S. (2020). Pengaruh Kualitas Layanan Dan Harga Terhadap Kepuasan Pelanggan Coffee Shop San9a Galaxy. *Jurnal Ekonomi Dan Industri*, *21*(3), 42–49.

Pitriani, W. A. (2019). Pengaruh Persepsi Harga, Kualitas Pelayanan Dan Suasana Cafe

Terhadap Keputusan Pembelian (Studi Pada Konsumen Geprek King Bandar Lampung).

Ratu Syifa Nabila Khansa. (2020). *Pengaruh Kualitas Pelayanan, Fasilitas Dan Promosi Terhadap Kepuasan Konsumen Pada Rockstar GYM.*

Siahaan, R Fernando. "Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Persepsi Harga terhadap Kepuasan Konsumen." Skripsi, Program Studi Manajemen Sekolah Tinggi Ilmu Ekonomi Yayasan Keluarga Pahlawan Negara. 2023.

Umbase, C. Z. (2022). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan pada Kedai Kopi Senyawa di Manado. *Productivity*, *3*(4), 394.

Utama, A. (2020). Analisis Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Pada Coffe Shop Di Kota Surakarta. *Corporate Governance (Bingley)*, *10*(1), 54–75.

Wahyuningsih, N. (2022). *Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Pada PT. JNE (Studi Kasus Di Kota Mataram).*