THE INFLUENCE OF SERVICE QUALITY, FOOD QUALITY, AND PRICE TOWARD CUSTOMER SATISFACTION AT COFFEE LOCA MEDAN

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ABSTRACT

Customer satisfaction is a critical component in guaranteeing the restaurant's long-term sustainability. The data acquired from Coffee Loca demonstrates that it is unable to sustain the stability of its number of customers, indicating that customer satisfaction at Coffee Loca is insufficient. As a result, Coffee Loca must enhance all factors that might affect customer satisfaction, including service quality, food quality, and price. The objective of this research is to analyze the influence of service quality, food quality, and price on customer satisfaction at Coffee Loca. The population of this research is 163 customers of Coffee Loca. Convenience sampling is utilized, and the number of samples obtained is 116 respondents. The multiple linear regression approach is used to analyze the data. All hypotheses proposed in this research are accepted. The result of the analysis shows that service quality has a significant positive influence on customer satisfaction, food quality has a significant positive influence on customer satisfaction, the price has a significant positive influence on customer satisfaction, and service quality, food quality, and price have a positive and significant influence on customer satisfaction simultaneously. In terms of service quality, it is recommended that Coffee Loca improves its serving time and accuracy, provides kids-friendly food, and trains its employees regarding their menus and hygiene. In terms of food quality, it is recommended that Coffee Loca serves food with an appetizing shape, color, and taste. In terms of price, it is recommended that Coffee Loca improves its price competitiveness.

Keywords: Service Quality, Food Quality, Price, Customer Satisfaction

1. INTRODUCTION

According to Amalia (2018), the restaurant business is one of the most popular among the general population since, in addition to earning significant profits, food is a basic requirement for everyone. Amalia (2018) also stated that aside from the benefits of the restaurant business, another factor that encourages entrepreneurs to enter the restaurant business is a shift in people's lifestyles, where they have begun to open up and are becoming accustomed to eating outside the home because they are used as a means of refreshing, both with family and relatives, and this has resulted in the increasing of the restaurant business, making competition in the industry more intense. Because of the extremely competitive and continuously changing market climate in the restaurant sector, restaurant managers are constantly looking for the best approach to create and increase customer satisfaction in order to stay in business, and building customer satisfaction is now seen as a key priority for the business's development and performance (Sianipar, 2020). According to Wijaya (2017), every restaurant business must have an advantage in order to thrive in the middle of the present competition, and the existence of customer satisfaction will allow the restaurant business to thrive. Customer satisfaction contributes to some crucial factors, including boosting customer loyalty, improving business reputation, decreasing price elasticity,

lowering future transaction costs, and increasing employee efficiency and productivity (Winardi, 2016).

The research object of this thesis is Coffee Loca, a local restaurant located at Jalan T. Amir Hamzah No.48, Medan, Sumatra Utara. Coffee Loca started its business in 2017 and focuses its business on the food and beverage industry by serving a variety of Nusantara and Western food and beverages. Following is the data of the average number of Coffee Loca customers from 2017 to 2020 acquired from Coffee Loca.

Table 1.1. Average Number of Coffee Loca Customers from 2017 to 2020

Year	Daily Average Number of Customers	Monthly Average Number of Customers
2017	130	3,900
2018	120	3,600
2019	180	5,400
2020	90	2,700

Source: Coffee Loca (2021)

Table 1.1 above shows the average number of Coffee Loca customers from 2017 to 2020. In 2018, Coffee Loca lost an average of 10 customers daily compared to 2017. Meanwhile, in 2019, Coffee Loca gain an average of 60 customers daily compared to 2018. However, in 2020, Coffee Loca lost an average of half or around 90 customers daily compared to 2019. This data shows that the average number of Coffee Loca customers is very volatile. Based on the data obtained and theories suggesting that customer satisfaction is crucial in the continuity of a restaurant business, the writer decided to conduct this research which focuses on customer satisfaction at Coffee Loca. As mentioned above, one of the indicators of customer satisfaction is repurchase intention, which means that satisfied customers will revisit the restaurant and repurchase. Losing customers means that the customers lost are not satisfied and do not have the intention to revisit the restaurant and make another purchase. Based on a preliminary interview with the owner of Coffee Loca, Wilson Houryansa, one of the main concerns of Coffee Loca is also customer satisfaction. Therefore, it can be concluded that the customer satisfaction in Coffee Loca is not good as Coffee Loca is not able to maintain the number of customers' stability.

The capacity to manage customer satisfaction and develop customer loyalty appears to be critical in enhancing restaurant competitiveness and this is why policymakers must address the major elements that can have a substantial influence on customer satisfaction and restaurant success (Sianipar, 2020). In general, customer satisfaction is linked to two major factors: customer evaluation of product or service quality and customer impression of contact with service providers (Dapkevicius & Melnikas, 2009, as cited in Sianipar, 2020). According to Bitner and Zeithaml (2003) in Wijaya (2017), satisfaction is a much broader term that is influenced by various aspects. Service quality, food quality, and price are factors that might influence customer satisfaction (Setiawan, 2012, as cited in Wijaya, 2017; Kristanto, 2019).

According to Amalia (2018), customer satisfaction and service quality are inextricably linked, and therefore, restaurants must discover strategies to maintain and improve service quality. In essence, because of its direct link with customer satisfaction, desired service quality is a deciding element for business success (Parasuraman et al., 1985, as cited in Mayliza, 2020). There is a phrase, the customer is king, which indicates that the customer must be serviced in the same manner as the king (Wijaya, 2017). Businesses with

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superior service quality have high levels of customer satisfaction and excellent word-of-mouth (Gilbert & Veloutsou, 2006, as cited in Mayliza, 2020). Meanwhile, bad service quality will dissatisfy customers and urge them to visit other restaurants (Amalia, 2018). As stated in Kristanto (2019), service quality may be accomplished through fulfilling customer requirements and wishes, as well as delivering on time to meet customer expectations. According to Wijaya (2017), Amalia (2018), Kristanto (2019), Mayliza (2020), as well as Sofiah and Ekowati (2021), there are five basic dimensions of service quality, namely tangibles, reliability, responsiveness, assurance, and empathy. According to Qin (2009) in Suryandriyo (2018), service quality is often based on customer ratings concerning the overall excellence or superiority of the services supplied. So, in essence, service quality has a significant influence on and is connected to customer satisfaction (Qin, 2009, as cited in Suryandriyo, 2018). Several studies based on data from The European Customer Satisfaction Index and The American Customer Satisfaction Index believe service quality to be one of the factors significantly influencing customer satisfaction (Suryandriyo, 2018).

According to Amalia (2018), food quality can also influence customer satisfaction. It is clear that the food served is the primary reason why customers visit a restaurant and they are likely to be interested in the food quality provided by the restaurant, and as a result, a restaurant must have a decent food quality and be in agreement with the preferences or expectations of customers in order to satisfy them (Amalia, 2018). The indicators that can be used to assess food quality consist of color, appearance, shape, temperature, fragrance, and taste (Amalia, 2020; Sofiah & Ekowati, 2021). According to Namkung and Jang (2007) in Sianipar (2020), food quality is a critical element that influences overall evaluations of customer impressions of restaurants and repurchase intentions. According to Ryu, Lee, and Kim (2012) in Sianipar (2020), restaurant food quality is an important predictor of customer satisfaction. According to Zhang (2013) in Suryandriyo (2018), food quality is arguably the most essential of all components of a full-service restaurant in terms of customer satisfaction because restaurants are believed to be in the business of selling food. Food quality is significant because perceived food quality or deliciousness has been identified as one of the factors that might lead to customer satisfaction (Ramanathan, 2015, as cited in Suryandriyo, 2018).

Price, on the other hand, is another element that might influence customer satisfaction in addition to service and product quality (Kristanto, 2019). The price represents the value of the buyer-seller agreement on a product or service, and it is also utilized to accomplish particular goals and market implementation (Wiyadi, 2011, as cited in Sofiah & Ekowati, 2021). Customer satisfaction is influenced by pricing perceptions, according to Zeithaml, Bitner, and Gremler (2009) in Kristanto (2019). The customer will be happy if he or she has a high price perception, in the sense that the products and services offered may deliver greater advantages than the prices spent by the customer (Kristanto, 2019). Customers use price to assess the degree of quality given by a product or service and customers are always looking for affordable pricing with great quality (Sofiah & Ekowati, 2021). The price of a service is an essential factor in expressing its quality, which in this case, customers will be satisfied if the food they purchase is of high quality and the pricing is reasonable (Amalia, 2018). Furthermore, the perception of affordable prices has a beneficial influence on the relationship between restaurants and customers (Beristain & Zorrilla, 2011, as cited in Sianipar, 2020). The price variable can be measured from several indicators consisting of price-quality ratio, price competitiveness, and perceived price (Kristanto, 2019; Sofiah & Ekowati, 2021). Because of its potential to attract or repel

customers, the price variable is very important in measuring customer satisfaction (Ramanathan, 2015, as cited in Suryandriyo, 2018).

From the theories stated above, it can be concluded that service quality, food quality, and price significantly influence customer satisfaction. Based on the preliminary interview with the owner of Coffee Loca, it is also found that service quality, food quality, and price have the most significant influence on customer satisfaction (Kwosierra & Houryansa, 2021). From the phenomenon mentioned before, the data obtained from Coffee Loca shows that it is not able to maintain its number of customers' stability, which shows that the customer satisfaction in Coffee Loca is not good enough. Therefore, Coffee Loca must improve all aspects that can influence customer satisfaction, which means service quality, food quality, as well as price. According to a preliminary interview with the owner of Coffee Loca, the owner also mentioned that the main concern of Coffee Loca is service quality, food quality, and price, which the owner thinks has the most significant influence on Coffee Loca's business (Kwosierra & Houryansa, 2021).

According to preliminary observation done by the writer, the service quality of Coffee Loca is not good. When guests enter Coffee Loca, there is no greeting from the waiter/waitress. Guests need to search for their seats and no waiter/waitress is assigning the guests to their seats. The menu book will be brought over by the waiter/waitress after the guest is seated, but sometimes, guests should ask for the menu book. The waiter/waitress will come to the guests if the guests ask for ordering or billing. Guests need to wait for a long time until the food is served. Here is the comparison between the service quality of Coffee Loca with the service quality of three other restaurants that serve almost the same menus with Coffee Loca, namely Garpoo Cafe (Jl. Mayjen D.I Panjaitan No.185, Medan), Lekker Urban Food House (Jl. Candi Borobudur No.14 A, Medan), and Willis Cafe (Jalan M.H Thamrin No.4, Medan).

According to preliminary observation done by the writer, the food quality of Coffee Loca is average. The taste of the food is good, but the portion size of the food is not consistent, and the food served is different from the descriptions and images in the menu book. Here is the comparison between the food quality of Coffee Loca with the food quality of three other restaurants that serve almost the same menus as Coffee Loca, namely Garpoo Cafe, Lekker Urban Food House, and Willis Cafe.

Here is the comparison between the price of five bestseller food served by Coffee Loca with the price of the same type of food served by three other restaurants that serve almost the same menus with Coffee Loca, namely Garpoo Cafe, Lekker Urban Food House, and Willis Café.

Table 1.2. Price Comparison

Coffee Loca	Garpoo Café	Lekker Urban Food House	Willis Cafe
Aglio olio 54.000	aglio olio 50.000	Spaghetti Aglio Olio tumisan spaghetti dengi sapi/ayam 40.000	Spaghetti Aglio Olio Spaghetti with squid and 28.000 35.000
Bolognese 54.000	bolognise 50.000	Spaghetti Bolognese 46.000	Spaghetti Bolognese Spaghetti with Bolognes 28.000 35.000
Fish & Chips 46.800	This restaurant does not serve this menu.	Fish & Fries 48.000	Fish n Chips Fresh fried Dori Fish French Fries 32.000 40.000
French fries 26.400	kentang goreng 25.000	French Fries 32.000	French Fries French Fries Original v 16.000 20.000
Salted egg chicken 42.000	Rice bowl ayam salted egg 32.000	This restaurant does not serve this menu	Chicken Salted Egg Rice Bowl Nasi, Chicken Salted Egg, Telur Mata Sapi, Timun 26.000 32.500

Source: GrabFood (2021)

Table 1.2 above shows that the price of the bestseller food served by Coffee Loca is mostly more expensive than the three other restaurants. This indicates that Coffee Loca does not fulfill one of the indicators of price, which is price competitiveness. Here is the comparison between the food quality of Coffee Loca with the food quality of three other restaurants that serve almost the same menus as Coffee Loca, namely Garpoo Cafe, Lekker Urban Food House, and Willis Cafe.

Therefore, based on the phenomena mentioned, the writer wanted to figure out whether service quality, food quality, and price would have a significant influence on customer satisfaction at Coffee Loca and the writer would write the research entitled "The Influence of Service Quality, Food Quality, and Price towards Customer Satisfaction at Coffee Loca Medan." It is hoped that this research would be able to deliver positive results in improving customer satisfaction so that the business can meet its objectives.

2. LITERATURE REVIEW

2.1. Service Quality
2.1.1. Definition of Service Quality

Service is an action that generates advantages by implementing improvements that customers desire so that services give their value to customers (Wijaya, 2017).

Tjiptono (2014) in Amalia (2018), defines service quality as efforts to fulfill customer wants and aspirations, as well as the provision of delivery to meet customer expectations.

2.1.2. Indicators of Service Quality

According to Wijaya (2017), Amalia (2018), Kristanto (2019), Mayliza (2020), as well as Sofiah and Ekowati (2021) there are five main indicators to measure service quality. The main indicators include:

1. Reliability refers to the capacity to perform the promised services consistently and correctly. In a broad sense, reliability indicates that the business follows through on its commitments about supply, problem resolution, and price. When it comes to the restaurant business, reliable employees are those that are always on time when it comes to serving food menus based on customer requests.

2. Responsiveness, is defined as the awareness and willingness to assist customers and deliver services as fast as possible. When dealing with customer requests, inquiries, and complaints, this dimension stresses attentiveness and promptness. For example, when it comes to restaurant services, customers do not have to wait long for service.

3. Assurance, namely knowledge, politeness, and employees' capacity to instill confidence and trust. This dimension may be particularly essential in services that demand a high level of trust for customers to feel safe and secure.

4. Empathy includes care and personal attention. The essence of the empathy dimension is demonstrating to customers that they are special and that their needs may be met through the services provided.

5. Tangible, namely certain installed physical facilities, equipment, employees, and materials. This dimension specifies the physical appearance and service that customers will obtain. As a result, the business must leave a favorable impression on the quality of services offered without raising customer expectations too high. This covers the physical environment, such as the exterior and interior of the building, as well as the look of tidy and attractive employees when delivering services. Employees in restaurants, for example, wear nice uniforms, and all eating utensils, such as plates and bowl, are properly placed and clean.

2.2. Food Quality
2.2.1. Definition of Food Quality

Product quality, according to Kotler and Armstrong (2012) in Amalia (2018), is a feature of products and services that are capable of carrying promises or insertions to satisfy customer demands. The quality of food products is discussed in this research. Food Quality is essentially defined as the quality of food and beverages supplied to customers.

Food quality, according to Knight and Kotschevar (2009) in Amalia (2018), is a degree of consistency in menu quality that is accomplished by defining a product standard and then checking the points that must be managed to see the quality attained.

2.2.2 Indicators of Food Quality

In serving food, a business must pay attention to several indicators of food quality. The indicators of quality food according to Auliya and Aprilia (2017), Amalia (2020), and Sofiah and Ekowati, (2021), is as follows:

1. Color
   The colors of the food ingredients must be matched such that they do not appear pale or that the colors do not clash. Color combinations can increase customer appetite.
2. Appearance

Food should appear appealing on the platter, which is an essential consideration. The freshness and cleanliness of the food presented is an essential example that will influence whether the food is good to eat or not.

3. Shape

The shape of the food is essential in catching the attention. By cutting various food ingredients, interesting shapes of food may be created.

4. Temperature

Customers enjoy the temperature difference acquired from one food to the next. Temperature can also influence flavor.

5. Fragrance

Aroma is a food response that influences customers before they eat it.

6. Taste

The tongue's taste point is the capacity to sense the fundamentals, notably sweet, sour, salty, and bitter. In certain food, these four tastes are mixed to create a new and fascinating flavor to savor.

2.3. Price
2.3.1. Definition of Price

According to Laksana (2008) in Wijaya (2017), price is the quantity of money required in exchange for goods and services. Daryanto (2013) in Wijaya (2017) defines price as the amount of money charged for a product or a set of values that customers trade for the advantages of getting or utilizing the product.

2.3.2. Indicators of Price

Price indicators according to Kristanto (2019) and Sofiah and Ekowati (2021) are as follows:

1. Price Quality Ratio

The price-quality ratio is a comparison between service quality to monetary costs. This indicator is derived from a cost-benefit analysis of a product or service.

2. Price Competitiveness

Competitive pricing is the process of determining strategic price points in order to best capitalize on a product or service-based market compared to competitors.

3. Perceived Price

Perceived price is the customer's subjective assessment of what is given up or sacrificed in order to obtain the goods. Customers do not always recall or know the real price of a product, but instead, subjectively encode the costs as "expensive" or "cheap." This indicator implies whether the price offered is commensurate with what is obtained.

2.4. Customer Satisfaction
2.4.1. Definition of Customer Satisfaction

Customer satisfaction is the business's success; long-term profit is decided by fulfilling customer wants and desires, which will lead to future repeat purchases, and is attained when a business can meet the requirements and wants of an item or product (Amalia, 2018). Customer satisfaction is defined as a psychological condition that assesses a customer's perception of what is truly expected of them and what they receive (Bei & Chao, 2001, as cited in Mayliza, 2020).

Customers can experience one of three degrees of general satisfaction: if performance falls short of expectations, they will be dissatisfied; if performance meets

expectations, they will be satisfied; and if performance surpasses expectations, they will be extremely satisfied, glad, or joyful (Sofiah & Ekowati, 2021).

2.4.2. Indicators of Customer Satisfaction

The indicators of customer satisfaction include: (a) overall satisfaction (Wijaya, 2017; Sofiah & Ekowati, 2021) and (b) repurchase intention (Amalia, 2018; Kristanto, 2019; Sofiah & Ekowati, 2021). Overall satisfaction is a measure of a customer's satisfaction with the entire establishment (Wijaya, 2017). Repurchase intention is a customer's choice to repurchase certain items or services after contemplating the potential consequences, which are influenced by the amount of preference for the product (Rahmawati et al., 2018).

2.5. Research Model

2.5.1. The Influence of Service Quality towards Customer Satisfaction

Customer satisfaction is positively influenced by service quality and this indicates that the higher the quality of service offered, the more satisfied customers will be. Because service quality is a way to create customer satisfaction, achieving high service quality would stimulate the establishment of customer satisfaction (Amalia, 2018). According to Bei and Chao (2001) in Mayliza (2020), excellent service quality leads to customer satisfaction, and customer satisfaction leads to better service quality. Hence, the following hypothesis is proposed:

H_1 : Service quality has a significant positive influence on customer satisfaction at Coffee Loca.

2.5.2. The Influence of Food Quality on Customer Satisfaction

Food quality is acknowledged as a crucial component in the functioning of any restaurant, and it has a major influence on customer satisfaction and future purchase intent (Namkung & Jang, 2007, as cited in Sianipar, 2020). According to Peri (2006) in Sianipar (2020), food quality is a crucial factor that restaurants must provide in order to fulfill the demands and satisfaction of their customers. Hence, the following hypothesis is proposed:

H_2 : Food quality has a significant positive influence on customer satisfaction at Coffee Loca.

2.5.3. The Influence of Price on Customer Satisfaction

Ramanathan (2015) in Suryandriyo (2018) found pricing as a factor that influences customer perceptions of restaurant performance. Herrmann, Xia, Monroe, and Huber (2007) in Sianipar (2020) as well as Kaura (2012) in Sianipar (2020) also found that price has a significant positive influence on customer satisfaction. Hence, the following hypothesis is proposed:

H_3 : Price has a significant positive influence on customer satisfaction at Coffee Loca.

2.5.4. The Influence of Service Quality, Food Quality, and Price towards Customer Satisfaction

Lupiyoadi (2008) in Amalia (2018) mentions the main factors that influence customer satisfaction include service quality, food quality, and price. According to Kristanto (2019), several factors such as service quality, product quality, and price are positively related and can affect customer satisfaction. Hence, the following hypothesis is proposed:

H_4 : Service quality, food quality, and price have a significant positive influence on customer satisfaction at Coffee Loca simultaneously.
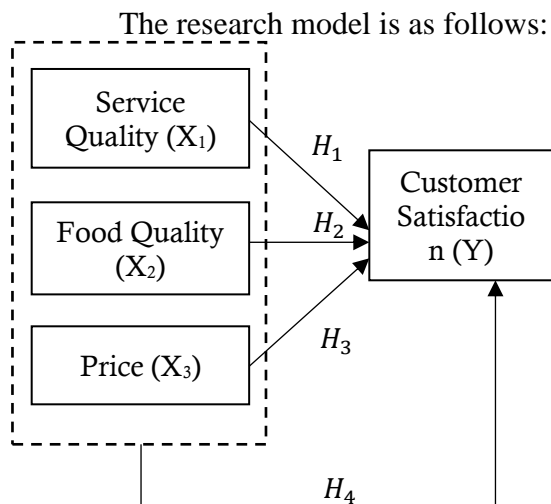
The research model is as follows:

Figure 2.1 Research Model

3. METHODOLOGY

3.1. Population and Sample

The population of this research is all customers of Coffee Loca from July 2021 to October 2021, which amounted to 163 customers.

The sample size in this research is calculated with Slovin's Formula. The level of confidence used in this research is 95%, which indicates that the error tolerance is 5% or 0.05. Therefore: $n = \frac{163}{1+(163)(0.05^2)}$

$$n = \frac{163}{1 + (163)(0.0025)}$$
$$n = \frac{163}{1 + 0.4075}$$
$$n = \frac{163}{1.4075}$$
$$n = 115.80 \approx 116$$

Using this formula, the resulting n is 115.80, which is rounded to 116. This research must collect data from a sample size of 116 respondents.

3.2. Data Collection Method

The source of primary data in this research is a questionnaire. Secondary data are collected from books, journals, and online articles.

3.3. Multiple Linear Regression Analysis

Multiple linear regression analysis, according to Sugiyono (2010) in Kristanto (2019), is used to forecast how the condition of the dependent variable would change if two or more independent variables as predictor factors are removed. If there are at least two independent variables, multiple regression analysis can be performed. The regression equations for the three independent variables are as follows (Sugiyono, 2010, as cited in Kristanto, 2019):

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Where:

Y = customer satisfaction
a = constant
b_1, b_2, b_3 = variable coefficient
X_1 = service quality
X_2 = food quality
X_3 = price

4. RESULTS AND DISCUSSION

4.1. History of Coffee Loca

Coffee Loca was established in 2017. Coffee Loca was formerly known as Warung Hangout, but due to lack of experience and sufficient human resources, the business of Warung Hangout failed and was changed into Coffee Loca. Coffee Loca was established because the results of research conducted in the market prove that the coffee shop business is very promising. the coffee shop business just started growing rapidly three to five years ago so that it can be categorized as a trend that can be sustainable and has very good business potential.

4.2. Result of Multiple Linear Regression Analysis

Because there are three independent variables in this research, multiple linear regression analysis will be utilized as the regression equation. This analysis is performed to determine if the value of the dependent variable will change if the value of the independent variable changes. The result of multiple linear regression analysis is as follows:

Table 4.1. Multiple Linear Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	-3.132	2.217	
Service Quality	0.204	0.038	0.356
Food Quality	0.311	0.080	0.290
Price	0.591	0.131	0.328

Source: Data processing result (SPSS 22, 2021)

Based on the data in the table above, the regression equation is as follows:

$Y = -3.132 + 0.204X_1 + 0.311X_2 + 0.591X_3$

The following is the description of the regression equation:

1. Constant (a) = -3.132

   It indicates that if service quality, food quality, and pricing are all zero, customer satisfaction will be -3.132.

2. Coefficient of Variable X_1 (b_1) = 0.204

   It indicates that if service quality improves by one unit, customer satisfaction rises by 0.204 units, which means that service quality has a positive influence on customer satisfaction.

3. Coefficient of Variable X_2 (b_2) = 0.311

   It indicates that if food quality improves by one unit, customer satisfaction rises by 0.311 units, which means that food quality has a positive influence on customer satisfaction.

4. Coefficient of Variable X_3 (b_3) = 0.591

   It indicates that if price improves by one unit, customer satisfaction rises by 0.591 units, which means that price has a positive influence on customer satisfaction.

According to the description above, if the company improves its service quality, food quality, and price, it may result in greater levels of customer satisfaction. In improving the service quality, the restaurant could consider serving their food in a shorter period of waiting time to ensure that customers do not have to wait too long for the food they ordered. In improving the food quality, the restaurant could consider shaping each component of their food so that the food looks attractive and appetizing to the customers. In improving the price, the restaurant could consider setting their prices to ensure that their prices are better than the prices offered by other restaurants.

4.2.1. Result of Coefficient of Determination Test (R^2)

Coefficient of determination analysis is to determine how much influence the independent variable has on the dependent variable, which is generally expressed as a percentage (%). The coefficient of determination analysis is as follows:

Table 4.2. Coefficient of Determination Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.802ᵃ	0.643	0.633	1.674
a. Predictors: (Constant), Price, Food Quality, Service Quality				

Source: Data processing result (SPSS 22, 2021)

According to the calculation above, the coefficient of determination is 63.3%, indicating that 63.3% of the factors that influence customer satisfaction are service quality, food quality, and price, while the remaining 36.7% is influenced by other factors not examined in this research.

4.2.2. Result of Partial Test

The t-test is used to evaluate the influence of the independent variables on the dependent variable while assuming that all other variables remained constant. The t-test essentially indicates how far one independent variable alone can explain the variation of the associated variables with a significant level (α) of 5% or 0.05. The t-test is used to determine which of the hypothesis will be chosen as follows:

Table 4.3. t-Test

Coefficients[a]

Model		t	Sig.
1	(Constant)	-1.413	0.161
	Service Quality	5.304	0.000
	Food Quality	3.870	0.000
	Price	4.523	0.000

Source: Data processing result (SPSS 22, 2021)

The table above shows that
1. The service quality variable t_{count} (5.304) is larger than the t_{table} (1.981) and the Sig t (0.000) is larger than the α (0.05), indicating that $Ha1$ with the statement "Service quality has significant positive influence towards customer satisfaction at Coffee Loca" is accepted.
2. The food quality variable t_{count} (3.870) is larger than the t_{table} (1.981) and the Sig t (0.000) is larger than the α (0.05), indicating that $Ha2$ with the statement "Food quality has significant positive influence towards customer satisfaction at Coffee Loca" is accepted.
3. The price variable t_{count} (4.523) is larger than the t_{table} (1.981) and the Sig t (0.000) is larger than the α (0.05), indicating that $Ha3$ with the statement "Price has significant positive influence towards customer satisfaction at Coffee Loca" is accepted.

4.2.3. Result of Simultaneous Test

F test is used to assess the simultaneous influence of independent variables on the dependent variable. The regression equation model is included in the acceptable criteria if the independent variable has a simultaneous influence on the dependent variable. The F test is as follows:

Table 4.4. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	564.008	3	188.003	67.126	0.000[b]
	Residual	313.682	112	2.801		
	Total	877.690	115			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Price, Service Quality, Food Quality						

Source: Data processing result (SPSS 22, 2021)

The table above shows that the value of F_{count} (67.126) is more than F_{table} (2.69) and the $sig\ F$ (0.000) is less than α (0.05), indicating that $Ha4$ with the statement "Service quality, food quality, and price have a significant positive influence towards customer satisfaction at Coffee Loca simultaneously" is accepted.

The results of this research is in accordance with the research conducted by Lupiyoadi (2008) in Amalia (2018), Kristanto (2019), Parasuraman, Zeithaml, and Berry (1994) in Mayliza (2020), as well as Qin (2009) in Suryandriyo (2018) which stated that customer satisfaction is positively and significantly influenced by price, quality of food, and service factors (Qin, 2009, as cited in Suryandriyo, 2018). Furthermore, when high levels of customer satisfaction are achieved, customers will feel more comfortable, increasing the likelihood of them returning and repurchasing at the restaurant.

5. CONCLUSION AND RECOMMENDATIONS

Based on the data analysis and discussion, the following are the conclusion of the research:

1. Service quality has significant positive influence towards customer satisfaction at Coffee Loca.
2. Food quality has significant positive influence towards customer satisfaction at Coffee Loca.
3. Price has significant positive influence towards customer satisfaction at Coffee Loca.
4. Service quality, food quality, and price have a significant positive influence towards customer satisfaction at Coffee Loca simultaneously.

Based on the findings of the research, the writer has made the following recommendations as follows:

1. For the service quality, the writer suggests that the company consider improving it because it has a significant positive influence on customer satisfaction. For the indicator of reliability, the writer suggests that the company serves food in accordance to the description on the menu. For the indicator of responsiveness, the writer suggests that the company provides promptly served food. For the indicator of assurance, the writer suggests that the company provides its employees with training and information regarding their available menus. For the indicator of empathy, the writer suggests that the company provides more kids-friendly food. For the indicator of tangible, the writer suggests that the company provides training to its employees regarding hygiene and sanitation and provides sufficient cleaning supplies.
2. For the food quality, the writer suggests that the company consider improving it because it has a significant positive influence on customer satisfaction. The writer advises that the company provides food with the interesting and appetizing shape of components in it and provides training to its kitchen employees regarding food presentation. The company needs to provide food with eye-catching and appetizing color. In addition, the company can run a taste-test by experts before serving the menus and provides the kitchen employees sufficient training in food production.
3. For the price, the writer suggests that the company consider improving it because it has a significant positive influence on customer satisfaction. The writer recommends the company to improve its pricing in order to be able to compete with the pricing of its competitors.

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