
The Effect of Price, Product Quality, and Service Quality on Consumer Satisfaction of Coffee Drink Products at Tilasawa Coffee Roaster

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Abstract:

The purpose of this study is 1) To identify the characteristics of respondents of coffee beverage products at Tilasawa Coffee Roaster. 2) To identify the average score of respondents' answers to the variables that affect consumer satisfaction of coffee beverage products at Tilasawa Coffee Roaster. 3) To analyze the effect of price, product quality and service quality on consumer satisfaction of coffee beverage products at Tilasawa Coffee Roaster. This study uses a quantitative approach with a descriptive research type, the determination of the location is determined by the purposive method and the method of selecting respondents using accidental sampling. The number of participants involved is 40 respondents. The data analysis technique used is descriptive analysis and multiple linear regression. The results of the study show that 1) The characteristics of respondents of coffee beverage products at Tilasawa Coffee Roaster are dominated by female gender, the age of respondents is dominated by 17-21 years old, the domicile or place of residence of respondents in this study is dominated by Yogyakarta, the last education of respondents is dominated by taking their last education at the high school level (SMA) and the occupation is dominated by students or college students. 2) The average score of respondents' answers on the price variable (X^1), product quality variable (X^2), service quality (X^3) and consumer satisfaction (Y) are included in the satisfied category. 3) Price, product quality, and service quality have an individual and joint effect on consumer satisfaction of Tilasawa Coffee Roaster coffee beverage products.

Keywords: price, product quality, service quality, consumer satisfaction

INTRODUCTION

The phenomenon of drinking coffee in coffee shops has become a habit in several big cities, especially in the city of Yogyakarta. Coffee shops are a favorite place, especially for young people, to relax or gather with friends. This place offers a wide variety of coffee drinks that are often accompanied by snacks as a complement.

Generally, the younger generation prefers instant coffee or espresso-based drinks available at coffee shops, while older people tend to choose ground coffee or tubruk coffee as their favorite beverage (Haliza Maharani, 2024). The following table 1 presents data on the amount of coffee consumption per capita in the Special Region of Yogyakarta."

Regency	Average Consumption of Coffee Beverage Ingredients (tons/capita/week)				
	2019	2020	2021	2022	2023
Kulon Progo	0,064	0,066	0,078	0,079	0,117
Bantul	0,063	0,069	0,088	0,084	0,093
Gunung Kidul	0,047	0,051	0,06	0,074	0,093
Sleman	0,1	0,076	0,087	0,107	0,146
Kota Yogyakarta	0,05	0,049	0,041	0,031	0,035

Based on the data in Table 1.1, the average coffee consumption by people in Sleman Regency is one of the highest among other districts in the Special Region of Yogyakarta. This consumption has also increased every year for the past 5 years. The highest achievement was in 2023 with a percentage of 0.146%. The increase in coffee consumption in Sleman Regency over the past 5 years has occurred due to the high interest of the public in consuming coffee. The increase in coffee consumption also encourages coffee entrepreneurs to compete in meeting consumer demand. Therefore, they need to understand consumer preferences, one of which is by opening a coffee industry business.

One of the coffee industry, namely coffee shops, has become one of the business sectors that has grown rapidly in recent years in the Special Region of Yogyakarta, especially in Sleman Regency. The presence of coffee shops has become an important part because it is able to meet the needs of a modern lifestyle that prioritizes comfort, productivity, and social interaction. The high demand for coffee encourages entrepreneurs in Sleman Regency to open coffee shops or coffee shops. This encourages the establishment of hundreds of Coffee-Shops in Sleman with various concepts and variations of their offerings.

Consumer satisfaction is the main indicator of the success of a business. Various factors can affect the level of satisfaction, including price, product quality, and service quality. Price is one of the main considerations for consumers in choosing a product or service. Consumers tend to evaluate the suitability of prices with the value they get, so competitive prices and in accordance with product quality are important. In addition, product quality, particularly in the coffee industry, greatly determines the consumer experience. The taste of coffee, the freshness of the coffee beans, and the serving process are aspects that are very concerned. High quality will create a satisfying experience and encourage repurchases. Another factor that is no less important is the quality of service. Good service not only provides comfort but also builds an emotional relationship with consumers.

One of the many coffee shops in Sleman Regency is Tilasawa Coffee Roaster. Tilasawa Coffee Roaster is a coffee shop in the Manukan area, Depok, Sleman that has a minimalist concept. Not only is the place attractive, good service, complete facilities, and affordable prices are also the main attraction for visitors. The café provides a wide range of facilities, including WI-FI, air-conditioned rooms, outdoor areas, prayer rooms,

and ample parking areas. The menu offered includes various types of coffee and tea, as well as various dishes such as pasta, noodles, and light snacks. The menu price at Tilasawa ranges from IDR 15 thousand to IDR 30 thousand, with their mainstay coffee menu including coffee milk (3 variants), Killua Ice Coffee, Butterscotch Cream, and Screwpine Coffee. Based on online assessments, there were several complaints from consumers regarding their satisfaction with Tilasawa Coffee Roaster. These complaints include poor service quality, coffee taste that does not meet expectations, and inappropriate prices. Some menus are also sometimes unready or

unavailable. This causes inconvenience for consumers. These online consumer complaints include aspects of price, product quality, and service. These aspects need to be improved by Tilasawa Coffee Roaster in order to meet the needs and expectations of consumers. Thus, there is still a gap in information regarding the influence of price, product quality, and service quality on consumer satisfaction at Tilasawa Coffee Roaster, which needs to be further studied through this study. Therefore, the author conducted a study entitled "The Influence of Price, Product Quality, and Service Quality on Consumer Satisfaction of Coffee Drink Products at Tilasawa Coffee Roaster".

RESEARCH METHODS

This study uses a quantitative approach with a descriptive type of research, the determination of location is determined by the purposive method. and the method of taking respondents using accidental sampling. The determination of the number of samples in this study uses a formula based on Roscoe's theory with the number of participants involved as many as 40 respondents. The data analysis techniques used were descriptive analysis and multiple linear regression.

Descriptive Analysis

According to Sugiyono (2019), descriptive research is research conducted to determine the value of independent variables, either one or more variables (independent) without making comparisons, or connecting with other variables.

Regresi Linier Berganda

Multiple Linear Regression Analysis is a linearly relationship between two or more independent variables ($X_1, X_2, \dots, X_n$) with a dependent variable (Y). This analysis is to find out the direction of the relationship between independent variables and dependent variables whether each independent variable is positively or negatively related and to predict the value of the dependent variable, if the value of the independent variable increases or decreases. The data used is usually on an interval or ratio scale (Mutmainah, 2024).

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_nX_n + e$$

Keterangan :

Y = Consumer Satisfaction of Coffee Drink Products

X_1 = Coffee Drink Product Prices

X_2 = Coffee Drink Product Quality

X_3 = Quality of Service for Coffee Drink Products

a = Konstanta Regresi

b_1 = Variable Estimate Coefficient of Coffee Beverage Product Price

b_2 = Coefficient of Estimating Coffee Beverage Product Quality Variables

b_3 = Coefficient Estimate Variable Service Quality of Coffee Beverage Products

e = Disturbance term

RESULTS AND DISCUSSION

Characteristics	Kategori	Jumlah (orang)	Persentase (%)
Gender	Women	25	62,5
	Male	15	37,5
Age	17-21	26	65,0
	22-26	12	30,0
	27-30	2	5,0
Domicile	Yogyakarta	19	47,5
	Sleman	10	25,0
	Bantul	2	5,0
	Kulon Progo	1	2,5
	Bajarnegara	2	5,0
	Solo	1	2,5
	Semarang	1	2,5
	Bandung	1	2,5
	Purwokerto	1	2,5
	Karangmalang	1	2,5
	Pekanbaru	1	2,5
Final Education	Junior high school	5	12,5
	High school	27	67,5
	College	8	20,0
Jobs	Private	1	2,5
	Swasta	1	2,5
	Self-employed	3	7,5
	Student/College	35	87,5
Purchase Frequency	1	17	42,5
	2	16	40,0
	3	4	10,0
	Lebih dari 4 kali	3	7,5

Gender indicates that most of the respondents of Tilasawa Coffee Roaster are Female. This research is in line with the research of Azzahro et al. (2022), that women dominate coffee shop visitors and carry out various activities such as working, doing tasks, relaxing, and kongko (gathering). Their motivation is influenced by psychological factors (motivation, perception, experience) and culture (coffee drinking culture and social class). This phenomenon shows a change in women's behavior from drinking coffee at home to drinking coffee at a coffee shop as part of their lifestyle.

Age shows that most of the respondents of Tilasawa Coffee Roaster are 17-21 years old. This research is in line with research conducted by Aristawati et al. (2024) that Generation Z dominates cafes because they are a place to hang out or meet friends, make connections with new people or just be a place to entertain themselves after activities

Domicile shows that most of the respondents of Tilasawa Coffee Roaster are domiciled in Yogyakarta. This research is in line with the research of Imam et al. (2024) that consumers are more likely to choose coffee shops that are strategically located and easy to reach.

Respondents who live in Bandung often visit coffee shops because of the comfort of access and the atmosphere offered. This reflects that proximity to location is one of the main considerations in purchasing decisions, especially for those who live in the city.

The latest education shows that most of the respondents of Tilasawa Coffee Roaster are at the high school (SMA) level. This study is in line with the research of Penoran et al. (2022) that the respondents who come to Parewa coffee the most have the last education in high school (SMA) where they are students/students, they come to Parewa coffee shop to drink coffee while gathering with friends and doing assignments at Parewa coffee shop.

Jobs show that most of the respondents of Tilasawa Coffee Roaster have jobs as students or students. This research is also in line with the

research of Aristawati et al. (2024) that cafes are a popular choice for students/students as a place to study, work, meet friends or just relax. Students/students choose cafes to study/do their assignments because the atmosphere of the café is very supportive, where the place is comfortable, the light is bright enough, the wifi is fast, and it is also not too noisy.3.1.6. Frekuensi Pembelian

The frequency of buying Tilasawa Coffee Roaster is dominated by the intensity of 1 purchase time. This research is in line with the research of Muas et al. (2023), that many consumers come to coffee shops for the reason that they just want to try and get a comfortable atmosphere, as well as the influence of discounts and promotions that affect interest in visits. This shows that consumers tend to try various coffee shops without settling on one place for repeat purchases.

Coffee Drink Consumers' Response Scores to Variables

Tabel 2. Coffee Drink Consumer Answer Score to Variables in Tilasawa Coffee Roaster Coffee Drink Products

Variabel	Score	Category	Scale
Pricing (X₁)	3,60	Satisfaction	Ordinal
Product quality (X₂)	3,70	Satisfaction	Ordinal
Quality of Service (X₃)	4,08	Satisfaction	Ordinal
Consumer Satisfaction (X₄)	3,93	Satisfaction	Ordinal

The variables of Price, Product Quality, Service Quality, and Consumer Satisfaction show that these four variables are included in the satisfied category. This shows that consumers feel satisfied with their experience in consuming coffee drinks at Tilasawa Coffee Roaster as a whole has met expectations, both in terms of product quality, prices offered, and services provided. This research is in line with the research of Rukmini and Sari,

(2024), that consumers are satisfied with coffee drinks with indicators of product quality, service quality, product prices, and product promotion. This satisfaction is the basis for the development of the coffee business. Consumers will feel satisfied if the consumer satisfaction provided meets consumer needs and pays attention to their satisfaction, starting from product quality, service quality and price quality.

Table 2 Results of Determination Coefficient (R²) Effect of Price, Product Quality, and Consumer Quality on Consumer Satisfaction of Coffee Drink Products at Tilasawa Coffee Roaster

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.753	.733	1.30467

a. Predictors: (Constant), X3, X1, X2

Based on the results of the study, the Adjusted R Square value was 0.733 or 73.3%. The value of the determination coefficient shows that the variables price (X1), product quality (X2), and service quality (X3) are able to explain the variable or affect consumer satisfaction by 73.3% or 0.733, while the remaining 26.7 is explained by other variables that are not studied in this study. This

research is also in line with research conducted by Fiolina and Elizabeth (2023), that the adjusted R square is 0.593, meaning that the customer satisfaction variable can be explained by the variables of product quality, service quality, and price of 59.3%. While the remaining 40.7% was influenced by other variables outside the regression model.

Table 3. test The Influence of Price, Product Quality, and Consumer Quality on Consumer Satisfaction of Coffee Drink Products on Tilasawa Coffee Roaster

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1Regression	187.122	3	62.374	36.644	.000 ^b
Residual	61.278	36	1.702		
Total	248.400	39			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Based on the results of the study, the results of the f-value were 36,644 > the f-table value was 2.866, then Ho was rejected and Ha was accepted, so the variables of price (X1), product quality (X2), and service quality (X3) together had a significant influence on the variable of consumer satisfaction (Y). This research is also in line with the research of Kumrotin and Susanti (2021) that from the

results of the above variable test, it is stated that the variables of product quality, price and service quality applied show a significant and good influence on consumer satisfaction. This can be interpreted that whether or not the quality of a product and the quality of the price and the suitability of the price for the product will affect how much consumer satisfaction

Table 4. t-test The Influence of Price, Product Quality, and Consumer Quality on Consumer Satisfaction of Coffee Drink Products on Tilasawa Coffee Roaster

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1(Constant)	-.721	1.674		-.431	.669
Pricing (X ₁)	.323	.128	.238	2.516	.016*
Product quality (X ₂)	.441	.113	.385	3.896	.000*
Quality of Service (X ₃)	.315	.075	.455	4.185	.000*

a. Dependent Variable: Y

Based on the results of the t-test, the results of the price variable (X₁), product quality variable (X₂), and service quality (X₃) of coffee drink products at Tilasawa Coffee Roaster individually also had a positive and significant effect on the consumer satisfaction variable (Y). This research is

also in line with research conducted by Kumrotin and Susanti (2021) that variable testing of the T-test produced variables of price, product quality, and service quality shows a significant and positive influence on consumer satisfaction.

CONCLUSION AND SUGGESTIONS

Based on the analysis that has been carried out, it can be concluded that the characteristics of the respondents of Tilasawa Coffee Roaster coffee drink products in this study are dominated by women with the largest age range in the group of 17–21 years. The majority of respondents are domiciled in Yogyakarta, have the last level of high school education, and most of them work as students or students. Based on the results of the study, the average respondents' answer scores to the variables of price (X₁), product quality (X₂), service quality (X₃), and consumer satisfaction (Y) showed that consumers were satisfied with the products and services provided by Tilasawa Coffee Roaster. Furthermore, price variables, product quality, and service quality simultaneously or individually have been proven to have a positive and significant effect on consumer satisfaction. Based on these findings, it is recommended that Tilasawa Coffee Roaster set a competitive price by paying attention to customer purchasing power and

comparing it with prices from similar competitors in the surrounding area. Promo offers in the form of bundling packages between coffee and pastry can also be a strategy to add more value for customers. In terms of product quality, the use of high-quality vacuum thermoses to store brewed coffee can be a solution to maintain temperature stability and flavor consistency even if the coffee is not consumed immediately. Meanwhile, to improve the quality of service, Tilasawa Coffee Roaster needs to implement regular training for employees, both in terms of soft skills such as friendliness, empathy, effective communication, and the ability to handle complaints in a solution, as well as in the form of standard operational service (SOP) training, starting from welcoming customers to serving and closing services. With these steps, it is hoped that the services provided will remain alert, friendly, and consistent so that they can increase customer satisfaction in a sustainable manner.

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