

THE INFLUENCE OF SERVICE QUALITY, PRICE, AND PROMOTION ON CUSTOMER SATISFACTION AT CAFFE ANGKRINGAN SAKKAREPMU

Rakhmad Bayu Firmansyah
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
rakhmadbayuf@unisla.ac.id

Ruswaji
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
ruswaji1965@unisla.ac.id

Nurus Safaatillah
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
nurussafaatillah@unisla.ac.id

Moh Muklis Sulaeman
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
mohmuklis@unisla.ac.id

Article Info

Keywords :

Service Quality, Price, Promotion, Customer Satisfaction

ABSTRACT

This study aims to analyze the influence of service quality, price, and promotion on customer satisfaction at Caffe Angkringan Sakkarepmu. The background of this research is based on the increasingly intense business competition. The growing number of similar businesses has pushed business owners to make optimal efforts to attract customers and provide satisfaction. This research employs a quantitative approach. Data collection methods include interviews, questionnaires, and observations. The population in this study consists of the customers of Caffe Angkringan Sakkarepmu, with a sample of 100 respondents selected using random sampling. The research results show that service quality, price, and promotion have a significant effect on customer satisfaction both partially and simultaneously. Among the three variables, promotion is found to be the most dominant influencing factor. This study recommends that business owners pay close attention to these three variables, as their synergy can enhance customer satisfaction and thus help the business survive and grow.

INTRODUCTION

Fierce competition in the business world occurs across various sectors, including angkringan-style culinary businesses. The need for food and beverages is a basic human necessity that must be fulfilled, making angkringan businesses a growing trend among the Indonesian public. This opportunity is being seized by many entrepreneurs who are venturing into the angkringan business, competing to meet consumers' needs and desires through the products they offer. As a result, competition in the culinary sector has intensified, giving consumers a wider range of options to choose from. Consequently, consumers have become more selective in making purchasing decisions.

Caffe Angkringan Sakkarepmu is one of the long-standing angkringan businesses in Lamongan, particularly in the Karanggeneng area. It offers a variety of menu options. Several factors, namely service quality, price, and promotion, influence customer satisfaction. When customers' needs and desires are fulfilled, it positively impacts their purchasing behavior, increasing the likelihood that they will return to the café.

A notable issue related to service quality at Caffe Angkringan Sakkarepmu is the inconsistency in the manner and attitude of service provided to customers. Greeting customers and delivering positive energy are crucial elements that can determine whether a customer decides to make a purchase. Consumers tend to compare the service quality they receive with their expectations. According to Usmara in a study by Gofur (2019), service quality is defined as a statement about behavior and bonding that arises from the consideration between customer expectations and the actual performance (results) delivered.

Regarding price, the phenomenon observed at Caffe Angkringan Sakkarepmu is the perception that the prices are relatively high. Consumers will typically evaluate prices based on their financial ability, but quality remains a priority. This means that the offered prices must align with the quality provided. The higher the price, the better the product and quality should be. According to Firmansyah (2018:180), setting prices too high can reduce sales, whereas setting prices too low can lower the potential profits of a company.

Promotional activities serve not only as a communication tool between companies and consumers but also as a means to influence consumer purchasing behavior in accordance with their needs and desires. At Caffe Angkringan Sakkarepmu, the promotion strategy is not yet fully optimized and lacks alignment with current marketing trends. Promotional offerings, such as discounts, are applied but with specific conditions.

Based on this background, this study aims to analyze the influence of service quality, price, and promotion on customer satisfaction at Caffe Angkringan Sakkarepmu. This research is expected to enrich the literature on consumer behavior related to satisfaction, serve as evaluation material, and provide input for the company in its efforts to improve customer satisfaction at Caffe Angkringan Sakkarepmu

RESEARCH METHODS

The tool used to collect data in this study is a questionnaire. The format used consists of a series of structured questions. The variables in the questionnaire are measured using a Likert scale, which breaks down each variable into measurable indicators.

The data analysis models used in this study include:

Validity test, which is a tool used to measure whether a questionnaire is valid or not. A questionnaire item is considered valid if the calculated r -value is greater than the r -table. Reliability test, which is used to assess the consistency of respondents' answers to the questionnaire items. A questionnaire is considered reliable if the Cronbach's Alpha value is greater than 0.6 (Ghozali, 2022: 47). Multiple linear regression analysis, used to determine the strength of the relationship between the dependent variable and the influencing independent variables. Multiple correlation, used to identify the degree or strength of the relationship between all independent variables (X) and the dependent variable (Y) simultaneously (Sugiyono, 2022: 256). Coefficient of determination (R^2), used to measure how much the independent variables contribute to explaining the variance in the dependent variable. t -test, used to determine how much influence each individual independent variable has on the dependent variable. F -test, essentially used to determine whether all the independent variables included in the model simultaneously influence the dependent variable.

RESULTS AND DISCUSSION

Table 1 Results Test Validity

Variabel	Item	R (calculated)	R (table)	Status
Service quality	1	0,787	0,165	Valid
	2	0,769	0,165	Valid
	3	0,852	0,165	Valid
	4	0,837	0,165	Valid
Price	1	0,850	0,165	Valid
	2	0,838	0,165	Valid
	3	0,838	0,165	Valid
	4	0,799	0,165	Valid
Promotion	1	0,798	0,165	Valid
	2	0,792	0,165	Valid
	3	0,530	0,165	Valid
	4	0,805	0,165	Valid
Customer satisfaction	1	0,810	0,165	Valid
	2	0,787	0,165	Valid
	3	0,837	0,165	Valid
	4	0,791	0,165	Valid

Source: Primary data processed using SPSS 26 (2025)

Validity testing shows that all indicators have corrected item-total correlation coefficients exceeding the r-table value of 0.165. This indicates that all indicators are statistically valid.

Table 2 Results Test Reliability

Variabel	Cronbach Alpha	Status
Service quality	0,827	Reliabel
Price	0,851	Reliabel
Promotion	0,722	Reliabel
Customer satisfaction	0,820	Reliabel

Source: Primary data processed using SPSS 26 (2025)

The reliability testing results indicate that all questionnaire items demonstrate adequate internal consistency, with Cronbach’s Alpha values exceeding the threshold of 0.6. Hence, the instrument is considered reliable and appropriate for further analysis in this study.

Table 3 Results Analysis Multiple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,137	1,187		1,800	,075
	Service quality	,215	,083	,241	2,594	,011
	Price	,286	,084	,312	3,407	,001

Promotion	,380	,115	,330	3,295	,001
a. Dependent Variable: Customer satisfaction					

Source: Primary data processed using SPSS 26 (2025)

The multiple linear regression equation is obtained as follows: $Y = 2.137 + 0.215 X_1 + 0.286 X_2 + 0.380 X_3$, indicating that promotion (X_3) is the most dominant factor affecting customer satisfaction at Caffe Angkringan Sakkarepmu.

Table 4. Correlation Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	,783 ^a	,613	,601		1,39060
a. Predictors: (Constant), Promotion, Price, Service Quality					

Source: Primary data processed using SPSS 26 (2025)

The results of the multiple correlation test presented in Table 4 show a coefficient (R) value of 0.783, which indicates a strong positive relationship between service quality, price, promotion, and customer satisfaction. This implies that improvements in service quality, price strategies, and promotional efforts are associated with higher levels of customer satisfaction.

Table 5. Coefficient of Determination Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	,783 ^a	,613	,601		1,39060
a. Predictors: (Constant), Promotion, Price, Service Quality					

Source: Primary data processed using SPSS 26 (2025)

The coefficient of determination shown in Table 5 is represented by an R Square value of 0.613 (61.3%). This indicates that service quality, price, and promotion collectively explain 61.3% of the variance in customer satisfaction, while the remaining 38.7% is attributed to other independent variables outside the scope of this research.

Table 6 t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,137	1,187		1,800	,075
	Service quality	,215	,083	,241	2,594	,011
	Price	,286	,084	,312	3,407	,001

Promotion	,380	,115	,330	3,295	,001
a. Dependent Variable: Customer satisfaction					

Source: Primary data processed using SPSS 26 (2025)

t-Test Analysis Based on the t-test results:

X_1 (Service Quality): $t\text{-count} = 2.594 > t\text{-table} = 1.984$, X_2 (Price): $t\text{-count} = 3.407 > t\text{-table} = 1.984$, X_3 (Promotion): $t\text{-count} = 3.295 > t\text{-table} = 1.984$

Since the t-count of all three variables is greater than the t-table value and the significance values are less than 0.05, H_0 is rejected and H_1 is accepted. This indicates that service quality (X_1), price (X_2), and promotion (X_3) each have a significant partial influence on customer satisfaction at Caffe Angkringan Sakkarepmu.

Service Quality, has a positive influence on customer satisfaction because the staff at Caffe Angkringan Sakkarepmu are skilled and professional, polite and friendly, and the seating area and ambiance are comfortable. The café also provides consistent and reliable service, which contributes to customer satisfaction. This finding is in line with the research by William & Tiurniari Purba (2020), Suwastawa & Lindia (2022), and Ismail & Yusuf (2021), who stated that service quality has a positive and significant impact on customer satisfaction.

Price also has a positive influence on customer satisfaction. The food and beverage prices are affordable, suitable for the type of products offered, and competitive compared to similar places. The prices reflect the benefits received by the customer. This is consistent with research conducted by Riadi, Kamase, & Mappare'nta (2021), Anggriana, Qomariah, & Santoso (2017), and Rahmawati & Tuti (2022), which also found that price has a positive and significant partial effect on customer satisfaction.

Promotion has a positive and significant impact on customer satisfaction. This is because the promotional information is clear and easy to understand, the café uses appropriate media (online and offline), and promotions are conducted at the right time and consistently, making them easily accessible to consumers. This result is supported by Rahmawati & Tuti (2022) and Suwastawa & Lindia (2022), who stated that promotion significantly affects customer satisfaction. Moreover, effective collaboration in promotion strategies can increase customer attraction, which in turn enhances satisfaction.

Table 7. F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	293,598	3	97,866	50,609	,000 ^b
	Residual	185,642	96	1,934		
	Total	479,240	99			
a. Dependent Variable: Customer satisfaction						
b. Predictors: (Constant), Promotion, Price, Service Quality						

Source: Primary data processed using SPSS 26 (2025)

Based on the F-test calculation, the F-table value is 2.70, while the F-count value is 50.609. Since F-count (50.609) > F-table (2.70), it can be concluded that the variables service quality (X_1), price (X_2), and promotion (X_3) have a simultaneous and significant influence on customer satisfaction at Caffe Angkringan Sakkarepmu.

CONCLUSION

Based on the results of the research conducted, the following conclusions can be drawn:

The variables service quality, price, and promotion have a positive and significant partial effect on customer satisfaction at Caffe Angkringan Sakkarepmu. This is supported by the t-test results, where the t-value for service quality is $2.594 > t\text{-table } 1.984$ with a significance value of $0.011 < 0.05$, the t-value for price is $3.407 > 1.984$ with a significance of $0.001 < 0.05$, and the t-value for promotion is $3.295 > 1.984$ with a significance of $0.001 < 0.05$. Therefore, it can be concluded that all three variables have a positive and significant effect on customer satisfaction when tested individually.

The variables service quality, price, and promotion also have a positive and significant simultaneous effect on customer satisfaction. This is proven by the F-test result, where the F-count is $3.295 > F\text{-table } 2.70$, with a significance value of $0.000 < 0.05$. Thus, these variables collectively influence customer satisfaction.

Among the three, promotion is the most dominant variable affecting customer satisfaction at Caffe Angkringan Sakkarepmu. This is evidenced by the multiple linear regression results, where the B value for promotion (0.380) is higher than that of the other variables.

Research Implications, based on the findings showing that service quality, price, and promotion have both partial and simultaneous effects on customer satisfaction at Caffe Angkringan Sakkarepmu, several strategic implications can be drawn for business operators:

Improving service quality should be a top priority, as it significantly influences customer satisfaction. Friendly, responsive service that aligns with customer expectations will enhance customer loyalty and create a positive experience, encouraging repeat purchases.

Setting competitive prices that reflect the value offered is essential for reaching various consumer segments. Prices perceived as fair and aligned with product and service quality will improve satisfaction and shape a positive perception of the business.

Promotion is proven to be the most dominant factor, so Caffe Angkringan Sakkarepmu must continuously develop creative and well-targeted promotional strategies. Utilizing social media, offering discounts, or implementing customer loyalty programs can increase consumer appeal and expand market reach.

Collectively, these three variables make a substantial contribution to enhancing customer satisfaction. Therefore, business managers must manage these aspects in an integrated and sustainable manner to create optimal synergy in building customer trust and loyalty.

From an academic perspective, this research model combining service quality, price, and promotion can serve as a foundation or reference for further studies on customer satisfaction in micro-enterprises and traditional culinary businesses.

REFERENCES

- Anggriana, R., Qomariah, N., & Santoso, B. (2017). *The influence of price, promotion, and service quality on customer satisfaction of OM-JEK online motorcycle taxi services in Jember*. Jurnal Sains Manajemen dan Bisnis Indonesia, 7(2). Faculty of Economics, Universitas Muhammadiyah Jember.
- Firmansyah. (2018). *Marketing strategies in modern business competition*. Salemba Empat.
- Ghozali, I. (2022). *Multivariate analysis application with IBM SPSS 26 program*. Universitas Diponegoro.
- Gofur. (2019). *Consumer behavior analysis in purchasing decisions*. Gramedia.
- Ismail, T., & Yusuf, R. (2021). *The effect of service quality on customer satisfaction at Indihome Gegerkalong office in Bandung City*. Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi), 5(3). Politeknik Piksi Ganesha, Bandung.
- Riadi, M., Kamase, J., & Mapparenta, M. (2021). *The influence of price, promotion, and service quality on customer satisfaction of Toyota cars (Case study at PT. Hadji Kalla Alauddin Branch)*. Jurnal Manajemen, Universitas Cendekia Mitra Indonesia, Yogyakarta.

Sugiyono. (2022). *Quantitative, qualitative, and R&D research methods*. Alfabeta.

Suwastawa, I. P. A., & Lindia, A. A. I. T. (2022). *The influence of service quality and promotion on customer satisfaction at Janar Vape Batubulan*. *Jurnal Ekonomi dan Pariwisata*, 17(1). Faculty of Economics and Business, Universitas Ngurah Rai, Bali, Indonesia.

William, & Tiurniari Purba. (2020). *Service quality and facilities on customer satisfaction at Mazda Workshop in Batam City*. *Jurnal EMBA*, 8(1). Management Study Program, Universitas Putera Batam.