



The effect of product quality, service quality and prices on consumer satisfaction of molivia cafe (case study on consumers of molivia cafe, jalan h.m. Joni, teladan timur, medan city)

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ABSTRACT

This research is about customer satisfaction of Molivia Cafe. The phenomenon that occurs in this study is that there was a decrease in sales in 2019 due to complaints from consumers who felt that the quality of the products provided was not appropriate or still normal, there were some facilities that did not function according to their benefits, and consumers also still complained about prices that were not appropriate. with perceived benefits. This study aims to determine the effect of product quality, service quality, and price on consumer satisfaction Molivia Cafe, where the independent variables are: Product Quality (X1), Service Quality (X2), and Price (X3), the dependent variable is: Consumer satisfaction (Y). The population in this study were all consumers of Molivia Cafe with a sample of 97 respondents. The analytical model used is Multiple Linear Regression which is processed using the SPSS version 20 application program, data is collected using a questionnaire that has been filled out by Molivia Cafe consumers. This analysis includes: Validity Test, Reliability Test, Multiple Linear Regression Analysis, Classical Assumption Test, Hypothesis Testing through T Test and F Test and Coefficient of Determination (R²). Based on the results of this study indicate that product quality has a positive and significant effect on consumer satisfaction, service quality has a negative and statistically significant effect on consumer satisfaction, and price has a positive and significant effect on consumer satisfaction. The Coefficient of Determination of Adjusted R Square shows that 45.3% of the variation in consumer satisfaction can be explained by the three independent variables and the remaining 54.7% is influenced by other variables outside the research model, such as location, advertising and others.

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I. Introduction

In the current era of globalization, the development and competition in the business world is getting tighter. This causes every company to maximize the performance of its company in order to compete. The development of increasingly advanced business that causes business people to compete in being creative in order to be able to understand the needs and desires of their consumers. Therefore, companies are required to be able to design a strong marketing strategy in creating a satisfaction for its consumers and be able to compete.

Consumer satisfaction is a benchmark to be considered by business people in the culinary field in running their business. Currently, many business people are increasingly understanding the importance of customer satisfaction in formulating strategies to be able to provide satisfaction to their customers.



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The factors that influence consumer satisfaction according to (Tjiptono, 2014) are: product quality, service quality, emotional factors, price and cost or convenience. Therefore, it is hoped that business people can pay attention to these factors. The factors that influence Molivia Cafe's consumer satisfaction are product quality, service quality, and price. There are various culinary businesses in the city of Medan ranging from small to large scale, this makes the author conduct research on the culinary business that focuses on one of the culinary businesses in the city of Medan, namely: Molivia Cafe. Molivia Cafe is a culinary business in Medan City which is located on Jalan H.M. Joni, East Teladan, With the creation of customer satisfaction, Molivia Cafe is expected to be able to compete and excel in the field of its competitors. The data on the decline in sales of Molivia Cafe from 2015-2019 can be seen in the following table:

Table 1. Molivia Cafe sales list from 2015-2019

Year	Sales (turnover) (Rp)	Sales increase/decrease (turnover) (Rp)
2015	568.352.580	
2016	694.388.739	126.036.159
2017	648.043.734	-46.345.005
2018	653.369.884	5.326.150
2019	599.004.172	-54.365.712

Molivia Cafe is a culinary business in Medan City which is located on Jalan H.M. Joni, East Example, Medan City. Molivia Cafe provides a varied dining menu and is equipped with several facilities and entertainment that makes consumers. Based on table 1 above, it can be seen that the sales results data at Molivia Cafe in 2015 to 2019 experienced changes in sales results. Molivia Cafe in 2016 there was an increase in sales of Rp.694,388,739 but in the following year at Molivia Cafe there was a decrease in sales in 2017 and 2019 of Rp.648.043,734 and Rp.599,004,172. The decline in sales at Molivia Cafe was caused by several marketing factors that did not work according to their functions, causing sales to be less than optimal. Molivia Cafe tries to set affordable prices for its consumers by maintaining product quality, but there are still consumers who think that the prices set by Molivia Cafe are not in accordance with the benefits felt by consumers. In addition, consumers feel that the price offered is not in accordance with the portion of food ordered. As for consumers who complain that the food is served too long, it makes consumers spend time waiting for orders. Based on the description of the background of the problem above, the authors are interested in conducting a study entitled "The Effect of Product Quality, Service Quality and Price on Molivia Cafe Consumer Satisfaction" (Case Study on Molivia Cafe Consumers, Jalan H.M. Joni, Teladan Timur, Medan City).

Marketing is one of the most important factors to advance the company, especially companies engaged in goods and services. Marketing is also a process of studying consumer needs and wants and satisfying consumers with good products and services. According to (Pakpahan, 2016) marketing is an activity carried out by companies through the creation of products, goods and services so that they are needed, demanded and can satisfy consumers, so that intense global competition can be won through quality, price, promotion and proper distribution and quality service.

According to (Kotler & Armstrong, 2014) defines marketing as a process by which companies create value for customers and build strong customer relationships to capture value from customers in return. Meanwhile, according to the American Marketing Association (AMA) in (Kotler & Keller, 2012) marketing is an organizational function and a series of processes for creating, communicating, delivering and delivering superior value to consumers, clients, partners and society at large. Based on the above definition the author can conclude that marketing is a process where companies create, communicate, deliver and provide superior value to consumers to be able to provide satisfaction in consumer needs. In meeting customer satisfaction, companies are required to know the needs and desires of consumers in accordance with what is expected. According to



(Tjiptono, 2014) consumer satisfaction comes from the Latin "Satis" which means quite good, adequate and "Facio" which means to do or make. In simple terms, customer satisfaction is usually defined as an effort to fulfill something or make something adequate. According to (Lupiyoadi, 2013) defining consumer satisfaction is the level of feeling where someone states the results of a comparison of the performance of the product or service received with the expected. Factors that affect consumer satisfaction are: product quality, service, emotional, price and cost. A product is something that is offered to consumers to be noticed, used, owned, or communicated so that it can satisfy the wants or needs of consumers, based on the form of product classification, namely goods and services. According to (Tjiptono, 2012) product quality is a direct description of a product such as performance, reliability, ease of use, aesthetics and others. Product quality is everything that is able to meet customer desires or needs. According to (Kotler, 2010) defines product quality as the totality of features and characteristics of a product or service that combine to its ability to satisfy stated or implied needs. Meanwhile, according to (Wibowo, 2014) quality is defined as the ability of a product or service to meet customer needs. According to

2. Method

2.1 Conceptual Framework

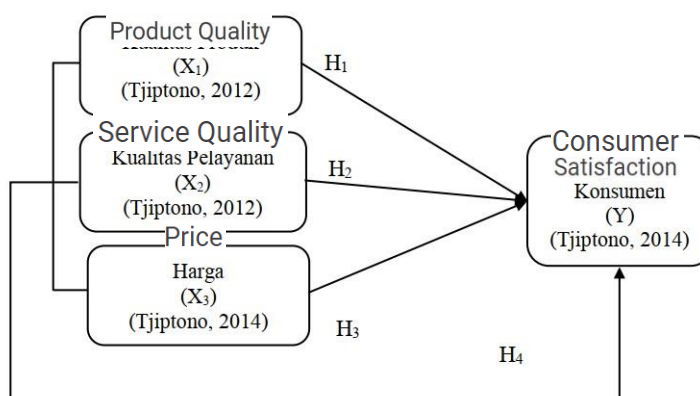


Figure 1. Conceptual Framework

1. The relationship between product quality and consumer satisfaction (Tjiptono, 2012) states that product quality is a direct description of a product such as performance, reliability, ease of use, aesthetics and others. Product quality is one of the things that companies need to pay attention to in order to survive in the competition, because the quality of the products offered is the basis for creating customer satisfaction. Therefore, a product must have good quality and comply with predetermined quality standards. In addition, product quality is related to consumer satisfaction, because the better product quality will increase the product's ability to compete and make consumers feel more satisfied and will increase consumers to make purchases.
2. The Relationship of Service Quality to Consumer Satisfaction According to (Tjiptono, 2012) states that service quality is focused on efforts to fulfill consumer needs and desires and the accuracy of delivery to balance consumer expectations.
3. said to be of quality if the service is able to meet the needs and desires of consumers. Service quality is also one that can meet consumer satisfaction, consumers will feel satisfied when the quality of service received and felt is appropriate or even exceeds expectations, and conversely consumers feel dissatisfied when the quality of service received and felt is not in line with expectations or is below expectations. . This can affect customer satisfaction and will also end up in repeat purchases.
4. The Relationship of Price to Consumer Satisfaction According to (Tjiptono, 2014) price is the amount of money (monetary units) or other aspects (non-monetary) that contain certain utilities or uses needed to get a product. Price is the value of an item expressed in money. Price is also the most important part of the company in transactions. Price is one of the factors that affect consumer satisfaction, because consumers often compare prices according to product quality and benefits. The higher the product quality/benefits perceived by consumers from certain products, the higher the exchange value of the products that will be provided so that



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consumers will feel satisfied with prices that are in accordance with the quality of the product and consumers will also make repeat purchases.

- The Relationship between Product Quality, Service Quality and Price on Consumer Satisfaction. From the previous opinion, it can be concluded that the relationship between product quality, service quality and price is related to customer satisfaction because product quality, service quality and price are stated in the theory of factors that influence customer satisfaction, where customer satisfaction is an after-purchase evaluation between perceptions of alternative performance. products or services that meet or exceed expectations, (Tjiptono, 2014).

2.2 Research Type

The research approach used in this study is an associative or quantitative approach. According to (Manullang & Pakpahan, 2014), this research approach aims to determine the effect or relationship of an independent variable on the dependent or dependent variable, so that it can be seen the magnitude of the influence and the close relationship.

2.3 Population and Sample

The population in this study were all consumers who visited the Molivia Cafe, totaling 4,000 people taken from 2019 data. Due to the unknown or undetected population, the sampling of this research will be carried out by non-probability sampling and using the Accidental or Convenience Sampling method, where this sampling is done by looking for the object to be studied. Objects that happen to meet at the time of data collection and are suitable for research are used as research samples. The number of samples in this study was determined using the Slovin formula as follows:

$$n = \frac{N}{1 + (N \cdot e^2)}$$

Information:

n = Sample size

N = Population size

e = Percentage of allowance for inaccuracy due to tolerable or desirable sampling error (eg, 1%, 5%, 10% and others).

$$n = \frac{4.000}{1 + (4.000 \cdot 0,1^2)} = \frac{4.000}{1 + 40}$$

$$n = \frac{4.000}{41} = 97 \text{ sampel responden}$$

The results of the above formulation can be concluded that the sample in this study was 97 respondents from the object studied, namely consumers or customers of Molivia Cafe.

2.3. Variable Operational Definition

According to Russiadi, et al (2014) operational definition is the process of determining the size of a variable, so not all research variables must have an operational definition. The following is an operational definition in this study:

Table 2. Variable Operational Definition

Variable	Operational Definition	Indicator	Measurement
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Product quality	Kualitas sebagai langsung produk keandalan, penggunaan, lainnya (Tjiptono, 2012)	produk dari seperti mudah estetika dan	adalah gambaran suatu kinerja dalam dan	1. Performance 2. Features 3. Reliability (reliability) 4. Conformance to specifications 5. Durability 6. Serviceability 7. Aesthetics 8. Perceived quality (Tjiptono, 2012).	Likert scale
Service quality	Kualitas berfokus pemenuhan dan serta penyampaiannya mengimbangi konsumen (Tjiptono, 2012).	pelayanan pada keinginan konsumen ketepatan untuk harapan (Tjiptono, 2012).	adalah upaya kebutuhan konsumen ketepatan untuk harapan (Tjiptono, 2012).	1. Reliability (reliability) 2. Responsiveness (responsiveness) 3. Guarantee 4. Empathy (Tjiptono, 2012).	
Price	Harga jumlah moneter) mengandung kegunaan mendapatkan produk. (Tjiptono, 2014)	adalah uang aspek utilitas tertentu	sebagai (satuan lain (non-moneter) yang atau yang untuk sebuah Menurut (Tjiptono, 2014)	1. Price affordability 2. Competitiveness 3. Price match with quality 4. Price match with product benefits (Tjiptono, 2014)	Likert scale
Consumer Satisfaction	Kepuasan adalah evaluasi antara kinerja atau jasa atau melebihi (Tjiptono, 2014)	evaluasi persepsi alternatif yang melebihi	konsumen purnabeli terhadap produk memenuhi harapan,	1. Conformance of expectations 2. Interest in visiting again 3. Willingness to recommend to others (Tjiptono, 2014).	

2.4. Data Analysis Methods

1. Data Quality Test

a. Validity Test

According to (Manullang & Pakpahan, 2014), the validity test is used to measure the validity or validity of a questionnaire, where a questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire. Researchers can measure the validity in this study seen from the value of the product moment correlation coefficient between the scores of each statement item and the total for all statement items seen in the Corrected Item-Total Correlation column. If from the data obtained all the coefficient values exceed the number 0.30 then it is stated that all statements are valid or valid. Conversely, if the coefficient value is smaller (<) 0.30, then the data is declared invalid.

b. Reliability Test

Reliability is a measuring tool to measure a questionnaire which is an indicator of a variable or construct. Measurement of reliability in this study was done by means of one shot (measurement only once). Here the measurement is only done once and then the results are compared with other statements or measure the correlation between the answers to the statements. According to (Sugiyono,



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2014), the questionnaire is said to be reliable if Cronbach's alpha > 0.60 and vice versa is said to be unreliable if it is equal to or below 0.60.

2. Classic Assumption Test

a. Normality Test The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. One way to detect whether the residuals are normally distributed or not is by graphical analysis, by looking at the histogram graph that compares the observed data with a distribution that is close to a normal distribution. Normality can be detected by looking at the spread of data (points) on the diagonal axis of the graph or looking at the histogram of the residuals (Ghozali, 2016).

b. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. A good regression model should not have a correlation between the independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation values between independent variables are equal to zero, (Ghozali, 2016). The method used to assess it is by looking at the value of the variance inflation factor (Variance Inflation Factor/VIF), < 5 and the Tolerance value > 0.1, according to Hines and Montgomery in (Manullang & Pakphan, 2014).

c. Heteroscedasticity Test

Heteroscedasticity test is used to test whether in the regression model, there is an inequality of variance from the residuals from another observation. If the residual variation from one observation to another observation remains, it is called homoscedasticity, and if the variance is different it is called heteroscedasticity. A good model is that there is no heteroscedasticity. The basis for making the decision is: if a certain pattern, such as the existing points forms a certain regular pattern, then heteroscedasticity occurs. If there is no clear pattern, and the dots (points) spread below and above the number 0 on the Y axis, then there is no heteroscedasticity, Santoso in (Manullang & Pakphan, 2014).

3. Conformity Test (Goodness Test of Fit)

a. Multiple Linear Regression Multiple linear regression in this study is to determine the research model. Multiple linear regression aims to determine the linear relationship between several independent variables commonly referred to as X1, X2, X3 and so on with the dependent variable called Y. Multiple linear equation model according to (Sugiyono, 2014), as follows:

$$Y = a + \beta_1 \cdot X_1 + \beta_2 \cdot X_2 + \epsilon$$

b. Hypothesis testing

1) Partial Test (t Test) The t test is used to test each independent variable (independent) whether it has a positive and significant effect on the dependent variable (dependent) with the assumption that other variables are considered constant. This test is done by comparing t count with t-table.

3. Result And Discussion

3.1. Hypothesis test

According to (Manullang & Pakpahan, 2014), the validity test is used to measure the validity or validity of a questionnaire, where a questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire. Researchers can measure the validity in this study seen from the value of the product moment correlation coefficient between the scores of each question item and the total of all questions seen in the Corrected Item-Total Correlation column. If from the data obtained all the coefficient values exceed the number 0.30 then it is stated that all questions are valid or valid. Conversely, if the coefficient value is smaller (<) 0.30, then the data is declared invalid. On the other hand, if r_{xy} is greater than r_{table} , then it is declared valid by using the formula ($df = n-k$). To find out whether or not each statement item is valid, it can be seen in the item-total statistics table from the results of SPSS version 20 processing by entering respondent data from the variables X1, X2, X3, and Y which can be seen in the following table:

Table 3. Product Quality Validity Test (X1)



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	Scale mean if item deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
In my opinion, the food and drinks served by Molivia Cafe have the best characteristics and taste	27.65	8.813	.447	.760
The appearance of the food and beverage variants served by Molivia Cafe is interesting	27.59	8.641	.415	.769
I think Molivia Cafe has a varied food and drink menu	27.41	8.203	.616	.730
The food and drinks served by Molivia Cafe are in accordance with the menu offered.	27.26	8.818	.651	.733
The food and drinks served at Molivia Cafe are halal and safe for consumption	27.16	9.305	.558	.745
Serving food and drinks can be served quickly	27.14	9.021	.482	.754
The food and drinks served by Molivia Cafe are neatly arranged and can be appetizing	27.45	9.667	.272	.787
The quality of the food and drinks that I have ordered is to my liking	27.42	8.517	.493	.753

Based on table 3 above, it states that the correlation of each indicator, the total score of each variable shows valid results, it can be seen from the overall statement items measured using $r_{count} > r_{table}$ with a significant 5% ($= 0.05$) and n ($n = 97-3$) obtained r table of 0.206. Of the 8 (eight) items of product quality variable statement (X1), it is declared valid (legitimate) because the Corrected Item-Total Correlation is greater than r table, namely 0.206.

Table 4. Service Quality Validity Test (X2)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
In my opinion, the food and drinks served by Molivia Cafe have the best characteristics and taste	27.65	8.813	.447	.760
The appearance of the food and beverage variants served by Molivia Cafe is interesting	27.59	8.641	.415	.769
I think Molivia Cafe has a varied food and drink menu.	27.41	8.203	.616	.730



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The food and drinks served by Molivia Cafe are in accordance with the menu offered.	27.26	8.818	.651	.733
The food and drinks served at Molivia Cafe are halal and safe for consumption	27.16	9.035	.558	.745
Serving food and drinks can be served quickly	27.14	9.021	.482	.754
The food and drinks served by Molivia Cafe are neatly arranged and can be appetizing	27.45	9.667	.272	.787
The quality of the food and drinks that I have ordered is to my liking	27.42	8.517	.493	.753

Source: Researcher (2020)

Based on table 4 above, it states that the correlation of each indicator of the total score of each variable shows valid results, it can be seen from the overall statement items measured using $r_{count} > r_{table}$ with a significant 5% ($= 0.05$) and n ($n = 97 - 3$) obtained r table of 0.206. Of the 8 (eight) items of service quality variable statement (X2), it is declared valid (valid) because the Corrected Item Total Correlation is greater than r table, namely 0.206.

Table 5. Price Validity Test (X3)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
	27.12	10.526	.519	.755
Molivia Cafe has amenities (tables, chairs, sinks etc.) available in good condition.				
Molivia Cafe has a large parking lot..	27.87	11.221	.289	.802
Room conditions at Molivia Cafe	27.36	13.025	.216	.792
are clean and comfortable..	27.30	11.295	.502	.759
I ordered food and drinks at Molivia Cafe well served.	27.28	9.620	.713	.718
At Molivia Cafe I don't have to wait too long to order food and drinks	27.54	10.460	.537	.752



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Molivia Cafe employees were able to explain about the food and drink menu that I didn't understand.

27.39 10.657 .574 .746

Molivia Cafe provides a guarantee of compensation if the food and drinks I ordered do not match the order..

27.24 10.433 .585 .744

Molivia Cafe employees are able to establish good communication and are always ready when needed.

Source: Researcher (2020)

Based on table 5 above, it states that the correlation of each indicator, the total score of each variable shows valid results, it can be seen from the overall statement items measured using $r_{count} > r_{table}$ with a significant 5% (= 0.05) and n ($n = 97-3$) obtained r table of 0.206. Of the 8 (eight) items of the price variable statement (X3), it is declared valid (valid) because the Corrected Item Total Correlation is greater than r table, namely 0.206.

Table 6. Consumer Satisfaction Validity Test (Y)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Molivia Cafe has a good reputation..	27.37	13.986	.718	.788
I am satisfied with the service provided by Molivia Cafe..	27.65	14.730	.552	.812
I am satisfied with the service provided by Molivia Cafe.	27.63	16.944	.225	.855
I always buy food and drinks at Molivia Cafe.	27.40	14.055	.674	.794
I visited Molivia Cafe again because the food and drinks were to my taste.	27.42	13.872	.720	.788



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	27.34	16.664	.463	.823
I visited Molivia Cafe again because the service provided was satisfactory.				
	27.63	13.673	.769	.781
I recommend Molivia Cafe to others because of the good service and product quality.				
I am willing to tell my family/friends, that Molivia Cafe is the best place to eat.	27.23	16.886	.364	.833

Based on table 6 above, it states that the correlation of each indicator of the total score of each variable shows valid results, it can be seen from the overall statement items measured using $r_{count} > r_{table}$ with a significant 5% ($= 0.05$) and n ($n = 97 - 3$) obtained r table of 0.206. Of the 8 (eight) items, the statement of the consumer satisfaction variable (Y) is declared valid (valid) because the Corrected Item Total Correlation is greater than r table, namely 0.206.

b. Reliability Test

Measurement of reliability in this study was done by means of one shot (measurement only once). Here the measurement is only done once and then the results are compared with other questions or measure the correlation between the answers to questions. The reliability test was carried out with the help of SPSS which is a facility to measure reliability. According to (Sugiyono, 2014), the questionnaire is said to be reliable if Cronbach's alpha > 0.60 and vice versa is said to be unreliable if it is equal to or below 0.60.

Table 7. Reliability Test X1 (Product Quality), X2 (Service Quality), X3 (Price), and Y (Consumer Satisfaction)

Reliability Test	Cronbach's Alpha	N of Items
Variable X1	.778	8
Variable X2	.784	8
Variable X3	.825	8
Variable Y	.831	8

Based on table 7 above, the results of the SPSS output show that the Cronbach's Alpha value is 0.778 for the X1 variable, 0.784 for the X2 variable, 0.825 for the X3 variable, and 0.831 for the Y variable. The four variables above Cronbach's Alpha are on average above 0.60. So it can be concluded that the statements that have been presented to the respondents consist of 8 (eight) statement items on the X1 variable, 8 (eight) statements on the X2 variable, 8 (eight) statements on the X3 variable, and 8 (eight) statement items. on variable Y declared reliable.

2. Classic Assumption Test

The classical assumption test aims to determine whether the results of the regression estimation carried out by the author are really suitable for use or not. The data obtained from the questionnaire results will then be tested for the following classical assumptions:

3. Data Normality Test

According to (Ghozali, 2016), the normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. In this study, normality testing was detected through graphical analysis produced by SPSS which then the results can be seen in the following figure:



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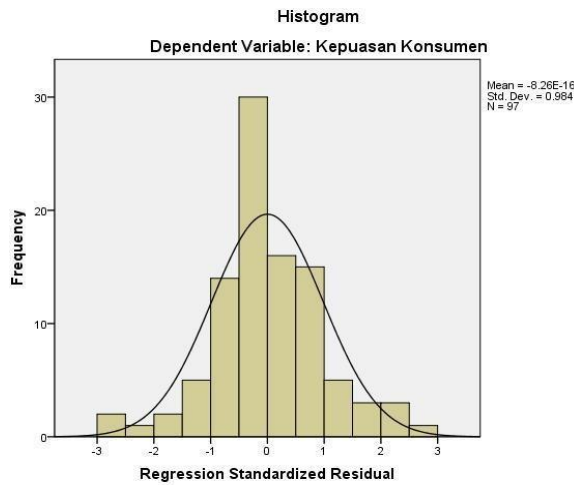


Figure 2. Histogram of Normality Test on Consumer Satisfaction
Source: Researcher (2020)

Based on Figure 4.2 above, the results of the normality test of consumer satisfaction are known that the data is normally distributed. This can be seen in the histogram image above, which has a bell-shaped line and is in the middle.

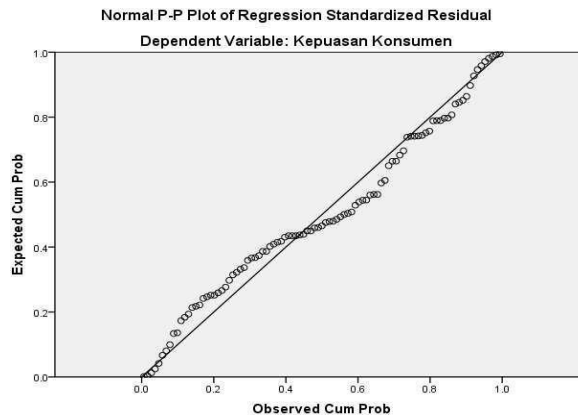


Figure 3. P.P Plot Normality Test Against Consumer Satisfaction
Source: Researcher (2020)

Based on Figure 4.3 above, the results of testing the normality of the data using the P.P Plot image can be concluded that the data points for the variables of product quality, service quality, and price on consumer satisfaction are spread close to the diagonal line, so that the data has been distributed normally.

Multicollinearity Normality Test

According to (Ghozali, 2016), the multicollinearity test aims to test whether the regression model finds a correlation between independent variables. The method used to assess it is by looking at the value of the variance inflation factor (Variance Inflation Factor/VIF), < 5 and the Tolerance value > 0.1 , according to Hines and Montgomery in (Manullang & Pakphan, 2014). The multicollinearity test from the results of the questionnaires that have been distributed to the respondents can be seen in the following table:

Table 8. Multicollinearity Test on Consumer Satisfaction

Model		Collinearity Statistics	
		Tolerance	VIF
1	Product quality	.373	2.683
	Service quality	.388	2.580



Price

.786

1.272

Source: Researcher (2020)

Based on table 8 above, the results of the multicollinearity test can be seen that the tolerance and VIF values indicate that all the independent variables of this researcher do not have multicollinearity or are not correlated with each other. This shows that the tolerance value is above 0.01 and the VIF variable is below 5 ..

c. Heteroscedasticity Normality Test

Heteroscedasticity test is used to test whether in the regression model, there is an inequality of variance from the residuals from another observation. If the residual variation from one observation to another is constant, it is called homoscedasticity, and if the variance is different it is called heteroscedasticity. A good model is that there is no heteroscedasticity. The basis for decision making is: if a certain pattern, such as the existing dots (points) form a certain regular pattern, then heteroscedasticity occurs. If there is no clear pattern, and the points (points) spread below and above the number 0 on the Y axis, then there is no heteroscedasticity, Santoso in (Manullang & Pakphan, 2014). The method used to determine the presence or absence of heteroscedasticity in this study was done by looking at the presence or absence of certain patterns in the scatterplot graph between SRESID (residual) and ZPRED (predicted dependent variable).

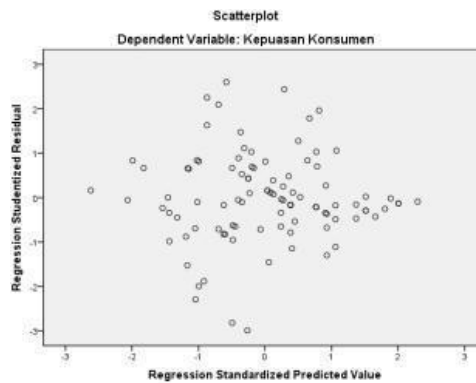


Figure 4. Heteroscedasticity Test on Consumer Satisfaction
Source: Researcher (2020)

Figure 4 above, from the results of the heteroscedasticity test in the scatterplot image shows that the resulting points spread randomly and do not form a pattern or are irregular. The picture above also shows the distribution of the data around point 0. Thus, there is no heteroscedasticity in the regression model so that the regression model is feasible to use or it is also called that the variables that have been tested in this study are homoscedasticity.

2. Conformity Test (Test Goodness of Fit)

a. Partial Significance Test (T Test)

According to (Sugiyono, 2014), the t test is used to test each independent variable (independent) whether it has a positive and significant effect on the dependent variable (dependent) with the assumption that other variables are considered constant. This test is done by comparing t-count with t-table. The decision-making criteria of this research are: Ho is accepted if tcount < t table at Sig t > 5% (0.05) Ha is rejected if tcount > t table at Sig t < 5% (0.05) From the processing of questionnaire data using the application SPSS version 20 then obtained the results as shown in the table below:

Table 9. Uji Partial (t-test) on Consumer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Error Std.	Beta			
1 (Constant)	4.891	3.329			1.469	.145
Product quality	.769	.162	.586		4.737	.000
Quality Service	-.353	.143	-.299		-2.468	.015
Price	.435	.085	.434		5.096	.000



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Based on the partial test results in table 9 above, it can be seen that Tcount on the product quality variable is 4.737 while Ttable is 1.985 with a significance of 0.000 < 0.05, Tcount on the service quality variable is -2.468 while Ttable is 1.985 with a significant of 0.015 < 0.05, and Tcount for the price variable is 5.096 while Ttable is 1.985 with a significance of 0.000 < 0.05, it can be seen at =0.05 (see attachment table T). Significant probability is much smaller than 0.05, i.e. 0.000 < 0.05, so the regression model can be said that in this study, the variable product quality is positive and significant on consumer satisfaction, service quality has a negative and statistically significant effect and price has a positive and significant effect on customer satisfaction. consumers, then the hypothesis, (H1) is accepted, (H2) is rejected and (H3) is accepted

b. Simultaneous Significant Test (F Test)

The F test is used to see whether all the independent variables included in this model have a joint effect on the dependent variable. The decision-making criteria of this research are: Ho is accepted if Tcount < Ttable at Sig t > α 5% (0.05) Ha is rejected if Tcount > Ttable at Sig t < α 5% (0.05) From the processing of questionnaire data using the application SPSS version 20 then obtained the results as shown in the table below:

Table 10. Simultaneous Test (F Test) Against Consumer Satisfaction

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	868.315	3	289.438	27.451	.000 ^a
	Residual	980.572	93	10.544		
	Total	1848.887	96			

Based on the results of the simultaneous test in table 10 above, it can be seen that Fcount is 27.451 while Ftable is 2.70, it can be seen α = 0.05 (see attachment table F). Significant probability is much smaller than 0.05, namely 0.000 < 0.05, then the regression model can be said that in this study, the variables of product quality, service quality and price simultaneously have a positive and significant effect on consumers, so the hypothesis is (H4) accepted.

3. Coefficient of Determination (R²)

This test is used to measure the closeness of the relationship of the model used. The coefficient of determination (adjusted R²) is a number that indicates the magnitude of the ability of the spreader variance of the independent variables that explains the dependent variable or a number that indicates how large the independent variable is. The magnitude of the coefficient of determination between 0 to 1 (0 < adjusted R² < 1), where the coefficient value is close to 1, then the model is said to be good because the closer the relationship between the independent variable and the dependent variable, (Manullang & Pakphan, 2014).

Table 11. Coefficient of Determination Test on Consumer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685 ^a	.470	.453	3.247

Based on the coefficient of determination test in table 11 above, it can be seen that the Adjusted R Square value is 0.453 or 45.3%, which means that the independent variables of product quality, service quality, and price are able to explain the dependent variable of consumer satisfaction of 45.3% while the remaining 54.7 %, influenced by other variables that were not studied or outside of this research model.

- a) Product quality has a positive and significant effect on consumer satisfaction Based on the results of the study, it is known that partially (t test) the effect of the product quality variable (X1) has a positive and significant effect seen from the results of Tcount on the product quality variable of 4.737 > Table of 1.985 with a significant of 0.000 < 0.05, then H1 (accepted). According to (Kotler, 2010) defines product quality as the totality of features and characteristics of a product or service that combine to its ability to satisfy stated or implied needs. It can be concluded that the product quality variable has a positive and significant effect on consumer satisfaction "is stated to be accepted". This shows that the product quality variable is not in accordance with the desires and expectations felt by consumers so that it can affect consumer satisfaction in making purchases at Molivia Cafe.
- b) Service quality has a negative and significant effect on customer satisfaction Based on the results of the study, it is known that partially (t test) the effect of the service quality variable (X2) has no effect or negative and significant effect seen from the results of Tcount on the service quality variable of -2.468 < Ttable of 1.985 with a significant 0.015 < 0.05, namely of 0.015, then H2 (rejected). According to (Lupiyoadi, 2013) states that service quality is the company's ability to provide services to customers in



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- accordance with expectations or exceeding them so that customers feel satisfied. It can be concluded that the service quality variable has a negative and significant effect on customer satisfaction "rejected". This shows that the service quality variable does not have a problem with Molivia Cafe, because the services provided by Molivia Cafe are good in accordance with the wishes of Molivia Cafe consumers themselves.
- c) Price has a positive and significant effect on consumer satisfaction Based on the results of the research, it is known that partially (t test) the effect of the price variable (X3) has a positive and significant effect, as seen from the results of Tcount on the price variable of $4.737 > T_{table}$ of 1.985 with a significant of $0.000 < 0.05$, then H3 (accepted) . According to (Basu Swastha, 2012) means that the price is the amount of money needed to add a number of combinations of goods and services. It can be concluded that the price variable has a positive and significant effect on consumer satisfaction "is stated to be accepted". This shows that the variable prices of food and beverages at Molivia Cafe are not in accordance with the quality and benefits of the product perceived by consumers, so that it can affect consumer satisfaction in making purchases at Molivia Café
- d) Product quality, service quality, and price have a positive and significant effect on consumer satisfaction Based on the results of the study, it is known that simultaneously (f test) that Fcount is 27.451 while Ftable is 2.70 with a significant probability much smaller than 0.05, namely $0.000 < 0.05$, then the regression capital can be said that in this study, the variable product quality, service quality and price simultaneously have a positive and significant effect on consumers, so the hypothesis is H4 (accepted). It can be seen from the results of research that support the results of this study (Rina Sukamawati, 2016) entitled: "The Effect of Product Quality, Price, and Service on Consumer Satisfaction at Garden Cafe Yogyakarta", from the results of the study explaining that the F test obtained Ftable 83,089 with a significance of 0.000 . It is concluded that the results of the variables of product quality, price and service have a positive and significant effect simultaneously on consumer satisfaction at Garden Cafe Yogyakarta.

4. Conclusion

Based on the analysis of research results regarding product quality, service quality, and price on consumer satisfaction, it can be concluded as follows Product quality has a positive and significant effect on consumer satisfaction at Molivia Cafe. Service quality has no positive and significant effect on Molivia Cafe's customer satisfaction. Price has a positive and significant effect on Molivia Cafe's consumer satisfaction. Product quality (X1), service quality (X2), and price (X3) have a positive and significant effect simultaneously on Molivia Cafe's consumer satisfaction. The value of Adjusted R Square is 0.453 or 45.3%, which means that the independent variables of product quality, service quality, and price are able to explain the dependent variable of consumer satisfaction of 45.3% while the remaining 54.7% is influenced by other variables that are not researched or not included in this research model.

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