

The Effect of Price, Quality of Service, and Quality of Service on Customer Satisfaction at Cafe Ranu Raseyan Rantau Prapat

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Abstract

This study aims to determine the effect of price (X1), food quality (X2) and service quality on consumer satisfaction (Y) at Ranu Raseyan Cafe. This type of research is quantitative research. The population used in this study were Ranu Raseyan Cafe customers who were cafe visitors. The sample consists of 100 samples of respondents. The analysis technique used is multiple linear regression. The results showed that (1) the price variable (X1) had a positive and significant effect on consumer satisfaction with the value of t count $>$ t table, namely $3.789 > 1.661$. (2) The food quality variable (X2) has a positive and significant effect on consumer satisfaction with the value of t count $>$ t table, namely $2,742 > 1,661$. (3) The service quality variable (X3) has a positive and significant effect on customer satisfaction with the value of t count $>$ t table, namely $2.149 > 1.661$. (4) Variables of price (X1), quality of dishes (X2), and quality of service (X3) have a positive and significant effect on consumer satisfaction (Y) simultaneously with the calculated F value $>$ F table that is $54,650 > 2,699$. The R^2 coefficient value is 0.631, which means price (X1), quality of food (X2), and quality of service (X3) affect customer satisfaction by 61.9%, while 38.1% is influenced by others.

Keywords

price; food quality; service quality; consumer satisfaction



I. Introduction

Competition in the business world lately is getting tougher. This increasingly fierce competition requires business people to maximize their business performance to be able to compete in this global market era. Business owners are required to try hard in studying and understanding the needs and desires of their consumers (Services et al., 2019). Therefore, business actors need to prepare themselves strategically to satisfy consumer excitement and turn it into an experience of consuming products and services to impress consumers. (W. Wijaya, 2017), especially in the culinary business, such as Cafe Ranu Raseyan in Rantau Prapat.

In addition to service quality, price is another factor that affects customer satisfaction (Simanjorang, 2020). Prices should reflect the economic viability of consumers. For consumers, price is an important criterion when making purchasing decisions. Because the price of a product affects consumer perceptions of the product (Setiawati & Syahputra, 2016)

Service quality is an action taken by a service provider in meeting the needs and desires of customers and customer expectations. To maintain the existence of customers, service quality must be considered and maximized (Simanjanrang & Chindi, 2022). According to (Fahmi, 2014), service quality means the difference between the reality and consumer expectations of the service received.

The food and beverage menu offered must be able to arouse consumer tastes. All cafes always try to offer a variety of food and drink menus that suit consumer tastes. Pricing is designed to encourage consumers to enjoy affordable food and beverages without compromising the taste of the food. This is expected to meet the needs and desires of consumers in achieving the desired satisfaction. To facilitate the transaction process, the mill cafe must also consider providing facilities to meet the needs, desires and expectations of consumers.

Cafe Ranu Raseyan was founded in February 2020 which is located in the Air Clean environment Jl. Banyan No. 59. Behind the Fisheries Service, Rantau Prapat.. However, a few months later the cafe was renovated so that it reopened on September 28, 2020. Cafe Ranu Raseyan was taken from the Sundanese language. Ranu means lake above the mountain, while Raseyan means a beautiful and hidden place. So that when combined the two become a beautiful place on a hidden lakeside mountain. Seen from the appearance of this cafe does give the impression like the name. (Firdiyansyah, 2017) Where we can enjoy the atmosphere of natural tranquility when entering the Cafe. There is a corner that stretches out green like being on the grass on the edge of a lake.

Café Ranu took the concept of a more private location or away from the crowd (Apriyani & Sunarti, 2017). Therefore the location of the cafe is also far from pollution. As the name suggests, raseyan is a place away from the crowds or hidden. Cafe Ranu Raseyan creates a very comfortable atmosphere equipped with facilities such as music entertainment, wifi, parking availability, clean toilets, and a fairly large lesehan. four visitors are divided into two, namely the upper and lower floors. Seating can also choose whether you want to lie down or sit on a table chair. Cafe Ranu Senayan by design is not too broad, but its nice decoration makes Cafe Ranu very suitable for taking pictures which are usually uploaded on Instagram. There is a photo booth provided to meet the needs of self-expression.

Because DITs serene and beautiful design Cafe Ranu is perfect for family gatherings, gatherings of friends, coworkers, and business. (Sanjiwani & Atmosphere, 2019) At this time the cafe has become an inseparable part of human life, even the existence of a cafe has become a necessity. Especially with the increasing mobility of people and the lifestyle of today's people who like to relax with their reference group outside the home (Rianto et al., 2021).

Prepared menu, he will be held in Ranu vary. Cafe ranu has a distinctive taste and good quality of dishes. And the main menu and mainstay is Ranu's fried rice with Ranu's Premium Ice drink. The waiters at Cafe Ranu have done the best service with (Junita et al., 2020) Prioritize customer convenience. And during the demonstrations, Cafe Ranu implemented health protocols in serving customers. So that customers who visit do not feel worried and feel satisfied because the price paid is in accordance with what they get.

The level of competition in the cafe business in the Rantau Prapat area is quite high. To stabilize the market share of Cafe Ranu Raseyan and continue to grow, the manager of Cafe Ranu Raseyan needs to implement the right strategy to run this business. Managers need to start thinking like consumers to find out what they need to be satisfied with their products (Tanjung et al., 2021). It is the desire of all business people to meet consumer needs. Meeting consumer needs is not only an important factor in the survival of a company, but can also increase its competitive advantage. One of the impacts of customer satisfaction is the formation of customer loyalty to the restaurant. Consumers who are happy with a product or

service tend to buy and use it again if the same need arises in the future. Fulfilling consumer needs is the dream of every business person. Meeting consumer needs is not only an important factor in the survival of a company, but can also increase its competitive advantage. One of the impacts of customer satisfaction is the formation of customer loyalty to the cafe.

Wijaya (CV Wijaya, 2017) with a study entitled " Pengaruh harga, kualitas pelayanan dan kualitas produk terhadap kepuasan konsumen depot madiun masakan khas bu rudy" states that price, service quality and product quality have a dominant and significant effect. Based on(Moha & Loindong, 2016) with a study entitled "Analysis of the quality of services and facilities on customer satisfaction at the Yuta hotel in Manado City, states that the quality of services and facilities affect customer satisfaction at Yuta Hotels in Manado City". Based on(Apriyani & Sunarti, 2017) with a study entitled "The Effect of Service Quality on Consumer Satisfaction (Survey on Consumers of The Little A Coffee Shop Sidoarjo)" states that service quality has a significant influence on consumer satisfaction.

Based on the condition of Cafe Ranu Senayan and the results of previous research, research problems can be formulated as follows: (a) how is the effect of price on consumer satisfaction at Cafe Ranu Raseyan Rantau Prapat, (b) how is the effect of food quality on customer satisfaction at Cafe Ranu Raseyan Rantau Prapat, (c) how is the effect of service quality on customer satisfaction at Cafe Ranu Raseyan Rantau Prapat, (d) how is the effect of price, quality of dishes, and quality of service on customer satisfaction at Cafe Ranu Raseyan Rantau Prapat simultaneously.

II. Review of Literature

2.1 Price

Price is the profit earned by the company from selling its products in the form of goods or services. According to Bukhari Alma (Saputro, 2018), price is the value of a product or service expressed in money. According to (Sanjiwani & Atmosphere, 2019), the price set by a company for a product or service can be seen from several aspects. Therefore, (1) Affordable. The price aspect that business actors need to pay attention to first is affordability. The selling price of a product or service must be affordable by consumers in the target market. (2) Price rationality and quality/taste. This is always directly proportional to quality, so economic actors need to adjust the price of their products to reflect quality. (3) Price competition. Business companies must be able to determine the price of products and services in order to compete with existing competitors. (4) Price and partial compatibility. This must be adjusted to the amount/portion of goods sent to consumers.

2.2 Food Quality

Quality is found not only in goods and services, but also in food. Customers naturally want to enjoy high quality food. According to Margareta and Edwin (AN Kurnia, 2019), food quality plays an important role in consumer purchasing decisions. As the quality of food improves, so does the decision to buy. According to West, Wood and Harger, Gaman and Sherrington and Jones in Margaretha and Edwin in (Kurniawan et al., Nd), broadly speaking the factors that affect food quality are: a) Food color. The color combination is very helpful for consumer tastes. b). Appearance. Food should look good on the plate, which is an important factor. c). Standard part. That is how the standard size of food served d). The shape of the food plays an important role in attracting attention. e). Temperature. Consumers prefer achievable temperature changes from one food to another. f). Food texture, among others: smooth, liquid or solid, hard or soft, dry or moist.

2.3 Service Quality

Service quality is the accuracy of service delivery to balance customer expectations. In order for a business to survive and maintain customer choice, the quality of service must be considered and maximized by business people (Junita et al., 2020). The service quality approach that is widely used in various market research is the Servqual model developed by Parasuraman, Zeithmal, and Berry as follows: (1) Tangible, namely the company's ability to exist in front of the market. (2) Reliability. The company must be able to provide the accurate and reliable service that is promised. (3) Responsiveness. It is the staff's willingness to help customers and provide prompt and responsive service. (4) Representations and guarantees, namely correct knowledge of products, self-satisfaction in the provision of services, ability to provide information. (5) Empathy. This means paying personal attention to the customer by trying to understand the consumer's needs.

2.4 Consumer Satisfaction

Consumer satisfaction is a sense of pleasure or disappointment shown by consumers from the results of comparing product performance/perception results with consumer expectations. Consumer well-being and disappointment are influenced by perceptions of product quality, price, and location. Assauri (2012:11) states that customer satisfaction is an indicator of the company's future business success and the size of the company's future business. Tjiptono in (Bailia et al. al., 2014), consumer satisfaction is a condition shown by consumers when they realize that their needs and desires are fulfilled as expected. According to Zeithaml and Bitner (Kurniawan et al., No date), the factors that influence customer satisfaction are: 1). Service or service quality. 2). Product quality, namely the quality of the products used. 3). relatively low price, and products of the same quality offer customers more value. 4). Situational factors, namely the situation experienced by the customer. 5). Customer personal factors, namely characteristics that match their personal needs. According to Priansa in Nusjirwan (2020) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers". Regarding the background, this research considers the customer value as an important element for an industry, both in service and manufacture. Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019).

2.5 Framework

The framework of thought can be seen in the following chart:

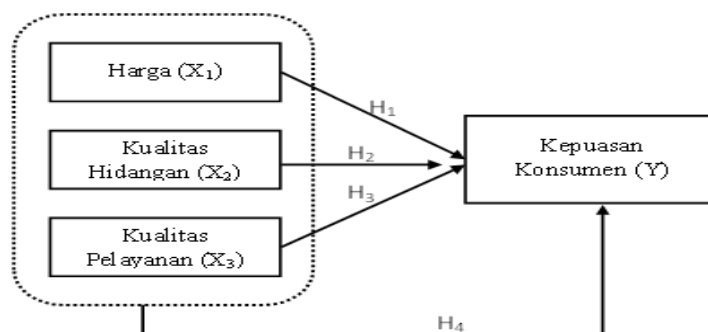


Figure 1. Chart of Framework of Thought

2.6 Hypothesis

The hypothesis of this research is as following:

1. Price partially has a significant positive effect on consumer satisfaction.
2. The quality of the dish partially has a significant positive effect on consumer satisfaction.
3. Service quality partially has a significant positive effect on customer satisfaction.
4. Price, food quality, and service quality simultaneously have a significant positive effect on customer satisfaction.

III. Research Methods

3.1 Validity and Reliability Test

Test validation used to measure valid whether or not questionnaire. (Faizah et al., 2013). The following are the results obtained from the validity test results:

Table 1. Validity Test Results

Pernyataan	Nilai r Tabel	Nilai r hitung	Hasil
X1 (Harga)			
P1	0,1654	0,756	Valid
P2	0,1654	0,806	Valid
P3	0,1654	0,603	Valid
P4	0,1654	0,718	Valid
X2 (Kualitas Hidangan)			
P1	0,1654	0,539	Valid
P2	0,1654	0,698	Valid
P3	0,1654	0,764	Valid
P4	0,1654	0,703	Valid
P5	0,1654	0,702	Valid
P6	0,1654	0,630	Valid
P7	0,1654	0,654	Valid
X3 (Kualitas Pelayanan)			
P1	0,1654	0,742	Valid
P2	0,1654	0,633	Valid
P3	0,1654	0,774	Valid
P4	0,1654	0,789	Valid
P5	0,1654	0,776	Valid
Y (Kepuasan Konsumen)			
P1	0,1654	0,762	Valid
P2	0,1654	0,603	Valid
P3	0,1654	0,776	Valid
P4	0,1654	0,802	Valid

The validity test shows that all items in all variables are declared valid where the number of r count > r table.

Reliability test is a tool to measure a questionnaire which is an indicator variable. A variable is said to be reliable if it has a Cronbach's Alpha value > 0.7 (Sugiyono, 2016). Based on the reliability test, the following results were obtained.

Table 2. Reliability Test Results	
Cronbach's Alpha	N of Items
.947	20

Based on the test results, it was found that the questionnaire was reliable.

3.2 Hypothesis Testing

Partial test (t test) was conducted to determine the level of significance of the influence between variables X1 on Y, X2 on Y, and X3 on Y. (Faizah et al., 2013). The test criteria are if $t \text{ count} > t \text{ table}$ then the hypothesis is accepted, and vice versa. Simultaneous test (F) was used to determine the level of significance of the influence of the independent variables (X1, X2, X3) together on the dependent variable (Y). the test criteria in the F test is if $F \text{ count} > F \text{ table}$ then the hypothesis is accepted, and vice versa.

3.3 Population and Sample

Research population these are consumers who have visited and enjoyed a meal at RanuRaseyan Cafe. The sampling technique used is according to the formula Wibisono (2003). This sampling technique is used for populations whose numbers cannot be determined with certainty.

$$n = \left(\frac{Z_{\alpha/2} \sigma}{e} \right)^2$$

$$n = \left(\frac{(1,96) \cdot (0,25)}{0,05} \right)^2 = 96,04$$

Which is fulfilled to be 100 people. The criteria for respondents are 15 years of age and over. Collection data is done using questionnaire. Scale Likert used is the scale five points in the following categories: I totally disagree (STS):score 1, I disagree (TS):score 2, I do not agree (N):score 3, I agree (p):Score 4, Very agree (SS):Score 5 .

IV. Results and Discussion

4.1 Results

a. Respondents Descriptive Analysis

Table 3. Characteristics of Respondents Based on Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	33	33.0	33.0	33.0
Wanita	67	67.0	67.0	100.0
Total	100	100.0	100.0	

Based on the results of the respondent description analysis, the number of male respondents was 33 people or 33%, while the female respondents were as much as 67 people or 67%.

Table 4. Characteristics of Respondents Based on Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 16-20 tahun	11	11.0	11.0	11.0
21-25 tahun	84	84.0	84.0	95.0
26-30 tahun	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Based on the results of the analysis of the description of the respondents, 11 respondents were 16-20 years old, 84 people were 21-25 years old and 5 people were 26-30 years old.

Table 5. Characteristics of Respondents Based on Last Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sarjana	16	16.0	16.0	16.0
	SMA	84	84.0	84.0	100.0
	Total	100	100.0	100.0	

Based on the results of the analysis of the description of the respondents, it was obtained that the number of respondents with the latest undergraduate education was 16 people, while the respondents with the last education were high school as many as 84 people.

Table 6. Characteristics of Respondents by Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Enterpreunership	7	7.0	7.0	7.0
	Pegawai Negeri Sipi	3	3.0	3.0	10.0
	Pegawai swasta	21	21.0	21.0	31.0
	Pelajaran/mahasiswa	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

Based on the results of the analysis of the description of the respondents, it was found that the number of respondents with entrepreneurship work was 7 people, civil servants were 3 people, private employees were 21 people or students/college students were 69 people.

b. Classic Assumption Test

1. Normality Test

Based on the normality test using histogram, the residual image is obtained as follows.

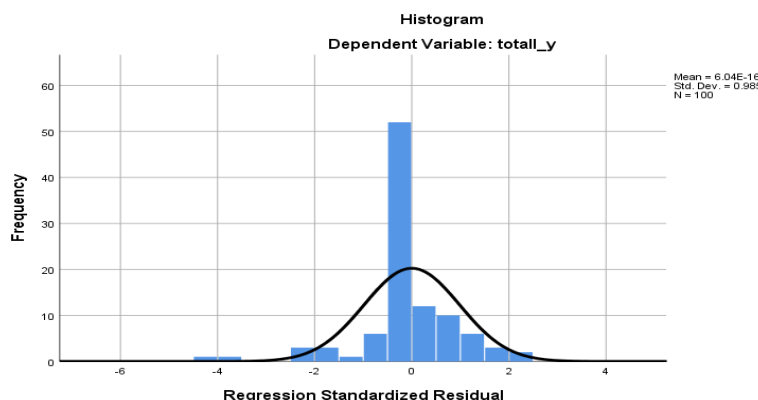


Figure 2. Histogram of Normality Test

Normality test using Kolmogorov-Sminov can be seen in the table below.

Table 7. Normality Test

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.296	100	.000	.801	100	.000

a. Lilliefors Significance Correction

Based on Table 7, it can be seen that the significant value of the 0.000 Kolmogorov test is less than 0.05, so the residual distribution is normal.

2. Multicollinearity Test

The results of the multicollinearity test can be seen in the table below.

Table 8. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	.353	1.240			.284	.777		
TOTAL_X ₁	.418	.110	.378	3.789	.000	.387	2.586	
TOTAL_X ₂	.189	.069	.278	2.742	.007	.374	2.671	
TOTAL_X ₃	.185	.086	.218	2.149	.034	.375	2.665	

a. Dependent Variable: kepuasankonsumen_y

Based on Table 8, it is known that the VIF value for the independent variable is less than 10 ($VIF < 10$), and the Tolerance value is > 0.1 . The variables X1, X2, X3 respectively show the VIF value of 2.586; 2.671, and 2.665 and the values of Tolerance X1, X2, and X3 are 0.387, respectively; 0.374; and 0.375. This means that there is no multilinearity so that the regression model is feasible to use to predict customer satisfaction based on price, dish quality, and service quality.

3. Heteroscedasticity Test

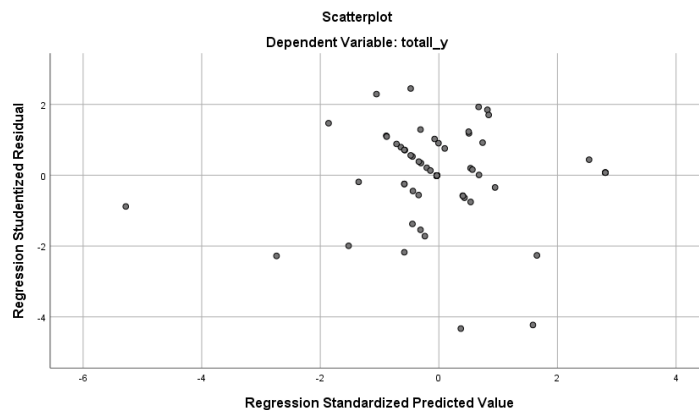


Figure 3. Heteroscedasticity Test

Based on Figure 3 above, it does not have a certain or random pattern, so it can be concluded that the remainder is free from heteroscedasticity or meets the assumption of homogeneity

c. Research Hypothesis Analysis

1. Partial Test (t-test)

Based on the hypothesis test, the results of the t-test are obtained as shown in the table below:

Table 9. Partial Test Results (t Test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.353	1.240		.284	.777		
TOTAL_X1	.418	.110	.378	3.789	.000	.387	2.586
TOTAL_X2	.189	.069	.278	2.742	.007	.374	2.671
TOTAL_X3	.185	.086	.218	2.149	.034	.375	2.665

a. Dependent Variable: kepuasankonsumen_y

From the table above, the following regression equation is obtained:

$$Y = 0.353 + 0.418 X1 + 0.189X2 + 0.185X3 + e$$

Based on the regression analysis equation, it can be explained that:

1. The constant value is 0.353 meaning that if the variables X1, X2, X3 are zero then the value of customer satisfaction is 0.353
2. The value of X1 is the price of 0.418, meaning that if the price increases by one unit, the value of Y increases by 0.418
3. The value of X2 is the quality of the dish of 0.189, meaning that if the quality of the dish increases by one unit, the value of Y increases by 0.189
4. The value of X3 is the quality of service of 0.185, meaning that if the quality of service increases by one unit, then the value of Y increases by 0.185.

Based on the regression equation, it can be understood that price (X1), dish quality (X2), and service quality (X3) have a positive effect on consumer satisfaction (Y).

If the number of samples is 100, then the t table value is obtained by calculating the degrees of freedom $df = n - k - 1 = 100 - 3 - 1 = 96$ with a 5% significance level of 1.661. Based on the t-test, the results of the partial test of the price variable (X1) were 3.789. The value of t count > t table is $3.789 > 1.661$, so that the quality of the dish has a significant effect on consumer satisfaction. Based on the t-test, the results of the partial test of the dish quality variable (X2) were 2.742. The value of t count > t table is $2.742 > 1.661$, so that the quality of the dish has a significant effect on consumer satisfaction. Based on the t test, the results of the partial test of the service quality variable (X1) were 2.149. The value of t count > t table is $2.149 > 1.661$, so that service quality has a significant effect on customer satisfaction.

2. Simultaneous Significance Test Results (F test)

The F test aims to determine the magnitude of the effect of the independent variable simultaneously (simultaneously) on the dependent variable. Based on the F test, the following results were obtained.

Table 10. Simultaneous Test Results (F test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	187.721	3	62.574	54.650	.000 ^b
	Residual	109.919	96	1.145		
	Total	297.640	99			
a. Dependent Variable: kepuasan konsumen_y						
b. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2						

If the number of samples is 100, then the t table value is obtained by calculating the degrees of freedom $df1 = k - 1 = 4 - 1 = 3$, and $df2 = n - k - 1 = 100 - 3 - 1 = 96$ with a 5% significance level of 2,699. Based on the F test, the results of the simultaneous test of price (X1), dish quality (X2), and service quality (X3) were 54,650. The calculated F value > F table is $54.650 > 2.699$, so the price (X1), dish quality (X2), and service quality have a significant effect on consumer satisfaction simultaneously or simultaneously.

Table 11. Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.794 ^a	.631	.619	1.07004	1.849
a. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2					
b. Dependent Variable: totall_y					

The R-square value shows the variability of Y that can be explained by the independent variable. Based on Table 4.10 shows the Adjusted R Square value of 0.619, which means that 61.9 percent of the variation in consumer satisfaction variables can be explained by variations in price variables (X1), dish quality (X2) and service quality (X3). The remaining 38.1 percent is explained by other variables outside the model.

4.2 Discussion

a. The Effect of Price Quality on Consumer Satisfaction

The results of this study indicate that price quality partially has a positive effect on consumer satisfaction. What will happen this research provides evidence that the price of food offered by the manager of Cafe Ranu Raseyan Rantau Prapat to consumers is competitive, affordable and in accordance with the benefits provided is one way to satisfy consumers. The results of this study are in accordance with those carried out by (Windarti & Ibrahim, 2017) which concludes that price, has a significant and positive effect on consumer satisfaction

b. Effect of Food Quality on Consumer Satisfaction

The results showed that the quality of the dish partially positive effect on consumer satisfaction. These results provide evidence that the consumer's experience in buying food will result in the consumer's assessment of the dish. The results of this study are in accordance with those carried out by (Dewi & Wulandari, 2021) which concludes that the quality of the dish has a significant effect on consumer satisfaction

c. The Influence of Service Quality on Customer Satisfaction

This results study show that service quality affects bigon consumer satisfaction Cafe Ranu Raseyan Rantau Prapat. The results of this study strengthen research previously, that the quality variable influential significant and positive on user satisfaction (Apriyani & Sunarti, 2017). This matter show that the more tall quality of service and facilities Cafe Ranu then the higher customer satisfaction at Cafe Ranu Raseyan. Implications of the research. Cafe Ranu Raseyan need keep going upgrade service quality in order to increase satisfaction customer.

d. The Effect of Price Quality, Dish Quality, Service Quality, on Consumer Satisfaction

The test results show that there is an effect of price quality, food quality and service quality together on customer satisfaction at Cafe Ranu Raseyan. The value of the coefficient of determination (R-square) = 0.619 above means that 61.9% of customer satisfaction at Cafe Ranu Raseyan Rantau Prapat is influenced by fluctuations in price quality, food quality, and increased service quality. The results of this survey are in line with the survey (Fahmi, 2014) and show that the variables of price, product quality, and service quality at the same time have a significant influence on customer satisfaction.

V. Conclusion

Based on the analysis and discussion conducted in the study, it can be concluded that:

1. The regression equation of this study is; $Y = 0.353 + 0.418 X_1 + 0.189X_2 + 0.185X_3 + e$
2. The price variable (X1) has a positive and significant effect on consumer satisfaction with the value of t count > t table that is $3.789 > 1.661$.
3. The food quality variable (X2) has a positive and significant effect on consumer satisfaction with the value of t count > t table that is $2.742 > 1.661$,
4. The service quality variable (X3) has a positive and significant effect on consumer satisfaction with the value of t count > t table that is $2.149 > 1.661$.
5. Variables of price (X1), quality of dishes (X2), and quality of service (X3) have a positive and significant effect on consumer satisfaction (Y) simultaneously with the value of F arithmetic > F table that is $54.650 > 2.699$

The advice that can be given is the quality of service that has been carried out by Cafe Ranu Raseyan in general it can be said to have been carried out properly and in accordance with the wishes and expectations of consumers. This can be proven from the results of the average respondents' answers giving a high value to the scale of answers provided. However, there are still some things that need to be considered by cafe owners to be able to create better customer satisfaction, such as increasing the speed in serving dishes and increasing the completeness of the variety of food/beverage menus.

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