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The influence of service quality and price on consumer satisfaction

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Abstract. This study aims to determine the effect of service quality and price on consumer satisfaction at the Cafe Teras Kayoe in Balaraja, Tangerang Regency. Methodology/approach – This research method uses a quantitative approach, an associative research type. The study population consisted of 15,404 consumers, and a sample of 99 respondents using probability sampling techniques. Findings – The results of the study show that service quality and price have a positive and significant effect on consumer satisfaction. Novelty/value – The correlation coefficient is a very strong relationship, and the determination coefficient is 74.7%, The hypothesis test results show that $F_{count} > F_{table}$ or $141.956 > 3.09$ with a significance value of $0.000 < 0.05$. Thus, service quality and price have a positive and significant effect on customer satisfaction.

Keywords: Service Quality; Price; Customer Satisfaction

A. INTRODUCTION

Consumer satisfaction is one of the key factors that determines business success in the culinary industry, including cafés. The high level of competition requires every business to provide consistent service quality and set prices that align with consumers' perceived value. In the context of Cafe Teras Kayoe, daily visit rates and customer characteristics demand fast and consistent service, as well as pricing that reflects the quality received.

Cafe Teras Kayoe is one of the coffee shops favored by the community in Balaraja. However, based on consumer data from 2021–2024, there has been a significant decline in the number of visitors. This trend can be seen in the following consumer realization table:

Tabel 1. Consumer Data of Kayoe Terrace Cafe

Year	Target Consumer	Consumer Realization	Percentage	Description
2021	58.500	45.013	77%	Not Achived
2022	65.500	42.262	65%	Not Achived
2023	70.900	24.188	34%	Not Achived
2024	83.200	15.404	19%	Not Achived

Source: Kayoe Terrace cafe

As shown in Table 1. the decline in consumer numbers from year to year is caused by a mismatch between customer expectations and the actual experience received. This has led to a reduced interest in visiting and recommending the café. The following presents the results of the pre-survey on consumer satisfaction at Cafe Teras Kayoe for the 2021–2025 period:

Tabel 2. Consumer Satisfaction Pre-Survey Results

Indicator	Statement	Responden's Answer			
		Yes	%	No	%
Meeting expectation	The taste of the food and drinks here is always consistent.	12	40%	18	60%
	The appearance of the food and drinks served is the same as what is listed on the menu	7	23%	23	77%
Interest in returning	Menu options are always available, ensuring a comfortable experience for customers.	9	30%	21	70%
	This cafe is the main place for consumers to hang out	13	43%	17	57%
Willingness to recommend	Consumers are willing to recommend.	11	37%	19	63%
	Consumers will share positive experiences with friends or family	2	7%	28	93%
Average		Yes	30%	No	70%

As shown in Table 2, 70% of respondents answered “no,” indicating that consumers are not yet satisfied after purchasing and experiencing the value of a product that falls short of their expectations. Service quality has long been considered an important determinant in creating consumer satisfaction. Previous studies have categorized service quality into indicators such as reliability, responsiveness, assurance, empathy, and tangible aspects. These studies found that service quality can enhance consumers’ positive experiences and influence their intention to return. Other research places greater emphasis on emotional aspects, such as comfort, personal attention, and trust, which contribute to the overall perception of satisfaction. Nevertheless, several studies indicate that service quality is not always the primary factor, especially when consumers are more sensitive to price and the value they receive.

In the context of pricing, previous studies can be grouped into two approaches. The first approach highlights price as a tool for consumer evaluation, where competitive pricing and appropriate discount policies can enhance customer satisfaction. The second approach views price as part of perceived value, in which consumers assess the alignment between the price paid and the benefits received. However, some studies still show inconsistencies regarding the extent to which price influences satisfaction, particularly in small businesses such as cafes that compete more on the quality of experience rather than the nominal price itself.

From these two groups of studies, it can be seen that limitations still exist in previous research, particularly regarding medium-scale local cafes located in semi-urban areas such as Balaraja. Most studies have focused on larger restaurants, while research on cafes remains limited. In addition, there are still few studies that examine service quality and price simultaneously within a comprehensive model to determine their combined contribution to consumer satisfaction. Based on this background, several previous researchers have tended to focus on the influence of service quality or price separately. Research that analyzes both

variables simultaneously in the context of cafes in semi-urban areas with diverse consumer characteristics is still limited. Therefore, this study offers novelty by examining the influence of service quality and price on consumer satisfaction at Cafe Teras Kayoe in Balaraja, Tangerang Regency. The objectives of this study include:

To determine the partial influence of service quality on consumer satisfaction at Cafe Teras Kayoe in Balaraja, Tangerang Regency.

To determine the partial influence of price on consumer satisfaction at Cafe Teras Kayoe in Balaraja, Tangerang Regency.

To determine the simultaneous influence of service quality and price on consumer satisfaction at Cafe Teras Kayoe in Balaraja, Tangerang Regency.

B. LITERATURE REVIEW

Service Quality

According to Nasution in Gofur (2019:117), service quality is the level of excellence expected to meet consumer desires. Service that meets expectations is the key for businesses to achieve customer satisfaction. Therefore, businesses must pay attention to service quality so that consumers feel their desires and needs are met.

Price

According to Elliyana et. al. (2022:109), prices set too high or too low will impact profits. Price is crucial for a company's survival. Therefore, businesses must consider price before setting a selling price.

Consumer Satisfaction

According to Mali and Dipayanti (2024:1593), "Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance of a product or service with the expected performance." If the service received exceeds consumer expectations, consumers will naturally feel satisfied. Conversely, if the service received does not meet expectations, consumers will feel dissatisfied.

C. RESEARCH METHODOLOGY

This study employed a quantitative method with an associative approach. The population was 15,404 consumers. A sample of 99 respondents was selected using the Slovin Formula. The sampling method employed probability sampling. Data analysis utilized multiple linear regression, t-test, F-test, and coefficient of determination using SPSS.

D. RESULTS AND DISCUSSION

The normality test, based on the probability plot, shows a normal graph pattern, with points spread out along the diagonal line. The multicollinearity test shows that the tolerance for all independent variables is $0.999 > 0.10$, and the VIP value is $1.001 < 10$. Therefore, it can be concluded that the service quality and price variables do not exhibit multicollinearity.

Furthermore, the variance test using a scatterplot graph shows that the points are spread out and do not form a specific pattern. This indicates that there is no heteroscedasticity problem in this study. The autocorrelation test shows a Durbin-Watson value of 2.180. At a significance level of 5% with $(N-2) 99-2 = 97$, $k = 2$, $dL = 1.627$ and $dU = 1.711$ are obtained, then $4 - dU = 2.289$ because the DW value = 2.180, is at $dU < d < 4-dU$, namely $1.711 < 2.180 < 2.289$, so there is no positive or negative autocorrelation.

Instrument validity test

To determine the accuracy of the instrument in measuring the variables studied, the researcher conducted a validity test of the instrument for the variables of work discipline, physical work environment and employee performance in the table below:

Table 2. Instrument validity test results

Work Discipline		Physical Work Environment		Employee performance	
No	R Count	No	R Count	No	R Count
1	0.556	1	0.392	1	0.547
2	0.752	2	0.425	2	0.605
3	0.636	3	0.312	3	0.334
4	0.820	4	0.486	4	0.408
5	0.792	5	0.701	5	0.377
6	0.763	6	0.505	6	0.460
7	0.494	7	0.692	7	0.720
8	0.849	8	0.721	8	0.602
9	0.692	9	0.706	9	0.585
10	0.629	10	0.530	10	0.489

Source: Data Processing Results, 2025

Based on the data in the table above, the work discipline variable (X1) obtained a calculated r value > r table (0.206), thus all questionnaire items were declared valid. Therefore, the questionnaire used was suitable to be processed as research data. Based on the data in the table above, the physical work environment variable (X2) obtained a calculated r value > r table (0.206), thus all questionnaire items were declared valid. Therefore, the questionnaire used was suitable to be processed as research data. Based on the data in the table above, the employee performance variable (Y) obtained a calculated r value > r table (0.206), thus all questionnaire items were declared valid. Therefore, the questionnaire used was suitable for processing as research data.

Reliability Test

Reliability testing is intended to test whether a questionnaire is reliable or not. According to Ghozali (2018:47), "Reliability testing is a tool for measuring a questionnaire that is an indicator of a variable or construct."

Table 3. Reliability Test Results

Variable	Cronbatch	Std.	Information
	Alpha	Cronbatch Alpha	
Work Discipline (X1)	0.883	0.600	Reliable
Physical Work Environment (X2)	0.738	0.600	Reliable
Employee Performance (Y)	0.686	0.600	Reliable

Source: Data Processing Results, 2025

Based on the test results in the table above, it shows that the work discipline variables (X1), physical work environment (X2) and employee performance (Y) are declared reliable, this is proven by each variable having a cronbatch alpha value greater than 0.600.

Hypothesis Test

T Test

To determine the significance of the influence of work discipline variables on employee performance, please see the table below:

Table 5. T Test Result of Work Discipline

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	44.866	1.356		33.093	0.000
Work Discipline (X1)	- 0.184	0.038	0.458	-4.867	0.000

a. Dependent Variable : employee performance (Y)

Source: Data Processing Results, 2025

Based on the test results in the table above, the calculated t value is obtained > t table or (-4.867 > -1.987). This is also strengthened by a significance value of <0.050 or (0.000 <0.050). Thus, H0 is rejected and H1 is accepted, this shows that there is a significant influence between work discipline and employee performance.

To determine the significance of the influence of physical work environment variables on employee performance, please see the table below:

Table 6. T test result of Physical Work Environment

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	18.170	2.583		7.034	0.000
physical work environment (X2)	0.545	0.069	-0.642	7.903	0.000

a. Dependent Variable: employee performance (Y)

Source: Data Processing Results, 2025

Based on the test results in the table above, the calculated t value is greater than the t table value, or (7.903 > 1.987). This is also supported by a significance value of <0.050 or (0.000 <0.050). Thus, H0 is rejected and H2 is accepted, indicating a significant influence between the physical work environment and employee performance.

F Test

To test the influence of work discipline and physical work environment variables simultaneously on employee performance, an F statistical test (simultaneous test) with a significance of 5% was used. In this study, a significance criterion of 5% (0.05) was used. To determine the significance of the influence of discipline and the physical work environment on employee performance simultaneously, please see the ANOVA table below:

Table 7. F Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	573.336	2	286.668	48.580	0.000
Residual	519.280	88	5.901		
Total	1092.615	90			

a. Dependent Variable: Employee Performance (Y)
Predictors: (Contant), Physical Work Environment (X2), Work Discipline (X1)

Source: Data Processing Results, 2025

Based on the test results in the table above, the calculated F value is obtained > F table or (48.580 > 2.710), this is also strengthened by the significance < 0.050 or (0.000 <

0.050). Thus, H_0 is rejected and H_3 is accepted, this shows that there is a significant simultaneous influence between work discipline and the physical work environment on employee performance.

E. CONCLUSIONS AND SUGGESTIONS

This study aims to understand the influence of work discipline and the physical work environment on employee performance at PT Galaxy Ion Technology, both partially and simultaneously. The following are the conclusions of this study:

First, Work Discipline was partially proven to have a significant effect on Employee Performance at PT Galaxy Ion Technology. This is evidenced by the statistical test results showing that the calculated t-value of -4.867 is greater than the t-table value of -1.987, with a significance level of $0.000 < 0.050$. The coefficient of determination obtained is 0.210, while the correlation coefficient value is -0.458, with a simple linear regression equation of $Y = 44.866 - 0.184X_1$. These results indicate that work discipline has a significant influence on employee performance, where a decrease in discipline tends to result in lower performance levels among employees.

Second, the Physical Work Environment was partially proven to have a significant effect on Employee Performance at PT Galaxy Ion Technology. This is evidenced by the statistical test results showing that the calculated F-value of 48.580 is greater than the F-table value of 2.710, with a significance level of $0.000 < 0.050$. The coefficient of determination obtained is 0.412, while the correlation coefficient value is 0.642, with a simple linear regression equation of $Y = 18.170 + 0.545X_2$. These results indicate that a better physical work environment contributes to higher employee performance, as supportive and comfortable working conditions can enhance focus, motivation, and productivity.

Third, Work Discipline and the Physical Work Environment were simultaneously proven to have a significant effect on Employee Performance at PT Galaxy Ion Technology. This is evidenced by the statistical test results showing that the calculated F-value of 48.580 is greater than the F-table value of 2.710, with a significance level of $0.000 < 0.050$. The coefficient of determination obtained is 0.525, while the correlation coefficient value is 0.724, with a multiple linear regression equation of $Y = 25.145 - 0.137X_1 + 0.486X_2$. These findings indicate that Work Discipline and the Physical Work Environment together have a strong and significant influence on improving Employee Performance, meaning that consistent discipline and a supportive physical environment contribute positively to the overall productivity and effectiveness of employees.

The researchers offer several recommendations that are expected to provide useful input for relevant parties, based on the findings of this study. These recommendations include:

For practitioners, since Work Discipline and the Physical Work Environment have been proven to significantly influence Employee Performance, companies are advised to pay greater attention to these two factors. Management should implement clear and consistent disciplinary policies, provide regular evaluations, and create a comfortable, safe, and well-organized physical work environment. By improving discipline and maintaining an optimal work atmosphere, employee motivation, productivity, and overall performance can be enhanced, which in turn contributes to achieving the company's goals more effectively.

For management and practitioners, it is recommended to continuously strengthen both Work Discipline and the Physical Work Environment, as these factors have been proven to significantly affect Employee Performance. Management should enforce company rules consistently, foster employee awareness of the importance of discipline, and ensure that the physical work environment remains safe, comfortable, and conducive to productivity. A well-disciplined workforce supported by a proper work environment will help the company achieve optimal performance outcomes.

For future researchers, this study focused on one company and used two independent variables. It is suggested that future studies expand the research scope by including multiple companies, either within the same industry or across different sectors, to obtain more comprehensive and generalizable results. In addition, future researchers may consider adding other variables such as work motivation, leadership style, or organizational culture to provide deeper insights into the factors influencing employee performance.

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