

Determinant Factors Affecting Customer Satisfaction (Study on Kafa Mart Kalibeber Consumers in Wonosobo Regency)

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ABSTRACT

The purpose of this study is to examine how various factors impact customer satisfaction factors at Kafa Mart Kalibeber, specifically focusing on price, product quality, and service quality. Students and the general public who have made transactions at The research population consists of Kafa Mart Kalibeber. This study employs a quantitative method and utilizes a non-probability sampling technique, involving a total of 100 respondents. The collected data was processed and examined implementing multiple regression analysis and data processed through the use of SPSS V. 25. The findings indicate that while service quality negatively influences customer satisfaction despite being significant, both product quality and pricing positively and significantly impact it.

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1. INTRODUCTION

The actions, perspectives and principles of all economic actors are in line with economic principles that emphasize efficiency and effectiveness. This principle is reflected in the phrase "achieving maximum results with minimum sacrifice". Efficiency states that economic activities should minimize costs while maintaining the desired level of performance. Businesses that prioritize customer satisfaction and aim to gain a competitive advantage must acquire detailed knowledge of their customers' identities, preferences, and purchasing behavior. In Article 1 of Law No. 23 of 2021 issued by the Ministry of Trade regarding the regulation, guidance, and supervision of shopping centers and supermarkets, "Entrepreneurs or corporate entities engage in various industries, including modern retail, to conduct business operations".

To gain a competitive advantage that focuses on customer satisfaction, businesses must understand who their customers are, what their needs are, and how to meet those demands effectively. In a demand-driven economy, building relationships with customers is essential. Kasali (2000) argues "profitability must prioritize long-term customer satisfaction in addition to sales volume. To provide value to customers, businesses must develop an integrated strategy that includes technology, services, sales, marketing, and operational areas". Customer satisfaction is significantly influenced by key elements such as the standard of service, the quality of products, and the pricing set by a goods or service provider.

Based on this description, the urgency of this research is to accurately identify customer needs. Thus, this research can provide input related to improvements in increasing customer satisfaction and can improve their

understanding of consumer behavior, develop effective strategies and initiatives to take advantage of market opportunities, foster significant correlations with a number of stakeholders, and outperform competitors. The problem of this research is to identify the factors that affect customer satisfaction at Kafa Mart, specifically focusing on issues such as poor service quality, poor product quality, and high prices.

Literature Review

1. Customer Satisfaction

Contentment or dissatisfaction stems from an individual's emotional response, influenced by how well the actual or perceived performance of a product or service aligns with their expectationst results are compared to the expected performance or results (Kotler & Keller, 2018). Customer satisfaction is defined as the feeling of satisfaction or pleasure that customers feel after buying or using a product or service (Firda Maretha, 2020). Customer satisfaction refers to the emotional response a person experiences when using a product or service and evaluating its performance against their prior expectations (Sarah Nabilah, 2019). Satisfaction can be achieved through factors such as the quality of products, services, and perceived value. Quality plays a critical role in influencing customer satisfaction, as it fosters a stronger bond between consumers and the company. Over time, this connection enables businesses to better grasp their customers' desires and expectations (Bety Zazkya Rahma, 2018).

Based on these several definitions, it can be concluded Customer satisfaction stems from evaluating the outcomes in relation to expectations performance that can be obtained to determine feelings of satisfaction or disappointment with the expectations they have thought about.

2. Service Quality

Service refers to how sellers interact with buyers by prioritizing the satisfaction of consumers. Excellent service ensures that customers feel appreciated and receive the products or services they seek. Service quality is an important component that must be considered in providing maximum service (Aria and Atik 2018). Service quality is a basic guideline for the company, because this is a product that is marketed and a performance that will also be purchased by consumers (Yuliana. 2021).

From this insight, it follows that service quality is an interaction between sellers and buyers, where the seller provides good service to consumers to ensure that customers feel appreciated and receive the product or service they expect.

Research by Wijaya & Sujana (2020), Indicates that the quality of service plays a crucial role in influencing customer satisfaction at the Jungle Waterpark. This conclusion aligns with findings from earlier studies, the researcher concludes that there are conjectures, as follows:

H1 : service quality affects customer satisfaction

3. Product Quality

Consumers usually assume that high prices represent high product quality or in other words, the more expensive the price, the better the quality. According to Tjiptono (2006: 54) product quality is product conformity to market or consumer needs. According to Alma (2005: 28) product quality is a product This aligns with the necessary standards or requirements. As stated by Garvin (2008: 33), product quality refers to an evolving state that involves the product, personnel, procedures, and surroundings, ensuring they meet or surpass the expectations of customers or consumers.

With this insight in mind, it can be inferred that product quality is the suitability of products to the needs, standards, and expectations of consumers involving product, process, and environmental factors to achieve customer satisfaction.

Research by Maria and Anshori (2013) shows that product The standard of quality contributes positively to the satisfaction of customers at the waterpark. Drawing on findings from prior studies, the researcher formulates the following hypothesis:

H2: product quality affects customer satisfaction

4. Price

Price is a value made to benchmark The worth of a product or service is often referred to as its price. According to Nurfauzi et al. (2023), price represents the sum of money required to purchase specific goods, services, or a combination of the two. Farisi and Qahfi (2020) describe price as the quantity of money or other forms of value, whether monetary or non-monetary, that are necessary to acquire a service, reflecting its utility. Halim et al., (2023) argue that price is a factor that affects the company's profit, the price level given will affect the seller.

From this perspective, it can be inferred that the price represents the assessment used to evaluate the worth of the advantages provided by a product or service.

A study conducted by Osman et al. (2018) indicates that pricing plays a crucial role in enhancing customer satisfaction. This finding aligns with conclusions drawn from earlier studies, the researcher concludes that there are conjectures, as follows:

H3 : Price affects customer satisfaction**2. RESEARCH METHODS**

This study utilizes a quantitative method, focusing on price, product quality, and service quality as factors influencing customer satisfaction. The data used is primary data, namely data collected based on direct observation of respondents using a questionnaire containing statements related to the research. This study utilizes a quantitative method, focusing on price, product quality, and service quality as factors influencing customer satisfaction students and the general public who have made transactions at Kafa Mart Kalibebber. Application of non-probability sampling, specifically through convenience sampling techniques. The criteria used include students and the general public who shop at Kafa mart kalibebber and are willing to be asked for interviews. The number of questionnaires distributed was 120, to return the minimum number of returned questionnaires amounted to 100 respondents.

3. RESULTS AND DISCUSSION**Normality Test****One-Sampel Kolmogorov-Smirnov Test**

			Unstandardiz ed Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std.		2.15619729
	Deviation		
Most	Extreme	Absolute	.054
Differences		Positive	.050
		Negative	-.054
Test Statistic			.054
Asymp. Sig. (2-tailed)			.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

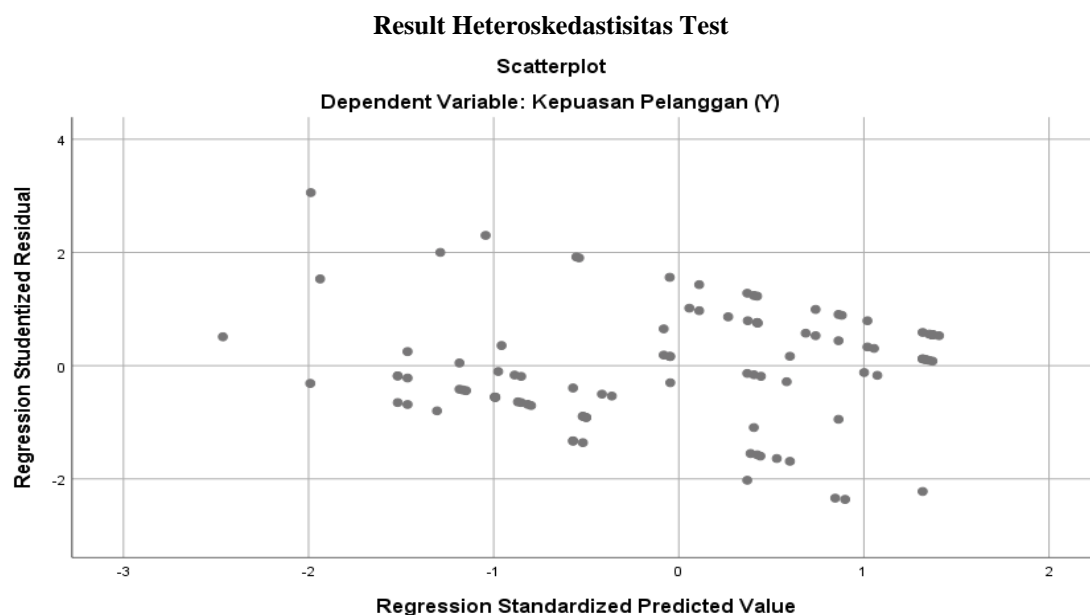
According to the previous table, the Asymp.Sig. value is $0.200 > 0.05$, so the conclusion is The collected data is based on the assumption of normal distribution.

In the previous table, it is presented that there are no Predictor variables with a Variance Inflation Factor (VIF) score > 10 or < 0.01 . Therefore, the conclusion is that the independent variables in the regression model do not show multicollinearity.

Price Multicollinearity Test

Variabel Independen	Collinearity Statistics		Kesimpulan	
	Tolerance	VIF		
Kualitas Pelayanan	.995	1.005	Tidak ada multikolinieritas	
Mutu	.998	1.002	Tidak ada multikolinieritas	
Harga	.995	1.005	Tidak ada multikolinieritas	

Heteroskedastisitas Test



As observed in the scatterplot, the residuals are evenly and randomly distributed above and below the zero value on the Y axis. Therefore, the conclusion is Indicating that the regression model does not exhibit any signs of heteroscedasticity.

Validitas Test

Result Validitas Test			
Variable	Correlation range	Significance	Information
Service quality	0,834**-0,888**	0,00	Valid
Quality	0,816**-0,891**	0,00	Valid
Price	0,836**-0,892**	0,00	Valid
Customer satisfaction	0,680**-0,892**	0,00	Valid

The Service Quality variable shows a correlation range from 0.834 to 0.888, with significance at the 0.000 level. The Quality variable exhibits a correlation range of 0.816 to 0.891, also significant at the 0.000 level. The Price variable ranges from 0.836 to 0.892 in correlation, with a significance level of 0.000. The brand Customer Satisfaction variable spans from 0.680 to 0.892 in correlation and is significant at the 0.000 level. These

findings indicate that the inquiries related to Service Quality, Quality, Price that measure Customer Satisfaction can be declared valid.

Realibilitas Test

Result Realibilitas Test

Variable	Cronbach Alpha Based on Sign standardized item	Limit α	Information
Service quality	0,835	> 0,7	Reliabel
Quality	0,892	> 0,7	Reliabel
Price	0,843	> 0,7	Reliabel
Costomer satifaction	0,918	> 0,7	Reliabel

The Cronbach Alpha value based on standardized items is greater than the upper limit value of Cronbach alpha 0.7. So that all questions related to The factors of Service Quality, Quality, and Price have been found to be consistent in their impact on Customer Satisfaction

Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.360	3.630		2.028	.045
	Pelayanan (X1)	-.027	.148	-.015	-.184	.854
	Mutu (X2)	.726	.115	.525	6.306	.000
	Harga (X3)	.485	.174	.232	2.786	.006

a. Dependent Variable: Kepuasan Pelanggan

From the statistical results, the multilinear equation is obtained as follows:

$$Y = 7.360 + (-0.027)X_1 + 0.726X_2 + 0.485X_3$$

Interpretation of Regression Coefficient

a. $a = 7.360$

This analysis shows that, assuming ceteris paribus where all other factors remain constant, customer satisfaction (Y) is estimated at 7.360 At the point where service quality (X1), quality (X2), and price (X3) are all nonexistent a. $b_1 = -0.027$

The service quality The regression coefficient for the variable (X1) is -0.027. This implies, assuming quality (X2) and price (X3) remain constant, a one-unit increase in service quality (X1) is associated with a 0.027 decrease in customer satisfaction (Y).

b. $b_2 = 0.726$

The quality variable (X2) has a regression coefficient of 0.726. This implies, assuming that service quality (X1) and price (X3) are constant, a one unit increase in product quality (X2) results in an Improvement in client contentment (Y) worth 0.726.

c. $b_3 = 0.485$

The regression coefficient for the price variable (X3) is 0.485, indicating that, assuming supplier quality (X1) and product quality (X2) remain stable, a one unit increase in price (X3) will lead to a rise in customer satisfaction (Y) worth 0.485.

Partial Hypothesis Testing (t test)

a) Effect of Service Quality (X1) on Customer Satisfaction (Y)

Regression analysis shows, the regression coefficient obtained is -0.027. The calculated t value for Service Quality is -0.184, while the t table is 1.66071 ($df = 100 - 3 = 97$; $\alpha = 0.05$), and the probability value reaches 0.854, which is $> (\alpha) 0.05$. As a result, the t count does not exceed the t table and the probability is more than the standard limit, the conclusion is that Service Quality fails to contribute to enhancing Customer Satisfaction, concluding the rejection of hypothesis 1.

b) Quality Variable (X2) on Customer Satisfaction (Y)

According to the results of the regression analysis, the coefficient for quality regression is 0.726. The calculated t value is 6.306 exceeding t table 1.66071 ($df = 100 - 3 = 97$; $\alpha = 0.05$), and the probability is 0.000, which is $< (\alpha) 0.05$. This suggests that the quality of a product or service contributes positively to customer satisfaction, concluding the acceptance of hypothesis 2.

c) Price Variable (X3) on Customer Satisfaction (Y)

Regression analysis shows that the coefficient from the regression analysis of organizational culture is 0.485. The calculated t value of 2.786 exceeds the t table of 1.66071 ($df = 100 - 3 = 97$; $\alpha = 0.05$), and the probability is 0.006, which is $< (\alpha) 0.05$. Thus, in conclusion, organizational culture contributes a The hypothesis was accepted, demonstrating a favorable influence on customer satisfaction 3.

4. CONCLUSION

The findings drawn from the analysis presented in the earlier chapter are as follows:

While Service Quality positively impacts Brand Loyalty, Hypothesis 1 is not supported. The results indicate a positive effect of Quality on Brand Loyalty, leading to the acceptance of Hypothesis 2. Price is shown to have a favorable effect on Brand Loyalty, thus supporting the acceptance of Hypothesis 3.

ADVICE

Referring to the previous research findings, the following suggestions are proposed, including:

1. For Kafa Mart

The research indicates that factors such as Service Quality, Product Quality, and Price significantly impact Customer Satisfaction amounts to 31.6%, while the influence of other variables reaches 68.4%. Therefore, Kafa Mart is advised to continue to improve and maintain Service Quality, Quality, and Price so that people are always loyal.

2. Further Researchers

For future studies, it is suggested to broaden the scope of this research by examining additional elements that may influence brand loyalty, including factors like brand perception, marketing strategies, and customer complaint management. In addition, researchers can use other methods, such as in-depth interviews with customers, to obtain more varied information about consumer satisfaction.

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