

**FACTORS AFFECTING CUSTOMER SATISFACTION  
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[risqi.f.agribis@upnjatim.ac.id](mailto:risqi.f.agribis@upnjatim.ac.id)**Abstract**

This study analyzes the factors that influence customer satisfaction at Kahyangan Coffee and Eatery Madiun. Using quantitative methods, the sampling method employed was non-probability sampling with an accidental sampling technique. A total of 100 respondents aged at least 15 years who had made at least two purchases were involved in this study. Data were obtained through a survey and analyzed using the Partial Least Squares (PLS) method with WarpPLS 7.0 software. The results of the survey indicate that price perception (coefficient = 0.234), location (0.402), product quality (0.216), and service quality (0.281) have a significant positive effect on customer satisfaction (p-value < 0.05). These findings are important for the development of marketing and operational strategies amid intense competition in the coffee industry.

**Keywords:** Business Competition, Customer Satisfaction, Partial Least Squares (PLS)

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## Introduction

The growth of coffee shops in Indonesia, including in East Java, has undergone a major change that can also be called a "sea change," where the high growth of the coffee shop business provides convenience and choice for consumers in choosing which coffee shop to visit. One of the basic human needs is eating and drinking, so many people compete for the coffee shop business in central and urban areas (Muzaki et al., 2022). Consequently, enterprises operating in highly competitive environments are compelled to develop adaptable offerings that can precisely and efficiently fulfill market requirements.

The Madiun region is divided into two administrative areas, namely Madiun Regency and Madiun City. The coffee shop market potential in these two areas is quite large, with different but complementary consumer characteristics as business development opportunities. This trend is corroborated by a growth in the population segment aged 15-24 years, which constitutes the primary demographic for coffee shop patronage. Data published by the Badan Pusat Statistik (BPS) indicates a steady escalation in the count of young individuals within both Madiun City and Madiun Regency throughout the period spanning 2021 to 2023, which illustrates the growing market potential for coffee shop development. Competition in this business is also getting tougher, with the number of coffee shops reaching 55 units in Madiun City and 31 units in Madiun Regency in 2024 (Ilhamsyah, 2024). This situation requires coffee shop entrepreneurs to increase their creativity and innovation in developing their businesses.

Coffee, as one of Indonesia's leading commodities with its own philosophy, is not only a popular beverage but also an important part of the economy, culture, and lifestyle of the community (Soedarto et al., 2023). With increasingly diverse consumer preferences, coffee products have become the main attraction that distinguishes one coffee shop from another. Kahyangan Coffee and Eatery offers a concept that combines traditional Indonesian flavors with modern luxury. With the advent of modern lifestyles, people prefer comfortable and unique places supported by relatively affordable prices and the right flavors to unwind. Good interior design can also have an impact that brings about change to attract customers (Irianti et al., 2025).

Kahyangan Coffee and Eatery currently faces the challenge of sales fluctuations, which requires business operators to consider various elements that could impact customer satisfaction, including price perception, location, product quality, and service quality, making the coffee shop business highly competitive (Sifahudztahanina et al., 2023). According to Ramadhani and Prawoto, (2023) price perception refers to consumers' ability to fully understand and interpret information about prices. Price perception is complex because consumers continuously evaluate and consider prices when deciding to visit. According to Syahwi and Pantawis, (2021) a favorable location offers convenience for consumers in visiting and purchasing goods.

Empirical evidence obtained from a series of previous studies consistently shows that there are several crucial variables that affect customer satisfaction levels in the coffee and café business sector in Indonesia. These variables include price

perception, location, product quality, and service quality. Specifically, a study conducted by Salim et al. (2023) confirmed that these four factors—price, location, service quality, and product quality—simultaneously have a positive and significant effect on consumer satisfaction. This finding is reinforced by Widodo, (2021) research at Molivia Cafe, which identified product quality, service quality, and price as the main determining factors in shaping customer satisfaction.

Research conducted by Linda & Asra, (2023) at Belalang Cafe shows that food quality, service quality, and location have a significant impact on customer satisfaction, as confirmed by statistical analysis that identifies these three elements as key factors in shaping consumer satisfaction. Meanwhile, a study by Marselina & Badri, (2022) confirms that product quality, price, and service have a strong influence on consumer satisfaction at Cafe Sava Koffie. On the other hand, research by Tendur et al., (2021) on cafes in Tondano also proves that price and service quality play an important role, both collectively and individually, in influencing consumer satisfaction in the coffee industry. Overall, these variables have been proven to be key determinants in various cafe and restaurant business scenarios in Indonesia.

Although previous findings have emphasized the importance of these variables, this study conducts further exploration with a specific focus on the characteristics of beverage consumers at Kahyangan Coffee and Eatery Madiun. The results of this study are expected to provide deeper contextual insights into approaches to improving customer satisfaction, especially amid intense competition and constantly changing dynamics in the coffee industry. Therefore, this study aims to analyze these factors to support the growth and sustainability of coffee shops in an increasingly competitive market.

## Methodology

This research was conducted at Kahyangan Coffee and Eatery Madiun in July 2025. The location was chosen purposively because the coffee shop is one of the most popular destinations for consumers, as it has a unique concept that combines Nusantara taste and modern luxury and offers a comfortable and cool atmosphere. The approach adopted in this study was quantitative, with the main instrument being a questionnaire designed using a Likert scale (range 1-5) to measure the variables of price perception, location, product quality, service quality, and customer satisfaction. The sampling method applied was non-probability purposive sampling, using the accidental sampling technique. This approach involved selecting respondents who were encountered spontaneously in the research area (Putra et al., 2022). The criteria for respondents were aged 15 years and above and had purchased the product at least twice.

Given that the research population cannot be determined precisely and is infinite, the sample size was determined using (Lemeshow et al., 1990), namely:

$$n = \frac{Z\alpha^2 \cdot p(1-p)}{d^2}$$

n: Sample size

Z: Confidence level of 95% = 1.96

p: Proportion of Kahyangan Coffee consumers (ideal value) = 0.5

d: Permissible error rate of 10%

Based on this formula, the calculation obtained in this study is:

$$n = \frac{1.96^2 \cdot 0.5 (1-0.5)}{(0.1)^2} = 96.04$$

Based on the formula, the required minimum sample size was 96 respondents. For data robustness, 100 respondents were involved. The data were analyzed using the Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS) approach, employing WarpPLS software version 7.0. The PLS-SEM analysis consists of two sub-models: the outer model and the inner model. The variables examined in this study include price perception (X1), location (X2), product quality (X3), service quality (X4), and customer satisfaction (Y). The table below contains the variable indicators:

**Table 1. Variable Indicators**

Variable	Indicators
Price Perception (X1)	<ol style="list-style-type: none"> <li>1. Affordable price</li> <li>2. Appropriateness between price and quality</li> <li>3. Competitive price compared to other products</li> <li>4. Perceived price-benefit alignment (Kotler and Keller, 2017)</li> </ol>
Location (X2)	<ol style="list-style-type: none"> <li>1. Easy access</li> <li>2. Visibility</li> <li>3. Ample parking facilities</li> <li>4. Supportive environment</li> <li>5. Expansion (extension)</li> <li>6. Competition in the surrounding area</li> <li>7. Based on government regulations, namely, regulations that contain provisions to regulate certain businesses. (Tjiptono, 2018)</li> </ol>
Product Quality (X3)	<ol style="list-style-type: none"> <li>1. <i>Flavor</i></li> <li>2. <i>Consistency</i></li> <li>3. <i>Visual Appeal</i></li> <li>4. <i>Aromatic Appeal</i></li> <li>5. <i>Temperature</i> (Setiawan and Japarianto, 2012)</li> </ol>
Service Quality (X4)	<ol style="list-style-type: none"> <li>1. <i>Tangibles</i></li> <li>2. <i>Reliability</i></li> <li>3. <i>Responsiveness</i></li> <li>4. <i>Assurance</i></li> <li>5. <i>Empathy</i> (Tjiptono and Gregorius, 2011)</li> </ol>

Customer Satisfaction (Y)	<ol style="list-style-type: none"> <li>1. Feeling of Satisfaction</li> <li>2. Always buying products</li> <li>3. Recommending to others</li> <li>4. Products and services based on experience</li> <li>5. Feedback response</li> <li>6. Balancing products, product quality, and price</li> </ol> <p>(Tjiptono, 2018)</p>
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Source: From several studies

## Result and Discussion

### Respondent Description

**Table 2. Description of Respondents**

Description of respondents	Criteria	Frequency	Percentage
Gender	Male	33	33
	Female	67	67
	Total	100	100
Age	16-18	9	9
	19-21	30	30
	22-24	44	44
	25-27	9	9
	28-30	3	3
	31-33	1	1
	34-36	3	3
	37-39	1	1
	Total	100	100
Occupation	Students/university students	55	55
	Employees	17	17
	Civil Servants	5	5
	Private sector employees	6	6
	Entrepreneur	13	13
	Housewife	4	4
	Total	100	100

Source: Primary data from respondent surveys, 2025

Based on the data presented in Table 2, the distribution of respondents in this study consisted of 33% men and 67% women. This finding indicates that the majority of coffee shop visitors are women. This outcome is in line with a study conducted by Ismoyowati et al. (2023), which found that 60.8% of coffee shop consumers in Bandung are women, while only 39.2% are men. Devialestari and Zabara (2024) additionally, it was noted that the predominant gender among respondents was women, representing 55%, compared to men (45%) who visited coffee shops. (Zamborita et al., 2024) stated that millennial consumers tend to be dominated by women, most of whom visit once a week just to relax. According to

women, coffee shops are comfortable public spaces for self-development and social interaction in a safe environment. In this study, the respondents' ages were divided into 8 groups, with the largest number of respondents aged 22-24 years old, namely 44%. The occupations of the respondents in this study were divided into 6 categories, namely students or college students (55%), employees (17%), civil servants (5%), private employees (6%), entrepreneurs (13%), and housewives (4%). According to Parida et al. (2024), the large number of students or college students visiting coffee shops is due to Gen Z's need to hang out at coffee shops, as well as it being an alternative for doing assignments or final projects when they feel bored with the atmosphere of their dorms or homes.

### Structural Model Testing (Outer Model)

#### 1. Validity Test

##### a. *Convergent Validity*

**Table 3. Convergent Validity Test Scores**

Construct	Item Code	Factor	Type	Conclusion
X1	X1.1	0.725	Reflective	Valid
	X1.2	0.866	Reflective	Valid
	X1.3	0.840	Reflective	Valid
	X1.4	0.739	Reflective	Valid
X2	X2.1	0.746	Reflective	Valid
	X2.2	0.836	Reflective	Valid
	X2.3	0.846	Reflective	Valid
	X2.4	0.806	Reflective	Valid
	X2.5	0.864	Reflective	Valid
	X2.6	0.842	Reflective	Valid
	X2.7	0.800	Reflective	Valid
X3	X3.1	0.772	Reflective	Valid
	X3.2	0.861	Reflective	Valid
	X3.3	0.826	Reflective	Valid
	X3.4	0.838	Reflective	Valid
	X3.5	0.810	Reflective	Valid
X4	X4.1	0.804	Reflective	Valid
	X4.2	0.864	Reflective	Valid
	X4.3	0.831	Reflective	Valid
	X4.4	0.865	Reflective	Valid
	X4.5	0.880	Reflective	Valid
Y	Y1	0.799	Reflective	Valid
	Y2	0.872	Reflective	Valid
	Y3	0.867	Reflective	Valid
	Y4	0.878	Reflective	Valid
	Y5	0.853	Reflective	Valid
	Y6	0.840	Reflective	Valid

Source: Primary data from analysis using WarpPls 7.0

Based on Table 3, it can be observed that each indicator shows a loading value  $>0.7$  and is reflective. These findings indicate that the indicators used in this study have met the validity criteria and are able to represent the related variables well. According to Hikmah et al., (2025) Convergent validity is considered high and valid as an indicator for measuring constructs if the value is  $> 0.7$ . This value shows the extent of the correlation between the indicator and the construct it represents. According to Anisa et al., (2024), the higher the factor loading value obtained, the greater the contribution of the indicator in reflecting the relevant latent variable.

**Table 4. Average Variances Extracted (AVE)**

Variable	AVE	Description
X1	0.632	Valid
X2	0.673	Valid
X3	0.675	Valid
X4	0.722	Valid
Y	0.726	Valid

Source: Primary data from analysis using WarpPLS 7.0

Referring to Table 4, it is confirmed that the *Average Variances Extracted* (AVE) values for all variables exceed 0.50. Specifically, for variable (X1) price perception, the value obtained is 0.632 ( $> 0.50$ ), (X2) location is 0.673 ( $> 0.50$ ), (X3) product quality is 0.675 ( $> 0.50$ ), (X4) service quality is 0.722 ( $> 0.50$ ), and (Y) customer satisfaction reached 0.726 ( $> 0.50$ ). Thus, it can be concluded that these variables are valid and have met the criteria and achieved convergent validity.

b. *Discriminant validity*

**Table 5. Cross Loading Values**

Item Code	X1	X2	X3	X4	Y
X1.1	<b>(0.725)</b>	-0.159	-0.117	-0.395	0.664
X1.2	<b>(0.866)</b>	-0.274	-0.106	-0.009	0.320
X1.3	<b>(0.840)</b>	0.178	-0.053	0.238	-0.334
X1.4	<b>(0.739)</b>	0.275	0.299	0.128	-0.646
X2.1	-0.006	<b>(0.746)</b>	0.227	-0.161	0.013
X2.2	-0.088	<b>(0.836)</b>	0.222	-0.051	-0.315
X2.3	-0.002	<b>(0.846)</b>	-0.221	0.027	0.030
X2.4	-0.017	<b>(0.806)</b>	-0.033	0.121	-0.122
X2.5	-0.038	<b>(0.864)</b>	0.108	-0.137	0.035
X2.6	0.103	<b>(0.842)</b>	-0.058	-0.034	0.207
X2.7	0.049	<b>(0.800)</b>	-0.232	0.237	0.154
X3.1	-0.181	0.129	<b>(0.772)</b>	0.031	-0.358
X3.2	-0.150	-0.098	<b>(0.861)</b>	0.085	-0.146
X3.3	0.029	-0.184	<b>(0.826)</b>	0.028	-0.062
X3.4	0.154	0.071	<b>(0.838)</b>	-0.060	0.277
X3.5	0.142	0.096	<b>(0.810)</b>	-0.086	0.274
X4.1	0.145	0.174	0.167	<b>(0.804)</b>	-0.618
X4.2	0.118	0.320	0.032	<b>(0.864)</b>	-0.570

X4.3	-0.050	-0.043	-0.060	<b>(0.831)</b>	0.200
X4.4	-0.066	-0.240	-0.077	<b>(0.865)</b>	0.566
X4.5	-0.137	-0.197	-0.052	<b>(0.880)</b>	0.379
Y1	-0.140	-0.338	0.112	0.329	<b>(0.799)</b>
Y2	0.089	-0.138	0.098	0.292	<b>(0.872)</b>
Y3	-0.095	0.007	0.135	0.108	<b>(0.867)</b>
Y4	0.021	0.049	-0.014	-0.129	<b>(0.878)</b>
Y5	0.009	0.208	-0.194	-0.358	<b>(0.853)</b>
Y6	0.107	0.195	-0.136	-0.229	<b>(0.840)</b>

Source: Primary data from analysis using WarpPLS 7.0

Referring to Table 5, it can be observed that the correlation level between the latent variables and each indicator exceeds the correlation with other latent variables. Consequently, it may be inferred that the indicators for all variables within this investigation exhibit superior validity when contrasted with other latent variables. According to Samara and Susanti, (2021), discriminant validity is tested by analyzing the strength of the relationship between the indicators and their constructs when compared to other constructs, based on cross loading. If the indicators of a construct show greater strength than other constructs, this indicates adequate discriminant validity. Furthermore, discriminant validity is assessed by contrasting the Average Variance Extracted (AVE) values with the inter-construct correlation values. Specifically, the square root of the AVE should surpass the correlation between constructs, or alternatively, the AVE value must be greater than the square of the inter-construct correlation. The AVE square root value can be observed in Table 5 presented below. This procedure aims to ensure that each construct has clear differences and measures specific dimensions.

**Table 6. Average Variance Extracted (AVE) Square Root Values**

Variable	X1	X2	X3	X4	Y
X1	<b>(0.795)</b>	0.647	0.605	0.494	0.696
X2	0.647	<b>(0.821)</b>	0.668	0.643	0.822
X3	0.605	0.668	<b>(0.822)</b>	0.744	0.802
X4	0.494	0.643	0.744	<b>(0.849)</b>	0.795
Y	0.696	0.819	0.802	0.795	<b>(0.852)</b>

Source: Primary data from analysis using WarpPLS 7.0

## 2. Reliability Test

**Table 7. Reliability Test Results**

	X1	X2	X3	X4	Y
Composite Reliability	0.872	0.935	0.912	0.928	0.941
Cronbach's Alpha	0.803	0.919	0.879	0.903	0.924

Source: Primary data from analysis using WarpPLS 7.0

Based on the reliability analysis presented in Table 7, it was found that all composite reliability and Cronbach alpha values exceeded 0.7. This indicates that all latent variables are reliable. Therefore, it can be concluded that the constructs used have an adequate level of reliability.

### Structural Model Testing (Inner Model)

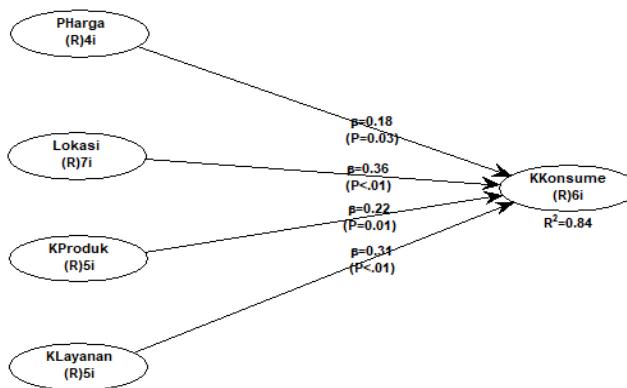
The inner model analysis was conducted to identify the relationship between constructs in the structural model. This test included an evaluation of the path coefficient and the coefficient of determination (R-square) using WarpPLS 7.0 software (Bimantari and Ghofur, 2025).

**Table 8. Structural Model Test Results**

Construct	P-Value	Path	R2	Description
Price Perception (X1) → Consumer Satisfaction (Y)	0.03	0.18	0.842	Significant
Location (X2) → Customer satisfaction (Y)	<0.001	0.361	0.842	Significant
Product Quality (X3) → Customer Satisfaction (Y)	0.012	0.216	0.842	Significant
Service Quality (X4) → Customer Satisfaction (Y)	<0.001	0.306	0.842	Significant

Source: Primary data from analysis using WarpPLS 7.0

Based on Table 7, it was found that all relationships between the exogenous variables (X1, X2, X3, and X4) and variable Y showed a positive and significant impact. The observed p-values were less than 0.05 and 0.001, indicating that the four exogenous variables contributed substantially to the increase in variable Y. The R-Square coefficient of 0.842 suggests that the independent variables examined in this research account for 84.2% of the variance in consumer satisfaction. The remaining 15.8% is attributable to influences external to the research model. It is noteworthy that a higher R-Square value signifies a greater capacity of the exogenous construct to elucidate the endogenous variable, which correlates with the quality of the structural equation constructed. The path visualization can be observed in the attached figure:



**Figure 1. Path Diagram**

Source: Primary data from analysis using WarpPLS 7.0

### Discussion

#### 1. The Effect of Price Perception on Consumer Satisfaction

The results show that price perception has a path coefficient value of 0.180 with a p-value of 0.31. Since the p-value is  $< 0.05$ , H1 is accepted and H0 is rejected. This means that there is a significant effect of price perception and consumer satisfaction. This indicates that the more positive consumers' perceptions of price are, the higher their satisfaction will be (Pertiwi et al., 2022). This study is in line with the thinking of Palelu et al., (2022), where respondents feel satisfied with relatively affordable prices and good product quality, taking into account that the price is comparable to the quality of the beverage ingredients used. According to Apriliani et al., (2022), in assessing price suitability, it can be determined by whether the price is affordable or cheap, whether the price is appropriate for the product quality received by consumers, the price competitiveness with other coffee shops, and whether it aligns with the benefits provided. Consumers' perceptions of a product's price are a key factor in determining whether they will purchase it or not (Nuraini and Chodidjah, 2024). Based on the results of this study, consistent with previous research Andrianto and Zawawi, (2024), it is concluded that price perception significantly influences consumer satisfaction at Fore Coffee Shop Surabaya.

## **2. The Influence of Location on Customer Satisfaction**

The results show that location has a path coefficient value of 0.361 with a p-value of  $< 0.001$ . Since the p-value is  $< 0.05$ , H1 is accepted and H0 is rejected. This means that there is a significant influence of location and customer satisfaction. A strategic location that is easily accessible to customers contributes to increased customer satisfaction (Fristy, 2021). A location that is easy to reach, clearly visible, and equipped with supporting facilities provides added value for consumers (Mutaqin et al., 2025). According to Hidayat et al., (2024), a strategic location can have a significant impact on business success, where location is an important factor in optimizing location selection and management in determining business location, operating, and distributing products or services to consumers. Therefore, business owners should consider examining and managing location, as a strategic location not only serves as a visitor attraction but also contributes to enhancing customer satisfaction and encouraging repeat visits (Ritonga et al., 2025). This study aligns with research conducted by Dewi et al., (2021), where location significantly influences customer satisfaction at Langkah Coffee Shop.

## **3. The Influence of Product Quality on Customer Satisfaction**

The results show that product quality has a path coefficient of 0.216 and a p-value of 0.012. Since the p-value is  $< 0.05$ , H1 is accepted and H0 is rejected. This indicates that product quality has a significant influence on consumer satisfaction. Product quality is essential for consumer satisfaction because consumer satisfaction is closely linked to product quality. If the product is of high quality, it will lead to a high level of consumer satisfaction (Fitriani et al., 2022). According to Tirtayasa et al. (2021), by launching the best products, companies will earn a good reputation in the eyes of consumers. Product quality is not only related to the physical aspects of the product, such as durability, function, or design, but also to how the product benefits consumers (Purwanti et al., 2025). Fadhli and Pratiwi (2021) state

that product quality greatly determines consumer satisfaction because the products offered make consumers express feelings of sadness, joy, or disappointment after experiencing and seeing the products from the coffee shop. This study aligns with research conducted by Basri and Subarjo (2024), where product quality significantly influences customer satisfaction at Forestree Coffee Transyogi.

#### **4. The Influence of Service Quality on Customer Satisfaction**

The results show that product quality has a path coefficient value of 0.306 and a p-value of  $<0.001$ . Since the p-value is  $<0.05$ , H1 is accepted and H0 is rejected. This indicates that service quality has a significant effect on customer satisfaction. Service is a process consisting of a series of intangible activities that occur between customers and sellers or employees, whether in the form of services, products, or goods, physical resources, or service providers, which are provided as solutions to consumer problems (Caniago, 2022). Devi and Yusuf, (2022) state that service quality can provide long-term benefits to business actors if they can understand consumer expectations and needs for their own satisfaction with the service quality provided by the business actor. Service quality is very important in attracting consumers' attention, as good service will influence consumers' desire to return to purchase products at the same place (Hasibuan et al., 2021). When the provided service surpasses a customer's expectations, the service quality is perceived favorably. Conversely, if the service falls short of customer expectations, it will be regarded unfavorably. This study aligns with research conducted by Nursukma and Mahargiono, (2022), where service quality significantly influences consumer satisfaction at the Koupikirin Coffee Shop.

### **Conclusion**

Based on the study conducted at Kahyangan Coffee and Eatery Madiun, it can be concluded that all the factors analyzed, including price perception, location, product quality, and service quality, have a significant influence on customer satisfaction levels. The R-squared value of 0.842 indicates that these four variables collectively explain 84.2% of customer satisfaction fluctuations. The remaining 15.8% is influenced by external elements that are not included in the framework of this research model. The findings of this study reinforce the statement that these factors simultaneously contribute substantially to the formation of customer satisfaction, making it crucial to be considered comprehensively in order to improve customer satisfaction amid an increasingly intense coffee shop competition landscape.

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