

## THE EFFECT OF SERVICE QUALITY AND PRICE ON CONSUMER SATISFACTION AT GEDOH COFFEE

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### ABSTRACT

*This research is of significant urgency due to the intense business competition within Indonesia's economy, particularly in Banyuwangi. As micro, small, and medium enterprises (MSMEs) play a crucial role in employment absorption, innovation is essential to ensure sustainability, especially through strategies related to service quality and pricing that influence customer satisfaction. The primary issues addressed in this study are the effects of service quality and price on customer satisfaction, including the individual impact of each variable. This research employs a quantitative methodology, utilizing validity testing, reliability testing, t-tests, and F-tests. The results indicate that only three statements were found to be invalid, while the overall instrument remains reliable, with a coefficient of 0.860, categorized as very high. The t-test results show that service quality (sig. = 0.000) and price (sig. = 0.042) significantly affect customer satisfaction. Furthermore, the F-test result, with a significance value of 0.000, confirms that service quality and price simultaneously have a significant influence on customer satisfaction. Therefore, it can be concluded that service quality and price positively impact customer satisfaction.*

### INTRODUCTION

Indonesia's economy is showing increasingly positive development, as evidenced by the rapid growth of the business sector, with more entrepreneurs opening and expanding their ventures. One sector that has experienced significant growth is the culinary industry (Adelina et al., 2024). The emergence of many similar businesses has intensified competition, requiring business owners to make decisions quickly, carefully, and accurately to ensure business continuity. In managing a business, entrepreneurs need

to understand the needs and desires of consumers, as this insight serves as crucial input for designing effective marketing strategies. Consumers who visit a café focus not only on food and beverages but also on quality. If a company can provide service that meets or even exceeds consumer expectations, it will foster a strong sense of comfort and loyalty among customers.

This research is highly urgent given the competitive nature of the business environment within Indonesia's economy, particularly in the Banyuwangi region. With significant employment absorption, the business sector must be encouraged to innovate to advance MSMEs, especially in today's modern era. Many businesses fail because they neglect strategies for customer satisfaction, resulting in lost opportunities to attract new consumers (Dawam et al., 2024). By understanding this dynamic, this research aims to provide practical guidance for businesses in designing relevant and engaging marketing campaigns. Additionally, collaboration with the community is a crucial yet often overlooked aspect. This study will demonstrate how businesses can leverage this potential to build strong relationships with consumers. Gedoh Coffee is a type of business located in Banyuwangi Regency, precisely in Padang Hamlet, Singojuruh District. Gedoh Coffee was founded by a young entrepreneur in 2017 with a modern classic theme and a rice field view that feels refreshing while enjoying a cup of coffee. Gedoh Coffee does not only sell coffee but also offers various other beverages. In addition to drinks, Gedoh Coffee also sells a variety of light and heavy meals at very affordable prices. Gedoh Coffee is open daily from 08:00 AM to 11:00 PM (WIB).

Service quality is essentially reflected in how consumers compare their actual service experience with the service standards they expect (Irawan et al., 2022). A service that is satisfactory or good positively impacts customer satisfaction, loyalty, and encourages repeat purchases, ultimately increasing revenue from the products sold. To remain competitive, sustainable, and grow, companies must meet customer needs and expectations by providing excellent and high-quality service.

In addition to service, another factor that may influence customer satisfaction is price (Apriasty & Simbolon, 2022). Price is a critical aspect of sales because it must align with consumers' economic conditions to remain affordable. It plays a vital role as it directly impacts the company's revenue. Pricing also significantly affects how consumers evaluate a product or service and influences the company's image. Customer satisfaction arises when there is alignment between the performance of the product or service received and the consumer's expectations (Kumrotin & Susanti, 2021). The more consumers' expectations are met, the higher their satisfaction, which in turn encourages repeat purchases and fosters loyalty. One service sector experiencing intense competition is the café industry. Therefore, the author is interested in conducting research on Gedoh Coffee, which offers a unique concept as an outdoor, nature-themed café. This theme is reflected in the architecture and furniture, designed to provide comfort for visitors as they enjoy their coffee. Additionally, Gedoh Coffee offers a variety of food and beverage options with price ranges accessible to diverse customer groups.

The purpose of this research is to determine the impact of price and service quality on consumer satisfaction. This study aims to examine how these two factors influence consumer perceptions and behaviors related to Gedoh Coffee. By clarifying the

relationship between consumer behavior and its effects on businesses—especially within the café industry—this research seeks to inform effective strategies for enhancing customer satisfaction and loyalty.

## LITERATURE REVIEW

### **Research by Dian Evi Styaningsih, 2015**

Dian Evi Styaningsih conducted a study in 2015 titled "The Effect of Pricing and Service Quality on Customer Satisfaction at Assalam Hypermarket Kartasura." The study aimed to identify the most influential factor by examining the partial and simultaneous effects of pricing and service quality on customer satisfaction. Data were collected using validated and reliable questionnaires from a sample of 100 respondents. The analysis employed multiple linear regression, t-tests, F-tests, the coefficient of determination ( $R^2$ ), and assessments of relative and effective contributions. The regression equation ( $Y = 9.655 + 0.196X_1 + 0.233X_2$ ) indicated that both pricing and service quality have a positive and significant impact on customer satisfaction. This suggests that improved pricing strategies and enhanced service quality directly contribute to increasing customer satisfaction levels at Assalam Hypermarket Kartasura.

### **Research by Kurnia Triantoro, Sudharto P. Hadi, Sri Suryoko, 2015**

Kurnia Triantoro, Sudharto P. Hadi, and Sri Suryoko (2015), in their study titled "The Effect of Service Quality and Price on Customer Satisfaction of Economy-Class Train Users: A Case Study at PT. Kereta Api Indonesia DAOP IV Semarang," employed an explanatory research approach. The study involved 100 respondents who were Menoreh train passengers that had traveled more than once within the last three months. The sampling technique combined purposive and accidental sampling to ensure respondents met the research criteria while also utilizing available opportunities. Validity and reliability tests, cross-tabulation, correlation coefficient, coefficient of determination, simple and multiple linear regression, t-tests, and F-tests were used to analyze data gathered through questionnaires, interviews, and literature reviews. The results showed that service quality had a partial effect of 23.5% on customer satisfaction, while price had a greater partial effect of 32.1%. Simultaneously, both variables significantly influenced customer satisfaction, contributing 39.6%. The researchers recommended that PT. Kereta Api Indonesia DAOP IV Semarang improve the quality of train facilities and maintain ticket price stability. In the event of a price increase, adjustments should be proportional and considerate of passengers' purchasing power to ensure customer satisfaction is maintained.

### **Research by Natasja Hosang, Altje Tumbel, S Moniharapon, 2016**

In a 2016 study titled "The Effect of Service Quality and Price on Patient Satisfaction (A Case Study at Siloam Hospital Manado)," Natasja Hosang, Altje Tumbel, and S. Moniharapon examined the dynamics of the service sector, particularly healthcare, which is experiencing significant growth and promising prospects. This growth has led to increased competition among hospitals, compelling each institution to develop effective strategies to attract and retain patients. One key strategy emphasized is improving service quality, as patients increasingly demand fast, responsive, and high-quality healthcare,

supported by pricing that reflects the quality provided. The study involved 100 patients from Siloam Hospital Manado and aimed to determine how service quality and price affect patient satisfaction. The findings revealed that service quality and price simultaneously have a strong influence on patient satisfaction.

## RESEARCH METHOD

The quality being studied refers to the goodness or badness of a service and price, whose influence is tested on consumer satisfaction. In this research, the testing uses an approach that is already quite commonly applied, namely quantitative. The objects used in this study are male and female consumers aged 15–60 years who visit Gedoh Coffee Café in Banyuwangi Regency. Data were collected through observation, interviews, questionnaires with a Likert scale (1–5), and documentation. The questionnaires were tested using validity tests (Product Moment correlation) and reliability to ensure the feasibility of the instruments.

**Table 1. Instrument Reliability Coefficient Test Results**

Score	Description
0.80 – 1.00	(R) Very high
0.60 – 0.80	(R) High
0.40 – 0.60	(R) Medium
0.20 – 0.40	(R) Low
-1.0 – 0.20	(R) Very low

Source: Triana & Oktavianto (2013)

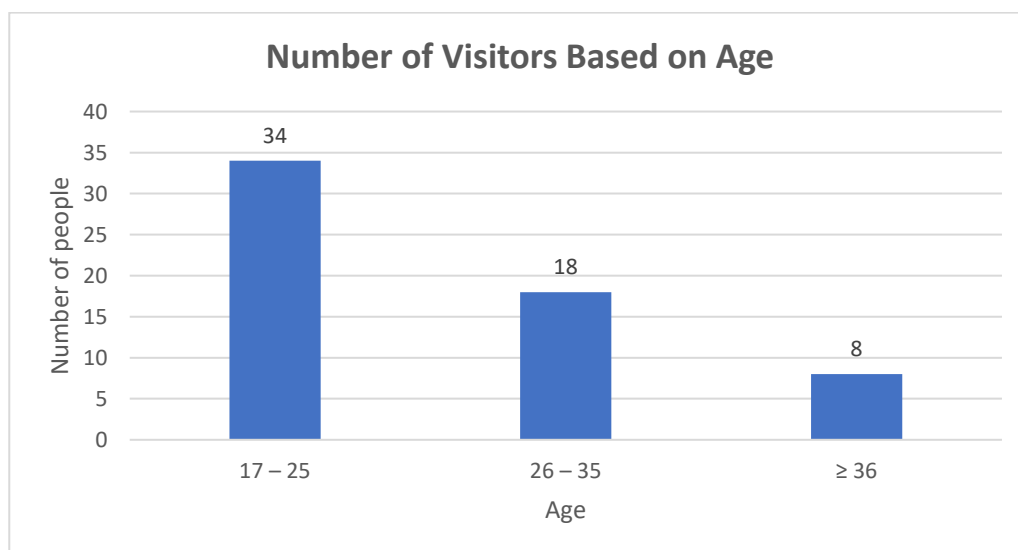
The data were analyzed utilizing multiple linear regression with SPSS version 27 as the analytical tool. The t-test and F-test were employed to evaluate the hypotheses to ascertain the impact of variables such as service quality and pricing on the dependent variable, consumer satisfaction, both individually and collectively. Consequently, the analysis results are displayed in tables and elucidated descriptively.

## RESEARCH RESULTS AND DISCUSSION

Gedoh Coffee is one of the cafés strategically located in Singojuruh District, Banyuwangi Regency. This café serves as a suitable place for hanging out as well as a gathering space for the community, particularly among teenagers and adults. Its strategic location in the Singojuruh area makes Gedoh Coffee easily accessible to visitors, both from within the district and surrounding areas. As a culinary business, Gedoh Coffee offers a variety of beverages and food at relatively affordable prices. The simple yet comfortable concept makes this café popular among consumers who wish to enjoy a relaxed atmosphere, whether for chatting with friends or engaging in other activities such as studying and working in a different setting. In addition, the service provided at Gedoh Coffee is one of the aspects that the management pays close attention to. Consumers generally do not evaluate a product solely based on taste, but also consider various other aspects that shape their experience, such as the quality of service provided by employees and the affordability of the prices offered to customers. In other words, customer satisfaction lies not only in the taste of the product but is also closely related to how they

are treated during interactions with the service provider, as well as whether the price paid is perceived as proportional to the benefits received. Therefore, Gedoh Coffee can be considered a relevant and appropriate object of research regarding how service quality and pricing can influence customer satisfaction, given that this café has characteristics that reflect the direct relationship between these three aspects in creating overall customer satisfaction.

The study involved 60 respondents who were consumers of Gedoh Coffee in Singojuruh, Banyuwangi. Based on gender, there were 32 males (53%) and 28 females (46%), showing that Gedoh Coffee is equally attractive to both groups. In terms of age, most respondents were 17–25 years old, totaling 34 people (56.7%), indicating that the main consumers are late teenagers and young adults. Meanwhile, 18 respondents (30%) were aged 26–35 years, and 8 respondents (13.3%) were 36 years and above. This data suggests that Gedoh Coffee is more popular among younger consumers who often use cafés as spaces for socializing, studying, or working in a relaxed atmosphere.



**Pict. 1 Graph of Number of Visitors Based on Age**

The validity test was conducted to ensure that each item was appropriate for measuring the predetermined indicators. The research instrument consisted of 20 items, which were tested using the Pearson Product-Moment correlation with an  $r$  table value of 0.254, calculated based on the number of participants. The results showed that most items had  $r$  values greater than the  $r$  table value at the specified significance level. Therefore, these items meet the validity criteria, indicating they accurately measure the intended constructs. The validity coefficients ranged from 0.159 to 0.858. Of the 20 items, 17 were classified as valid and suitable for use in the study, while three items—item 4 (0.159), item 10 (-0.141), and item 19 (-0.153)—were invalid because their values were below the  $r$  table threshold. These three items were deemed less effective in representing the measured construct and require revision or replacement. Overall, these findings indicate that the research instrument meets the validity criteria, with most items usable. This result demonstrates that the instrument is adequate for data collection in line with the research



objectives, although some invalid items need improvement.

After completing the validity test, a reliability test was conducted to ensure that the instrument consistently measured the research variables. This assessment was performed using Cronbach's Alpha, a method commonly applied to instruments such as questionnaires or objective tests. The calculated Cronbach's Alpha value was 0.860. According to reliability criteria, values between 0.8 and 1.0 are considered very high; 0.6 to 0.8 high; 0.4 to 0.6 moderate; 0.2 to 0.4 low; and below 0.2 very low. With a value of 0.860, this research instrument demonstrates a very high level of reliability. This indicates that the instrument can provide consistent and stable results when measuring the same construct, meaning respondents' answers are relatively unaffected by random factors. These results confirm that the instrument is sufficiently reliable and appropriate for data collection in this research..

**Table 2. t-Test Results**

<b>Coefficients<sup>a</sup></b>						
<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	0.987	0.259		3.807	0.000
	x1	0.526	0.089	0.635	5.923	0.000
	x2	0.219	0.105	0.223	2.078	0.042

The partial effect of the independent variables, namely service quality (X1) and price (X2), on the dependent variable, namely customer satisfaction (Y), was measured using the t-test as shown in Table 2. The regression analysis results show interesting findings, where variable X1 obtained a t-value of 5.923 with a significance value of 0.000, and variable X2 had a t-value of 2.078 with a significance value of 0.042. Since the significance values of both variables are  $< 0.05$ , X1 and X2 are significantly related to the dependent variable. The regression coefficients indicate that X1 ( $B = 0.526$ ) contributes more than X2 ( $B = 0.219$ ). This means that, assuming other variables remain unchanged, an increase of one unit in the first independent variable will result in an increase of 0.526 units in the dependent variable, whereas an increase of one unit in X2 will only result in an increase of 0.219 units. The standardized beta values also support this: X1 (0.635) has a greater effect than X2 (0.223).

**Table 3. Results of the f-test (Anova)**

<b>ANOVA<sup>a</sup></b>						
<b>Model</b>		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1	Regression	17.771	2	8.885	51.383	.000 <sup>b</sup>
	Residual	9.857	57	0.173		
	Total	27.628	59			

The F-test was conducted to determine how the independent variables affected the

dependent variable. An F-value of 51.383 and a significance level of 0.000 ( $p < 0.05$ ) were obtained. This indicates that X1 and X2 have a significant impact on the dependent variable, customer happiness (Y). Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. A high F-value resulted from comparing the Mean Square Regression (8.885) to the Mean Square Residual (0.173), demonstrating that the model explains substantially more variation than it does not. Consequently, the regression model is not only appropriate and valid but also provides a solid foundation for further analysis, including predicting the dependent variable and interpreting individual regression coefficients.

The research results show that the F-test value obtained was 0.000, which is significantly less than 0.05, indicating that the variables of service quality and price have a significant effect on customer satisfaction at Gedoh Coffee. This demonstrates that a combination of good service and appropriate pricing strongly promotes overall customer satisfaction. Regarding the first indicator, expectation conformity, customers assessed that friendly, fast, and consistent service, along with reasonably affordable and transparent pricing, met their expectations when visiting the café. In other words, Gedoh Coffee effectively fulfills customer expectations, from the atmosphere and services to the value of the products offered..

Customer satisfaction at Gedoh Coffee is strongly reflected in two key indicators: the intention to revisit and the willingness to recommend. A sense of fulfillment encourages customers to return, while positive experiences motivate them to share favorable word-of-mouth with friends and family. This finding aligns with studies by Mathori and Sutiono Pratama Nugraha (2025) and Nur Alisa and Apriadi (2025), which emphasize that satisfaction fosters both loyalty and recommendations. Furthermore, the study reveals that service quality (X1) plays a significant role in shaping satisfaction, as confirmed by a t-test significance value below 0.05. Customers place great importance on service aspects, with neat and professional employee appearances creating positive first impressions. Additionally, well-maintained facilities—such as clean tables and chairs, along with a comfortable café environment—contribute to a pleasant atmosphere for dining and relaxation. These factors demonstrate management's commitment to delivering consistent, high-quality service, which in turn strengthens customer trust and satisfaction.

Furthermore, the quality of service at Gedoh Coffee is evident in the attentiveness of employees when addressing customer needs. Their friendly, polite, and responsive attitude in handling every request creates a positive experience that enhances customer satisfaction. Another equally important indicator is responsiveness, defined as the staff's ability to deliver orders on time and assist customers promptly when needed. The accuracy and consistency of such service reinforce customers' perception that Gedoh Coffee maintains a reliable and high standard of service. These findings align with those of Satria and Astarini (2023), who reported that customer satisfaction is strongly influenced by the quality of service maintained in a café setting. Therefore, it can be concluded that customer satisfaction levels are positively correlated with employee appearance, facility completeness, attentiveness, and responsiveness. To sustain long-term customer loyalty, Gedoh Coffee must consistently uphold the quality of its service.

The findings indicate that the cost variable (X2) significantly influences customer satisfaction at Gedoh Coffee, as shown by the t-test significance value of 0.042, which is close to the 0.05 threshold. This suggests that pricing is an important factor affecting satisfaction. Most customers perceive the menu prices as affordable and aligned with their purchasing power, while also considering them fair in relation to product quality, taste, and portion size. Clear price transparency on the menu further strengthens trust and satisfaction, as customers feel assured there are no hidden charges.

The third indicator, price competitiveness, also plays a crucial role in customer satisfaction. Gedoh Coffee's prices are considered competitive compared to similar cafés, allowing customers to feel they receive greater value. Customer satisfaction is not solely determined by low prices but by the alignment between cost and the quality of products and services. Extremely low prices without adequate quality may lead to dissatisfaction, while slightly higher prices that match product value can enhance positive experiences. This finding aligns with Maharani & Alam (2022), who confirmed that price significantly influences customer satisfaction. Therefore, Gedoh Coffee must consistently maintain price affordability, fairness in relation to quality, and competitiveness to sustain both customer satisfaction and loyalty.

## CONCLUSION

The research findings indicate that service quality and pricing collectively exert a significant impact on consumer satisfaction at Gedoh Coffee. The F-test results show a significance value of 0.000 ( $< 0.05$ ), demonstrating that these two variables influence customer satisfaction not only independently but also synergistically, enhancing the overall customer experience. In other words, customer satisfaction is not determined solely by high service quality or affordable pricing alone, but rather through a combination of excellent service and fair, competitive pricing. Individually, service quality (X1) has a positive and significant effect on customer satisfaction, supported by a strong significance value of 0.000 ( $< 0.05$ ). Key factors contributing to this effect include employee appearance, attentiveness, and responsiveness. Similarly, the price variable (X2) significantly influences customer satisfaction, with a significance value of 0.042 ( $< 0.05$ ), as reflected in affordability, alignment with product quality, and price competitiveness. Therefore, it can be concluded that both service quality and pricing play crucial roles in positively influencing customer satisfaction and loyalty at Gedoh Coffee.

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