

THE INFLUENCE OF PRODUCT QUALITY AND PRICES ON CONSUMER SATISFACTION AT UPTOWN BREW COFFEE SHOP, GREENLAKE CITY, TANGERANG

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Keyword :

Product Quality, Prices,
Consumer Satisfaction

Abstrak

This research aims to determine the effect of product quality and price on consumer satisfaction at the Uptown Brew coffee shop, Greenlake City, Tangerang. This type of research is quantitative descriptive with multiple regression analysis methods. Accidental Sampling sampling technique. The population in the study was all visitors who came to the Uptown Brew Coffee Shop, Greenlake City, Tangerang. Meanwhile, the sample numbered 100. The partial research results show that product quality and price have a significant effect on consumer satisfaction. Good product quality influences consumer satisfaction, creates customer loyalty, and strengthens the coffee shop brand reputation. Affordable and competitive prices can increase consumer satisfaction by making access easier, offering comparable value, and providing choice.

INTRODUCTION

Quality products will satisfy or even exceed consumer expectations. This can increase consumer satisfaction because they feel they are getting more value from the products they buy. Reliable and long-lasting products tend to provide long-term satisfaction to consumers. If the product is damaged or experiences continuous problems, consumers will feel disappointed and dissatisfied (Ratnaningtyas et al, 2022).

Good product quality can form a positive brand image and build long-term relationships with consumers. This is important because satisfied consumers tend to become loyal customers and can recommend the product to others. On the other hand, low quality products can damage a brand's reputation and result in consumer losses. Therefore, companies must strive to ensure that their products meet high quality standards to maintain and increase consumer satisfaction (Marie, 2021).

Product price is one factor that can influence consumer satisfaction. This is because price has a direct impact on the product's perceived value, consumers' ability to purchase it, and their expectations for the product. Products with affordable prices tend to increase consumer satisfaction, especially if the product meets or even exceeds their expectations (Ratnaningtyas et al, 2022). Consumers feel that they are getting good value for the money they spend. Prices that are commensurate with the quality and benefits of the product can influence consumer satisfaction. If consumers feel the price is appropriate to what they receive, they tend to feel satisfied. Special offers, or price promotions can increase consumer satisfaction. Consumers often feel happy if they can get a product at a cheaper price or get additional benefits (Mayasari, et al, 2021).

Uptown Brew is a coffee shop founded in 2017 located at Ruko Columbus, Jl. Green Lake City Boulevard, RT.003/RW.009, Petir, Cipondoh, Tangerang City, Banten 15147. Product quality and price are the main keys to the success of a coffee shop. The better the product quality and affordable prices provided to consumers, the more consumer satisfaction will increase and consumers will visit again. In the food and beverage business, including coffee shops, product quality is one of the most crucial factors in creating consumer satisfaction. Coffee shops that focus on maintaining and improving the quality of their products tend to be more successful in retaining loyal customers and building a positive reputation. Affordable prices can make products in coffee shops more accessible to various groups of consumers. When prices are competitive, more people have the opportunity to enjoy the coffee and other products offered by the shop, which in turn can increase satisfaction.

RESEARCH METHOD

This type of research is quantitative descriptive with multiple regression analysis methods. The data collection technique is by distributing questionnaires using the Accidental Sampling sampling technique, where the respondent happens to meet directly with the researcher. The population in the study were all visitors who came to the Uptown Brew Coffee Shop, Greenlake City, Tangerang. Meanwhile, the sample consists of 100 respondents because according to Sugiyono (2017), a suitable sample for research is 30 to 500 people.

RESULT AND DISCUSSION

Table 1. Characteristics of Respondents

	Frequency	Percent
Gender		
Male	41	41%
Female	59	59%
Age		
< 18 year's	14	14%
18-30 year's	61	61%
> 30 year's	25	25%
Visit		
1 times	17	17%
1-5 times	46	46%
> 6 times	37	37%

Source: Data processed with SPSS (2022)

In table 1, the respondents who often visit the Uptown Brew Coffee Shop are 59 female respondents (59%). Meanwhile, based on age, 61 people (61%) often visit the Uptown Brew Coffee Shop. Then the frequency with which respondents visited the Uptown Brew Coffee Shop was 1-5 times, 46 people (46%).

Table 2. Validity Test

Variabel	Quisioner Item	r-count	r-table
Product Quality	X1.1	0.778	0.197
	X1.2	0.672	0.197
	X1.3	0.652	0.197
	X1.4	0.666	0.197
	X1.5	0.645	0.197
Price	X2.1	0.692	0.197
	X2.2	0.617	0.197
	X2.3	0.615	0.197
	X2.4	0.611	0.197

Variabel	Quisioner Item	r-count	r-table
Consumer Satisfaction	X2.5	0.625	0.197
	Y1	0.655	0.197
	Y2	0.610	0.197
	Y3	0.605	0.197
	Y4	0.629	0.197
	Y5	0.644	0.197

Source: Data processed with SPSS (2022)

Table 4 shows that all questionnaire items on the product quality, price and satisfaction variables have calculated values greater than the r-table (0.197). So it can be concluded that all questionnaire items on all variables are valid.

Table 3. Reliability Test

Variable	Cronbach's Alpha
Product Quality	0.888
Price	0.801
Consumer Satisfaction	0,827

Source: Data processed with SPSS (2022)

Table 3 above shows that all variables have a Cronbach's alpha value greater than 0.60. So it can be concluded that all variables are reliable.

Table 4. Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.801a	.796	.789	1.73372

Source: Data processed with SPSS (2022)

Table 4 shows that the customized R square value is 78.9%, meaning that 78.9% of consumer satisfaction is influenced by product quality and price. Meanwhile, 21.1% was influenced by other variables outside this research.

Table 7. Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	4.211	1.201		3.506	.007
Product Quality	.520	.103	.766	5.049	.000
Price	.500	.111	.529	4.505	.000

Source: Data processed with SPSS (2022)

Table 7 shows that product quality and price have a significant effect on consumer satisfaction because they have a significant value of 0.00 which is

smaller than 0.05.

Product quality is very important in increasing consumer satisfaction in coffee shops because the taste of coffee and other drinks is the most important aspect that influences consumer satisfaction. If the product served tastes good and matches consumer preferences, then they will be more satisfied. Consistent product quality is very important. Consumers want to know that every time they visit a coffee shop, they will get a drink that tastes the same, be it espresso, cappuccino or another coffee drink. Product quality also depends on the raw materials used. Fresh, high-quality coffee beans, good milk, and other quality ingredients will result in a better final product. Product quality can also be seen from the aesthetics of the drink. The appearance of the drink, the crema on the espresso, or the decoration on the drink can influence consumer sensory satisfaction. Good product quality can strengthen the coffee shop brand. If a shop is known for its quality products, this can increase customer loyalty.

Research conducted by Umami et al (2019) shows that good product quality often supports the reputation of a coffee shop. Positive reviews from customers who are satisfied with product quality can attract new customers. Research conducted by Pradipta & Yulianthini (2022) shows that consistent and good product quality will influence customers to return to the same coffee shop again and again. Loyal customers tend to be more satisfied and more likely to recommend the coffee shop to others. Product quality is an integral part of the consumer experience in a coffee shop. If the product presented meets or even exceeds expectations, the overall consumer experience will be more positive.

Prices can influence consumer satisfaction, because affordable prices can make products in coffee shops more accessible to various groups of consumers. When prices are competitive, more people have the opportunity to enjoy the coffee and other products offered by the shop, which in turn can increase satisfaction. Consumers often compare prices with the quality and benefits they receive. Consumers feel that the price they pay is commensurate with the taste and quality of the product, so they tend to feel satisfied. Special price offers, discounts, or loyalty programs can increase consumer satisfaction. Consumers often feel happy when they get quality products at lower prices or get bonuses such as free coffee after a certain number of purchases. Prices can have a

significant psychological effect. Prices that are too high can make consumers feel dissatisfied and think that they are not getting value for money. On the other hand, prices that are too low may make consumers underestimate the quality of the product. Coffee shops may have a market segmentation strategy, where they offer a variety of choices at varying prices. This allows consumers to choose products that fit their budget, which can increase satisfaction because they feel they have a choice.

Research conducted by Kakambong (2020) shows that competitive and fair prices can build customer loyalty. Customers tend to return to coffee shops that offer prices they consider reasonable and competitive. It is important for coffee shops to find a balance between price and quality. Research conducted by Mariansyah & Syarif (2020) shows that prices that are too low may compromise product quality, while prices that are too high can make consumers look for other alternatives. Therefore, finding the right price for a quality product is key.

CONCLUSIONS AND RECOMMENDATIONS

Good product quality in a coffee shop is very important because it influences consumer satisfaction, creates customer loyalty, and strengthens the coffee shop brand reputation. Tasty, consistent and aesthetically pleasing products provide a positive experience for consumers and encourage them to return and recommend the store to others. Affordable and competitive prices can increase consumer satisfaction in coffee shops by making access easier, offering comparable value, and providing choice. Good prices can build customer loyalty, but they need to be balanced with product quality to achieve long-term success.

For the Uptown Brew Coffee Shop, Greenlake City, Tangerang, it is hoped that it will produce high quality raw materials such as fresh coffee beans, quality milk and other ingredients. This will improve the final quality of the product. Make sure the appearance and decoration of the drink is attractive to customers, influencing their sensory satisfaction. Then consider offering special prices, discounts, or loyalty programs to frequent customers. This can increase the satisfaction of customers who like to get more value from their visits.

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