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# The Effect of Facilities, Quality, and Price on Consumer Satisfaction at Welijo Cafe and Freshmarket

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# The Effect of Facilities, Quality, and Price on Consumer Satisfaction at Welijo Cafe And Freshmarket

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**Abstract**

This study aims to examine the influence of facilities, quality, and price on consumer satisfaction in welijo café and freshmarket. This study used a sample of 97 respondents. The hypothesis testing used in this study uses validity test, reliability test, classical assumption test, determination coefficient test, multiple linear regression test, t-test, and f test. The data that has been collected is analyzed using SPSS version 25. The results of the t-test analysis showed that the facility variable (X1), quality variable (X2), and price variable (X3) had a positive influence on consumer satisfaction (Y). With the result of (X1) t count (3,054) > t table (1,985), (X2) t count (3,846) > t table (1,985), (X3) t count (2,603) > t table (1,985). The results of the F test were obtained with an F value calculated > F table (68,342 > 2.70). The test results show that facilities, quality, and price have a partial effect on consumer satisfaction at welijo cafe and freshmarket, the results of simultaneous testing of facilities, quality, and price have an effect on consumer satisfaction at welijo cafe and freshmarket. And the dominant variable that affects consumer satisfaction is quality.

**Keywords:** Facilities, Quality, Price, Consumer Satisfaction

## 1. Introduction

The culinary business is one of the many businesses that are growing rapidly even during a crisis. This is because basically food is one of the basic human needs that must be met, so if food and beverages are still the priority needs, the culinary business will continue to grow and develop. The development of this culinary business is accompanied by an increasing number of restaurants that have sprung up.

So that research will be carried out, especially in the city of Lamongan by taking café objects to review the extent of the influence of facilities, quality and price on consumer satisfaction with the business. In today's increasingly fierce competition in the food industry, every food entrepreneur must be able to consider what makes consumers interested in the business.

Consumer satisfaction is a way to win competition in the business world because it will have an impact on the business that is run, if consumers are satisfied, it will increase purchases of products. Facilities According to Kotler (2019:45) Facilities are physical resources that exist before services can be provided to consumers. Examples of facilities include the condition of facilities, fittings, interior and exterior design, and the level of cleanliness, especially those that are closely related to what is desired, experienced or received directly by the community.

According to Kotler and Keller in the Rokhimah (2022:27) research, quality is the totality of features and characteristics of a product or service that has the ability to satisfy consumer needs. According to Amirullah (2021:180) Price is the nominal value of a good or service that is exchanged by a buyer to a seller in order to obtain the goods or services needed by the buyer to meet their needs and satisfaction.

According to Umar in the book Indrasari (2019:82), consumer satisfaction is the level of consumer feelings after comparing what he receives and his expectations. A customer who is satisfied with the value provided by the product or service, is very likely to become a customer for a long time.

## 2. Material and Method

### 2.1 Design Study

The location of this research was carried out at welijo café and freshmarket. The population in this study is all consumers from welijo café and freshmarket who made purchases during the last three months of August, September, and October 2023 at welijo café and freshmarket which totaled 3,093 populations. With a sample of 97 respondents using simple random sampling. And this study uses a quantitative method.

### 2.2 Data Analysis

The data analysis used in the study was a validity test, a reliability test, a classical assumption test, a normality test, a multicollinearity test, a heteroscedasticity test, a

determination coefficient test, a multiple linear regression test, a T test (partial), and an F test (simultaneous).

## 3. Result

### Validity Test

According to Ghozali (2018:51), a validity test is a test used to measure the validity or validity of a questionnaire. Then the r table can be determined with df = N-2 (97-2 = 95) with a result of 0.168. The results of the calculation through SPSS version 25 are as follows:

**Table 1.** Validity Test Results

| Variable | r calculate | r table | Conclusion |
|---|---|---|---|
| Facilities (x1) | | | |
| 1. X1.1 | 0,737 | 0,168 | Valid |
| 2. X1.2 | 0,815 | 0,168 | Valid |
| 3. X1.3 | 0,720 | 0,168 | Valid |
| 4. X1.4 | 0,828 | 0,168 | Valid |
| Quality (X2) | | | |
| 1. X2.1 | 0,732 | 0,168 | Valid |
| 2. X2.2 | 0,766 | 0,168 | Valid |
| 3. X2.3 | 0,728 | 0,168 | Valid |
| 4. X2.4 | 0,787 | 0,168 | Valid |
| 5. X2.5 | 0,804 | 0,168 | Valid |
| 6. X2.6 | 0,687 | 0,168 | Valid |
| 7. X2.7 | 0,763 | 0,168 | Valid |
| Price (x3) | | | |
| 1. X3.1 | 0,841 | 0,168 | Valid |
| 2. X3.2 | 0,854 | 0,168 | Valid |
| 3. X3.3 | 0,907 | 0,168 | Valid |
| 4. X3.4 | 0,787 | 0,168 | Valid |
| Consumer Satisfaction (Y) | | | |
| 1. Y1.1 | 0,863 | 0,168 | Valid |
| 2. Y1.2 | 0,834 | 0,168 | Valid |
| 3. Y1.3 | 0,774 | 0,168 | Valid |
| 4. Y1.4 | 0,868 | 0,168 | Valid |

Source : Primary Data Processed 2024

It can be seen that the value of r calculated in all statements on the facility variable (X1), the quality variable (X2), the price variable (X3), and the consumer satisfaction variable (Y)

shows that the value of r calculated > r table. So it can be concluded that all statements in the variable are valid.

**Reliability Test**

According to Ghozali (2018:45), a reliability test to measure a questionnaire which is an indicator of a variable.

**Table 2.** Reliability Test Results

| Variable | *Cronbach's Alpha* | Reliability Standards | Information |
|---|---|---|---|
| Facilities (x1) | 0,779 | 0,60 | Reliable |
| Quality (X2) | 0,860 | 0,60 | Reliable |
| Price (x3) | 0,866 | 0,60 | Reliable |
| Consumer Satisfaction (Y) | 0,854 | 0,60 | Reliable |

Source : Primary Data Processed 2024

The reliability value is obtained by looking at the *Cronbach's Alpha* column, if the reliability value > 0.60, it can be said that the instrument used is reliable. Based on these results, it can be seen that the value of *Cronbach's Alpha* in the four variables > 0.60. So it can be concluded that all statements are reliable.

**CLASSICAL ASSUMPTION TEST**

**1. Test Normality**

The colmogrov smirnof test is carried out by looking at the Sig value or probability value < 0.05, then it is distributed abnormally, and if the Sig value or probability value > 0.05, then it is normally distributed.

**Table 3.** Normality Test Results

**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 97 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 1.15736565 |
| Most Extreme Differences | Absolute | .096 |
| | Positive | .096 |
| | Negative | -.067 |
| Test Statistic | | .096 |
| Asymp. Sig. (2-tailed) | | .100c |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source : Primary Data Processed 2024

Based on the table above, the sig value is 0.100 According to Ghozali (2018:161), it states that if the Kolmogrov-Smirnov test value is greater than 0.05, it means that the residual data is normally distributed so that it is suitable for use.

### 2. Uji Multicolineariat

The mutocolinearity test is used to detect the presence or absence of multicollinearity by paying attention to *the Variance Inflation Factor* (VIF) value and tolerance value. To indicate the existence of multicollinearity is a *tolerance* value > 0.10 or equal to a VIF value < 10.

**Table 4.** Multicholineariatas Test Results

**Coefficientsa**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Mr. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | BRIGHT |
| 1 | (Constant) | 1.408 | 1.121 | | 1.257 | .212 | | |
| | X1 | .277 | .091 | .248 | 3.054 | .003 | .509 | 1.964 |
| | X2 | .263 | .068 | .445 | 3.846 | .000 | .251 | 3.982 |
| | X3 | .192 | .074 | .243 | 2.603 | .011 | .384 | 2.604 |

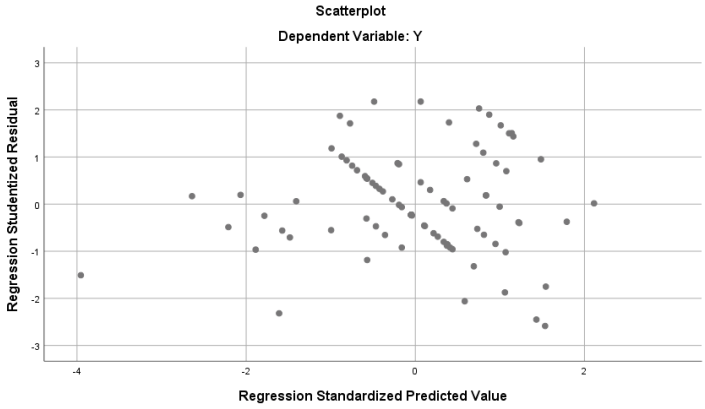
a. Dependent Variable: Y

Source : Primary Data Processed 2024

Based on the results of the multicollinearity test in the table above, the tolerance value of the facility variable (X1) was 0.509, the quality variable (X2) was 0.251 and the price variable (X3) was 0.384. Meanwhile, the VIF value of the facility variable (X1) was 1,964, the quality variable (X2) was 3,982, and the price variable (X3) was 2,604. It can be concluded that in this study "there is no multicollinearity relationship" because the variables in this study have a tolerance value of > 0.10 and a VIF value of < 10.

### 3. Heteroscedasticity Test

The heteroscedasticity test can be done by looking at the *scatter-plots* diagram of the bound prediction value, namely ZPRED with the residue of SRESID to detect the presence or absence of heteroscedasticity can be done by looking at the *scatter-plots graph image.*




Source : Primary Data Processed 2024

**Figure 1.** Heteroscedasticity Test Results

In the image above, it shows that the *scatter-plots* are seen randomly spreading dots, and are scattered both above and below the number 0 on the Y axis.

**4. Uji Autokorelasi**

According to Ghozali (2018:111), the autocorrelation test aims to test whether the linear regression model has a correlation between the perturbrillator error in the t-period and the perturbulent error at t-1 (previously). If a correlation occurs, it is called a correlation problem. In this study, the method used is Durbin-Watson (DW test).

**Table 5.** Autocorrelation Test Results

**Model Summaryb**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .829a | .688 | .678 | 1.176 | 1.702 |

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Sumer: Primary Data Processed in 2024

Based on the table above, it can be known that the autocorrelation test of the Durbin Watson (DW) value is 1,702, with a dl value of 1,606 and a du value of 1,733. Since Durbin Watson's value is in the region between the results of < dw < 4-dl, so that du 1,606 < dw 1,702 and < 4-1,606 (4-dl) It can be concluded that there is no autocorrelation in this test.

**DETERMINATION COEFFICIENT TEST**

According to Ghozali (2018:97), the determination coefficient is a number that expresses or is used to find out the contribution or connection given by the X (free) variable to the Y (bound) variable.

**Table 6.** Coefficient of Determination Results

**Model Summaryb**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .829a | .688 | .678 | 1.176 |

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source : Primary Data processed in 2024

Based on the table above with an R Square value of 0.688 (68.8%), this value shows that the independent variables, namely facilities, quality, and price simultaneously have an influence of 68.8% on the bound variable, namely consumer satisfaction, while the remaining 31.2% is influenced by other variables outside the researcher's variable.

## MULTIPLE LINEAR REGRESSION TEST

According to Ghozali (2018:95), multiple linear regression analysis is an analysis used to measure an independent variable (X) more than one against a bound variable (Y).

**Table 7.** Multiple Linear Regression Test Results

**Coefficientsa**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Mr. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.408 | 1.121 | | 1.257 | .212 |
| | X1 | .277 | .091 | .248 | 3.054 | .003 |
| | X2 | .263 | .068 | .445 | 3.846 | .000 |
| | X3 | .192 | .074 | .243 | 2.603 | .011 |

a. Dependent Variable: Y

Source : Primary Data Processed 2024

Based on table 7, the results of the study can be formulated as follows:

Y = 1.408 + 0.277 X1 + 0.263 X2 + 0.192 X3

The regression equation can be explained as follows:

1. a = 1.408
   It is a constant variable which means that if the independent variables in the research (facilities, quality, and price) have zero influence, then the result obtained from consumer satisfaction is 1,408.
2. $\beta_1$ = 0.277
   The variable of facility coefficient (X1) β = 0.277, it can be interpreted that if the facility variable increases by one unit, it will be able to increase consumer satisfaction by 0.277 when the other independent variables are equal to zero (X2 and X3 = 0).

3. $\beta_2$ = 0.263
   The quality coefficient variable (X2) β = 0.263 can be interpreted that if the quality variable increases by one unit, it will be able to increase consumer satisfaction by 0.263 when the other independent variables are equal to zero (X1 and X3 = 0).
4. $\beta_3$ = 0.192
   The price coavailability variable (X3) β = 0.192, it can be interpreted that if the price variable increases by one unit, it will be able to increase consumer satisfaction by 0.192 when the other independent variables are equal to zero (X1 and X3 = 0).

**T TEST (PARTIAL)**

The T test was used to determine whether there was a significant influence between the independent variables of convenience (X1), quality (X2), and price (X3) on the dependent variable of consumer satisfaction (Y). The results of the calculation through SPSS version 25 can be seen in the following table:

**Table 7.** Test Result T (partial)

**Coefficientsa**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Mr. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.408 | 1.121 | | 1.257 | .212 |
| | X1 | .277 | .091 | .248 | 3.054 | .003 |
| | X2 | .263 | .068 | .445 | 3.846 | .000 |
| | X3 | .192 | .074 | .243 | 2.603 | .011 |

a. Dependent Variable: Y

Source : Primary Data Processed 2024

From the results of the t-test, the t-calculated value (3,054) > t-table (1,985) was obtained, so that the t-calculated > t table with a significance of 0.003 < 0.05 then Ho was rejected and Ha was accepted, which means that there was a positive influence on the facility variable (X1) on consumer satisfaction (Y) at Welijo café and freshmarket.

From the results of the t-test, the t-value was calculated (3,846) > t-table (1,985). So t calculate > t table with a significance of 0.000 < 0.05, then Ho is rejected and Ha is accepted, which means that there is a positive influence on the quality variable (X2) on consumer satisfaction (Y) at Welijo café and freshmarket.

From the results of the t-test, the value of t calculation (2,603) > t table (1,985) was obtained, so that t calculated > t table with a significance of 0.011 < 0.05, then Ho was rejected and Ha was accepted, which means that there is a positive influence on the price variable (X3) on consumer satisfaction (Y) at Welijo café and freshmarket.

**F-TEST (SIMULTANEOUS)**

The F test was used to determine whether the dependent variables of facilities (X1), quality (X2), and price (X3) together had a significant effect on the dependent variable of consumer

satisfaction (Y). The following are the output results using SPSS version 25 as shown in the table below:

**Table 8.** Test Result F (Simultaneous)

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Mr. |
|---|---|---|---|---|---|---|
| 1 | Regression | 283.491 | 3 | 94.497 | 68.342 | .000b |
| | Residual | 128.592 | 93 | 1.383 | | |
| | Total | 412.082 | 96 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source : Primary Data Processed 2024

Based on the table above with a significant value of a = 0.05 df = n-k-1 (97-3-1) obtained table F (2.70). It can be seen from the results of the F test that F is calculated as 68,342 while F table is 2.70 because 68,342 > 2.70 with a significant value of 0.000 < 0.05, then Ho is rejected and Ha is accepted, then the variables of facilities, quality, and price have a significant influence simultaneously on consumer satisfaction at welijo café and freshmarket.

## 4. Discussion

1. From the results of the facility variable t test (X1), the value of t calculation (3,054) > t table (1,985) was obtained, so that t calculated > t table with a significance of 0.003 < 0.05, then Ho was rejected and Ha was accepted. This means that there is a significant influence on the facility variable (X1) on consumer satisfaction (Y) on welijo café and freshmarket.
   From the results of the quality variable t test (X2), the calculated t value (3,846) > t table (1,985) was obtained. with a significance of 0.000 < 0.05, Ho was rejected and Ha was accepted. Which means that there is a significant influence on the quality variable (X2) on consumer satisfaction (Y) in welijo café and freshmarket.
   From the results of the price variable t test (X3), the value of t calculation (2,603) > t table (1,985) was obtained, so that t calculated > t table with a significance of 0.011 < 0.05, then Ho was rejected and Ha was accepted, which means that there is a significant influence on the price variable (X3) on consumer satisfaction (Y) in Welijo café and freshmarket.
2. From the results of the F test, F calculated 68,342 while F table 2.70 because 68,342 > 2.70 with a significant value of 0.000 < 0.05, then Ho was rejected and Ha was accepted, then the variables of facilities, quality, and price had a significant influence simultaneously on consumer satisfaction at Welijo Cafe and Freshmarket.

## 5. Conclusion, Implication, and Recommendation

From the calculation above, it is known that the quality variable (X2) has the most dominant influence on consumer satisfaction in welijo café and freshmarket because the quality (X2) has a t-value of 3,846 which is greater than other t-counts.

After knowing the results of the above research, on this occasion the author provides suggestions that may be useful as follows:

1. For researchers
   It is hoped that this research will be useful for researchers to be able to apply the learning received during lectures and be useful in the world of work.
2. For companies
   The more culinary businesses today, welijo café and freshmarket is expected to be able to provide better facilities so that consumers feel satisfied, besides that the quality that has the most dominant influence over others should be maintained and improved, and also welijo café and freshmarket can apply discounts for minimum purchases so that consumers are more interested.
3. For universities and future researchers
   This research is expected to be used as a reference, both in terms of research variables and research methods that are not optimal. From this, it is hoped that in further research, theoretically, other variables can be added that may affect consumer satisfaction in welijo café and freshmarket.

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