The Influence of Food Quality, Service Quality and Cafe Location on Customer Satisfaction at Pak Belalang Cafe

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Abstract

This study aims to determine the effect of food quality, service quality and location on customer satisfaction at Pak Belalang Cafe. The independent variables are food quality, service quality and location and the dependent variable is customer satisfaction, all valid statements are valid and normal. The research method used is a quantitative approach by collecting primary data through a survey method by distributing questionnaires to 100 customers/consumers who have visited Pak Belalang Cafe. Data processing using the SPSS application program version 25. Based on the tests carried out, the results of this study showed a T-value of 1.984 for food quality, service quality variable with a T-value of 6.784 for location variable with a T-value of 4.189 indicating that food quality, service quality and location effect on customer satisfaction and the F test with a value of 164.497 which shows simultaneously food quality, service quality and location affect customer satisfaction, it can be seen from the R Square table of 83.7%. Variables of food quality, service quality and location can affect customer satisfaction variables. The relationship between food quality, service quality and location has 16.3% other variables that affect customer satisfaction in this study.

Keywords : Food Quality, Service Quality, Location and Customer Satisfaction.

1. INTRODUCTION

Businesses that are currently growing rapidly, one of which is a business in the cafe field, the number of business people in the cafe field can be said to be increasingly competitive in this business. The cafe business is a business that is very much in demand by business people. Because in this field, apart from making a profit, the cafe business which consists of several menus such as contemporary food and drinks is in great demand by all circles, especially teenagers, so doing business in the cafe sector is a promising business. But the perpetrators or cafe business owners are forced to be creative in every aspect, so that they are always ready to face the increasing competition of creative businesses.

Pak Belalang cafe is a cafe with a seaside theme, because the location of the cafe is by the sea in the village of Sungai Pakning which offers a wide variety of food and beverage variants according to the wishes or requests of consumers. The customers of this cafe are not only teenagers like cafes in general, but from all walks of life are interested in visiting this cafe.

The first time this cafe was opened the space provided by the cafe owner was not too much and for now because the customers who visit the cafe have increased, the cafe owner has expanded and multiplied the space for customers who come. One of the determining factors for the success of a cafe business is to look at the quality of its products. The quality of this product comes from the perception of every consumer regarding the product that has been purchased, especially teenagers who like to hang out with their friends.

According to Kotler and Armstrong (2007), quality is the totality of features and characteristics of an item or service that can affect the product's satisfaction of consumer needs. By having quality products, the company will have added value for the products produced.

According to Margareta and Edwin (2012), food quality is an important role in consumer purchasing decisions, so it can be seen that if food quality increases, purchasing decisions will also increase. According to Dita (2010) the quality of food products has an

influence on customer satisfaction, so it would be better if you can improve and maintain the quality of food products as a basis for marketing strategies.

Service Quality is the level of service related to the expectations and needs of customers or users. This means that the service is of quality if a particular company or institution is able to provide products and services in accordance with the wishes, needs and expectations of customers. Good service is certainly expected by consumers to give a sense of satisfaction. According to Suwithi in Anwar (2002:84), service quality is the quality of services provided to customers, both internal customers and external customers based on standard service procedures.

Location is also one of the important factors to measure customer satisfaction. Choosing the location of a business/business includes a very expensive investment value, because the location will affect a person in making decisions in purchasing. The location of a business/business in a strategic place will be more attractive to visitors/customers to just stop by and taste the dishes and concepts that have been offered because the location is easy to reach. To get a strategic location is expensive and difficult for business owners to do. The choice of location will affect two things, namely the range of sales and costs incurred. Location is also an important factor in finding services or employees for a restaurant/cafe, consumers will also take into account how they get to that location.

According to Kotler and Keller in Donni Juni Priansah (2017: p.196). states that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product performance (results) to the expected performance (results). If performance is below expectations, consumers are dissatisfied. If performance meets expectations, consumers are satisfied. If performance exceeds expectations, consumers are very satisfied or happy.

2. LITERATURE REVIEW

2.1 Food Quality

To meet customer satisfaction is the company's obligation, apart from being a factor for the company's sustainability, satisfying consumer needs can increase competitive advantage for the company. This shows that satisfaction is the company's key factor in producing quality products.

Food is the central point of business activity because food is the result of a business that can be offered to the market for consumption and is a tool for a business to achieve its business goals. A food must have advantages over other foods in terms of quality, design, shape, size, packaging, service, warranty, and taste in order to attract consumers to try and buy the food.

As for good food quality, according to Holban & Grumezescu (2018) broadly speaking, the factors that affect food quality are as follows:

1. Color, Color combinations are very helpful in consumer appetite.
2. Appearance, the expression "looks good enough to eat" is not an exaggeration.
3. Portions, in each serving of food a standard portion has been determined which is called the standard portion size.
4. Shape, the shape of food plays an important role in eye attractiveness.
5. Temperature, consumers like the variation in temperature obtained from one food to another.
6. Texture, the level of thinness and smoothness and the shape of the food can be felt through the pressure and movement of the receptors in the mouth.
7. Aroma, aroma is a reaction from food that will affect consumers before consumers enjoy the food, consumers can smell the food.
8. The level of maturity, the level of maturity of the food will affect the texture of the food.
9. Taste, the taste point of the tongue is the ability to detect the basics, namely sweet, sour, salty and bitter.

2.2 Service Quality

Quality is one of the important indicators for companies to be able to exist in the midst of intense competition in the industry. Quality is defined as the totality of characteristics of a product that support its ability to satisfy specified or defined needs. In defining product quality, there are five main experts in integrated quality management who differ from each other, but have the same meaning.

There are 5 dimensions to measure service quality (Tjiptono,2017) :

1. Tangibles
   Tangibles are tangible evidence of the care and attention given by service providers to consumers. The importance of the Tangibles dimension will create an image of service providers, especially for new consumers in evaluating service quality.
2. Reliability
   Reliability is the ability to provide accurate services according to promises and is the company's ability to carry out services in accordance with what has been promised in a timely manner. The importance of this dimension is because customer satisfaction will decrease if the services provided are not as promised.
3. Responsiveness
   Responsiveness is the willingness to help customers and provide appropriate services and is the company's ability to be carried out directly by employees to provide services quickly and responsively.
4. Assurance
   Assurance is the knowledge and behavior of employees to build customer trust and confidence in consuming the services offered. This dimension is very important because it involves consumer perceptions of the risk of high uncertainty on the ability of service providers. The company builds consumer trust and quality through employees who are directly involved in handling consumers.
5. Empathy
   Empathy is the company's ability to be carried out directly by employees to give attention to individual consumers, including sensitivity to consumer needs

2.3 Location

Location indicators According to Fandy Tjiptono, (2002) (in the journal Organization and Management, 2019) reveals in the election physical place/location requires careful consideration against the following factors:

1. Access, which is a location that is easily accessible by public transportation facilities.
2. Visibility, namely the location or place that can be seen clearly from a normal viewing distance.
3. Traffic, involves two main considerations, namely:
   a. Many people passing by can provide a great opportunity for impulse buying, namely buying decisions that often occur spontaneously or without planning and
   b. Traffic congestion and congestion can also be an obstacle.
4. Spacious, comfortable and safe parking space.
5. Expansion, which is the availability of a large enough space for business expansion in the future.
6. Environment, namely the surrounding area that supports the services offered.
7. Competition, namely the location of competitors. In determining the location of a business, it is necessary to consider whether on the road or area there are already many similar businesses or not.
8. Government regulations containing provisions to regulate the location of certain businesses, for example motor vehicle repair shops are prohibited from being located too close to places of worship.

2.4 Customer Satisfaction

Satisfying consumer needs is the desire of every company or business. In addition to being an important factor for the survival of the company, satisfying consumer needs can increase competitive advantage. Consumers who are satisfied with products and services tend to repurchase the product and reuse the service when the same need reappears in the future. This means that satisfaction is a key factor for consumers in making repeat purchases which are the largest portion of the company's sales volume.

Indicators of customer satisfaction according to Tjiptono in Indrasari (2019:92), namely:

1. Conformity of Expectations
   Conformity of expectations is the level of conformity between product performance expected by consumers and those felt by consumers, Tjiptono (2012:318). Meanwhile, according to Hawkins and Lonney in Kusumasitta (2014:161) Conformity of expectations is the suitability or discrepancy between consumer expectations and the actual performance of the company's products or services.
2. Interest in Revisiting (Repurchase)
   According to Hawkins and Lonney in Suwito (2018: 257) interest in revisiting is the willingness of customers to visit again or make repeat purchases of related products. Then according to Kotler & Philip (2007:15) "Interest in repurchase is as a stage of the respondent's tendency to act before making the next stage of purchasing decisions. Meanwhile, according to Tjiptono (2012: 318) "Interest in repurchasing, namely customer satisfaction is measured by asking whether the customer will shop or use the company's services again.
3. Willingness to Recommend
   According to Hawkins and Lonney in Kusumasitta (2014:161) "Willingness to recommend is the willingness to recommend a product to friends or family as an important measure to be analyzed and followed up. Then according to Tjiptono (2012: 318) "Willingness to recommend is the willingness of customers to recommend products that have been felt to friends and family. Furthermore, according to Luwis and Harsini (2010:110) "Recommendation is a form of communication related to the product or service to other people".

3. METHODOLOGY

The research location is the same as the place where the researcher conducts his research. What is meant by this research place is a place where the researcher will capture the actual state of the object that has been studied to obtain the data and information that will be needed. Here the researchers took a location located in Sungai Pakning Village, Bukit Batu District, Bengkalis Regency. The object of re-search is something that will be the focus of this research and what should be studied. The object of this research is the customers or consumers of the Pak Belalang cafe in Bengkalis Regency.

The type of data can be determined based on the nature, source of data and how to obtaining. The type of data used in this study is quantitative associative. According to Russiadi, et al (2016:12), associa-tive/quantitative research is research that aims to determine the relationship between two or more varia-bles. With this research, a theory will be built that can function to explain, predict and control a symptom.

Descriptive statistics are methods related to data processing to obtain information. Descriptive statis-tics can be used when researchers want to describe the process of collecting, analyzing and presenting data in the form of mean, median, standard deviation, range, and so on. but when researchers want to draw conclusions, correlations, and conjectures based on

existing data analysis, the analysis technique used is statistical inference. In this study, the researcher used a collection technique based on the tech-nique, namely.

1. Questionnaire
2. Interview

Table 1. Operational Definition

Variable	Operational Definition	Indicator	Scale
Food Quality (X1)	According to Kotler (2003) in Suhartanto (2018: 12) defines food quality as the ability of an item to provide results/performance that match or exceed what the customer wants. Food quality in this case is taken from the term food quality, which includes food and beverages.	1. Color 2. Appearance 3. Portion 4. Shape 5. Temperature 6. Texture 7. Scent 8. Maturity level 9. Taste	Likert 1. Strongly agree(SS) scored(5) 2. Agree(S) scored(4) 3. Doubt (RR) scored(3) 4. Disagree (TS) scored (2) 5. Strongly Disagree (STS) scored (1)
Service Quality (X2)	According to Kotler (2019) defines service quality as a form of consumer assessment of the level of service received with the level of service expected. If the service received or felt is as expected, then the quality of service is perceived as good and satisfying, the satisfaction that has been formed can encourage consumers to make repeat purchases and look forward to becoming loyal customers.	1. Tangible 2. Empathy 3. Responsiveness 4. Reliability 5. Assurance	Likert 1. Strongly agree(SS) scored(5) 2. Agree(S) scored(4) 3. Doubt (RR) scored(3) 4. Disagree (TS) scored (2) 5. Strongly Disagree (STS) scored (1)
Location (X3)	According to Tjiptono (2017: 106) location is where the company operates or where it carries out activities to produce goods and services that are concerned with the economic aspect.	1. Access 2. Visibility 3. Traffic 4. Parking lot 5. Expansion 6. Environment 7. Competition 8. Government regulations	Likert 1. Strongly agree(SS) scored(5) 2. Agree(S) scored(4) 3. Doubt (RR) scored(3) 4. Disagree (TS) scored (2) 5. Strongly Disagree (STS) scored (1)
Customer Satisfaction (Y)	Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the expected product performance (results) to the expected performance, Kotler in Atmaja (2018).	1. Conformity of Expectations 2. Interest in Revisiting 3. Willingness to Recommend	Likert 1. Strongly agree(SS) scored(5) 2. Agree(S) scored(4) 3. Doubt (RR) scored(3) 4. Disagree (TS) scored (2) 5. Strongly Disagree (STS) scored (1)

Source: Kotler (2003) in Suhartanto (2018), Kotler (2019), Tjiptono (2017:106), Kotler in Atmaja (2018)

4. RESULT AND DISCUSSION

4.1 T Test Results

Based on the results of the analysis using SPSS, the results of the T test are in the following table:

Table 2. T Test Results

Coeficients[a]						
		Unstandardized Coeficients		Standardized Coeficients		
Model		B	Std.Error	Beta	T	Sig.
1	(Constant)	2.052	2.512		.817	.416
	Food_Quality	.249	.125	.167	1.984	.050
	Service_Quality	.837	.123	.562	6.784	.000
	Location	.417	.100	.257	4.189	.000
a. Dependent Variable: Customer_Satisfaction						

Source: Process Data 2022 of SPSS 25

Based on table 2 by observing the row, column t and sig it can be explained as follows:

1. Effect of Food Quality Variables on Customer Satisfaction (H1) Food quality variables (X1) have a positive and significant effect on Customer Satisfaction. It can be seen that the significance of food quality (X1) is 0.05 = 0.05 and the value of t table = t (α / 2; nk-1 = t (0.05 / 2; 100-2-1) = (0.025; 97) 1.98472. This means that the calculated t value is greater than t table (1.984 = 1.98472), so H0 is rejected and H1 is accepted so that the hypothesis stating that there is an ef-fect of food quality on customer satisfaction is partially accepted.
2. Effect of Service Quality Variable on Customer Satisfaction (H2) Service quality variable (X2) has a positive and significant effect on Customer Satisfaction. This can be seen in the significant val-ue of service quality (X2) 0.000 <0.05, and the value of t table -1 (α / 2; nk-1 = t (0.05 / 2; 100-2-1) = (0.025; 97) 1.98472. This means that the calculated t value is greater than t table (6.784 > 1.98472), then H0 is rejected and H2 is accepted, so the hypothesis which states that there is an effect of service quality on customer satisfaction is partially accepted.
3. Effect of Location Variable on Customer Satisfaction (H3) location variable (X3) has a positive and significant effect on Customer Satisfaction. This can be seen in the significant value of the location (X3) 0.000 <0.05, and the value of t table -1 (α / 2; nk-1 = t (0.05 / 2; 100-2-1) = (0.025;97)1.98472. This means that the calculated t value is greater than t table (4.182 > 1.98472, then H0 is rejected and H3 is accepted, so the hypothesis which states that there is an effect of location on customer satisfaction is partially accepted.

4.2 F Test Results

According to Ghozali (2016) the F test aims to find out whether the independent variables simultane-ously (simultaneously) affect the dependent variable. The F test was carried out to see the effect of all the independent variables (X) together on the dependent variable (Y). The level used is 0.5 or 5%, if the significant value of F <0.05 it can be interpreted that the independent variables simultaneously af-fect the dependent variable or vice versa. With the meaning of the effect seen together by looking at the value of F table = f(k; n-k), F = (2; 100-2), F table (3; 98) = 2.70 with an error rate of 5%. The F test conducted in this study can be seen in the ANOVA table which shows the results of simultaneous test-ing between variables:

Table 3. F Test Results

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	6665.403	6665.403	3	2221.801	164.497	.000b
	1296.637	1296.637	96	13.507		
	7962.040	7962.040	99			
a. Dependent Variable: Customer_Satisfaction						
b. Predictors: (Constant), Location, Service_Quality, Food_Quality						

Source: Process Data 2022 of SPSS 25

Based on the test results in the table above, it can be seen that the Fcount value is 164.497 with a Fta-ble value of 2.70 so that Fcount > Ftable or 164.497 > 2.70, with a significant value of 0.000 <0.05 then H0 is rejected and H4 is accepted, it can be concluded that variable food quality (X1), service quality (X2) and location (X3) simultaneously have a significant effect on customer satisfaction.

4.3 Test of the Coefficient of Determination

The coefficient of determination test (R2) is carried out to determine and predict how big or important the contribution of the independent variable (X) is to the dependent variable (Y). The value of the coef-ficient of determination is between 0 and 1. If the value is close to 1, it means that the independent var-iable provides almost all the information needed to predict the dependent variable. However, if the value of R2 is getting smaller, it means that the ability of the independent variables to explain the de-pendent variable is quite limited. Based on the R2 test performed in table 4 below:

Table 4. Determination Test (R Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915[a]	.837	.832	3.675
a. Predictors: (Constant), Location, Service_Quality, Food_Quality				

Source: Process Data 2022 of SPSS 25

The magnitude of the influence between the variables of food quality (X1), service quality (X2) and lo-cation (X3) on customer satisfaction (Y) simultaneously (simultaneously) can be seen from the large correlation between the variables of food quality, service quality and location with the square (R square) customer satisfaction variable. The coefficient of determination is defined as the square of the correlation coefficient which is squared then multiplied by 100%. Based on the results of the analysis R square = 83.7, which means 83.7% of the variables of food quality, service quality and location can af-fect customer satisfaction variables and 16.3% of other variables that affect customer satisfaction out-side of this stud

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of the analysis and discussion, the following conclusions can be drawn:

1. From the results of testing the variables between food quality and customer satisfaction variables, it can be seen that food quality partially has a positive and significant effect on customer satisfaction at Pak Belalang Cafe. This means that the quality of food is very

influential, the higher the level of quality of food provided, the higher customer satisfaction.

2. From the results of testing the variables between service quality and customer satisfaction varia-bles, it can be seen that service quality partially has a positive and significant effect on customer satisfaction at Pak Belalang Cafe. By providing a positive value for service to Pak Belalang Cafe customers, it will increase customer satisfaction. The better the quality of service provided by Pak Belalang Cafe, the higher the level of customer satisfaction. So that the quality of service is a factor that can determine the level of customer satisfaction.

3. From the results of testing the variables between location and customer satisfaction variables, it can be seen that location partially has a positive and significant effect on customer satisfaction at Pak Belalang Cafe. This means that the location is very influential, the higher the location level giv-en, the higher the customer satisfaction.

4. From the results of simultaneous testing between all independent and dependent variables it can be ignored that food quality, service quality and location simultaneously have a positive and signifi-cant effect on customer satisfaction, and the coefficient of determination (R2) of 83.7% is a value that can explain satisfaction customers on three independent variables, namely food quality, service quality and location. The remaining percentage is found in variables that are not used in this study.

5.2 Suggestion

After knowing the results of the analysis and research that has been done, some suggestions that are expected to be useful for further research are as follows:

1. From the results of research conducted at Pak Belalang cafe, the researchers suggest that this should happen sustainability of food quality, then partiesthe cafe manager should have done more pay attention to the taste that will be served, it is in caused the low response of respondents to the taste of the food that has been served by the cafe that will affect decrease in cafe reputation on perceived satisfaction customer. On the other hand the researcher's suggestions to parties cafe manager based on research results in order the cafe is able to maintain quality Cafe services cause this to become a perception that affect the level of customer satisfaction.

2. In this study, four variables were used, three independent variables, namely food quality, service quality and location and one dependent variable, namely customer satisfaction. For further research other variables other than food quality, service quality, location and customer satisfaction can be presented.

3. The elements of food quality, service quality and location have a big influence on customer satisfaction. Researchers suggest conducting interviews or distributing questionnaires more broadly in order to get maximum results and be able to add other variables in order to obtain research results that have a broader scope and can support further research.

4. Researchers hope that the results of this study can arouse curiosity for further research, and researchers recommend cafes to pay attention to the importance of food quality, service quality and location.

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