The Effect Of Service Quality On Customer Satisfaction At Eureka Coffee In Pinrang City

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Abstract

This study aims to determine the physical evidence, reliability, responsiveness, assurance and empathy affect customer satisfaction at Eureka Coffee. This research is quantitative research. The population in this study were all visitors to Eureka Coffee who visited from January to July 2023 totaling 1,536 visitors, using the Sampling method obtained a sample of 100 respondents. The data collection technique used is multiple linear regression analysis using Statistical Product and Service Solution (SPSS) v. 23. The results of this study indicate that physical evidence (X1) partially has a positive and significant effect on customer satisfaction at Eureka Coffee. Reliability (X2) partially has a positive and insignificant effect on customer satisfaction at Eureka Coffee. Responsiveness (X3) partially has a positive and insignificant effect on customer satisfaction at Eureka Coffee. Assurance (X4) partially has a positive and insignificant effect on customer satisfaction at Eureka Coffee. Empathy (X5) partially has a positive and significant effect on customer satisfaction at Eureka Coffee. As well as physical evidence, reliability, responsiveness, assurance and empathy simultaneously have a positive and significant effect on customer satisfaction at Eureka Coffee.

Keywords: Quality Service, Customer Satisfaction, Cofffer Shop

INTRODUCTION

In the current era of globalization, the phenomenon of the emergence of various kinds of coffee shops in Indonesia is currently experiencing rapid development. This can be seen from the significant increase in the number of coffee shops in recent years and the high consumption of coffee in the country today. Based on the results of Toffin's research, in 2019 the total number of coffee shops in Indonesia was more than 2950 coffee shops, three times higher than in 2016 with 1000 coffee shops (Insight, 2020).

The development of today's times makes people's needs and lifestyles very diverse. The secondary and primary needs of people in Indonesia are food and drink, which can be done by cooking or by making it yourself. As culture develops, most people prefer to eat out or buy it at a restaurant or cafe, and the image in the eyes of consumers is that food made by restaurants or cafes

is better than homemade. The lifestyle of today's society has made the growth of the culinary sector increase, the growth of the culinary sector is currently highly utilized by business people to open cafes or restaurants using unique and interesting concepts, so that they can attract the attention of people from various circles.

One way to satisfy consumers is to provide the best service, according to consumer desires. By gathering with family, relatives, and colleagues, it has become a commonplace need, so coffee shops must be more sensitive to these needs to meet consumer needs in accordance with community expectations, because the diversity of consumers will have differences in service quality. Consumer expectations of service quality vary and several things can affect consumer service expectations, namely word of mouth, personal needs and past experience, often called the consumer gap, because there is often a gap between perceived service and expected service.

Customer satisfaction is a feeling of pleasure or disappointment that a person can feel about something that happens. Consumer satisfaction can be seen from the performance provided by the waiter and the product provided in accordance with what the buyer expects. Consumers will feel satisfied if the product performance matches or even exceeds what they expect, so consumers will feel satisfied, but if the product performance is below the expectations of consumers, consumers will feel dissatisfied. Consumer satisfaction and dissatisfaction are the most important indicators for business people or companies. This can be seen from the benchmark of satisfaction which comes from customer perceptions not from the company's assumptions.

Many businesses are engaged in businesses related to food and beverages. There are many businesses in the food or culinary field that provide all forms of service. As with the coffee shop and restaurant businesses scattered in the City of Pinrang, the number of coffee shops that provide a variety of unique flavors and various facilities in them makes consumers interested in trying them. One of them is Eureka Coffee, Eureka Coffee was established in 2020, in Pinrang City, precisely on Jalan Hertasning which was founded by A. Audi Nugraha and is the best and authentic Coffee Shop that presents a different concept and atmosphere from other places, an outdoor concept dominated by brown colors so that it looks comfortable, all supported by a unique atmosphere that uses wooden items as interiors.

For the menu served, starting from drinks. Eureka Coffee Shop is based on coffee as the main menu such as milk coffee, palm sugar coffee, espresso and many more. Not only coffee, Eureka Coffee also provides several variants of drinks from quality ingredients ranging from avocado juice, red velvet, brown sugar. For food, Eureka Coffee offers a variety of foods that are quite diverse from various noodles, to snacks.

As for some dimensions of satisfaction that can influence consumer behavior to use Eureka Coffee services, including the tangible dimension, including the physical appearance of the cafe, the interior of the cafe building and the appearance of cafe employees, the reliability dimension, including the cafe's ability to provide the best services, the responsiveness dimension, including the willingness of cafe employees to help consumers and provide fast service, the assurance dimension, including the courtesy of employees and their ability to generate a sense of trust and

consumer confidence, and the empathy dimension, which includes a sense of personal care and attention given to consumers. The five dimensions above were developed by Pasuraman et al. (1998) called SERVQUAL (Service Quality) which is a measurement tool for service quality (Tjiptono, 2005).

According to (P. T. Kotler & Lee, 2009), service quality describes the characteristics and set of characteristics of goods and services that affect their ability to meet their explicit and implicit needs. (Lupiyoadi & Hamdani, 2006), reveal physical evidence as the ability to show outwardly the existence of a company. The appearance of the company's physical facilities and infrastructure and its ability to be relied on by the surrounding environment is tangible evidence of the services provided by service providers. According to (Tjiptono, 2014), reliability is the ability of service providers to deliver the promised services quickly, precisely and satisfactorily. Responsiveness according to (Tjiptono, 2014), is the desire of employees to help consumers and provide responsive services. According to (Tjiptono, 2014), assurance includes knowledge, competence, courtesy, and reliability of people responsible for danger, risk, or doubt. According to (Tjiptono, 2014), states that empathy includes ease of building relationships, good communication, personal attention, and understanding of the individual needs of consumers.

Nowadays, consumer satisfaction and dissatisfaction are an increasing concern, because the purpose of business is basically to make consumers happy. The higher the consumer satisfaction, the higher the profit for the company, because consumers will repurchase the company's products. However, if consumer satisfaction is low, consumers may switch to a competitor's product. According to (P. Kotler & Keller, 2009), satisfaction is the level of feelings after comparing the perceived performance or results with one's expectations. (Lovelock et al., 2007), state that satisfaction is an emotional state, a reaction after purchase, which can be anger, dissatisfaction, annoyance, neutrality of joy and pleasure.

The reason for choosing Pinrang City is because now there are many culinary places and coffee shops. Then the target chosen was Eureka Coffee. It is a fast food coffee shop. The reason for choosing the business is because it is in great demand by teenagers, parents, and youth in Pinrang City, the reason for choosing the aspect of service quality on customer satisfaction is because the relationship between the two has relevance. In addition, there are also technical things that are now a solution to creating customer satisfaction. One way to provide customer satisfaction is by providing the best service by prioritizing comfort and service. That is the reason for quality service in the eyes of consumers. The existence of the best service to consumers is a measure of success in creating customer loyalty and satisfaction.

Table 1 .Number of Visitors in January - July 2023 at Eureka Coffee

MONTHS	NUMBER OF CONSUMERS
January	213
February	240
March	196
April	206
May	220

June	219
July	242
TOTAL	1.536

In table 1 above, it can be seen that the number of visitors to Eureka Coffee continues to increase even though it had decreased in March because it coincided with the month of Ramadan where Muslims are fasting. The number of consumers also experienced a not too significant decline in June, this can occur apart from the large number of competitors, it can also be influenced by various factors such as service quality which is the main focus that is thought to most affect the level of customer satisfaction. This is in line with research conducted by (Soebandhi et al., 2020), which states that the role of service quality is very significant to customer satisfaction, the more consumers who are satisfied, the more consumer repurchase interest will increase so that consumers do not easily go to other cafes.

This study aims to determine the physical evidence, reliability, responsiveness, assurance and empathy affect customer satisfaction at Eureka Coffee.

METHOD

The type of research used in this study is quantitative research. The research location is an object where research activities are carried out. The purpose of determining the location is to simplify and clarify what is being studied so that the problem is not defined too broadly. This research was conducted at Eureka Coffee on Jalan Hertasning, Pinrang City. The implementation time starts October 2023 - February 2024. The population is determined based on the visit or arrival of guests / customers at the cafe. So the number of consumers who make purchases at Eureka Coffee is 1,536 people. From January to July 2023. So the population in this study is 1,536 people. The sampling technique in this study was carried out using purposive sampling technique. In this study, the sample must be loyal consumers or consumers who have visited more than once. The number of samples in this study were 100 people.

The instrument in this study was to use a questionnaire which was carried out by giving several written questions to respondents to be answered. The measurement scale in this study is a Likert scale in which respondents state the level of agreement or disagreement regarding various statements covering behavior, objects, people or events that allow respondents to rate items on a five to seven point scale (Kuncoro, 2013). The data collection methods used in this study are questionnaires, observations, literature studies, and data collection. In this study, hypothesis testing used the t test (partial) and f test (simultaneous). The data analysis technique used is descriptive statistical analysis and multiple linear regression analysis. The panel data regression model in this study is as follows:

$$Y = b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + e$$

RESULTS

Validity Test

Validity test is a test to determine the accuracy of the instrument in collecting or measuring data. The decision-making criteria for validity are to use the Pearson correlation test by calculating the correlation between the results of each question and the overall results. The question item is said to be valid if the significant level is below 0.1. In testing the validity, a measuring tool is used in the form of a computer program, namely SPSS and if a measuring instrument has a significant correlation between the item score and the total score, it is said that the scoring tool is valid (Santoso, 2004).

Table 2. Research Variable Validity Test Results

Variable	Item	Corrected Item Total Correlation / rcount value	Sig.	rtable	Criteria
Physical Evidence (**X1**)	X1.1	0,931	0,000	0,1966	**Valid**
	X1.2	0,923	0,000	0,1966	**Valid**
	X1.3	0,927	0,000	0,1966	**Valid**
Reliability (**X2**)	X2.1	0,937	0,000	0,1966	**Valid**
	X2.2	0,907	0,000	0,1966	**Valid**
	X2.3	0,912	0,000	0,1966	**Valid**
Responsiveness (**X3**)	X3.1	0,925	0,000	0,1966	**Valid**
	X3.2	0,897	0,000	0,1966	**Valid**
	X3.3	0,934	0,000	0,1966	**Valid**
Assurance (**X4**)	X4.1	0,923	0,000	0,1966	**Valid**
	X4.2	0,919	0,000	0,1966	**Valid**
	X4.3	0,937	0,000	0,1966	**Valid**
Empathy (X5)	X5.1	0,900	0,000	0,1966	**Valid**
	X5.2	0,935	0,000	0,1966	**Valid**
	X5.3	0,920	0,000	0,1966	**Valid**
Assurance (**Y**)	Y1	0,925	0,000	0,1966	**Valid**
	X2	0,904	0,000	0,1966	**Valid**
	Y3	0,919	0,000	0,1966	**Valid**
	Y4	0,923	0,000	0,1966	**Valid**
	Y5	0,929	0,000	0,1966	**Valid**

Source: primary data processed using SPSS V.23, 2024

Based on the results of validity testing in table 2, it shows that all questionnaire items from the variables of physical evidence, reliability, responsiveness, assurance, empathy and customer satisfaction have valid criteria. This is evidenced by the rcount value obtained on each item is greater than the rtable value of 0.1966.

Reliability Test

Reliability test is a test to determine the consistency of the measuring instrument that is used can remain consistent if the measurement is repeated. The reliability test was carried out with

the Cronbach Alpha test, the basis for decision making in one variable was considered reliable if the Cronbach Alpha value criteria were> 0.600.

Table 3. Reliability Test Results of Research Variables

No	Variable	Cronbach's Alpha	Criteria
1	*Physical evidence*	0,917	Reliable
2	*Reliability*	0,906	Reliable
3	*Responsiveness*	0,907	Reliable
4	*Assurance*	0,916	Reliable
5	*Empathy*	0,907	Reliable
6	*Customer Satisfaction*	0,954	Reliable

Source: Primary data processed using SPSS V.23, 2024

Based on the reliability test results in the table above, it shows that all physical evidence, reliability, responsiveness, assurance, empathy and customer satisfaction a Cronbach's Alpha value greater than 0.600. So it can be concluded that all variable measuring items from the questionnaire are reliable, which means that the questionnaire used in this study is a reliable questionnaire.

Multiple Linear Regression Analysis

Multiple linear regression models are regression models that involve more than one independent variable. Multiple linear regression analysis is used to determine the direction and how much influence the independent variables have on the related variables. In measuring the effect of service quality on customer satisfaction at Eureka Coffee in the city of Pinrang.

Table 4. Multiple Linear Regression Analysis Test Results
Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.408	.839		1.677	.097
	bukti fisik	.453	.133	.294	3.418	.001
	kehandalan	.044	.196	.027	.225	.823
	daya tanggap	-.095	.196	-.060	-.485	.629
	Jaminan	.063	.195	.037	.322	.748
	Empati	1.077	.190	.646	5.674	.000

a. Dependent Variable: kepuasan konsumen
Source: Primary data processed using SPSS V.23, 2024

The model can be interpreted as follows;
a. The constant value of 1.408 indicates that if there is no value in the independent variables (physical evidence, reliability, responsiveness, assurance, empathy) which

means it is 0, then satisfaction will increase by 1.408.

b. The Physical Evidence regression coefficient (b1) is 0.453 and has a positive sign. This means that the value of the satisfaction variable (Y) will increase by 0.453 if the value of the physical evidence variable (X1) increases by one unit and the other dependent variables are constant. The positive coefficient indicates a unidirectional relationship between the physical evidence variable (X1) and the customer satisfaction variable (Y). The higher the service quality of physical evidence, the more customer satisfaction will increase as well.

c. The reliability regression coefficient (b2) is 0.044 and has a positive sign. This means that the value of the customer satisfaction variable (Y) will increase by 0.044 if the value of the Reliability variable (X2) increases by one unit and the other dependent variables are constant. The positive coefficient indicates a unidirectional relationship between the reliability variable (X2) and the customer satisfaction variable (Y). The higher the reliability service quality, the more customer satisfaction will increase.

d. The responsiveness regression coefficient (b3) is 0.095 and has a positive sign. This means that the value of the customer satisfaction variable (Y) will increase by 0.095 if the value of the responsiveness variable (X3) increases by one unit and the other dependent variables are constant. The positive coefficient indicates a unidirectional relationship between the responsiveness variable (X3) and the customer satisfaction variable (Y). The higher the quality of responsiveness services, the higher consumer satisfaction will increase.

e. The guarantee regression coefficient (b4) is 0.063 and has a positive sign. This means that the value of the customer satisfaction variable (Y) will increase by 0.063 if the value of the guarantee variable (X4) increases by one unit and the other dependent variables are constant. The positive coefficient indicates a unidirectional relationship between the guarantee variable (X4) and the customer satisfaction variable (Y). The higher the quality of guarantee services, the more customer satisfaction will increase.

f. The Empathy regression coefficient (b5) is 1.077 and has a positive sign. This means that the value of the customer satisfaction variable (Y) will increase by 1.077 if the value of the empathy variable (X5) increases by one unit and the other dependent variables are constant. The positive coefficient indicates that there is a unidirectional relationship between the empathy variable (X5) and the customer satisfaction variable (Y). The higher the quality of guarantee services, the more customer satisfaction will increase.

t Test (partial)

Partial tests were conducted to determine the effect of each independent variable on the dependent variable. If the significant value (sig) < alpha (α) 0.1, it can be said that the independent variable has an influence on the dependent variable. In addition, if t count> t table, it can be said that the independent variable has an influence on the dependent variable. The test results can be seen in the table as follows;

Table 5. Partial Test (t test) Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.408	.839		1.677	.097
	bukti fisik	.453	.133	.294	3.418	.001
	Kehandalan	.044	.196	.027	.225	.823
	daya tanggap	-.095	.196	-.060	-.485	.629
	Jaminan	.063	.195	.037	.322	.748
	Empati	1.077	.190	.646	5.674	.000

a. Dependent Variable: kepuasan konsumen

Source: Primary data processed using SPSS V.23, 2024

Based on table 5, it is known that the significance value for the effect of physical evidence on customer satisfaction is 0.001 <0.10 and the t value is 3.418> t table 1.661, so it can be concluded that there is a significant influence between the variables Physical evidence on consumer satisfaction. The significance value for the effect of the Reliability variable on customer satisfaction is 0.823> 0.10 and the calculated t value is 0.225 < t table 1.661, so it can be concluded that there is no significant influence between the Reliability variable on customer satisfaction. The significance value for the effect of the Responsiveness variable on customer satisfaction is 0.629> 0.10 and the calculated t value is 0.485 < t table 1.661, so it can be concluded that there is no significant effect between the Responsiveness variable and customer satisfaction. The significance value for the effect of the Guarantee variable on customer satisfaction is 0.748> 0.10 and the calculated t value is 0.322 < t table 1.661, so it can be concluded that there is no significant influence between the Responsiveness variable on customer satisfaction. The significance value for the influence of the Empathy variable on customer satisfaction is 0.000 <0.010 and the t value is 5.674> t table 1.661, so it can be concluded that there is a significant influence between the Empathy variable on customer satisfaction.

f Test (simultaneous)

The simultaneous test is carried out to test whether there is an overall influence of the independent variables on the dependent variable. This test uses α 10% with the provisions, if the significant value (sig), <0.1 then the proposed hypothesis can be accepted. In addition, if the calculated F value> F table value, then the proposed hypothesis can be accepted. The test results can be seen in the table as follows:

Table 6. Simultaneous Test Results (F Test)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	471.362	5	94.272	92.619	.000[b]
	Residual	95.678	94	1.018		
	Total	567.040	99			

a. Dependent Variable: kepuasan konsumen

b. Predictors: (Constant), empati, bukti fisik , kehandalan, jaminan, daya tanggap

Source: Primary data processed using SPSS V.23, 2024

Based on the regression results as in table 4.34, it can be seen that the quality of service that includes physical evidence, reliability, responsiveness, assurance, empathy simultaneously has a significant influence on customer satisfaction at Eureka Coffee in Pinrang city. This is evidenced by the probability value between the significant levels of 0.000 <0.1 and the F-count value of 92.619 is greater than the F-table value of 2.31.

Coefficient of Determination Analysis R^2

The coefficient of determination test is carried out to determine how much the independent variables are simultaneously able to influence the dependent variable. The higher the R square value, the better the proposed research model. The test results can be seen in the table as follows:

Table 7. Test Results of the Coefficient of Determination R^2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912[a]	.831	.822	1.009

a. Predictors: (Constant), empati, bukti fisik, kehandalan, jaminan, daya tanggap

Source: Primary data processed using SPSS V.23, 2024

Based on table 4.35 shows that the R square value is 0.831 or 83.1% percent, this means that the independent variables (physical evidence, reliability, responsiveness, assurance, empathy) simultaneously (together) affect the customer satisfaction variable by 83.1%. While the remaining 16.9% is influenced by other variables outside of this regression equation or variables not examined.

DISCUSSION

The Effect of Physical Evidence on Customer Satisfaction at Eureka Coffee

The results of research on physical evidence show that physical evidence has a significant positive effect on customer satisfaction at Eureka Coffee. These results are evidenced by the statistical test in the form of a t test for the physical evidence variable with a calculated t value of 3.418 greater than the t-table value of 1.661 and a significant value of 0.001 or smaller than 0.1.

Based on the results of multiple linear regression analysis research, it is found that physical evidence has an effect on customer satisfaction. Where this variable has a regression coefficient value of 0.453 which means that, basically, physical evidence has a positive influence on customer satisfaction. The results of this study are in line with research conducted by (Hasan, 2006), which states that physical evidence has a positive and significant effect on customer satisfaction.

The effect of reliability on customer satisfaction at Eureka Coffee

The results showed that the reliability variable had a significant value of 0.823. It is assumed that responsiveness has no significant effect on customer satisfaction because it can be proven by 0.823> 0.1 and a regression coefficient of 0.044 which again emphasizes that reliability partially has no effect on customer satisfaction.

Reliability refers more to the form of service provided to consumers such as timeliness, avoiding mistakes when serving consumers and giving what consumers want in accordance with what was promised. In reality, reliability partially has little effect on customer satisfaction. This can happen because customer satisfaction often decreases if they have to wait too long for orders. The results of this study are in line with research conducted by (Mutiara et al., 2020) which states that reliability has a positive and insignificant effect on customer satisfaction.

The effect of responsiveness on customer satisfaction at Eureka Coffee

The results showed that responsiveness has a significant value of 0.629. It is assumed that responsiveness does not have a significant effect on customer satisfaction because it can be proven by 0.629> 0.1 and a regression coefficient of 0.095 which again emphasizes that responsiveness partially has no effect on customer satisfaction. The results of this study are in line with research conducted by (Fuad & Aid, 2019), which states that responsiveness has a positive and insignificant effect on customer satisfaction.

The effect of guarantee on customer satisfaction at Eureka Coffee

The results showed that the guarantee based on the t test has a significant value of 0.748. It can be assumed that the guarantee partially has no effect on customer satisfaction at Eureka coffee because it is greater than the actual significant level, namely: 0,748 > 0,1. In addition, the guarantee variable has a regression coefficient of 0.063.

Basically, the guarantee variable emphasizes the safety of food consumed, the courtesy and attitude of employees, and the responsibility of employees for the products and menus they offer. The results of this study are in line with research conducted by (Shodiq et al., 2021), which states that assurance has a positive and insignificant effect on customer satisfaction.

The effect of empathy on customer satisfaction at Eureka Coffee

The results of the partial test research (t test) show that the empathy variable has a significant positive effect on customer satisfaction at Eureka Coffee. This is evidenced by the significant value of 0.000 or less than the significant standard of 0.1 and the regression coefficient value of 1.077 which further strengthens that there is a partially significant effect between the empathy variable and customer satisfaction.

Empathy is the attention given by Eureka Coffee employees, namely by providing individualized attention to their customers. The higher the value of empathy provided, the higher the level of satisfaction with its consumers. The results of this study are in line with research conducted by (Shodiq et al., 2021), which states that empathy has a positive and significant effect on customer satisfaction.

CONCLUSION

Based on the results of the partial analysis, the variables of physical evidence and empathy have a positive and significant effect on customer satisfaction at Eureka Coffee. Meanwhile, the variables of reliability, responsiveness and assurance partially have no significant effect on customer satisfaction. Based on the results of the analysis simultaneously using the F test, it is found that the quality of service, namely the variables of physical evidence, reliability, responsiveness, assurance and empathy simultaneously affect customer satisfaction at Eureka Coffee.

From the results of the analysis between the five service quality variables, namely physical evidence, reliability, responsiveness, assurance and empathy, it is found that the variables of physical evidence and empathy have the most dominant effect on customer satisfaction at Eureka Coffee.

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