The Influence Of Service Quality, Facilities, And Location On Customer Satisfaction At Pushup Coffee Semarang

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Abstract *This study aims to determine the effect of service quality, facilities, and location on customer satisfaction at Pushup Coffee Semarang. This research is research using quantitative methods carried out in Semarang City. The research population is consumers of Pushup Coffee Semarang, where the population is 15,445 people. Samples were taken using accidental sampling technique, and data was collected using a questionnaire. The results of the research show that: (1) Service quality variables have a positive effect on consumer satisfaction by obtaining a constantan coefficient value of 0.371. (2) The facility variable has a positive effect on consumer satisfaction by obtaining a Constantan coefficient value of 1.096. (3) The location variable has a negative effect on consumer satisfaction by obtaining a constantan coefficient value of – 690.*

Keywords *the effect of service, facilities, and location on customer satisfaction.*

INTODUCTION

The coffee shop business in Indonesia continues to experience growth in various places, from remote villages to urban areas, which currently has reached 10,000 coffee shops and is predicted to continue to grow until 2020 with total income from the coffee shop business sector reaching 4. 16 billion every year. This is in accordance with the statement of Idris Rusadi Putra (2018).

The phenomenon of competition in the business world is a natural thing that occurs, therefore every company is required to always be ready to face this, one of which is the coffee shop.

Coffee shops are places that are very easy to find in every city in Indonesia or the world. The habit of drinking coffee to fill free time or to work in coffee shops for Indonesian people seems to have become a lifestyle for various groups. Currently, coffee shops not only provide coffee drinks, but also non-coffee varieties such as juice, mocktails, chocolate, and there are also facilities such as wifi, TV, live music, even a big screen for watching football.

Coffee shop or what can be called a coffee shop is a term for someone to name a business place that not only sells coffee, but also various kinds of hot or cold drinks. Many students and workers spend their free time in shops, especially coffee shops, either alone or with friends.

Nowadays, coffee shops are often used as a place to discuss, exchange ideas, work, hang out with friends, work, or just a place to relieve daily fatigue. However, places that are used as

a means of social communication are not only coffee shops, there are also canteens, city parks, verandas of mosques or prayer rooms, and several places that are used as public spaces for the community. However, coffee shops are felt to be different and have their own characteristics for each visitor compared to other public places.

In the coffee shop, visitors seem to enter their own world which is separated from the outside world, which is not bound by space and time, and is not bound by the norms and status of the position behind it. The coffee shop is a melting pot of all accessories that transcend each individual.

Basically, the hobby of gathering in a coffee shop has become commonplace or normal. It is said to be normal because it is human nature to be a social creature. In fact, the activity of gathering in coffee shops has now become a community habit. Currently, many coffee shops provide service facilities as centers of social interaction. Coffee shops are seen as providing space for social members to gather, discuss, write, read, joke and waste time, both individually and in groups.

The creation of public space in social life can be anywhere, such as at Pushup Coffee, which is one of the coffee shops in the city of Semarang. Pushup coffee itself was founded in 2022, developed by Yohan Santoso as the founder of Pushup Coffee shop Semarang, which is widely used by the community as a public space.

In general, Pushup Coffee shop is the same as coffee shops in general in the city of Semarang, providing various kinds of coffee and other hot or cold drinks. However, what differentiates Pushup Coffee from other coffee shops is that the place has a classic feel, the space is spacious, so that visitors can comfortably gather, discuss, exchange ideas while enjoying a cup of coffee. Sellers and buyers can freely gather while discussing various things, from politics, entertainment, work, hobbies, to games.

This coffee shop is also often a source of the latest information and is also a gathering place for various levels of society, especially in the city of Semarang, such as students, civil servants, teachers, and so on.

As for this place, what makes researchers interested in researching is that most of the visitors at Pushup Coffee currently prefer to take photos at the Pushup Coffee location, many visitors come even during the rainy season. And many visitors also often communicate with the baristas at Pushup Coffee. In this regard, researchers are interested in researching "The Influence of Service Quality, Facilities and Location on Consumer Satisfaction at Pushup Coffee Semarang".

METHOD

The type of research carried out was a quantitative approach using a regression research design which was carried out from April 2023 to July 2023 at Pushup Coffee Semarang. The number of samples is 100 consumers of Pushup Coffee Semarang. The type of data collected is primary data by distributing questionnaires and secondary data comes from archives, cafe websites, as well as books and articles. The analysis technique uses Multiple Linear Regression Analysis and model testing is carried out using the Anova test (F-test) and the Coefficient of Determination Test (R2).

RESULTS AND DISCUSSION

Y = 0.724 + 0.371 X1 + 1.096 X2 -690 X3

Based on the formula above, it can be explained as follows:

a. The service quality variable influences consumer satisfaction by obtaining a constantan coefficient value with a processed value of 0.371. The regression shows that service quality has a positive beta value of 0.371. This can show that the more good the service quality variable, the higher the increase in consumer satisfaction at Pushup Coffee Semarang.

b. The facility variable influences consumer satisfaction by obtaining a constantan coefficient value of 1.096. The regression shows that the facility variable has a positive beta value of 1.096. This can show that the higher the facility variable, the higher the increase in consumer satisfaction at Pushub Coffee Semarang.

The location variable has no effect on consumer satisfaction by obtaining a constantan coefficient value of - 690 with regression showing that the location variable has a negative value. This can show that the lower the value of the location variable, the higher the increase in consumer satisfaction at Pushup Coffee Semarang.

		ANOVAᵃ				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	583.941	3	194.647	474.036	.000ᵇ
	Residual	39.419	96	.411		
	Total	623.360	99			

Based on the table above, it can be concluded that the calculated F is 474.036 with a significant value of 0.000 < 0.05, which means that service quality (X1), facilities (X2), and location (X3) are a good equation model to influence increased consumer satisfaction (Y). The

results of a variable test of service quality, facilities and location have a very positive and significant effect on consumer satisfaction.

Model Summary				
Mode 1	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968ª	.937	.935	.64079

Based on the table above, it can be explained that the R square value is 0.935 or a percentage of 93.5%, thus it can be concluded that service quality, facilities and location have a positive and significant effect on consumer satisfaction and the remaining 6.5% is influenced by external factors.

The partial influence t test is a hypothesis to determine partially the variables of service quality, facilities and location on consumer satisfaction. For more details, see the explanation below:

1. The first hypothesis in testing the influence of service quality variables on consumer satisfaction at Pushup Coffee Semarang. A positive beta coefficient value of 1.015 can be obtained and a significant value of $0.000 < 0.05$. This defines the first hypothesis and it can be concluded that the service satisfaction variable has a positive and significant effect on consumer satisfaction at Pushup Coffee Semarang.
2. Second hypothesis for testing the influence of facility variables on consumer satisfaction at Pushup Coffee Semarang. A positive beta coefficient value of 0.730 can be obtained and a significant value of $0.000 < 0.05$. This defines the second hypothesis and it can be concluded that the facility variable has a positive and significant effect on consumer satisfaction at Pushup Coffee Semarang.
3. The third hypothesis in testing the influence of location variables on consumer satisfaction at Pushup Coffee Semarang. A positive beta coefficient value of 0.777 can be obtained and a significant value of $0.000 < 0.05$. This defines the third hypothesis and it can be concluded that the location variable has a positive and significant effect on consumer satisfaction at Pushup Coffee Semarang.

The F test or simultaneous influence is a hypothesis test to determine the influence simultaneously (together). The variables of service satisfaction, facilities and location have a positive and significant effect on consumer satisfaction. This fourth hypothesis tests whether or not the service satisfaction, facility and location variables influence consumer satisfaction. The results of the data processing in table 4.11 can be obtained with a calculated F value of 474.036 with a significant value of $0.000 < 0.05$, which means that the service, facility and location satisfaction variables are a good equation model to influence increased consumer

satisfaction. The results of the F test show that the model is said to be good. This means that the variables of service satisfaction, facilities and location have a positive and significant effect on consumer satisfaction. The second result influences service satisfaction, facilities and location on consumer satisfaction.

The dominant influence test aims to find the independent who has the most influence on the dependent variable using the standard beta coefficient test produced by SPSS. From the results of SPSS data processing in table 4.10, the service quality variable gets a positive beta coefficient value which is greater than the facility variable and location variable, and the service satisfaction variable gets a positive beta coefficient of 1.015 with a significant value of $0.00 < 0.05$. It can be concluded that the service satisfaction variable is the dominant variable that is most dominant in consumer satisfaction.

CONCLUSION

The influence of service quality variables on consumer satisfaction at Pushup Coffee Semarang,

The influence of service quality variables on consumer satisfaction is the first hypothesis that is discussed. If we look at the data processing results, we get a positive beta coefficient value of 1.015 and we get a significance value of $0.000 < 0.05$, which shows that the service satisfaction variable has a positive and significant effect on consumer satisfaction at Pushup Coffee Semarang.

The influence of facility variables on consumer satisfaction at Pushup Coffee Semarang,

The influence of facility variables on consumer satisfaction is the second hypothesis that is discussed. If we look at the data processing results, we get a positive beta coefficient value of 0.730 and we get a significance value of $0.000 < 0.05$, which shows that the facility variable has a positive and significant effect on consumer satisfaction at Pushup Coffee Semarang.

The influence of location variables on consumer satisfaction at Pushup Coffee Semarang,

The influence of location variables on consumer satisfaction is the third hypothesis that is discussed. If we look at the data processing results, we get a positive beta coefficient value of 0.777 and we get a significance value of $0.000 < 0.05$, which shows that the location variable has a positive and significant effect on consumer satisfaction at Pushup Coffee Semarang.

The influence of service satisfaction, facilities and location variables on consumer satisfaction at Pushup Coffee Semarang,

The influence of service quality, facilities and location variables on consumer satisfaction is the fourth hypothesis that has been discussed. If we look at the data in table 4.11, we have obtained a calculated F value of 474.036 with a significant value of $0.000 < 0.05$, which means that the variables

of service satisfaction, facilities and location have a positive and significant effect on consumer satisfaction.

The influence of the most dominant service satisfaction variable on consumer satisfaction at Pushup Coffee Semarang,

The influence of the service quality variable with the most dominant influence on consumer satisfaction is the fifth hypothesis that is being discussed. If you look at the data results in table 4.10, the service satisfaction variable gets a positive beta coefficient value of 1.015 with a significant value of $0.000 < 0.05$. From this it can be concluded that the service satisfaction variable has a positive and significant effect on consumer satisfaction.

1. Service satisfaction has a positive and significant effect on performance at Pushup Coffee Semarang
2. Facilities have a positive and significant effect on employee performance at pushup coffee Semarang
3. Location has a positive and significant effect on consumer satisfaction at Pushup Coffee Semarang.
4. Service satisfaction, facilities and location have a positive and significant effect on pushup coffee Semarang
5. Service satisfaction is the most dominant variable that has a positive and significant effect on consumer satisfaction at Pushup Coffee Semarang.

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