Effect Of Service Quality, Price And Store Atmosphere On Customer Satisfaction
(Study On Cangkir Coffee Shop In Surabaya)

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ABSTRACT

This is study aimed to investigate the effect of service quality, price and store atmosphere on customer satisfaction. The research object was Cangkir Coffee in Surabaya. The population of this study were customer of cangkir Coffee Surabaya. The sampling technique was incidental sampling technique; thus the samples were 100 customers who were unintentionally met at Cangkir Coffee Surabaya. Moreover, the analysis technique for this research data applied multiple regression models.

The result of classic assumption test that were obtained from normality, multicollinearity and heteroscedasticity indicated that all variables did not contravene the specified condition. While, the result of feasibility test, the regression model that was utilized in this study was feasible. As the result of multiple determination coefficient, the variables of sevice quality, price, and store atmosphere were about 58.8%, indicating the customer satisfaction variable. Furthemore, the partial test result found that the service quality, price and store atmosphere variables had significant and positive effects on customer satisfaction.

Keywords : *Service Quality, Price, Store Atmosphere and Customer Satisfaction.*

PRELIMINARY

The current era of service sector improvement has developed rapidly compared to the previous period. Improvements to the service sector can be highlighted from various aspects of customer desires for many industries. Busyness in daily activities as a factor causing the desire to release fatigue that has accumulated in a job. To complete this desire, various types of businesses that are oriented to the service sector have sprung up, including the cafe business. According to jpnn.com online news on October 10, 2018, the association data of cafes and restaurants (Apkrindo) shows the growth of restaurants in Surabaya is almost 20% per year.

Cafe business in Surabaya is increasingly modern and has many challenges, so it is necessary to innovate in a variety of ways to avoid the risk of loss. Many cafes have sprung up in Surabaya by offering the convenience of a place, good service, competitive prices, as well as a good and comfortable spatial arrangement that causes customer satisfaction at the cafe.

Customer satisfaction is so great influence for the cafe, if customer satisfaction has minimal influence, then the cafe directly gets a bad image from the customer, but if customer satisfaction has a large influence, then the cafe gets praise from customers.

According to Juwandi (2004: 37), the factors that influence customer satisfaction are product quality, the customer is satisfied that after buying and using the product it turns out that the quality of the product is good. Price, for sensitive customers, low prices are usually an important source of satisfaction because customers will get high value for money. Service quality, service quality will be in the service sector will make customers feel satisfied if they get good service or following what they expect. Emotional Factor customers will feel satisfied (proud) because of the emotional value given by the brand of the product. Cost and convenience, customers will be more satisfied if it is relatively easy, convenient and efficient in getting a product or service.

Some factors affect customer satisfaction. According to Lupiyoadi (2001: 158) namely product quality, that is, customers will feel satisfied if their results indicate that the products they use are of high quality. Quality of service, ie customers will feel satisfied if they get good service or as expected. Emotion, which is the customer will feel proud and get the confidence that others will be amazed at him when using products with certain brands that tend to have a higher level of satisfaction. Satisfaction is obtained not because of the quality of the product but social or self-esteem that makes customers feel satisfied with a particular brand. Price, which is a product that has the same quality but which sets a relatively cheap price, will give a higher value to customers. Cost, i.e. customers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

Of the several customers who have visited the Kopi Cup, it shows that there is a problem that becomes an evaluation for the coffee mug that is the coffee cup waiter is less focused on serving customers so that many orders are late to be sent to the customer so that causes frequent complaints from customers. Also, the prices on the coffee cup menu are not under the ability of students to buy at the cafe. Besides that, there is also a store atmosphere in the cafe that lacks a distinctive aroma.

The decision of researchers to take service quality variables about customer satisfaction variables is through the basis of empirical studies that researchers do in which researchers find the results of different research between service quality to customer satisfaction. Different research results are shown by his research Haryanto (2013) states that service quality has a significant effect on customer satisfaction. While Yesenia (2014) states that service quality has no significant effect on customer satisfaction. Therefore, researchers will review how the influence of service quality on customer satisfaction.

Besides, researchers also found different research results between prices and customer satisfaction. Different research results are shown by research Bailia (2014) states that

the price has a significant effect on customer satisfaction. While Ransulangi (2015) states that price does not have a significant effect on customer satisfaction. Therefore, researchers will review how the influence of prices on customer satisfaction.

The researchers also found different research results between store atmosphere and customer satisfaction. The different research results shown by Devi's (2017) research stated that the store atmosphere has a significant effect on customer satisfaction. Whereas Putri (2014) states that the store atmosphere has no significant effect on customer satisfaction. Therefore, researchers will review how the influence of store atmosphere on customer satisfaction.

The researcher's decision to design a coffee cup in Surabaya as a research location was visited by customers of all ages.

Based on the description above, research with the title: "The Effect of Service Quality, Price and Store Atmosphere on Customer Satisfaction (Study on Coffee Cups in Surabaya)".

As stated above, the problems that will be written and discussed must be formulated so that they can direct, limit, and clarify the existing problems. The formulation of the problem to be examined is as follows:

Does service quality affect customer satisfaction for coffee cups in Surabaya?

Does price affect customer satisfaction of coffee cups in Surabaya?

Does the store atmosphere affect the satisfaction of coffee cup customers in Surabaya?

Based on the description of the problem formulation, the objectives of this study are:

To test and analyze the effect of service quality on customer satisfaction in Surabaya coffee cups.

To test and analyze the effect of prices on customer satisfaction in Surabaya coffee cups.

To test and analyze the effect of store atmosphere on Surabaya coffee cup customer satisfaction.

THEORETICAL REVIEW
Service quality

According to Mauludin (2010: 67) stated that the quality of service is how far the difference between reality and customer expectations for the subscriptions they receive or obtain. According to Kotler and Armstrong (2012: 681), quality is the overall privilege and characteristics of the product or service that supports its ability to satisfy needs directly or indirectly.

Service Quality Indicator
Service Quality Indicators according to Tjiptono and Chandra (2012: 75) consist of :
a. Tangibles
b. Reliability
c. Responsiveness
d. Assurance
e. Emphaty

Definition of Price

According to Kotler and Keller (2012: 167) price is an element of the marketing mix that generates income, other elements produce costs. According to Kotler and Armstrong (2014: 313) price is the amount that must be prepared by customers who want to get goods or services or the amount of value exchanged by consumers for the benefits of owning or using the product or service.

Price Indicator

According to Kotler and Armstrong (2012: 314) price indicators, namely:
Affordability of prices.
Prices according to price competitiveness.
Price match with food quality.
Price matches benefits.

Definition of Store Atmosphere

According to Cox and Paul (2004: 184), the atmosphere is an important component of a shop or cafe and can provide a dominant sensory effect created from a shop or cafe design, so a cafe must form a planned atmosphere that suits its target market and can attract consumers to buy at the store. According to Berman and Robert (1992: 462) cafe atmosphere is a physical characteristic that is used to build impressions and to attract customers. According to Levy and Weitz (2001: 576) which means the atmosphere of the cafe through visuals, arrangement, light, music, and aroma that can create a comfortable purchasing environment so that it can influence consumers' perceptions and emotions to make a purchase.

Indicator of *Store Atmosphere*

According to Hussain and Ali (2015), there are seven store atmosphere indicators including the following:
Cleanliness
Music
Aroma
Temperature
Lighting
Color
Display or Layout

Definition of Customer Satisfaction

Kotler and Keller (2009: 138) define customer satisfaction as a top priority for every company, satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the performance or results of a product that is thought about the expected performance or results. Assauri (2012: 11) defines customer satisfaction as a future indicator of the company's business success, which measures how good the customer's response to the company's business future. Based on the theory above, it can be concluded that consumer

satisfaction can arise when the expectations that consumers want are in line with the reality obtained or even what consumers feel exceeds the expectations predicted earlier.
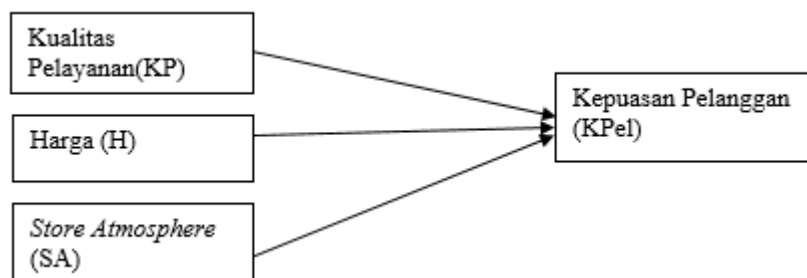
Customer Satisfaction Indicator

In customer satisfaction has the indicators of satisfaction used in this study refers to Consuegra (in Sari 2016: 29), namely:
Conformity of expectations
Work Perception
Customer Ratings.

Conceptual Framework

The conceptual framework in this study is to test and prove the influence of service quality, price, store atmosphere on customer satisfaction as an independent variable (service quality, price, store atmosphere) will test directly on the dependent variable (customer satisfaction), following a sketch of the conceptual framework flow chart on picture:

Figure 1: Conceptual Framework

Hypothesis Development

Effect of Service Quality on Customer Satisfaction

According to Mauludin (2010: 67) stated that the quality of service is how far the difference between reality and customer expectations for the subscriptions they receive or obtain. According to Kotler and Armstrong (2012: 681), quality is the overall privilege and characteristics of the product or service that supports its ability to satisfy needs directly or indirectly.

Previous research according to Haryanto (2013) states that service quality has a significant effect on customer satisfaction, so the quality of service provided has a great influence on customer satisfaction.

While previous research according to Yesenia (2014) states that service quality does not significantly influence customer satisfaction, the quality of service provided has a small effect on customer satisfaction.
The formulation of hypotheses that can be presented are:

H1: Service quality affects customer satisfaction for coffee cups in Surabaya.

Effect of Price on Customer Satisfaction.

According to Kotler and Keller (2012: 167) price is an element of the marketing mix that generates income, other elements produce costs. According to Tjptono and Chandra (2012) price is a statement of the value of a product (a statement of value) Value is the ratio or comparison between the perception of the benefits (perceived benefits) with the costs incurred to get the product.

Previous research according to Bailia (2014) states that the price has a significant effect on customer satisfaction, then the price given is following the customer. Whereas previous research according to Ransulangi (2015) states that the price does not have a significant effect on customer satisfaction, so the price given does not match the customer.
The formulation of hypotheses that can be presented are:

H2: Price affects customer satisfaction for coffee cups in Surabaya.

Effect of Store Atmosphere on Customer Satisfaction.

According to Berman and Robert (1992: 462) atmosphere refers to the store's physical characteristics that are used to develop an image and to draw customers, which means the atmosphere of the cafe is a physical characteristic that is used to build impressions and to attract customers. According to Levy and Weitz (2001: 576) atmospherics refers to the design of an environment via visual communication, lighting, colors, music, and scents to stimulate customers' perceptual and emotional responses and ultimately to affect their purchase behavior, which means the atmosphere of the cafe through visuals, arrangement, light, music and aroma that can create a comfortable purchasing environment so that it can influence consumers' perceptions and emotions to make a purchase.
P   revious research according to Devi (2017) states that the store atmosphere has a significant effect on customer satisfaction, then store atmosphere can satisfy customers.
Whereas previous research according to Putri (2014) states that the store atmosphere has no significant effect on customer satisfaction, then the store atmosphere provided can satisfy customers.
The formulation of hypotheses that can be presented are:

H3: Store atmosphere influences customer satisfaction for Coffee cups in Surabaya.

RESEARCH METHODS
Type of Research and Overview of the Population (Object) of the Research

Research Approach

To get the scientific reality, in this case, the research methods contained in the research objectives are needed, the type of research using causal-comparative research is a type of research with the characteristics of problems in the form of a causal relationship between

two or more variables (Indriantoro and Bambang 1999: 27).

Overview of the population

Population is a generalization area consisting of: objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2017: 61). The population (Research object) used is coffee cup buyers in Surabaya in 2018 who visited more than 2 times. The population in this study is not limited because the exact number of customers is unknown.

Sampling technique

The number of samples used in this study refers to Sugiyono's opinion (2017: 67) about incidental sampling. The sampling technique is based on coincidence, so anyone who accidentally meets the researcher can be used as a sample. as a data source. The researcher determines the number of respondents through the formula stated by Wibisono (2003: 58), if used to estimate μ, we can (1-α)% believe that the error does not exceed a certain e if the sample size is n, where:

$$n = \left(\frac{Z_{\alpha/2}\sigma}{e}\right)^2$$

If the value of σ is unknown, we can use s from the previous sample (for n ≥30) which gives an estimate of σ.

$$n = \left(\frac{(1,96).(0,25)}{0,05}\right)^2 = 96,4$$

So the researchers are 95% sure that a random sample size of 96.4 rounded to 100 will give an estimated difference of x̄ with μ less than 0.05. Where the questionnaire was distributed to respondents who visited coffee cups in Surabaya on condition that the respondents made were consumers visiting coffee cups in Surabaya and aged at least 17 years and over.

Data collection technique
Data Type

The type of data in this study uses subject data (self-report data) which is a type of research data in the form of opinions, attitudes, experiences, or characteristics that are subject to research (respondents). Subsequent subject data are classified based on written responses to respondents in the form of questionnaires to coffee cup customers in Surabaya (Indriantoro and Bambang, 1999: 145).

Data Source

The data source in this study uses primary data which is a source of research data obtained directly from the source (not through intermediary media). Primary data in this study are opinions of coffee cup customer respondents in Surabaya (Indriantoro and Bambang, 1999: 146-147).

Definition of Variable Operations and their Measurements

Before discussing the definition of variables in this study, researchers discussed customer satisfaction. In measuring customer satisfaction it takes action from the performance of the cafe waiters in creating good quality service, competitive prices and a comfortable atmosphere of the space so that customers will feel satisfied at the cafe.

Therefore, understanding the position of the variables to be studied, the researcher will explain each factor of the variable studied. In this study the operational limits of the variables use two kinds of independent variables (service quality, price, and store atmosphere) and the dependent variable (customer satisfaction), including the following:

Variable Classification

Based on the analysis method and the research hypothesis, the variables in this study can be divided into one dependent variable and two independent variables. These variables include:

1. Independent Variable
   a. Service quality
   b. Price
   c. *Store atmosphere*
2. Dependent Variable
   a. Customer satisfaction

Definition of Operational variables

Service Quality (SQ)

Quality of service is a positive attitude from the coffee cup waiters which can influence customer satisfaction. Each cafe will form a quality service to get a good place in the hearts of its customers to always remember the cafe. The indicators to measure this variable according to Tjiptono and Chandra (2012: 75), namely:

   a. Tangibles / Physical Evidence (KP1)
      Forms of cafe buildings, toilets, parking lots.
   b. Reliability / Reliability (KP2)
      Accuracy, accuracy, and ability of servants.
   c. Responsiveness / Responsiveness (KP3)
      Reaction and responsiveness from servants.
   d. Assurance / Certainty (KP4)
      Knowledge, competence and trustworthiness.
   e. Empathy / Empathy (KP5)
      Effective communication, personal attention, and fulfillment of individual needs

Price (H)

Price is the value of sacrifice which generates income for the cup cafe, while the other elements of the cup cafe also generate costs. The indicators to measure this variable researchers refer to their opinions Kotler and Armstrong (2012: 314), namely:

a. Price affordability (H1)

including an economical price, cheap

b. Prices that have competitiveness. (H2)

Competent prices and able to compete.

c. Price match with product quality (H3)

the prices presented are under the quality of the product based on ingredients, flavors used in the presentation.

d. Price match with benefits (H4)

consumers feel the benefits of the product are less than the money spent, the consumer will assume that the product is expensive and consumers will think twice about making a repeat purchase.

Store Atmosphere (SA)

Store Atmosphere is the dominant sensory effect created by a cafe's design, so the coffee cup must form a planned atmosphere that suits its target market and can attract customers to buy repeatedly in the cafe. The indicators to measure this variable researchers refer to his opinion Hussain and Ali (2015), namely:

a. Cleanliness (SA1)

The cleanliness of the parking lot, toilets and the cafe.

b. Music (SA2)

The music at the cafe is comfortable, making the atmosphere calm and pleasant to hear

c. Aroma (SA3)

The distinctive aroma can have an impact on the mood and emotions the customer continues to enjoy for a long time and feels happy to enjoy the characteristic aroma.

d. Temperature (SA4)

Extreme low or very high temperatures create negative feelings among customers resulting in dissatisfaction and result in spending less time in cafes and producing negative word of mouth products and services.

e. Lighting (SA5)

Lighting in a Coffee Cup is sufficient (not too bright and not too dark), It creates pleasure and has a positive effect on customer purchases. If the lighting used in the cafe is in good color, customers tend to touch the product to judge the quality of the product presented.

f. Color (SA6)

A good color and suitable in a cafe will attract the attention of customers and create a positive perception of the condition of the room created by the cafe.

g. Display or Layout (SA7)

The design and appearance can be intended as a grouping of products, shelf space, floor display design, placement of goods, the provision of interior space and wall decorations. Product appearance has strengths that affect customer purchase intentions and customer perceptions of the product.

Variable size

Likert Scale According to Ghozali (2018: 45) consists of:

1 = Strongly Disagree

2 = Disagree

3 = Doubtful or Neutral

4 = Agree

5 = Strongly Agree

Test Instrument

Validity test

A validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire. A validity test is done by conducting a bivariate correlation between each indicator score with the construct score total value. If the validity test is said to be valid if the correlation results between each indicator to the total construct score (autonomous) show significant results (smaller than 0.05). Then it can be concluded that each question indicator is valid (Ghozali, 2018: 51-54).

Reliability Test

The reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable from time to time. Reliability measurement can be done with One-Shot or measurement just once: here the measurement is only once and then the results are compared with other questions or measure the correlation between answers to questions. SPSS provides facilities to measure reliability with Cronbach Alpha (α) statistical tests (Ghozali, 2018: 45-46). A variable is said to be reliable if it gives a Cronbach Alpha value> 0.70 (Nunnally, 1994).

Data analysis technique

Descriptive Statistics Test

Descriptive statistics are statistics that function to describe or give a description of the object under study through sample data or population as they are, without conducting analysis and making conclusions that are generally applicable. In descriptive statistics this research will be stated in the form of the mean, the mean is a group explanation technique based on the average value of the group (Sugiyono, 2017: 29-49).

Descriptive statistical tests in the form of mean focused on the results of respondents' responses by using interval classes to determine the length of the interval, through the formula used according to Sudjana (2008: 79) are:

$$\text{The length of the interval class} = \frac{Range}{Many\ Classes}$$

Explanation:

Range = Highest value - Lowest value

Many class intervals = 5

$$\text{So, Interval Class Length } = \frac{5-1}{5} = 0,8$$

Explanation:

4,2 - 5,00	= Very good
3,4 - 4,2	= Good
2,6 - 3,4	= Enough
1,8 - 2,6	= Bad
1,00 - 1,8	= Very bad

Inferential Analysis

To test the effect of service quality, price, and store atmosphere on customer satisfaction used inferential analysis which includes several tests, namely multiple regression models, classic assumption tests, model feasibility tests (F tests), multiple determination tests, and partial tests (t-test).

Multiple Regression Model

Multiple regression model is the dependent variable influenced by two or more independent variables so that the functional relationship between the dependent variable (KPel) with the independent variable (KP, H, SA) (Suliyanto, 2011: 53) Multiple regression models in this study to determine the effect of service quality, price and store atmosphere on customer satisfaction The regression equation in this study is as follows:

$KPel = a + \beta_1 KP + \beta_2 H + \beta_3 SA + \varepsilon$

Where :

KPel	= Customer Satisfaction
a	= constant
β_1	= Regression Coefficient for Service Quality
β_2	= Regression Coefficient for Price
β_3	= Regression Coefficient for Store Atmosphere
KP	= Service Quality
H	= Price
SA	= Store Atmosphere
ε	= Residual value

Classic assumption test

a. Normality test

According to Suliyanto (2011: 69-75) Normality test is intended to test whether the standardized residual values in the regression model are normally distributed or not. The normality test uses the non-parametric statistical test Kolmogorov-Smirnov is a normality test using the cumulative distribution function. Standardized residual values are normally distributed if Sig. > α (0.05).

b. Multicollinearity Test

According to Suliyanto (2011: 81-90) Multicollinearity test aims to test whether the regression model formed there is a high or perfect correlation between independent

variables or not. Multicollinearity test by using the Variance Inflation Factor (VIF) value if the VIF value <10 then the model stated there are no symptoms of multicollinearity.

c. Heteroscedasticity Test

According to Suliyanto (2011: 95-102), the Heteroskedacity test means there are variants of variables in the regression model that are not the same (constant). The heteroscedasticity test using the Glejser method is done by regressing all the independent variables on the absolute value of the residuals. if the value of sig> α (0.05), then we can be sure the model does not contain symptoms of heteroscedasticity.

Model Feasibility Test (F test)

According to Ghozali (2018: 179), the joint effect test is used to find out whether the independent variable jointly or jointly influences the dependent variable.

To test this hypothesis F statistics are used with the following decision-making criteria:

1. If the significance value is ≥ 0.05, it indicates that the model is not feasible, therefore no further analysis can be done.
2. If the significance value is ≤ 0.05, it indicates that the model is feasible, therefore it can be performed further analysis.

Coefficient of Double Determination

According to Ghozali (2018: 179) it is used to test the goodness-fit of the regression model. Testing criteria for multiple deteremination, R2 is between 0 and 1 which means:

a. If R2 = 1 or close to 1, it means that all contributions of independent variables can explain the dependent variable.
b. If R2 = close to zero (the smaller R2), it means that all independent variable contributions cannot explain the dependent variable.

Partial Test (t test)

A partial test is used to determine the effect of each independent variable on the dependent variable (Ghozali, 2018: 179).

H0: bi = 0, meaning that the variable service quality, price, Store Atmosphere partially does not affect customer satisfaction.

Ha: bi $\neq$ 0, meaning that the variable service quality, price, Store Atmosphere partially influence customer satisfaction.

The following are the steps in analyzing the partial t-test:

Hypothesis test

a. If the significance value> 0.05 then H0 is accepted while Ha is rejected, meaning that the independent variable partially has no significant effect on the dependent variable.
b. If the significance value <0.05 then H0 is rejected while Ha is accepted, meaning that the independent variable partially has a significant effect on the dependent variable.

ANALYSIS AND DISCUSSION

In the research data obtained through the distribution of questionnaires to 100 Cup Coffee

customers in Surabaya obtained characteristics that consist of buyers who have been to the Kopi Cup before (at least 2 times), age, sex, and occupation. The following shows the characteristics of data:

Characteristics of Respondents relating to Buyers Who Have Been to a Cup of Coffee Before (Minimum 2 Times)

Table 1

Characteristics of Buyer Respondents Who Have Been to a Cup of Coffee Before (Minimum 2 Times)

At least 2 times	Number of people	Percentage
Yes	100	100%
Total	100	100%

Source: SPSS Output

From table 1 explains the picture of the frequency distribution relating to buyers who have come to the Kopi Cup (minimum 2 times), the most frequency is to choose yes. Means that as many as 100 respondents have come to buy the Coffee Cup before (at least 2 times) with a percentage of 100%

Characteristics of Respondents related to Age
Table 2
Characteristics of Respondents Relating to Age

Age	Number of people	Percentage
17 – 24 years old	52	52%
25 – 32 years old	36	36%
33 – 40 years old	6	6%
41- 48 years old	5	5%
Up to 48 years old	1	1%
Total	100	100%

Source: SPSS Output

Based on Table 2 shows a description of the frequency distribution related to the age of the respondents, the highest frequency is those aged between 17-24 years as many as 52 respondents with a percentage of 52%. Then followed by respondents aged 25-32 years as many as 36 respondents with a percentage of 36%. The third highest followed by respondents aged 33-40 years as many as 6 respondents with a percentage of 6%. The fourth most followed by respondents aged 41-48 years as many as 5 respondents with a percentage of 5%. The rest of the respondents aged 41-48 years as much as 1 respondent at 1%.

Characteristics of Respondents Relating to Gender
Table 3
Characteristics of Respondents Relating to Gender

Gender	Number of people	Percentage
Male	62	62%
Female	38	38%
Total	100	100%

Source: SPSS Output

Based on table 3 shows a description of the frequency distribution related to the sex of the respondents, the highest frequency is the male sex as many as 62 respondents with a percentage of 62%. Then followed by respondents who were female as many as 38 respondents with a percentage of 38%.

Characteristics of Respondents Relating to Work.
Table 4
Characteristics of Respondents Relating to Work

Occupation	Number of people	Percentage
Student / Student	26	26%
Government employees	1	1%
Private employees	47	47%
Entrepreneurship	19	19%
Others	1	1%
Total	100	100%

Source: SPSS Output

Based on Table 4 shows a description of the frequency distribution related to the sex of the respondent, the highest frequency of respondents with the type of work of private employees is 47 respondents with a percentage of 47%. Then followed by respondents with the type of student work as many as 26 respondents with a percentage of 26%. The third most followed by respondents with the type of entrepreneurial work as many as 19 respondents with a percentage of 19%. The fourth most followed by respondents with the type of civil servant work and others each 1 respondent with a percentage of 1%.

Test Instrument
Validity test
The following is a test of the validity of variables of service quality, price, store atmosphere, and customer satisfaction:
Table 5
Validity test

Variable	Statement	*Sig.* (2-	α	Information

		tailed)		
	$KP_{1.1}$	0,00	0,05	Valid
	$KP_{1.2}$	0,00	0,05	Valid
	$KP_{1.3}$	0,00	0,05	Valid
Quality	KP_2	0,00	0,05	Valid
Service	KP_3	0,00	0,05	Valid
(KP)	KP_4	0,00	0,05	Valid
	KP_5	0,00	0,05	Valid
	H_1	0,00	0,05	Valid
	H_2	0,00	0,05	Valid
Price (H)	H_3	0,00	0,05	Valid
	H_4	0,00	0,05	Valid
	SA_1	0,00	0,05	Valid
Store	SA_2	0,00	0,05	Valid
Atmosphe	SA_3	0,00	0,05	Valid
re				
(SA)	SA_4	0,00	0,05	Valid
	SA_5	0,00	0,05	Valid
	SA_6	0,00	0,05	Valid
	SA_7	0,00	0,05	Valid
Satisfactio	$KPel_1$	0,00	0,05	Valid
n				
Customer	$KPel_2$	0,00	0,05	Valid
(KPel)	$KPel_3$	0,00	0,05	Valid

Source: SPSS Output

Based on table 5, it can be seen that all items of statement regarding service quality, price, store atmosphere and customer satisfaction totaling 21 statements show significant results (smaller than 0.05), so it can be concluded that all items of the statement are valid and can be forwarded to next test.

Reliability Test

The following is a variable reliability test of service quality, price, store atmosphere, and customer customization:

Table 6
Reliability Test Results

Variable	*Cronbach Alpha (α)*	Critical Value	Conclusion
Service quality	0,735	0,70	Reliable
Price	0,810	0,70	Reliable

Store Atmosphere	0,833	0,70	Reliable
Customer satisfaction	0,911	0,70	Reliable

Source: SPSS Output

Based on table 6, it can be seen that all statements have Cronbach Alpha (α) values above 0.7, then all items of the statement are reliable and can be passed on to the next test.

Data Analysis Test Results
Descriptive Statistics Test Results

Description of Respondents Response Variables Service Quality Variable (KP)
Service Quality Variable uses 5 indicators with a total statement items of 7. The following results from the description of service quality variables:

Table 7
Results of Respondents Response Variable Service Quality (KP)

Indicator	Statement Items	Frequency of Answers					Mean item	Mean indicator
		STS	TS	N	S	SS		
$KP_{1.1}$	The shape of the Coffee Cup building	0	2	5	44	49	4,4	
$KP_{1.2}$	Toilet Cup Coffee	2	7	27	50	14	3,67	4,02
$KP_{1.3}$	Parking for Cup Kopi	0	1	26	45	28	4	
KP_2	The accuracy of the waiter	3	8	28	41	20	3,67	3,67
KP_3	Waiters responsiveness	0	11	19	41	29	3,88	3,88
KP_4	Can be trusted	0	1	17	47	35	4,16	4,16
KP_5	Fulfillment of individual needs	1	8	17	51	23	3,87	3,87
Mean Variabel							3,95	3,92

Source: SPSS Output

From table 7 shows that the quality of service at the Kopi Cup in Surabaya is quite good, this is indicated by the average score of answers of 3.92 which is in the range of 3.4 - 4.2 (good). Indicators of service quality that are rated best by respondents are Assurance and Certainty of 4.16.

b. Description of Respondents Response Variables Price Variables (H)

The price-quality variable uses 4 indicators with a total of 4. statement items. Following are the results of the description of the price variable:

Table 8
Respondents Response Results Price Variables (H)

Indicator	Statement Items	Frequency of Answers					Mean Item	Mean Indicator
		STS	TS	N	S	SS		
H_1	Affordability of prices	0	4	22	48	26	3,96	3,96
H_2	Price competitiveness	0	4	19	58	19	3,92	3,92
H_3	Price match with the quality of the menu	0	1	20	52	27	4,05	4,05
H_4	Price matches benefits	0	1	24	20	99	3,94	3,94
Mean Variabel							3,97	3,97

Source: SPSS Output

From table 8 shows that the price of the Coffee Cup in Surabaya is quite good, this is indicated by the average value of the answer score of 3.97 which is in the range of 3.4 - 4.2 (good). The price indicator that was rated best by respondents was Price Conformity with Menu Quality of 4.05.

Description of Respondents Response Variables Store Atmosphere (SA)
The store atmosphere variable uses 7 indicators with a total of 7 statement items. Here are the results of the store atmosphere description:

Table 9
Results of Respondents Response Variable Store Atmosphere (SA)

Indicator	Statement Items	Frequency of Answers					Mean Item	Mean Indicator
		STS	TS	N	S	SS		
SA_1	Cleanliness	0	2	22	46	30	4,04	4,04
SA_2	Music	1	4	19	4	1	4,04	4,04
SA_3	Aroma	3	16	46	20	15	3,28	3,28
SA_4	Temperature	1	12	29	42	16	3,60	3,60
SA_5	Lighting	0	4	17	51	28	4,03	4,03
SA_6	Color	0	9	35	31	25	3,72	3,72

SA$_7$	Layout	0	9	39	37	15	3,58	3,58
Mean Variabel						3,76	3,76

Source: SPSS Output

From table 9 shows that the store atmosphere of the Kopi Cup in Surabaya is quite good, this is indicated by the average score of answers of 3.76 which is in the range of 3.4 - 4.2 (good). The store atmosphere indicator that was rated the best by respondents was cleanliness and music by 4.04.

Description of Respondent Response Variables Customer Satisfaction Variable (KPel)

The customer satisfaction variable uses 3 indicators with a total statement items of 3. The following results from the description of customer satisfaction:

Table 10
Results of Respondents Response Variable Customer Satisfaction (KPel)

Indicator	Statement Items	Frequency of Answers					Mean Item	Mean Indicator
		STS	TS	N	S	SS		
KPel$_1$	Conformity of expectations	1	3	24	52	20	3,87	3,87
KPel$_2$	Performance perception	0	6	30	47	17	3,75	3,75
KPel$_3$	Customer Rating	1	4	23	50	22	3,88	3,88
Mean Variabel							3,83	3,83

Source: SPSS Output

From table 10 shows that the Customer Satisfaction at the Coffee Cup in Surabaya is quite good, this is indicated by the average value of the answer score of 3.83 which is in the range of 3.4 - 4.2 (good). The indicator of service quality that was rated the best by respondents was customer ratings of 3.88.

Inferential Analysis
Multiple Regression Model

Multiple regression models in this study to determine the effect of service quality, price and store atmosphere on customer satisfaction.

Table 11
Results of the Multiple Regression Model
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.

		B	Std. Error	Beta			
1	(Constant)	-1.089	.430			-2.531	.013
	KP	.526	.127	.370		4.129	.000
	H	.360	.090	.285		3.995	.000
	SA	.377	.101	.315		3.728	.000

a. Dependent Variable: KPel

Source: *Output* SPSS

$$KPel = -1,089 + 0,526KP + 0,360_2H + 0.377SA + \varepsilon$$

Based on table 11, it can be described as follows:

1) A constant which means that if the service quality, price and store atmosphere are equal to 0, then customer satisfaction decreases.

2) If service quality goes up, customer satisfaction will go up otherwise if service quality goes down, then customer satisfaction will go down.

3) If the price goes up, customer satisfaction will go up otherwise if the price goes down, then customer satisfaction will go down.

4) If the store atmosphere rises, then customer satisfaction will increase otherwise, if the store atmosphere, then customer satisfaction will decrease.

Classic assumption test

Normality test

Based on the results of the normality test with the Kolmogorov Smirnov method the following results are obtained:

Table 12

Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.98473193
Most Extreme Differences	Absolute	.042
	Positive	.036
	Negative	-.042
Test Statistic		.042
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance

Source: *Output* SPSS

Based on table 12, it can be seen that Asymp. Sig. (2-tailed) of 0.200> 0.05, therefore H0 cannot be rejected. That means the standardized residual value is stated to spread normally.

Multicollinearity Test

Based on the multicollinearity test results using the TOL (tolerance) and variance inflation factor (VIF) methods, the following results are obtained:

Table 13
Multicollinearity Test Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.089	.430		-2.531	.013		
	KP	.526	.127	.370	4.129	.000	.534	1.873
	H	.360	.090	.285	3.995	.000	.844	1.185
	SA	.377	.101	.315	3.728	.000	.600	1.666

a. Dependent Variable: KPel
Source: *Output* SPSS

Based on table 13 it can be seen that the coefficient value shows that the TOL (Tolerance) of service quality variable is 0.534, the price is 0.844, the store atmosphere is 0.600, while the VIF (Variance In floating Factor) service quality variable is 1.8873, the price is 1.185; store atmosphere of 1,666.

By looking at the VIF (Variance In floating Factor) the service quality variable is 1,873, the price is 1,185; store atmosphere of 1.666 which means the value is smaller than 10, then the model does not occur multicollinearity symptoms.

Heteroscedasticity Test

Based on the results of the heteroscedasticity test with the Glejser method the following results are obtained:

Table 14
Heteroscedasticity Test Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.603	.253		2.389	.019
	KP	-.033	.075	-.061	-.442	.660
	H	-.020	.053	-.042	-.384	.702
	SA	-.001	.059	-.003	-.025	.980

a. Dependent Variable: ABRES
Source: SPSS Output

Based on table 14 it is known that the regression model does not occur heteroscedasticity symptoms. This is because of Sig. absolute residual service quality variables of 0.660> 0.05, Sig. variable absolute residual price of 0.702> 0.05, and Sig. absolute store atmosphere residual variable of 0.980> 0.05.

Model Feasibility Test (F test)
Based on the results of the model feasibility test (F test) obtained the following results:

Table 15
Model Feasibility Test Results (F test)
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.734	3	10.911	45.676	.000[b]
	Residual	22.933	96	.239		
	Total	55.667	99			

a. Dependent Variable: KPel
b. Predictors: (Constant), SA, H, KP
Source: SPSS Output

Based on table 15 shows a significance value of $0.000 \leq 0.05$, indicating that the model is feasible, therefore it can be done next analysis.

Coefficient of Double Determination
Based on the results of the multiple coefficient of determination obtained the following results:

Table 16
Results of the Multiple Determination Coefficient
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767[a]	.588	.575	.48876

a. Predictors: (Constant), SA, H, KP
Source: SPSS Output

Based on table 16 shows the R^2 value of 0.588 or 58.8% which shows that all contributions of independent variables consisting of service quality, price, and store atmosphere can explain the dependent variable, namely customer satisfaction, while the remaining 41.2% is explained by other variables not included in this regression model.

Partial Test (t test)
Based on the partial test results (t test) obtained the following results:

Table 17
Partial Test Results (t test)
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	-1.089	.430		-2.531	.013
	KP	.526	.127	.370	4.129	.000
	H	.360	.090	.285	3.995	.000
	SA	.377	.101	.315	3.728	.000

a. Dependent Variable: KPel

Source: SPSS Output

a. Hypothesis Testing 1: Service Quality affects Customer Satisfaction.
   Table 17 obtained a significance level for the beta value of 0.526 explains that the influence of service quality on customer satisfaction has a positive relationship and the level of Sig. 0,000 <0.05. Thus the influence of service quality is a partially positive and significant effect on customer satisfaction at Mug Coffee in Surabaya.

b. Hypothesis Testing 2: Price affects customer satisfaction.
   Table 17 obtained a significance level for the beta value of 0.360 explains that the effect of prices on customer satisfaction has a positive relationship and the level of Sig. 0,000 <0.05. Thus the effect of price is a partially positive and significant effect on customer satisfaction at Mug Coffee in Surabaya.

c. Testing Hypothesis 3: Store atmosphere influences customer satisfaction.
   Table 17 obtained a significance level for the beta value of 0.377 explains that the influence of store atmosphere on customer satisfaction has a positive relationship and the level of Sig. atmosphere 0,000 <0.05. Thus the influence of store atmosphere partially positive and significant effect on customer satisfaction at Mug Coffee in Surabaya.

Discussion
Effect of Service Quality on Customer Satisfaction

The results of this study present that the service quality variable on the customer satisfaction variable has a positive and significant effect, which means that the better the quality of service, the more increasing customer satisfaction and the relationship between the variable quality of service and the variable customer satisfaction of Kopi Cup in Surabaya.

Based on the variable service quality the indicator that gives the greatest weight is Assurance/certainty and certainty because the menu list provided is the same as that presented so that it can be trusted by the Kopi Cup customers in Surabaya.

The results of this study are in line with the theory put forward by Kotler and Armstrong (2012: 681) which states the quality is the overall features and characteristics of the product or service that supports its ability to satisfy needs directly or indirectly. Also, the results of this study are in line with previous studies conducted by Haryanto (2013) stating that service quality

variables significantly influence customer satisfaction variables, but not in line with previous research conducted by Yesenia (2014) states that service quality variables have insignificant effect on customer satisfaction variables.

Effect of Prices on Customer Satisfaction

The results of this study present that the price variable on the variable customer satisfaction has a positive and significant effect, which means that the more affordable price, the more increasing customer satisfaction and the relationship between the variable price and the variable customer satisfaction Mug Coffee in Surabaya.

Based on the variable price indicator that gives the greatest weight, that is the suitability of the price with the quality of the menu served at the Kopi Cup in Surabaya because the ingredients for making a menu are very high quality.

The results of this study are in line with the theory According to Kotler and Armstrong (2014: 313) price is the amount that must be prepared by customers who want to get goods or services or the amount of value exchanged by consumers for the benefits of owning or using the product or service. In addition, the results of this study are in line with previous research conducted by Bailia (2014) stating that the price variable has a significant effect on customer satisfaction variables, but it is not in line with previous research conducted by Ransulangi (2015) stating that the price variable has no significant effect on the variable customer satisfaction.

Effect of Store Atmosphere on Customer Satisfaction

The results of this study present that the store atmosphere variable on the customer satisfaction variable has a positive and significant effect, which means the better the store atmosphere, the more it increases customer satisfaction and the relationship between the store atmosphere variable and the Kopi Coffee customer satisfaction variable in Surabaya.

Based on the store atmosphere variable the indicator that gives the greatest weight is cleanliness and music which creates a comfortable atmosphere for the Kopi Coffee customers in Surabaya.

The results of this study are in line with the theories of Cox and Paul (2004: 184) which state that this atmosphere is a major component of store image and can be defined as the dominant sensory effect created by the store design, physical characteristics and merchandising activities.

The atmosphere is an important component of a shop or cafe and can provide a dominant sensory effect created from a shop or cafe design, so a cafe must form a planned atmosphere that suits its target market and can attract consumers to buy in the store. In addition, the results of this study are in line with previous studies conducted by Devi (2017) stating that the store atmosphere variable has a significant effect on customer satisfaction variables, but not in line with previous research conducted by Putri (2014) which states that the store atmosphere variable has no significant effect on customer satisfaction variables.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the description in the previous chapter, it can be concluded as follows:

1. The service quality variable has a positive and significant effect on customer satisfaction variables at Mug Coffee in Surabaya. This condition states that the majority of customers are satisfied because the service received at the cafe is very good.
2. The price variable has a positive and significant effect on customer satisfaction variables at Mug Coffee in Surabaya. This condition states that the majority of customers are satisfied because the prices offered at the cafe are very affordable.
3. Store atmosphere variables have a positive and significant effect on customer satisfaction variables at Mug Coffee in Surabaya. This condition states that the majority of customers are satisfied because the store atmosphere at the cafe is very good.

Suggestion

Based on the conclusions, the researcher can provide suggestions as follows:

1. Service quality variables that must be considered are the accuracy of the Coffee Cup service must be more able to serve customers more responsively so that there are no complaints from customers.
2. The price variable that must be considered is the price competitiveness of the Kopi Cup menu is more considered so that it is not too expensive and not too cheap so that customers do not think long to order the menu.
3. Store atmosphere variables that must be considered are the aroma of the Kopi Cup so that customers are more comfortable in the Kopi Cup
4. The main concern variable is service quality because it has the greatest weight so it needs to be maintained at the Kopi Cup in Surabaya.

Implication

From the results of hypothesis testing and conclusions can be made implications to further improve customer satisfaction as follows:

1. Practical Implications
   In general, customer satisfaction can be improved by managing potential resources to be better. One of them must be given the widest opportunity to show optimal performance.
2. Theoretical Implications
   The theory of service quality in research is most able to increase customer satisfaction at Mug Coffee in Surabaya. This is evidenced by the comparison of other variables in research in increasing customer satisfaction.

Limitation

In this study, there are several limitations and weaknesses. On the other hand, the limitations and weaknesses of this study can be a source for future research. The limitations and weaknesses include:

1. This study used only 1 research object.

2. The independent variables used in this study are only service quality, price, and store atmosphere, but can be other variables. The customer satisfaction variable can be put as a mediating variable and customer loyalty can be put as the dependent variable.

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