

THE EFFECT OF SERVICE QUALITY AND LOCATION ON CUSTOMER SATISFACTION OF WARKOP PAPA PANGKALPINANG

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Abstract: *This study aims to determine the effect of service quality and location on customer satisfaction at warkop Papa Pangkalpinang. This type of research is an explanatory research with a quantitative approach and uses a survey method conducted on 100 customers of Pangkalpinang Warkop Papa. Sampling used nonprobability sampling method with purposive sampling technique. Data processing is done by using several linear regression analysis tools. Based on hypothesis testing, t test results show that promotion and service quality have a significant simultaneous effect on customer satisfaction..*

Keywords: Quality of service, location, customer satisfaction.

1. Introduction

The coffee shop, which is better known as warkop, is not only an activity of buying and selling coffee drinks, but also providing other food and drinks. The importance of the concept to be able to attract attention, meet consumer demands and expectations that can influence the buying process and create customer satisfaction (Utami, 2016). Warkop also offers a different atmosphere and concept for each region and provides comfort to consumers or warkop customers, so that it is used as a hangout place to relieve fatigue and relax or become a habit or routine before carrying out daily activities, starting in the morning until the evening. Customers who are satisfied with the quality of products or services purchased from an organization become reliable customers. Therefore customer satisfaction is very important (Lumentut & Palandeng, 2014). A well-packaged marketing strategy can make a business including a franchise business able to continue to be successful and exist in the midst of intense competition. Marketing is generally seen as the task of creating, promoting, and delivering goods and services to consumers and other companies (Masloman et al., 2015).

Warkop Papa, which is located in the Pangkalpinang area, the capital of the Bangka Belitung Islands Province, which also takes advantage of business opportunities in warkop. However, the rise of the coffee shop business in Pangkalpinang has caused the warkop competition to become busier and more stringent. Given the intense competition in this business, location and quality of service play an important role in marketing. Location also greatly influences consumers to come to visit and decide to buy. Service quality in the service industry is an important variable.

Delivering excellent quality service will create high value, which can create customer satisfaction(Manoppo, 2013).This is because basically service quality is one of the important keys to increase customer satisfaction and loyalty(Wijayaningratri & Budiyanto, 2015).Warkop entrepreneurs must determine a strategic location which will later have an impact on increasing sales.

2. Literature Review

2.1.Service quality

Service quality is the expected level of excellence and control over that level of excellence to meet customer desires. Service quality encourages customers to commit to a company's products and services so that it has an impact on increasing the market share of a product. Tjiptono (2007) Indicator(Tjiptono, 2014):

- a. Reliability (reliability)
- b. Responsiveness
- c. Guarantee and certainty (assurance)
- d. Empathy (empathy)
- e. Physical evidence (tangibles).

2.2.Location

Is one of the situational factors that influence the purchase decision. In the marketing concept there is a term known as the marketing mix or marketing mix consisting of product, price, promotion and place or business location. In this marketing mix, the location of the business can also be called the company's distribution channel because the location is also directly related to buyers or customers or in other words, the location is also a place where producers distribute their products to customers. Ratih Hurriyati (2015) argues that "place (place) is defined as a place of service, related to where the company must carry out operations or activities"(Hurriyati, 2015). According to Heizer & Render (2003) "location is a cost and revenue driver, so location often has the power to make a company's business strategy"(Heizer & Render, 2003). Location is a place, a physical position that has a strategic function because it can help determine the achievement of the goals of the business entity(Sriyadi & Astika, 1991). Location indicators according to Fure (2013) are: a. Availability of parking space. b. Has a fairly large area. c. The market location is passed by many means of transportation(Fure, 2013).

2.3.Customer satisfaction

Satisfaction is a measure of how well customer expectations are met(McIlroy & Barnett, 2000). Meanwhile, according to Lovelock and Wirtz (2009) customer satisfaction is mainly centered on a person's cognitive state, where customer satisfaction is influenced by mood conditions when the customer consumes, for it was found that the level of pleasure (feeling of the heart) will increase customer satisfaction.(Lovelock et al., 2009). According to Kotler and Keller (2009, p.164), "Satisfaction reflects a person's judgments of a product's perceived performance (or outcome) in relationship to expectation." If performance fails to meet expectations, the customer is dissatisfied. If the performance matches expectations, the customer will be satisfied. If the performance exceeds expectations, the customer is very satisfied(Kotler & Keller, 2009). Furthermore, Engel (Mont et.al, 2003), states that customer

satisfaction is manifested in the form of cognitive and affective indicators used to measure customer satisfaction variables, including (Devereux & Engel, 2003):

- a. The service attribute is the timely, accurate delivery of services with attention and friendliness.
- b. Service warranty is compensation provided by the service sector to reduce risk or loss on the part of the customer before and after the purchase or use of the service.

Complaint handling is an action in anticipating customer disappointment or problem solving (complaints).

3. Research Methodology

Irvan Darmawan (2018) The purpose of this study is the effect of product quality and service quality on customer satisfaction (study at the coffee shop in Malang City) samples taken by 140 respondents accidental sampling method. The analysis used is multiple linear regression. The results show that product quality and service quality simultaneously and partially have a significant effect on customer satisfaction (Darmawan, 2018).

Siti syahsudarmi (2018) the purpose of this study is the effect of facilities and service quality on customer satisfaction for Bengkalis coffee in Pekanbaru. The population in this study are all customers who make purchases at Bengkalis coffee shops in Pekanbaru. While the sample is part of the population that has certain characteristics or conditions to be studied. Therefore the sample must be representative in terms of size, sampling technique and characteristics, the coefficient value of the influence of service quality on coffee shop customer satisfaction is 0.556 with a p-value of 0.000 thus service quality has a significant positive effect on coffee shop customer satisfaction. (Syahsudarmi, 2018).

3.1. Types of research

Based on the background and formulation of research problems and theories presented, the type of research used is descriptive quantitative research. This is because the study wants to provide an overview of the data analyzed statistically, systematically, accurately, and clearly. Quantitative analysis is based on the analysis of variables that can be explained in terms of quantity (measurable) with a definite formula or analyzer. According to Sugiyono (2016: 8) interpreting quantitative research as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative data / statistical analysis, with the aim of testing predetermined hypotheses.

3.2. Population Research and Sample

Population is a generalization area consisting of objects or subjects that have certain numbers and characteristics determined by the researcher (Sugiyono, 2009). The population referred to in this study are consumers who have visited the warkop Papa Pangkalpinang. Determination of the number of samples in this study, the authors use the method in accordance with Slovin. The number of samples is determined using the Slovin formula, which is equal to 100 respondents. This sample selection method is a type of non-

probability purposive sampling, which according to the technique of Noeraini and Sugiyono (2016) does not provide equal opportunities for members of the population to be selected as samples.(Noeraini & Sugiyono, 2016). The samples in this study are:

1. The respondent is at least 17 years old.
2. Respondents who have visited the warkop papa base pinang within a period of 3 (last three months).

3.3. Definition of Operational and Research Variables

1. Service Quality (X1) is the expected level of excellence and control over the level of excellence to meet customer desires (Kotler, 2011: 85). The indicators are:
 - a. Physical Evidence (Tangible)
 - b. Empathy
 - c. Reliability
 - d. Responsiveness
 - e. Guarantee
2. Location (X2), i.e.place includes important decisions concerning: where? when? and how the customer will access the offer, mostly related to the distribution channel, the perception of convenient access will be determined by various variables such as location, service, mode of payment(Jumiati et al., 2017).
3. Customer satisfaction (Y),Customer satisfaction is mainly focused on one's cognitive state, where customer satisfaction is influenced by mood conditions when the customer consumes, for it was found that the level of pleasure (feeling of the heart) will increase customer satisfaction.(Lovelock et al., 2009).

3.4. Validity Test

Validity The test is used to measure whether the questionnaire is valid or not. Valid or valid instruments have high validity. On the other hand, an instrument that is less valid means it has low validity. The construct validity in this study was tested using the bivariate person (person moment correlation method), a method that is done by correlating each item with the total value of the total items processed with SPSS version 25, which is said to be valid if the product moment correlation value exceeds or is above 0.30(Hardjanti & Siswanto, 2014).

3.5. Reliability Test

Reliability is related to the problem of trust , a test can be said to have a high level of confidence if the test can give consistent confidence results . So that the understanding of test reliability, related to the problem of determining test results or if the results change, then the company that occurs can be said to be meaningless. The reliability of the indicator or questionnaire can be seen from the Cronbach Alpha value (α), where a construction or indicator is said to be reliable if the Cronbach Alpha value () is greater ($>$) 0.60, then the indicator or questionnaire is reliable, whereas if the Cronbach Alpha value is () is smaller ($<$) 0.60 then the indicator or questionnaire is not reliable(Hardjanti & Siswanto, 2014).

3.6. Classical Assumption Test

a. Normality Test

According to Ghazali (2016), the normality test used is the Kolmogorov-Smirnov test. The data is said to be accepted, if the significant value is greater than 0.05 at ($P > 0.05$). On the other hand, if the significant value is less than 0.05 in (P_Value).

b. Test Multicollinearity

Detection to determine the presence or absence of multicollinearity symptoms in the regression model of this study can be done by looking at the tolerance value, namely if the tolerance value 0.10 or equal to the VIF value 10 indicates the presence of multicollinearity. If the tolerance value 0.10 or equal to the VIF value 10, it shows that there is no multicollinearity (Ghazali, 2006).

c. Heteroscedasticity Test

According to Ghazali (2018), the heteroscedasticity test is a test that aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

3.7. Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis to measure the strength of the relationship between two or more variables, it also shows the direction of the relationship between the dependent variable and the independent variable (Bennetzen et al., 2014). The formula for the Multiple Regression Analysis method is as follows:

$$Y = b_0 + 1X_1 + 2X_2 + 3X_3 +$$

Where:

b_0 = Constant

1 = Regression coefficient for X_1 2 =

Regression coefficient for X_2 =

Standard error

Y = Customer Satisfaction

X_1 = Location

X_2 = Quality of Service

3.8. Coefficient of Determination Analysis (R^2)

According to Ghazali (2016) the coefficient of determination aims to see how much influence the independent variable has on the dependent variable partially used the coefficient of determination. The hypotheses in this study are as follows:

H1: How is the Effect of Service Quality and Location on Customer Satisfaction
 Warkop Papa Pangkalpinang.

H2: How is the Effect of Service Quality on Warkop Customer Satisfaction
 Papa Pangkalpinang.

H3: The Effect of Location Quality on Customer Satisfaction at Warkop Papa Pangkalpinang.

4. Results

4.1. Results of Service Quality Variable Validity Test (X1)

Table 1
Service Quality Variable Validity Test Results (X1)

Statement	Correlation Coefficient (r_Calculate)	Boundary Value (r_Table)	Information
X1.1	0.826	0.300	Valid
X1.2	0.767	0.300	Valid
X1.3	0.868	0.300	Valid
X1.4	0.860	0.300	Valid
X1.5	0.838	0.300	Valid

Source: Results of Primary Data Processing 2022

Based on the data in table 1 above, it can be seen that the correlation coefficient value for the validity test of the Service Quality instrument (x1) obtained on average is greater than 0.300 (critical r). This shows that all Service Quality instruments are valid.

4.2. Location Variable Validity Test Results (X2)

Table 2
Location Variable Validity Test Results (X2)

Statement	Correlation Coefficient (r_Calculate)	Boundary Value (r_Table)	Information
X2.1	0.660	0.300	Valid
X2.2	0.768	0.300	Valid
X2.3	0.820	0.300	Valid
X2.4	0.759	0.300	Valid
X2.5	0.838	0.300	Valid

Source: Results of Primary Data Processing 2022

Based on the table data above, it can be seen that the value of the correlation coefficient for the validity test of the Location instrument (X2) obtained on average is greater than 0.300 (critical r). This shows that all Location instruments are valid

4.3. Result of Validity Test of Customer Satisfaction Variable (Y)

Table 3
Customer Satisfaction Variable Validity Test Results (Y)

Statement	Correlation Coefficient (r_Calculate)	Boundary Value (r_Table)	Information
Y.1	0.680	0.300	Valid
Y.2	0.758	0.300	Valid
Y.3	0.885	0.300	Valid
Y.4	0.809	0.300	Valid
Y.5	0.766	0.300	Valid

Source: Results of Primary Data Processing 2022

Based on the table data above, it can be seen that the correlation coefficient value for testing the validity of the Customer Satisfaction instrument (Y) obtained on average is greater than 0.300 (critical r). This shows that all Customer Satisfaction instruments are valid.

4.4. Reliability Test Results

Table 4
Reliability Test Results

Variable	Cronbach's Alpha Value	r_Alpha . value	Information
Service Quality	0.887	0.600	Reliable
Location	0.829	0.600	Reliable
Customer satisfaction	0.842	0.600	Reliable

Source: Results of Primary Data Processing 2022

From the table data above, it can be seen that the average value of r count > 0.600 or r count close to 1, this indicates that all instruments used are consistent in providing an assessment of the object under study. Thus the data obtained by using this instrument can be analyzed further.

4.5. Classic assumption test

1) Normality test

A good regression model is to have a data distribution that can be done by looking at the Kolmogorov Smirnov test. If the significance level value is > 0.05 at ($P > 0.05$), it can be interpreted that the data is normally distributed by Ghazali (2016). Here, the researcher displays the results of the normality test in the table below:

Table 5
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters, b	mean	.0000000
	Std. Deviation	2.33265259
Most Extreme Differences	Absolute	.070
	Positive	.070
	negative	-.045
Test Statistics		.070
asympt. Sig. (2-tailed)		.200c,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: Results of Primary Data Processing 2022

Based on the output above, it is known that the significance value of 0.200 is greater than 0.05 so that it can be concluded that the primary data used is normally distributed.

2) Multicollinearity Test

Based on the output above, it is known that the significance value of 0.200 is greater than 0.05 so that it can be concluded that the primary data used is normally distributed.

Table 6
Multicollinearity Test Results

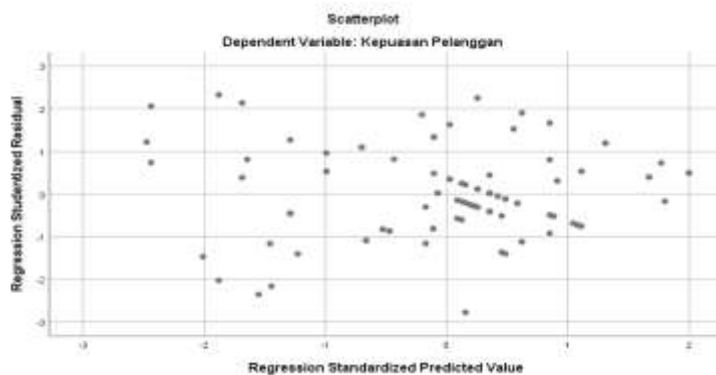
Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.344	1,506		2.885	.005		
Service Quality	.236	.067	.275	3,503	.001	.821	1.217
Location	.545	.078	.552	7.031	.000	.821	1.217
Dependent Variable: Customer Satisfaction							

Source: Results of Primary Data Processing 2022

Based on table 6. it is known that the tolerance value 0.10 and VIF 10 so that it can be interpreted that there is no multicollinearity in the data so that it can be continued in the next analysis.

3) Heteroscedasticity Test

According to Ghazali (2006) Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. There are several ways to do the heteroscedasticity test, namely plot graph test, park test, glejser test, and white test. The test in this study uses the glejser test to regress the absolute value of the residue on the independent variable with the regression equation: $ut = a + Bxt + vt$ (Ghozali, 2006).



Source: Results of Primary Data Processing 2022

Image 1
Scatterplot Graph

4) Multiple Linear Regression Analysis Results

Multiple linear regression is used for studies that have more than one independent variable. Multiple linear regression analysis is used to determine the direction and how much influence the independent variable has on the dependent variable. The results of the multiple linear regression analysis will test how much influence Service Quality, and Location have on Customer Satisfaction. The following researchers present the results of SPSS version 25 output from multiple linear regression analysis.

Table 7
Multiple Linear Regression Analysis Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	4.344	1,506		2.885
					.005

	Service Quality	.236	.067	.275	3,503	.001
	Location	.545	.078	.552	7.031	.000
Dependent Variable: Customer Satisfaction						

Source: Results of Primary Data Processing 2022

Based on table 7. above, the constant value is 4.344 and the coefficient B1 is 0.236, and B3 is 0.545 in the form of multiple linear regression equations obtained from the results of the analysis as follows:

$$Y = 4.344 + 0.236 X1 + 0.545 X2 + e$$

Where:

a = 4.244 is a constant value, in other words, if the service quality and location variables are not constant at 0 then the customer satisfaction decision to visit Papa Pangkalpinang's Warkop is 4.244.

B1X1 = 0.236, which means that if the location is increased by one unit, the effect on the decision to visit will increase by 0.236.

B2X2 = 0.545 which means that if customer satisfaction is increased by one unit, the effect on the decision to visit will increase by 0.545

The results of multiple linear regression analysis are used to measure the effect of the completeness of service quality and location on customer satisfaction, which is indicated by the regression equation.

$$Y = 4.344 + 0.236 X1 + 0.536 X2 + e$$

From the results of multiple linear regression analysis above which of the two independent variables Service quality and location can be seen the greatest value in the direct relationship to the Customer Satisfaction variable, in this case the researcher argues that Warkop Papa Pangkalpinang has been widely known by the public, especially the people of Pangkalpinang,

5. Discussion And Conclusion

Based on the results of the research and discussion that have been described previously, the following conclusions can be drawn:

Conclusion

1. Based on the t-test test, it can be concluded that this study supports the proposed hypothesis that service quality has a significant effect on customer satisfaction at Papa Pangkalpinang Warkop.
2. The results of the t test state that the servicescape variable has a significant effect on customer satisfaction at the Papa Pangkalpinang Warkop
3. Based on the results of the F test, it can be explained that the independent variables consisting of: service quality (X1) and servicescape (X2) also affect customer

satisfaction at Warkop Papa Pangkalpinang (Y). This is because F computes the table $F_{62,340} > F$.

2. Suggestions

Based on the conclusions above, a number of suggestions are expected to be useful for the company and other parties.

The suggestions given include:

1. The results showed that location and service quality had a positive and significant effect on consumer satisfaction of Warkop Papa Pangkalpinang because it had a probability value $(0.000) < 0.05$, so Warkop Papa Pangkalpinang was expected to maintain and improve service quality and location well.
2. Given that the independent variables in this study are very important in influencing customer satisfaction, it is hoped that the results of this study can be used as a reference for future researchers to develop this research by considering other variables which are other variables outside the variables that have been included in this study.

6. Research Limitations

This research still has limitations such as the results that are not in accordance with the results of previous studies, but with different results making the novelty of this research, the research is expected to contribute to the world of education or decision making for costumer.

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