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Effect of Performance and Features on Customer Satisfaction in Café Ropang Plus Plus, Pluit Sakti, North Jakarta, Indonesia

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Abstract: This study aims to determine whether performance and features, as a part of product quality dimensions, influence consumer purchasing decisions at the Café Ropang Plus Plus, Pluit Sakti, North Jakarta. This research includes descriptive research using a quantitative approach. The sample in this study amounted to 105 respondents. Data collection techniques using questionnaires are tested for validity and reliability, and the data analysis technique used is multiple regression analysis. The sampling technique used is simple random sampling using the Slovin formula. Based on the analysis of statistical data, the indicators in this study are valid and reliable. In the normality test, the regression model in this study is normally distributed. Hypothesis using the t-test shows that the independent variable (performance and feature) affects the dependent variable (customer satisfaction) at the café. According to consumers, the independent variable is considered important when buying products from the café. The authors suggest that purchasing decisions will increase by conducting competitive pricing, while the location is already strategic and maintain the points valued well by customers.
Keywords: performance; features; product quality; customer satisfaction; cafe

Abstrak: Penelitian ini bertujuan untuk mengetahui apakah kinerja dan fitur, sebagai bagian dari dimensi kualitas produk, mempengaruhi keputusan pembelian konsumen di Café Ropang Plus Plus, Pluit Sakti, Jakarta Utara. Penelitian deskriptif ini menggunakan pendekatan kuantitatif dengan sampel 105 responden. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya, dan teknik analisis data yang digunakan adalah analisis regresi berganda. Teknik pengambilan sampel yang digunakan adalah simple random sampling dengan menggunakan rumus Slovin. Dalam uji normalitas, model regresi dalam penelitian ini berdistribusi normal. Hipotesis menggunakan uji-t menunjukkan bahwa variabel independen (kinerja dan fitur) berpengaruh terhadap variabel dependen (kepuasan pelanggan). Penulis menyarankan agar keputusan pembelian akan meningkat dengan melakukan penetapan harga yang kompetitif, dan lokasinya sudah strategis. Kafe ini perlu menjaga poin-poin yang dinilai baik oleh pelanggan.
Kata Kunci: kinerja; fitur; kualitas produk; kepuasan pelanggan; kafe

INTRODUCTION

The growth in the economy is expected to create people's needs even higher. To meet their needs, people will compete for satisfaction with the products or services offered by producers. The increasing number of businesses marks the increase in the economy in Indonesia in the culinary sector, namely food and beverages (Ragimun & Widodo, 2019). Basically, every effort is made to achieve the maximum possible profit. The success of a new company in running its business depends on the way they market the products and services offered. A business will strive to produce high quality products to satisfy its customers. The company will market products that are created to survive and compete with other products that have a variety of product qualities (Sunarto, 2015).

Competition in the food and beverage industry in Jakarta is getting tighter, one of which is the café business. The word 'café' in Indonesian is an uptake of the word 'café' in English, which is an uptake of French that means 'coffee.' According to Cambridge dictionary (Cambridge University Press, 2020), 'café' is a restaurant where simple and usually quite cheap meals are served. Meanwhile, according to the Oxford dictionary (Oxford University Press, 2020), 'café' has three meanings; a small restaurant selling light meals and drinks, a bar or nightclub (North American), and a shop selling sweets, cigarettes, newspapers, and staying open after normal hours (South African). From some of the above definitions, different countries have their own cafe definitions, although sometimes what is meant is the same.

In the Big Indonesian Dictionary (*Kamus Besar Bahasa Indonesia),* 'café' is defined as a coffee shop where visitors are entertained by music and a drinking place where visitors can order drinks, e.g., coffee, tea, beer and pastries (Badan Pengembangan dan Pembinaan Bahasa, 2016). This definition is quite different from the definition of café in English from some of the countries mentioned above. Omitting a few words can change the concept in practice. When the real concept of a café is a coffee shop at an affordable price, what happens in Indonesia is the opposite. Since around 2013, cafés, which in fact are places to eat and drink at relatively high prices, have become increasingly popular in Indonesia, especially in big cities such as Jakarta.

The existence of a café in Jakarta has become a daily sight, especially among teenagers. Various cafes that offer types of food and drinks as well as comfortable places that are the main attraction these days, many teenagers in Jakarta make cafés as places to gather and spend time together, and from this the development of cafés in the city of Jakarta is increasing rapidly, as evidenced by the number of new cafes that have sprung up this time. According to Jakarta Statistics Agency (Kementerian PPN/Bappenas, 2019), it is evident that the number of cafes in Jakarta is experiencing rapid growth in 2018 at 3.098 cafés up from 2.879 in 2017. Several research questions are formulated to address the issue: (1) Do Performance and Features simultaneously have a significant effect on customer satisfaction at Café Ropang Plus Plus? (2) How do Performance and Features influence partial customer satisfaction at Café Ropang Plus Plus? (3) Which sub-variable of the product quality dimension has the greatest influence on customer satisfaction?

Hence, to companies, producers and entrepreneurs, this study contributes by providing input and description for culinary producers such as cafés to be able to give better attention to Product Quality and café atmosphere. This would benefit researchers to provide knowledge and understanding of the effect of Performance and Features on Consumer Satisfaction. This paper contributes to the literature in the following ways. First, it serves as a reference to increase knowledge and at the same time as a comparison material for similar research. Second, this paper provides concrete implications to establish a business or business, taking appropriate and economical marketing steps. The specific objectives of this study are to determine:

1. The effect of Performance and Features on Consumer Satisfaction.
2. The effect of Performance and Features on partial Customer Satisfaction.
3. The sub-variable from the dimensions of Product Quality that has the greatest influence on Customer Satisfaction.

LITERATURE REVIEW

Product Quality

The product is the core of a marketing activity because the product is the output or result of one of the company's activities or activities that can be offered to the target market to meet the needs and desires of consumers. Basically, in buying a product, a consumer not only buys the product, but consumers also buy the benefits or advantages that can be obtained from the product they buy. Therefore, a product must have advantages over other products, one of which is in terms of the quality of the product offered. Product quality is one of the keys to competition among the actors offered to consumers.

According to Kotler and Keller (2016), the definition of quality is the totality of features and characteristics of a product of service that bear on its ability to satisfy stated or implied needs. Based on the definition, product quality is the ability of a product to fulfill consumer desires. Consumer desires include product durability, product reliability, ease of use, and other valuable items that are free from deficiencies and damage. Product quality has dimensions that can be used to analyze the characteristics of a product (Garvin, 1987). Of the eight dimensions, two factors are relevant to this research (performance and features). The eight dimensions are as follows:

1. Performance is the main operating characteristics of the core product purchased.
    a. Product knowledge
    b. Speed in completing work
2. Features, namely secondary or complementary characteristics.
    a. Product diversity
    b. Product characteristics
3. Reliability, which is unlikely to be damaged or fail to use.
    a. Quality of ingredients
4. Conformance, namely the extent to which design and operating characteristics meet predetermined standards.
    a. Suitability of product presentation
    b. Consistency of product taste
5. Durability, which relates to how long the product can be used.
    a. Expired date
    b. Quality of resilience
6. Serviceability, including speed, competence, comfort, ease of repair, and satisfactory handling of complaints.
    a. Ease of serving
7. Aesthetics, namely the attraction of the product to the five senses.
    a. Appeal of product presentation
    b. Appeal of product display
8. Perceived quality, namely the image and reputation of the product and the company's responsibility for it.
    a. Impression of product quality

Consumer Satisfaction

Consumer satisfaction is the level of consumer feelings after comparing what is received and what is expected (Umar, 2005). A consumer, if he/she is satisfied with the value provided by a product or service, is very likely to be a customer for a long time. According to Kotler and Keller (2016) quoted from the book Marketing Management, it is said that Customer Satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of services that are expected to the performance.

Basically, the goal of a business is to create satisfied consumers. Every person or organization (company) must work with internal and external consumers to meet their needs in collaboration with internal and external suppliers for the creation of customer satisfaction. The creation of consumer satisfaction can provide several benefits including (Tjiptono, 2014):

- The company's relationship with consumers becomes harmony
- Provide a good basis for buyers
- Can encourage consumer loyalty
- Establish word of mouth that benefits the company
- The profit earned increases

According to Kotler and Armstrong (2015), satisfaction is a person's level of satisfaction after comparing the performance or perceived results compared to expectations. So, satisfaction or dissatisfaction is the conclusion of the interaction between expectations and experiences after using the services or services provided. Efforts to achieve total customer satisfaction are not easy, total customer satisfaction is impossible to achieve, even if only for a while (Tjiptono, 2014). The indicators of consumer satisfaction consist of conformity to expectations, interest in returning to visit, and willingness to recommend (Tjiptono, 2014).

According to Tjiptono and Chandra (2016), there are five factors that can affect the satisfaction of a consumer:

- The price of a product with the same quality but set a relatively cheap price will give high value to its customers.
- Service Quality, customers will feel satisfied if they get good service or according to their expectations.
- Emotional factor, customers will feel proud and get the belief that other people admire him when using certain brand products.
- Cost and convenience to get a product or service, customers who do not need to pay additional costs or waste time getting a product, tend to be satisfied with the product.
- Product Quality, customers will feel satisfied when their evaluation results show that the products they use are of quality.

According to Tjiptono and Chandra (2016), there are four methods in measuring customer satisfaction, namely complaint and suggestion systems, ghost shopping (mystery shopping), lost customer analysis, and customer satisfaction surveys.

Effect of Product Quality on Customer Satisfaction

According to Garvin (1987), quality is an advantage that the product has. In the view of consumers, it is something that has its own scope that is different from the quality in the view of the producer when issuing a product that is usually known for its true quality. Wenur (2015) states that the results of research on product quality partially have a significant effect on customer satisfaction. This means that the product of research is a quality product so that consumers feel satisfied, especially the product being researched is a natural product that emphasizes environmentally friendly products.

Effect of Performance on Customer Satisfaction

In addition, broad agreement has been built around the role of consumer satisfaction in enhancing firm performance (Rohm & Swaminathan, 2004). When consumers are satisfied, their sensitivity to prices tends to be low and therefore the firm's income tends to increase. According to Heskett et al. (1994), there is a positive relationship between customer satisfaction and performance.

Sun and Kim (2013) explain that the positive influence of customer satisfaction on performance mainly for two reasons, increased sales, and reduced costs. Sales increase because high levels of satisfaction lead to greater consumer retention (Fornell et al., 1996) which results in both repurchasing of the company's products even at higher prices, and greater loyalty since satisfied consumers tend to buy products from competitors (Reichheld & Sasser, 1990; Nam et al., 2011).

As for cost reduction, retention of existing consumers by increasing their satisfaction will be much cheaper than buying a new one (Gursoy et al., 2007). Consumer satisfaction can allow companies to reduce advertising and promotional costs because satisfied consumers generally tend to disseminate product purchase recommendations in the form of word of mouth (Bowen & Chen, 2001).

The Influence of Features on Consumer Satisfaction

Physical service features not only affect consumers, but they also affect employees. Bitner (1992) emphasizes the impact of the physical environment on the behavior of both employees and customers.

This impact can produce positive or negative feelings (Mehrabian & Russell, 1974), which can trigger an employee's response, for example job satisfaction. Parish et al. (2008) showed that perceived safety and pleasure in the cafe environment had a significant positive effect on employee job satisfaction. Other previous research in the cognitive area of organizational behavior supports the influence that the physical setting has on employee satisfaction, productivity, and motivation (Wineman, 1986).

Based on the discussions, we can hypothesize the following:

1. There is an effect of performance on customer satisfaction.
    a. $H0_1$: performance does not have a significant effect on customer satisfaction.
    b. $H\alpha_1$: performance has a significant effect on customer satisfaction.
2. The influence of features on consumer satisfaction.
    a. $H0_2$: features do not have a significant effect on customer satisfaction.
    b. $H\alpha_2$: features have a significant effect on customer satisfaction.
3. Simultaneous influence of performance and features on customer satisfaction.
    a. $H0_3$: performance and features do not have a significant effect on customer satisfaction simultaneously.
    b. $H\alpha_3$: performance and features have a significant effect on customer satisfaction simultaneously.

The research framework of the study can be seen in Figure 1.

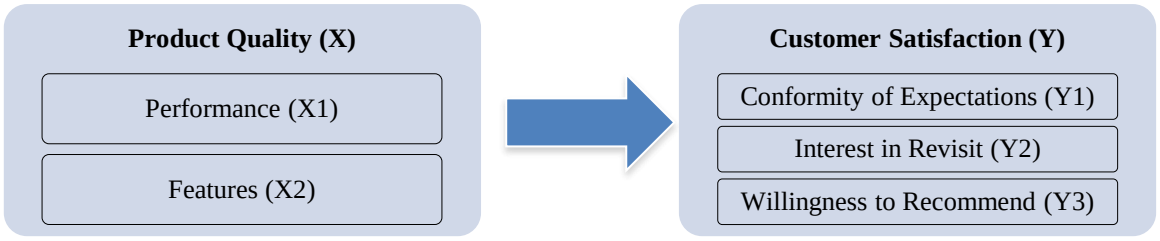

Figure 1. Research Framework

RESEARCH METHODOLOGY

In this study using descriptive quantitative methods. The questionnaire is a data collection technique that is carried out by providing a set of questions or written statements to respondents to answer (Sugiyono, 2016). The questionnaire method used in this study is a closed questionnaire, which is a way of collecting data by providing or distributing a list of questions to a number of respondents, and the respondents in this study were consumers of Café Ropang Plus Plus who made purchases. According to Saban (2017), an interview is a rechecking tool or proof of information or information previously obtained. The object of the interview is the café owner. Library studies are data obtained from secondary data in the form of scientific books, newspapers and so on. Which is where the data is related to research problems (Usman, 2009). In this study, the authors read a lot of journals, articles, books, and previous theses related to research topics to be used as relevant sources.

Operational Research Variables

This study uses two independent variables and one dependent variable. Independent variable is a variable that affects or causes the emergence of the dependent variable, while dependent variable is the variable that is influenced or becomes the result of the independent variable (Sugiyono, 2016). In this study, the independent variables are Performance and Features, while the dependent variable in this study is customer satisfaction which includes Conformity of Expectations, Interest in Revisit, and Willingness to Recommend. Performance indicators are the knowledge that is owned and the speed in completing work, while indicator features include product diversity and product characteristics.

Population and Sample

According to Sugiyono (2016), population is a generalization area consisting of objects or subjects that have certain quantities and characteristics that are determined by researchers to be studied and then draw conclusions. The population in this study are customers and people who have visited Café Ropang Plus Plus as panelists. According to Sugiyono (2016), the sample is part of the number and characteristics of the population. To determine the number of samples, a sampling was carried out. The technique used in sampling in this study using purposive sampling, namely the technique of determining the sample with considerations or criteria.

This research uses the Slovin formula because in sampling, the amount must be representative so that the research results can be generalized and the calculation does not require a table of the number of samples, but can be done with simple formulas and calculations. After rounding off, the number of respondents needed in this study was 99.91 respondents which were then rounded up to 105 respondents.

Measurement Scale

The measurement scale in this study uses the Likert scale which, according to Sugiyono (2016), is a scale used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. The making of this measuring instrument uses 4 scales, the Likert Scale, which is modified into four alternative answers; Strongly Agree (SA), Agree (A), Disagree (DA), and Strongly Disagree (SDA).

Validity Test

According to Siregar (2014), validity shows the extent to which a measuring instrument is able to measure what you want to measure. To test the validity, the authors uses the type of construct validity which means that validity is related to the ability of a measuring instrument to measure the meaning of a concept being measured. To determine the level of validity and validity of statement items, Priyatno's (2016) product moment correlation was used. According to Masrun (2014), items that have a positive correlation with the criterion (total score) and high correlation indicate that the item meets the requirements if r = 0.3. So, if the correlation between items with a total score is less than 0.3, then the items in the instrument are declared invalid, so they must be corrected or discarded. Measuring the validity of each statement item is carried out by correcting the measurement of the item score with the variable score (total item score) with a significance level of 0.05 or 5% (Priyanto, 2016). Furthermore, to test the validity of the tools used with the SPSS25.

Reliability Test

The reliability test aims to test the extent to which the measurement results remain consistent when two or more data measurements are carried out on the same symptoms using the same tool (Siregar, 2014). In this study, the authors used an internal consistency reliability test. Trying to the measuring instrument carried out this test and then the data obtained is analysed by using certain techniques (Siregar, 2014).

- If r alpha is positive and r alpha > 0.6, then the item is reliable.
- If r alpha is positive and r alpha < 0.6, then the item is not reliable.
- If r alpha > 0.6 but is negative, then the variable is not reliable.

Classic Assumption Test

The Classical Assumption Test is a test of the regression model to avoid deviations in the regression model and to get a more accurate regression model. The classical assumption test consists of two tests, namely the normality test and the heteroscedasticity test.

Normality Test

The data normality test was carried out using the Kolmogorov-Smirnov Normality Test, according to Santosa (2015), the basis for decision making is based on probability (asymptotic significant):

- If the probability > 0.05 then the distribution of the regression model is normal.
- If the probability < 0.05 then the distribution of the regression model is not normal

Heteroscedasticity Test

The basis of heteroscedasticity analysis according to Ghozali (2014) is:

- If there is a certain pattern, such as dots that form a certain regular pattern (wavy, widened then narrowed), it indicates that heteroscedasticity has occurred.
- If there is no clear pattern, and the dots spread above and below the 0 on the Y axis, then heteroscedasticity does not occur.

Multicollinearity Test

According to Imam Ghozali (2015), to detect the presence or absence of multicollinearity in the regression model is as follows:

- If the R2 generated by an empirical regression model estimate is very high, but individually many independent variables do not significantly affect the dependent variable.
- Analyse the correlation matrix of independent variables. If there is a high enough correlation between the independent variables (generally above 0.90), then this indicates multicollinearity. The absence of a high correlation between the independent variables does not mean that it is free from multicollinearity. Multicollinearity can be caused by the effect of a combination of two or more independent variables.
- Multicollinearity can also be seen from tolerance value and its law Variance Inflation Factor (VIF). Tolerance measures the variability of the selected independent variable that is not explained by other independent variables. So a low tolerance value is the same as a high VIF value (because VIF = 1 / tolerance). Multicollinearity if the tolerance value is < 0.10 or VIF > 10, and there is no multicollinearity if the tolerance value is > 0.10 or VIF < 10.

Multiple Linear Regression Test

Multiple linear regression analysis is used to analyse the effect of the independent variables (service quality and product quality) on the dependent variable, namely customer satisfaction. With the aim of knowing the magnitude of influence and whether there is a significant influence between one variable (X1) on the dependent variable (Y) both individually (partially) and together (simultaneously). The mathematical formula of multiple linear regression used in this study is $Y = a + bX + e$.

Hypothesis Test

Hypothesis testing in this study uses partial testing (t-test) and in testing this hypothesis the researcher determines by using a significant test, by determining the hypothesis (Ho) and the alternative hypothesis (Hα).

a. Partial Hypothesis Test (t-Test)

The t-statistic test basically shows how far the influence of one explanatory (independent) variable individually in explaining the variation of the dependent variable. The t-test has a significance value of $\alpha = 5\%$. The criteria for testing the hypothesis using the T statistical test is if the significance value of t (p-value) < 0.05, then the alternative hypothesis is accepted, which states that an independent variable individually and significantly affects the dependent variable (Ghozali, 2016).

b. Simultaneous Hypothesis Test (F-Test)

The F-statistical test measures the goodness of fit, namely the accuracy of the sample regression function in estimating the actual value. If the significance value of F < 0.05, the regression model can be used to predict the independent variable. The F-statistical test also shows whether all the independent or free variables included in the model have a joint influence on the dependent variable. This test has a significance of 0.05 Ghozali (2016). The criteria for testing the hypothesis is if the significance value of F < 0.05, then the alternative hypothesis is accepted, which states that all independent variables simultaneously and significantly affect the dependent variable (Ghozali, 2016).

Coefficient of Determination

According to Ghozali (2016), the coefficient of determination test aims to measure how far the model's ability to explain variations in the dependent variable. The coefficient of determination is between zero and one. The small value of R^2 indicates that the ability of the independent variables to explain the dependent variable is very limited. The classification of the correlation coefficient regardless of direction is as follows:

- 0.00 : No correlation
- 0.00-0.49 : Weak correlation
- 0.50 : Moderate correlation
- 0.51-0.99 : Strong correlation

RESULTS AND DISCUSSION

Presentation of Data (Characteristics Based on Respondents)

In this study, the respondents were visitors or consumers who visited Café Ropang Plus Plus with a total of 105 respondents. From the survey results through the questionnaire can divide the character of the respondents presented according to:

1. Age

Based on the data above, it shows that of the 105 respondents, most of the consumers who came to this café were 27 people (26%) aged 17-21 years, 54 people (51%) aged 22-26 years, of 15 people (14%) aged 27-31 and 9 people (9%) aged more than 31 years. Based on these results it can be concluded by the researcher that the most guests who visit the café are those aged 22-26 years.

2. Gender

Based on data obtained from 105 respondents, the number of male respondents was 54 (51%) while the number of female respondents was 51 people (49%). Based on these results, the visitors who visit Café Ropang Plus Plus are men who visit more than women.

3. Domicile

Based on the data above, it shows that of the 105 respondents 48 people (46%) came from North Jakarta, 35 people (33%) came from West Jakarta, 5 people (5%) came from South Jakarta, 6 people (6%) came from East Jakarta, and 10 people (10%) came from Central Jakarta. Based on these results, the visitors who frequently visit this café mostly come from North Jakarta.

4. Work

Based on the data above, it shows that of the 105 respondents 21 people (20.2%) were students, 47 people (45.2%) were students, 15 people (14.4%) were employees, 14 people (14%) were self-employed, and 7 people (7%) are housewives. Based on these results, the types of work that often visit the café are students.

5. Frequency of visits

Based on the data above, it shows that 35 people (34%) visited 1 time, 25 people (24%) visited 2 times, 21 people (20.2%) visited 3 times, 12 people (11.5%) visited 4 times and 11 people (10.6%) visited more than 5 times. Based on these results, the level of frequent visits to this café is mostly only once.

Data Description

The survey results on performance, features, and customer satisfaction can be seen in Tables 1-3.

Table 1. Performance (X1)

No.	Question	Answer				Total
		SDA	DA	A	SA	
1	Café Ropang Plus Plus provides an interesting product taste	0	2	50	53	105
2	Café Ropang Plus Plus provides a variety of flavors	0	2	60	43	105
3	Café Ropang Plus Plus gives a fresh taste to the food and drinks served	0	3	54	48	105
4	Café Ropang Plus Plus has the freshness of the food and beverage processed ingredients served	0	3	42	60	105

Table 2. Features (X2)

No.	Question	Answer				Total
		SDA	DA	A	SA	
1	Café Ropang Plus Plus has a variety of food products	0	2	61	42	105
2	Café Ropang Plus Plus has a variety of beverage products	0	1	47	57	105
3	Café Ropang Plus Plus has a wide variety of typical food and beverage flavors	0	3	44	58	105
4	The products sold at Café Ropang Plus Plus have a better taste compared to other cafes	0	3	82	20	105

Table 3. Customer Satisfaction (Y)

No.	Question	Answer				Total
		SDA	DA	A	SA	
1	The materials used are in accordance with the standard expectations from the peers	0	2	64	39	105
2	I hope there will be a variety of Café Ropang Plus Plus	0	1	48	56	105
3	Café Ropang Plus Plus must be able to maintain the quality of its products	0	1	56	48	105
4	I will consistently enjoy the Café Ropang Plus Plus Plus products	0	2	28	75	105
5	I always compare the quality of other brands with products made by Café Ropang Plus Plus	0	1	61	43	105
6	I brought Café Ropang Plus Plus's products repeatedly	0	1	56	48	105
7	I will recommend to other people/my family to buy Café Ropang Plus Plus's products	0	1	47	57	105
8	I will invite other people/my family to buy Café Ropang Plus Plus's products	0	2	66	37	105

Validity Tests

Validity tests on performance instruments, feature instruments, conformity of expectations, interest in revisit, and willingness to recommend can be seen in Tables 4-8.

Table 4. Validity Test on Performance Instruments (X1)

		X1.1	X1.2	TOTAL X1
X1.1	Pearson Correlation	1	0.802**	0.950**
	Sig. (2-tailed)		0.000	0.000
	N	30	30	30
X1.2	Pearson Correlation	0.802**	1	0.949**
	Sig. (2-tailed)	0.000		0.000
	N	30	30	30
TOTAL X1	Pearson Correlation	0.950**	0.949**	1
	Sig. (2-tailed)	0.000	0.000	
	N	30	30	30

** Correlation is significant at the 0.01 level (2-tailed)

Table 5. Validity Test on Feature Instruments (X2)

		X2.1	X2.2	TOTAL X2
X2.1	Pearson Correlation	1	0.848**	0.966**
	Sig. (2-tailed)		0.000	0.000
	N	30	30	30
X2.2	Pearson Correlation	0.848**	1	0.956**
	Sig. (2-tailed)	0.000		0.000
	N	30	30	30
TOTAL X2	Pearson Correlation	0.966**	0.956**	1
	Sig. (2-tailed)	0.000	0.000	
	N	30	30	30

** Correlation is significant at the 0.01 level (2-tailed)

Table 6. Validity Test on Conformity of Expectations (Y1)

		Y1.1	Y1.2	Y1.3	TOTAL Y1
Y1.1	Pearson Correlation	1	0.308	0.310	0.753**
	Sig. (2-tailed)		0.098	0.095	0.000
	N	30	30	30	30
Y1.2	Pearson Correlation	0.308	1	0.719**	0.802**
	Sig. (2-tailed)	0.098		0.000	0.000
	N	30	30	30	30
Y1.3	Pearson Correlation	0.310	0.719**	1	0.813**
	Sig. (2-tailed)	0.095	0.000		0.000
	N	30	30	30	30
TOTAL Y1	Pearson Correlation	0.753**	0.802**	0.813**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	30	30	30	30

** Correlation is significant at the 0.01 level (2-tailed)

Table 7. Validity Test on Interest in Revisit (Y2)

		Y2.1	Y2.2	Y2.3	TOTAL Y2
Y2.1	Pearson Correlation	1	0.912**	0.670**	0.934**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	30	29	30	30
Y2.2	Pearson Correlation	0.912**	1	0.771**	0.968**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	29	29	29	29
Y2.3	Pearson Correlation	0.670**	0.771**	1	0.783**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	30	29	30	30
TOTAL Y2	Pearson Correlation	0.934**	0.968**	0.783**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	30	29	30	30

** Correlation is significant at the 0.01 level (2-tailed)

Table 8. Validity Test on Willingness to Recommend (Y3)

		Y3.1	Y3.2	TOTAL Y3
Y3.1	Pearson Correlation	1	0.808**	0.948**
	Sig. (2-tailed)		0.000	0.000
	N	30	30	30
Y3.2	Pearson Correlation	0.808**	1	0.953**
	Sig. (2-tailed)	0.000		0.000
	N	30	30	30
TOTAL Y3	Pearson Correlation	0.948**	0.953**	1
	Sig. (2-tailed)	0.000	0.000	
	N	30	30	30

** Correlation is significant at the 0.01 level (2-tailed)

Reliability Tests

Reliability tests on performance instruments, feature instruments, conformity of expectations, interest in revisit, and willingness to recommend can be seen in Tables 4-8.

Table 9. Reliability Test on Performance Instruments (X1)

			N	%
Case processing summary	Cases	Valid	30	100.0
		Excluded	0	0.0
		Total	30	100.0
Reliability statistics Cronbach's Alpha			3	0.917

Based on Table 9, the value of Cronbach's Alpha = 0.917 > 0.6, so the four survey items on the Performance variable (X1) are reliable.

Table 10. Reliability Test on Feature Instruments (X2)

			N	%
Case processing summary	Cases	Valid	30	100.0
		Excluded	0	0.0
		Total	30	100.0
Reliability statistics Cronbach's Alpha			3	0.921

Based on the Table 10, the value of Cronbach's Alpha = 0.921 > 0.6, so the four survey items on the Feature variable (X2) are reliable.

Table 11. Reliability Test on Conformity of Expectations (Y1)

			N	%
Case processing summary	Cases	Valid	30	100.0
		Excluded	0	0.0
		Total	30	100.0
Reliability statistics Cronbach's Alpha			4	0.815

Based on Table 11, the value of Cronbach's Alpha = 0.815 > 0.6 so the three survey items on the Conformity of Expectations variable (Y1) are reliable.

Table 12. Reliability Test on Interest in Revisit (Y2)

			N	%
Case processing summary	Cases	Valid	29	96.7
		Excluded	1	3.3
		Total	30	100.0
Reliability statistics Cronbach's Alpha			4	0.870

Based on the Table 12, the value of Cronbach's Alpha = 0.870 > 0.6, so the three survey items on the Interest in Revisit (Y2) variable are reliable.

Table 13. Reliability Test on Willingness to Recommend (Y3)

			N	%
Case processing summary	Cases	Valid	30	100.0
		Excluded	0	0.0
		Total	30	100.0
Reliability statistics Cronbach's Alpha			3	0.918

Based on Table 13, the value of Cronbach's Alpha = 0.918 > 0.6, so the two survey items on the Willingness to Recommend variable (Y3) are reliable.

Normality Test

Table 14. Normality Test (One-sample Kolmogorov-Smirnov Test)

N		30
Normal Parameters	Mean	0.0000000
	Std. Deviation	1.80850274
Most Extreme Differences	Absolute	0.238
	Positive	0.144
	Negative	-0.238
Test Statistic		0.238
Asymp. Sig. (2-tailed)		0.000

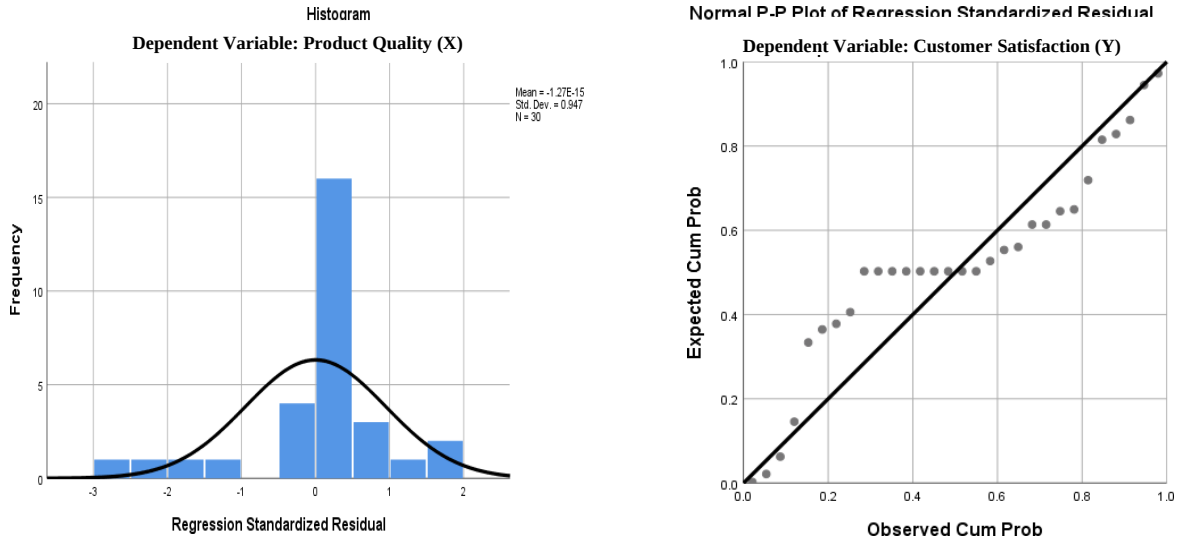

Figure 2. Normality Test (Histogram and Diagram)

The normality test can be seen in Table 14. In the histogram (see Figure 2), the data can be seen normally if the data being tested is bell shaped. If the data does not match the bell or the shape is slanted to the right and left, it means that the data is not normally distributed. In the diagram (Figure 2), the data can be seen as normal if the lines that represent the actual data to the right and to the left will almost follow the diagonal lines.

Heteroscedasticity Test

In Figure 3, the points on the scatterplot chart do not form a specific pattern or the dots spread above and below the number 0 and do not form a wavy or widened pattern. It can be concluded that there is no heteroscedasticity problem.

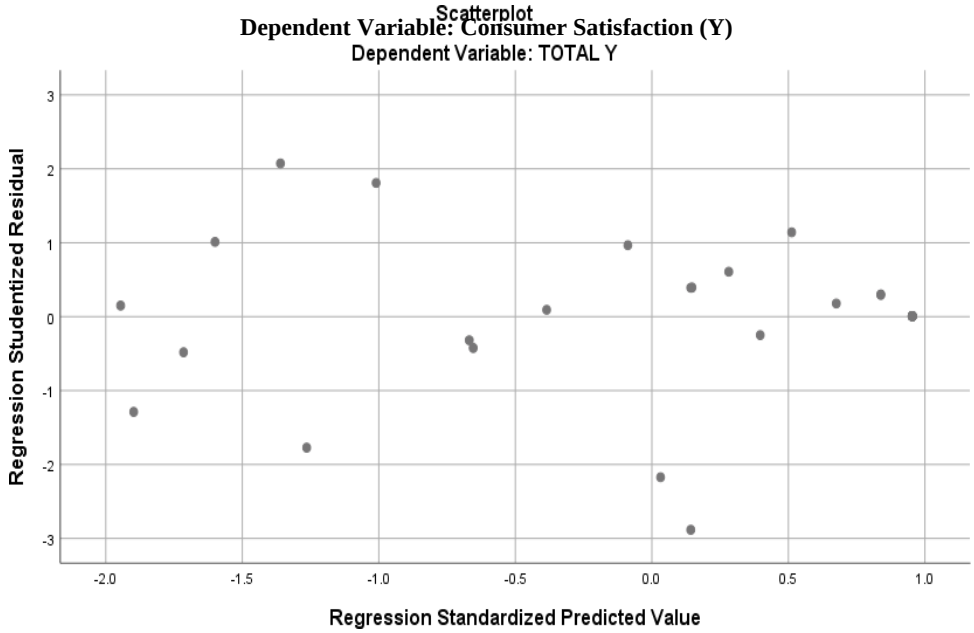

Figure 3. Heteroscedasticity Test

Multicollinearity Test

The tolerance value for the Performance variable (X1) is 1.89 > 0.10. While the VIF value is 1.89 < 10. It can be concluded that there is no multicollinearity and the regression model (see Table 15). The tolerance value for the Feature variable (X2) is 2.65 > 0.10. While the VIF value is 2.65 < 10. It can be concluded that there is no multicollinearity and regression model.

Table 15. Results of Multicollinearity Test

Unstandardized Coefficients			**Standardized Coefficients** Beta	**t**	**Sig.**	**Collinearity Statistics**	
Model	B	Std. Error				Tolerance	VIF
1 (Constant)	0.736	2.049		0.359	0.722		
TOTAL X	0.458	0.034	0.929	13.310	0.000	1.000	1.000
2 (Constant)	0.251	2.120		0.119	0.907		
TOTAL X	0.526	0.088	1.067	5.950	0.000	0.156	6.423
TOTAL X1	-0.614	0.546	-0.183	-1.123	0.272	0.188	5.309
TOTAL X2	0.109	0.486	0.031	0.225	0.824	0.264	3.788

Multiple Linear Regression Test

Table 16. Results of Multiple Linear Regression Test

Unstandardized Coefficients			**Standardized Coefficients**	**t**	**Sig.**
Model	B	Std. Error	Beta		
1 (Constant)	0.251	2.120		0.119	0.907
TOTAL X	0.526	0.088	1.067	5.950	0.000
TOTAL X1	0.614	0.546	-0.183	- 1.123	0.272
TOTAL X2	0.109	0.486	0.031	0.225	0.824

Dependent Variable: TOTAL Y

From Table 16, the multiple linear regression equation can be formulated as follows: $Y = 0.251 + 0.614X_1 + 0.109X_2$. From the regression equation, it can be explained as follows:

- A constant value of 0.526 means that if Performance (X1) and Feature (X2) are zero then the value of customer satisfaction is 0.526.
- The sub-variable value of Performance (X1) is 0.614 with a positive value, so there is a unidirectional relationship between the product quality sub-variable (X1) and customer satisfaction. Product quality (X1) affects 0.614 on consumer satisfaction 0.526.
- The value of the Feature sub-variable (X2) is 0.109 with a positive value, there is a direct relationship between the product quality sub-variable (X2) and consumer satisfaction. Product Quality (X2) affects 0.109 on consumer satisfaction 0.526.

Partial Hypothesis Test (t-Test)

Table 17. t-Test (Coefficients)

Unstandardized Coefficients			**Standardized Coefficients**	**t**	**Sig.**
Model	B	Std. Error	Beta		
1 (Constant)	6.829	2.729		2.503	0.019
TOTAL X1	1.546	0.616	0.461	2.509	0.018
TOTAL X2	1.455	0.648	0.413	2.245	0.033

Dependent Variable: TOTAL Y

In Table 17, the statistical results of the t-test for the price obtained the value of t-count of 4.184 with a value of Sig = 0.000 and using a significant limit of 5% db = 98 (db = N-2) 1.66055. Since t-count > t-table (2.509 > 1.66055) and the probability value = 0.000 < 0.018, it can be concluded that the hypothesis of the Performance t-test partially has a significant effect on Customer Satisfaction.

The statistical results of the t-test for the location obtained a value of t-count of 4.184 with a value of Sig = 0.005 and by using a significant limit of 5% db = 98 (db = N-2) 1.66055, because t-count > t-table (2.245 > 1.66055) and the probability value = 0.005 < 0.033, it can be concluded by the t-test that the Features has a significant effect on Customer Satisfaction (see Table 17).

Simultaneous Hypothesis Test (F-Test)

Table 18. F-Test (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	481.345	2	240.673	30.419	0.000
	Residual	213.621	27	7.912		
	Total	694.967	29			

Dependent Variable: TOTAL Y
a. Predictors: (Constant), TOTAL X2, TOTAL X1

From Table 18, the sig value shows the number 0.000 which is less than 5% or 0.05, it is obtained that the F-count is 30.419 with a probability value of 0.000 sig. This shows that the value of F-count = 30.419 > F-table = 3.09 and the probability value of 0.000 < from 0.05 which means that Ho is rejected or Ha is accepted, i.e. there is a significant effect of price and location variables on customer satisfaction in Café Ropang Plus Plus. It can be concluded that Performance (X1) and Features (X2) do affect consumer satisfaction.

Coefficient of Determination

Table 19. Results of Coefficient of Determination (Model Summary)

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.832[a]	0.693	0.670	2.813

a. Predictors: (Constant), TOTAL X2, TOTAL X1

Based on Table 19, it is known that the coefficient of determination referred to by the R^2 value is 0.693 or 69.3%, which means that the contribution of the Performance and Feature variables to customer satisfaction is quite large (69.3%), while the remaining 30.7% is influenced by other factors.

CONCLUSION

The performance factor, as the part of product quality's dimensions, was very influential on customer satisfaction in Café Ropang Plus Plus. It can be concluded that the performance factor partially has a significant effect on customer satisfaction. The product knowledge and speed in completing work offered by this café is suitable and exceeding expectation of consumers. The features factor was also giving a positive impact to the customer satisfaction, with its product diversity and product characteristics. Both performance and features affect conformity of expectation, interest in revisit, and willingness to recommend. Moreover, the greatest influence of sub-variables from the dimensions of product quality is the performance variable as the main operating characteristics of the core product purchased by customers.

It is recommended to Café Ropang Plus Plus to focus more on the product quality, especially on the performance and features. The employee's performance was the main factors to exceed the consumer expectations and willing to become the repeat and loyal customer. Maintaining employee's attitude,

knowledge, and efficiency are a crucial and important task for hospitality industry. The café might need to focus on maintaining their human resources, such as execute more regular trainings, create healthier work atmosphere, and improve employees' benefit. Happy employees will lead to happy customers. People power also needs good product diversity and characteristics to differentiate and gain more customers. Trademarks such as unique flavours will leave huge impacts of the satisfactions because it leaves a great impression. Customers tend to search for the taste that are different from other places. Maintaining unique taste and giving more options will be needed for this café.

This research was focusing on two main dimensions (performance and features), which is limited to the whole idea of product quality that influences customer satisfaction. For further research, it will be perfect to analyze the rest of the dimensions so that the authors can give more accurate suggestion which parts the café needs more improvements. It is hoped that further research can be better, more detailed, and using newer references to maximize the result.

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