

The Effect of Service Quality and Location on Customer Satisfaction at Kopi Roemah Kesambi Coffee Shop

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Abstract

This study aims to analyze the effect of service quality and location on customer satisfaction at Kopi Roemah Kesambi Coffee Shop. The research employed a quantitative approach using a survey method. The population consisted of all customers of Kopi Roemah Kesambi Coffee Shop, while the sample comprised 100 respondents selected using a non-probability sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression with IBM SPSS Statistics 27. Prior to hypothesis testing, validity, reliability, and classical assumption tests, including normality, multicollinearity, autocorrelation, and linearity tests, were conducted. The results indicate that service quality has a positive and significant effect on customer satisfaction ($t = 3.467$; $p = 0.001$). Location also has a positive and significant effect on customer satisfaction ($t = 3.030$; $p = 0.003$). Simultaneously, service quality and location significantly affect customer satisfaction, as indicated by an F-value of 20.689 with a significance level of 0.000. The coefficient of determination (R^2) of 0.299 indicates that service quality and location explain 29.9% of the variation in customer satisfaction, while the remaining 70.1% is influenced by other variables not included in this research model.

Keywords

service quality; location; customer satisfaction; coffee shop.



I. Introduction

The food and beverage industry in Indonesia has grown rapidly in recent years. One sector that has developed significantly is the coffee shop business, which serves not only as a place to enjoy coffee but also as a social space for working, studying, and engaging in various community activities. These changes in consumer behavior have intensified competition among coffee shops, requiring businesses to provide added value that can enhance customer satisfaction (Azka & Astuti, 2023).

In the service industry, customer satisfaction is an indicator of a company's success in sustaining its business. Satisfied customers tend to make repeat purchases, recommend the business to other consumers, and develop loyalty to a brand. Conversely, customer dissatisfaction can reduce the intention to revisit and adversely affect company performance. Companies therefore need to understand the factors influencing customer satisfaction to establish a sustainable competitive advantage (Kotler & Keller, 2016).

One factor influencing customer satisfaction is service quality. Service quality reflects a company's ability to meet customer expectations by providing prompt, accurate, and friendly service and creating a positive experience throughout the consumption process. According to Tjiptono (2019), service quality refers to the level of service excellence provided by a company to meet customer needs and expectations. High-quality

service enhances consumers' positive perceptions, thereby encouraging customer satisfaction (Fadillah, 2023).

In addition to service quality, business location is an important factor in determining customer satisfaction. A location that is easy to reach, offers good accessibility and adequate parking, and is situated in a strategic setting makes it easier for consumers to access the company's products and services. According to Tjiptono (2019), location selection is part of a marketing strategy that can provide added value because it relates to how easily customers can obtain services. An appropriate location can therefore enhance customer comfort and contribute to satisfaction.

Kopi Roemah Kesambi Coffee Shop is a culinary business operating in Cirebon City that faces increasingly intense competition from new coffee shops. Based on the data presented in the thesis, the business has experienced revenue fluctuations and received several customer reviews on Google Reviews indicating complaints about service and the comfort of its location. In addition, the researcher's preliminary survey showed that some customers remained dissatisfied with the service provided and the conditions at the business location. These circumstances indicate that service quality and location remain aspects requiring attention to improve customer satisfaction.

Previous studies have shown that service quality has a positive effect on customer satisfaction (Abdul, 2021; Hamid et al., 2024; Syafrida & Putra, 2023). Similarly, a strategic business location contributes to customer satisfaction by providing easy access and comfort during the consumption process (Yakin, 2022; Zidny Camelia & R., 2026). However, studies across different businesses have reported varying levels of influence for each variable. Research in the context of Kopi Roemah Kesambi Coffee Shop is therefore needed to obtain empirical evidence suited to the characteristics of its customers.

Based on these circumstances, this study aims to analyze the effects of service quality and location on customer satisfaction at Kopi Roemah Kesambi Coffee Shop, both individually and jointly. The findings are expected to contribute to the development of marketing management research, particularly regarding service quality management and business location strategies, and to provide input for coffee shop managers seeking to improve customer satisfaction and business competitiveness.

II. Review of Literature

2.1 Service Quality

Service quality is a company's ability to provide services that meet or exceed customer expectations and thereby create satisfaction. In service businesses, service quality is particularly important because customers evaluate both the outcomes they receive and the service delivery process. Prompt, friendly, accurate service that provides a sense of security creates positive perceptions of the company and increases customer satisfaction (Fadillah, 2023).

Service quality is measured through five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions reflect a company's ability to provide professional, consistent services oriented toward customer needs. When a company meets customer expectations through good service quality, customers experience greater satisfaction and are more likely to make repeat purchases and recommend the business to other consumers (Abdul, 2021).

Studies by Abdul (2021), Hamid et al. (2024), and Syafrida and Putra (2023) show that service quality positively affects customer satisfaction and customer decisions. These findings indicate that improving service quality is an important strategy for retaining customers in the service and culinary industries.

2.2 Location

Location is an important element of marketing strategy related to the ease with which consumers obtain products or services. A strategic location provides easy access, good visibility, a comfortable environment, and adequate supporting facilities, enhancing customer comfort during visits.

In the coffee shop business, location concerns not only geographical position but also transportation access, parking availability, neighborhood security, and the ease with which customers can reach the premises. An accessible location increases the likelihood of customer visits and improves the consumption experience (Yakin, 2022).

Research by Nadya Riska Ilmi and A.A.A. (2025) shows that the physical business environment is one factor influencing customer perceptions of service quality. In addition, research by Zidny Camelia and E.R. (2026) demonstrates that a strategic location has a positive effect on customer satisfaction in the coffee shop industry.

2.3 Customer Satisfaction

Customer satisfaction is an emotional response arising after customers compare their expectations before purchasing with the performance of the products or services received. Satisfaction is achieved when the customer's experience meets or exceeds expectations. Conversely, when company performance falls below customer expectations, dissatisfaction arises and may affect customer loyalty.

In the culinary industry, customer satisfaction is an important indicator of business sustainability because it relates to customers' intentions to revisit, recommend the business to others, and establish long-term relationships with the company. Companies therefore need to ensure that all aspects of service and the business environment provide customers with a positive experience (Monika Sailen & A.S.W., 2024).

2.4 The Effect of Service Quality on Customer Satisfaction

Good service quality increases customer satisfaction because customers receive an experience that meets their expectations throughout service delivery. Prompt, friendly, responsive service that addresses customer needs enhances positive perceptions of the company. Abdul (2021) demonstrated that service quality has a positive and significant effect on customer satisfaction in coffee shop businesses. Similar findings were reported by Monika Sailen and A.S.W. (2024) and Hamid et al. (2024), indicating that service quality is a principal factor in increasing customer satisfaction in the food and beverage industry. Based on this discussion, the first hypothesis of this study is as follows.

H₁: Service quality has a positive and significant effect on customer satisfaction.

2.5 The Effect of Location on Customer Satisfaction

A strategic location makes it easier for customers to access the products and services offered by a company. Easy access, a safe environment, available parking, and a comfortable location enhance customers' experiences during visits, thereby encouraging satisfaction.

Yakin (2022) found that location has a positive effect on customer satisfaction in café businesses. This finding is supported by research by Zidny Camelia and E.R. (2026), which identifies location as a factor contributing to customer satisfaction in the coffee shop industry.

Based on this review, the second hypothesis is formulated as follows.

H₂: Location has a positive and significant effect on customer satisfaction.

III. Research Methods

This study uses a quantitative approach with an associative research design to analyze the relationships and effects of service quality and location on customer satisfaction at Kopi Roemah Kesambi Coffee Shop in Cirebon. A quantitative approach was selected because the study tests hypotheses through statistical analysis of data obtained from respondents. The population comprises all customers of Kopi Roemah Kesambi Coffee Shop. The sample size was determined using Slovin's formula, resulting in 100 respondents. Simple random sampling was used, giving every customer an equal opportunity to participate as a respondent.

The research data consist of primary and secondary data. Primary data were obtained by distributing questionnaires to respondents using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Data were also collected through observation, interviews, and documentation. Secondary data were obtained from books, academic journals, and other documents related to the research topic.

This study uses two independent variables, Service Quality (X_1) and Location (X_2), and one dependent variable, Customer Satisfaction (Y). Service quality is measured through tangibles, reliability, responsiveness, assurance, and empathy. Location is measured through accessibility, visibility, traffic, parking areas, the surrounding environment, and proximity to consumers. Customer satisfaction is measured by the extent to which customers' expectations align with their experiences after using the products and services of Kopi Roemah Kesambi Coffee Shop.

Before hypothesis testing, the research instruments were assessed for validity using Pearson product-moment correlation and for reliability using Cronbach's alpha. Classical assumption tests were then conducted, including normality, multicollinearity, autocorrelation, and linearity tests, to ensure that the regression model met statistical assumptions. Hypotheses were tested using multiple linear regression, followed by individual significance testing (t-test), joint significance testing (F-test), and the coefficient of determination (R^2), using IBM SPSS Statistics version 27.

Table 1. Operationalization of Variables

Variable	Indicator	Scale
Service Quality (X_1)	Tangibles, Reliability, Responsiveness, Assurance, Empathy	Likert (1–5)
Location (X_2)	Accessibility, visibility, traffic flow, parking areas, surrounding environment, proximity to consumers	Likert (1–5)
Customer Satisfaction (Y)	Fulfillment of expectations, satisfaction with service, satisfaction with the experience, and intention to use the service again	Likert (1–5)

IV. Result and Discussion

4.1 Research Results

Before hypothesis testing, the research instruments were assessed through validity, reliability, and classical assumption tests. All testing stages were performed using IBM SPSS Statistics 27 to ensure that the regression model met the requirements for analysis.

Table 1. Summary of Instrument Tests and Classical Assumption Tests

Test	Indicator	Result	Interpretation
Validity	Calculated r-values for all items	> 0.1966	All items are valid
Reliability	Cronbach Alpha X1	0.641	Reliable
	Cronbach Alpha X2	0.742	Reliable
	Cronbach Alpha Y	0.724	Reliable
Normality	Asymp. Sig. Kolmogorov-Smirnov	0.109	Normally distributed
Multicollinearity	Tolerance X1	0.761	No multicollinearity
	VIF X1	1.315	No multicollinearity
	Tolerance X2	0.761	No multicollinearity
	VIF X2	1.315	No multicollinearity
Autocorrelation	Durbin-Watson	1.813	No autocorrelation
Heteroscedasticity	Scatterplot	Points are randomly distributed	No heteroscedasticity
Linearity	Sig. Deviation from Linearity X1	0.868	Linear
	Sig. Deviation from Linearity X2	0.135	Linear

Source: IBM SPSS Statistics 27 output.

Table 1 shows that all research instruments met the validity criterion because the calculated r-value for each item exceeded the critical r-value of 0.1966. All variables were also considered reliable, with Cronbach's alpha values above 0.60. The normality test yielded an Asymp. Sig. value of 0.109 (> 0.05), indicating that the data were normally distributed. A tolerance value of 0.761 and a VIF of 1.315 indicated no multicollinearity. The Durbin-Watson value of 1.813 indicated no autocorrelation. In addition, the distribution of points in the scatterplot indicated no heteroscedasticity, while the linearity test yielded deviation from linearity values of 0.868 for service quality and 0.135 for location, indicating linear relationships between both independent variables and customer satisfaction.

4.2 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the magnitude of the effects of service quality and location on customer satisfaction.

Table 2. Results of Multiple Linear Regression Analysis

Variable	B	Beta	t	Sig.
Constant	7.857	-	2.513	0.014
Service Quality (X1)	0.332	0.338	3.467	0.001
Location (X2)	0.240	0.295	3.030	0.003

Source: IBM SPSS Statistics 27 output.

The resulting regression equation is:

$$Y = 7.857 + 0.332X_1 + 0.240X_2$$

The equation indicates that service quality and location have positive effects on customer satisfaction. The service quality regression coefficient of 0.332 indicates that each one-unit increase in service quality increases customer satisfaction by 0.332 units, assuming that other variables remain constant. Similarly, a one-unit increase in location increases customer satisfaction by 0.240 units.

Table 3. Results of Individual Significance Tests (t-tests)

Hypothesis	Calculated t-value	Sig.	Decision
Service Quality → Customer Satisfaction	3.467	0.001	Accepted
Location → Customer Satisfaction	3.030	0.003	Accepted

Source: IBM SPSS Statistics 27 output.

The test results show that service quality has a positive and significant effect on customer satisfaction because its significance value of 0.001 is below 0.05. Location also has a positive and significant effect on customer satisfaction, with a significance value of 0.003, which is below 0.05. Both research hypotheses are therefore accepted.

Table 4. Results of the Joint Significance Test (F-test)

Indicator	Value
Calculated F-value	20.689
Sig.	0.000

Source: IBM SPSS Statistics 27 output.

The joint significance test yielded a calculated F-value of 20.689 with a significance value of 0.000. These results indicate that service quality and location jointly have a significant effect on customer satisfaction at the coffee shop.

Table 5. Results for the Coefficient of Determination

Indicator	Value
R	0.547
R Square	0.299
Adjusted R Square	0.285
Std. Error of Estimate	4.56683

Source: IBM SPSS Statistics 27 output.

The R Square value of 0.299 indicates that service quality and location explain 29.9% of the variation in customer satisfaction. The remaining 70.1% is influenced by other factors outside the research model that were not analyzed in this study.

4.3 Discussion

The Effect of Service Quality on Customer Satisfaction

The test of the first hypothesis shows that service quality has a positive and significant effect on customer satisfaction. This is demonstrated by a regression coefficient of 0.332, a calculated t-value of 3.467, and a significance value of 0.001, which is below 0.05. These findings indicate that better service quality leads to higher customer satisfaction.

Service quality is an important factor in creating positive consumer experiences. Prompt, friendly, responsive service that meets customer needs enhances positive perceptions of the company and makes customers feel satisfied. In the coffee shop context, service quality concerns not only the speed of serving products but also employee friendliness, the ability to provide product information, and readiness to handle customer complaints.

These findings are consistent with Hamid et al. (2024), who reported that service quality has a positive and significant effect on customer decisions and satisfaction. They also support Oktrichaendy et al. (2022), who explained that improved service quality can increase satisfaction and encourage repeat purchases. Service quality is therefore a principal factor that coffee shop managers need to prioritize to maintain customer satisfaction.

The Effect of Location on Customer Satisfaction

The test of the second hypothesis shows that location has a positive and significant effect on customer satisfaction. This is demonstrated by a regression coefficient of 0.240, a calculated t-value of 3.030, and a significance value of 0.003, which is below the 0.05 significance threshold.

Location is an important consideration for customers when choosing a place to visit. A location that is easy to reach and offers good transportation access, adequate parking, and a comfortable environment provides convenience and increases satisfaction after purchasing. Coffee shops in strategic locations tend to attract new customers more easily while retaining existing customers.

These findings support Nadya Riska Ilmi and Aulia Aulia (2025), who stated that location or store atmosphere can increase customer satisfaction and influence customers' decisions when choosing a coffee shop. They are also consistent with Yakin (2022), who found that a strategic location positively affects consumer purchasing behavior and increases satisfaction after product consumption.

The Effects of Service Quality and Location on Customer Satisfaction

The joint significance test shows that service quality and location jointly have a significant effect on customer satisfaction. This is indicated by a calculated F-value of 20.689 with a significance value of 0.000, showing that both independent variables jointly explain changes in customer satisfaction. The coefficient of determination also yielded an R Square value of 0.299, indicating that service quality and location explain 29.9% of the variation in customer satisfaction. The remaining 70.1% is influenced by other factors outside the research model, such as product quality, price, café atmosphere, promotion, customer experience, and other factors not analyzed in this study.

These results indicate that although service quality and location significantly affect customer satisfaction, they are not the only factors determining its level. As competition in the coffee shop business intensifies, managers need to consider other factors that can improve the overall customer experience.

These findings are consistent with Farhan Afdillah Pulungan et al. (2023), who stated that service quality, together with factors relating to the business environment, contributes to customer satisfaction. They also support Monicha Putri Aditia and M. Husni (2024), who explained that service quality and location or business environment factors jointly affect consumer satisfaction.

Overall, the findings show that improved service quality supported by a strategic business location provides customers with a better experience and can increase customer satisfaction at the coffee shop. Managers therefore need to maintain consistent service quality while ensuring that the business location continues to offer comfort, easy access, and adequate facilities to sustain customer loyalty over the long term.

V. Conclusion

Based on the findings, service quality and location have positive and significant effects on customer satisfaction. Individually, service quality significantly affects customer satisfaction, with a calculated t-value of 3.467 and a significance value of 0.001, indicating that better service quality leads to higher customer satisfaction. Location also has a positive and significant effect on customer satisfaction, with a calculated t-value of 3.030 and a significance value of 0.003, indicating that a strategic, accessible, and comfortable business location can increase customer satisfaction. Jointly, service quality and location significantly affect customer satisfaction, as demonstrated by a calculated F-value of 20.689 with a significance value of 0.000. The coefficient of determination yielded an R Square value of 0.299, meaning that these two variables explain 29.9% of the variation in customer satisfaction, while the remaining 70.1% is influenced by factors outside the research model. Improving service quality and selecting a strategic business location are therefore important for increasing customer satisfaction, and both need to be priorities for business managers seeking to maintain and improve customer satisfaction.

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