

ANSWERING THE CUSTOMER SATISFACTION “KONGKOW” CAFÉ PLACE IN SURABAYA

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ABSTRACT

This study examines the effect of price on customer satisfaction Cafe in Surabaya, by reviewing the factor price, promotion, and quality of service to customer satisfaction. The study population is a consumer in Cafe Oost Koffie & Thee in Surabaya, with accidental sampling technique was taken by 100 respondents. Analysis of data through multiple linear regression test obtained $F = 185.823$; $p = 0.000$ ($p < 0.05$); which means that the factor price, promotion, and service quality effect on customer satisfaction. The coefficient of determination shows pricing, promotions, and service quality of a contribution of 85.3% on customer satisfaction. Testing hypotheses about the effect of price on customer satisfaction obtained by value $t = 1.152$; $p = 0.124$ ($p > 0.05$) means that the effect of price does not affect the customer satisfaction; promotional effect on customer satisfaction obtained $t = 6.210$; $p = 0.000$ ($p < 0.05$), the promotion proved no effect on customer satisfaction; and impact of service quality on customer satisfaction obtained $t = 1.769$; $p = 0.080$ ($p > 0.05$), the quality of service is not proven effect on customer satisfaction.

Keywords : price, promotion, service quality, customer satisfaction

PRELIMINARY

Seize opportunities and a shift in people's lifestyles that make being seated in the café and restaurant as part of the necessities of life, to make businesses more interested in managing their business. In order to arouse the interest of the customers to come and take the time to visit the cafe. With the increasing number of products offered to customers to make customers can decide themselves according to the need for desired to obtain the optimal satisfaction of the products it consumes. In the industrial business, customer satisfaction is something that can not be underestimated for granted. Even in the current development, the theory of satisfaction is a very important concept in marketing studies. According to Kotler and Armstrong (2010), to understand the needs, desires, and customer demand, it will provide important input for the company to design a marketing strategy in order to create satisfaction for its customers. Contentment is the assessment of the characteristic or feature

on the product or service itself that provides a degree of consumer satisfaction with regard to the fulfillment of consumer consumption.

Such as activities in other services, restaurants and cafes should be able to understand the needs and understand the taste desired by customers and should consider the price, promotion, quality of service, so the Cafe in Surabaya can provide service satisfaction with the good in order to maintain market share and to keep survive in the corporate world food and beverage business. With the establishment of many businesses Cafe and popping up among the people, companies food and beverage businesses are required to compete with the company's other business ventures in order to attract new customers or to retain old customers.

Price according to Kotler and Keller (2010) price is the determining factor that affects the choice of purchase, but in the last tenth years, factors other than price has shifted to relatively more important in the buying process. Promotion by Alma (2009) is in communication is to inform potential customers about the existence of a product and to persuade them to choose products that have the capability of satisfying them. According Assegaff (2009), quality of service is an economic activity that manufacture or produce a time, place, form, and psychological needs or purposes. In this case the Cafeteria, not just a place to relax unwind and socialize, but also used as a means of meeting the more serious as it met a business colleague or finishing work, assignments for students and learners using electronic means. It is increasingly attracting the interest of businessmen to explore business Cafe. Growing and increasing business people in the field Cafe, it is making the perpetrators Increasingly challenged to create unique differentiation and positioning clear so that consumers can differentiate from its competitors. Competitive market conditions and resulting dynamic every company should always Observe the competition in the business environment.

THEORETICAL REVIEW

Price

According Swastha (2010), the price is the amount of money (plus a few items that may be) required to obtain a number of combinations of items along to be care. Alma (2009) said the price of an item is what is perceived by the seller and the buyer can afford to pay. Then this price there are permanent and some are achieved by bargaining. According to Kotler (2010), stating that the price is also one of the elements most flexible marketing mix. Prices can be changed quickly, unlike typical of products and distribution agreements.

One goal of pricing is oriented image, according Tjiptono (2009). Image of a company can be formed through pricing strategies. Companies can set a high price to establish or maintain citraprestisius. Objectives-oriented image, the company tried to avoid competition with the differentiated products or by serving specific market segments. Most occur on companies that sell products including special categories of goods and products that require high involvement in the purchasing process.

Price is the only element of the marketing mix is often used as consideration for customer for purchases can not be ruled out by the company. Indicators that characterize the price used in the study Kotler and Keller (2010), namely: 1) Affordability price is the actual price of a product is written on a product, which must be paid by the customer, 2) Discounts or rebates are discounts are discounts given by the seller to the buyer as a reward for a particular activity from the unpleasant buyer to the seller, 3) List pricing is pricing decisions, such as same as decision making the marketing mix must be oriented to the buyer. Pricing oriented buyers who effectively covers understand how much value customers placed on the benefits they receive from these products and set prices according to the value.

Promotion

Definition of promotion can be viewed differently conducted from producers and consumers. For producers, the campaign is to inform the activities of the products or services, to persuade consumers to buy and remind consumers not to forget the product. As for consumers, the notion of promotion is one way companies goods or services to increase product sales volume. According Swastha (2010) and Alma (2009), concluded that the sale is a kind of communication that provide convincing explanations of prospective consumers of goods and services. According to Kotler and Armstrong (2010), the promotion of an activity that convey product benefits and persuade customers to buy it. According to Suryadi (2011); Cannon and McCarthy (2009), the promotion is to communicate information between sellers and potential buyers or others in the channel to influence attitudes and behavior.

According to Shimp (2000) Promotions has five functions are very important for a company / institution. The fifth function is described as follows: 1) Informing (providing information). Promotion to make consumers aware of the new products, educate them about the features and benefits of the brand, as well as facilitating the creation of the image of a company that produces products or services. Promotional displays the role of other valuable information, both for the advertised brand and its consumers, by teaching new uses of existing brands; 2) Persuading (coax). Media promotion or a good ad will be able to persuade customers to try the products and services offered. Sometimes persuasion shaped affect primary demand, which creates a demand for the product category to all other. More often promotion seeks to build a secondary demand, demand for the company's brand-specific; 3) Reminding (reminded). Ads keep the company's brand remains fresh in the minds of consumers. When the need arises relating to the products and services advertised, the impact of promotions in the past allow brand advertising is present in the minds of consumers. Advertising further demonstrated to affect the transfer of the brand by reminding consumers that lately have not bought brands are available and contain beneficial attributes; 4) Adding Value (adding value). There are three fundamental ways in which companies can provide added value for their tenders, innovation, quality improvement, or change the consumer perception; 5) Assisting (accompany the other efforts of the company). Advertising is one of the promotional tools help sales representatives. Ad oversee the sales

process and the company's products provide valuable introduction to the salesperson before making personal contact with prospective customers.

Promotions are activities to inform the product or service, to persuade consumers to buy and remind consumers not to forget to product. Lupiyoadi and Hamdani (2006) said in the sale there are some components that are annual on following: 1) Advertising, is a form of impersonal communication used by the company to build an awareness of the services offered, increasing knowledge of consumers for services offered as well as differentiate themselves company with its competitors, 2) Sale of Personal (Personal Selling) Personal selling is a form of direct interaction with a prospective buyer or more to do presentation, answer questions, and receive messages from a prospective buyer. Personal selling plays an important role in the marketing of services, 3) sales promotion (Sales Promotion) Sales promotion is the promotional activities other than advertising, sales individuals and publicity are short term and not be repeated and is not routine, showed to drive sales, as well as further accelerate the response to the targeted market, 4) information by word of mouth (Word of mouth) In the case of promotion of the role of services is very important. Close customer with the delivery of the message, in other words, these customers will be talking to other potential customers about his experience in receiving those services.

Service Quality

Quality of service can be defined as the extent to which the difference between reality and expectations of customers for the services they receive. Quality of service can be determined by comparing the perceptions of customers for services they actually receive. Tjiptono and Chandra (2009) said to quality of service as a measure of how well the level of service provided is able to conform to the expectations of customers. To according Tjiptono (2009) a quality service is the expected level of excellence and control over the level of excellence to meet customer desires. How to simplify the assessment and measurement of service quality developed a measuring tool called the service quality SERVQUAL (Service Quality).

Servqual a multi-item scale that can be used to measure customer perceptions of the quality of services that includes four indicator according to Zeithaml (2009), namely: 1) Tangibles (direct evidence) That shows the ability of a company in existence to external parties. Appearance and abilities of physical infrastructure companies and the state of the surrounding environment is tangible proof of the services provided by the company; 2) Reliability That the ability to provide the promised service with immediate, accurate and satisfactory. Performance should be in conformity with the expectations of customers, which means punctuality, the same service to all customers without error, sympathetic attitude and high accuracy; 3) Responsiveness that the company's ability to help and provide fast service (responsiveness) and right to the customer with a clear The submission. Let customers wait without a clear reason negatife led to the perception that the quality of service; 4) Assurance (guarantee) The certainty that knowledge, courtesy benefits and capabilities of the company's

employees to gain confidence of the customers to the service company that has several components.

According Tjiptono (2009) defines service quality in a simple, which is a measure of how good the level of services rendered capable accordance with customer expectations. The indicators used in the variable quality of service are: 1) The ability and the friendliness of the staff in providing service to every customer; 2) Responsiveness attention of officers in responding to requests and complaints from customers; 3) concern or attention of officers in responding to requests and complaints from customers; 4) Providing compensation guarantee on the product that has been purchased by customers under terms and replacement regulated to applicable.

Customer Satisfaction

According to Kotler and Keller (2010) found satisfaction (satisfaction) is the feeling of pleasure or disappointment resulting from comparing the performance of the product or result of the perceived brand expectations. If the performance fails to meet expectations, the customer is not satisfied. If performance in line with expectations, then the customer will be satisfied. Kotler (2010) defines satisfaction as a post-consumption evaluation in which an alternative is selected at least meet or exceed expectations. According Tjiptono (2009) states that the satisfaction or satisfaction derived from the Latin static means good enough, adequate and FACTA do or make so simple satisfaction can be interpreted as an effort to fulfill something or make something adequate. According Mowen (2011) overall customer satisfaction is the attitude shown of consumer goods and services after they obtain and use. According to Kotler and Armstrong (2010) defines customer satisfaction as a purchase depending on the actual product performance, so in accordance with the expectations of the buyer. Consumers have varying degrees of satisfaction. If the existence of a product is below the expectations of the buyer, then the buyer is not satisfied. Consumer satisfaction is the level of consumers' feelings after comparing with expectations.

On customer satisfaction can be categorized as less satisfied, satisfied and very satisfied. Measuring service and customer satisfaction can be used for several purposes: 1) To study the perceptions of each customer of the quality of the services being sought, desirable and acceptable or not acceptable to the customer, which customer ending satisfied and continue to work together. 2) Determine the needs, desires requirements and expectations customer to present and future company provided real with customer expectations for services received. 3) Improve the quality of service according to the customer's expectations. 4) Develop a work plan and enhance the quality of service in the future.

Satisfaction is the level of one's feelings after comparing the performance (results) are perceived with hope (Supranto, 2006. According Tjiptono (2009) there are six core concepts of the measurement object, namely: 1) the satisfaction of the performance of the company, 2) The dimensions of customer satisfaction, 3) Confirmation of hope , 4) Interest repurchasing and 5) willingness to recommend.

RESEARCH METHODS

Population and Sample Research

The population of male customers and women who visit Cafe Oost Koffie & Thee located in Surabaya. Sampling technique used accidental sampling, by taking 100 samples of men and women who visit Cafe Oost Koffie & Thee.

DISCUSSION AND ANALYSIS

Date Analysis

Multiple linear regression analysis is used to determine whether there is the effect of price, promotion, quality of service to customer satisfaction at Cafe Oost Koffie & Thee in Surabaya. Results of linear regression testing results are as follows :

$$KP = 1.513 + 356HRG + 466PRM + 386KPY$$

Price regression coefficient value (HRG) = 0.356 showed a positive correlation direction (unidirectional) between price and customer satisfaction, this indicates that the better effect when the price is increased it will still increase customer satisfaction; regression coefficient sale (PRM) of 0.466, indicating the direction of a positive relationship (*unidirectional*) between promotion by increasing customer satisfaction, this indicates that the better promotion of the ever increasing customer satisfaction increases, 3) the regression coefficient of quality of service (KPY) of 0.386, shows a positive correlation direction (unidirectional) between service quality and increasing customer satisfaction, it indicates that the quality of service to customer satisfaction has increased.

Simultaneous Effect Test

This test is performed to see if the models analyzed have high levels of feasibility model ie variables used model is able to explain the phenomenon analyzed. Value $F = 185.823$ and $p = 0.000 < 0.050$ (level of significance), This shows that the regression model in this study is feasible and can be used for subsequent analysis.

The coefficient of determination $R^2 = 0.853$ indicates that 85.3% of the change variable rates can be explained by the variable promotion, service quality and customer satisfaction while the remaining 14.7% is explained by other variables outside the model.

Partial Test

T tests were used to determine the effect of each independent variable (X) on the dependent variable (Y). Steps in t test according to (Ghozali, 2011). The results of hypothesis test (t test) is as follows:

Table 1. Results of Hypothesis Testing (t test)

Variable	T test	p (5%)
HRG	1,552	0,124
PRM	6,210	0,000
KPY	1,769	0,080

The table above shows, the price factor towards customer satisfaction by 1,152; $p = 0.124$ ($p > 0.05$) then no evidence of the effect of price on customer satisfaction. Testing Hypothesis 2: Effect of sale of customer satisfaction obtained $t = 6.210$; $p = 0.000$ ($< \text{sig } \alpha$ (0.05), the promotion proved no effect on customer satisfaction. Hypothesis 3: The impact of service quality on customer satisfaction obtained $t = 1.769$; $p = 0.080$ ($p > 0.05$), the quality of service is not proven effect on customer satisfaction.

DISCUSSION

Each company can set a high price to establish or maintain an image prestisius. On goal-oriented image, the company tried to avoid competition with the differentiated products or by serving specific market segments, and this is most common in companies that sell products that include special categories of goods and products that require high involvement in the purchasing process. These results are consistent research and Sudarwanto Pertiwi (2014); Thakur and Singh (2012); Tu, Wang and Chang (2012); Anderson, Fornell, and Lehmann (2014), and Bennett and Barkensio (2015) suggests that prices have no significant impact on customer satisfaction.

Promotion is communication to be act to company to the buyer or customer that contains reports, persuade, and affect everything regarding goods or services that outcome for consumers. These results are consistent with research conducted Septadianti (2011); and Cadotte, Woodruff, and Jenkins (2015) which states that the promotion has a significant impact on customer satisfaction. Promotion variables have a significant and positive effect on customer satisfaction. These results demonstrate the better promotion of Cafe Oost Koffie & Thee will further enhance customer satisfaction. Based on the partial determination coefficient promotion variables into a variable the dominant influence on customer satisfaction.

Quality of service is any action that can be offered by one party to another, that is essentially intangible intangible physical and does not produce anything of ownership, production of services may be associated with physical product or not (Kumar, Kee, and Manshor, 2014). However, results of these studies differ from the above results in line with Yuktanandana and Prasertsakul (2013), Prasetio (2012); and Bennett and Barkensio (2015) which states that service quality had no significant impact on customer satisfaction.

CONCLUSION

Based on the results of the analysis and testing of hypotheses, it can be summarized as follows: 1) The price does not affect the customer's satisfaction. These results show that the prices set by Cafe Oost Koffie & Thee, not in accordance with the quality, the price variable is not striving to improve customer satisfaction. 2) Promotion significant positive effect on customer satisfaction. These results demonstrate the better promotion of Oost Koffie & Thee, it will further enhance customer satisfaction. Based on the determination coefficient partially variable into a variable promotion the dominant influence on customer satisfaction . 3) Quality of service has no effect on customer satisfaction. These results indicate that the quality of service of Oost Koffie & Thee not so good, it will not be in accordance with the Customer Satisfaction. Promotion significant and positive impact on customer satisfaction. These results demonstrate the better promotion of Oost Koffie & Thee, it will further enhance customer satisfaction. Based on the partial determination coefficient promotion variables into a variable the dominant influence on customer satisfaction.

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