Analysis of the Influence of Product Quality, Price, and Service on Consumer Satisfaction at Janji Jiwa Coffee

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ABSTRACT

Keywords:
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This study aims to determine: (1) the effect of product quality on consumer satisfaction. (2) the effect of price on consumer satisfaction. (3) the effect of service on consumer satisfaction. (4) the effect of product quality, price, and service on consumer satisfaction. This study was conducted at Janji Jiwa Coffee Shop, Kotabaru, Yogyakarta.

The population in this study were consumers who had purchased Janji Jiwa Coffee at least twice. This type of research used a quantitative method with a sample of 114 respondents. The sampling technique in this study used purposive sampling. The data collection technique used a questionnaire. The collected data were analyzed using multiple linear regression with the help of SPSS version 30.

The results of this study indicate that: (1) product quality has a positive effect on consumer satisfaction. This study accepted the positive regression coefficient value of 0.198 with a α-*hitung* of 2.767 and a significance level of 0.007, less than 0.05 (Sig<0.05). (2) Price has a positive effect on consumer satisfaction in this study, it is accepted, the regression coefficient value is positive at 0.159 with a *t-hitung* of 1.997 and a significance level of 0.048 smaller than 0.05 (Sig<0.005). (3) Service has a positive effect on consumer satisfaction in this study, it is accepted, the regression coefficient value is positive at 0.245 with a *t-hitung* of 4.372 and a significance level of 0.001 smaller than 0.05 (Sig<0.005). (4) Product quality, price and service simultaneously have a positive effect on consumer satisfaction in this study, it is accepted, the F test results show that the significance value is 0.001 <0.05. The value of *F-hitung* shows a value greater than *F-tabel* where 21.824 > 2.70. Adjusted R Square of 0.391 means that the variables of product quality, price and service have an influence of 39.1% on consumer satisfaction.

1. Introduction

The rapid evolution of Indonesia's coffee shop industry reflects broader socioeconomic changes, including rising disposable incomes, urbanization, and the emergence of a café culture that blends consumption with social and lifestyle elements (Kotler & Armstrong, 2003). This

transformation has shifted the market from traditional *warung kopi* to modern, branded chains competing on experience, consistency, and perceived value. Within this highly competitive landscape, customer satisfaction has become a critical determinant of business success, loyalty, and long-term profitability (Zeithaml, Parasuraman, & Berry, 1990). Satisfaction is fundamentally a psychological outcome resulting from the customer's comparison between perceived performance and prior expectations (Ghozali, 2011). For coffee chains, delivering consistent satisfaction is complex, as it hinges on the interplay of multiple tangible and intangible factors.

Extant marketing literature consistently identifies three core antecedents of consumer satisfaction in the retail and service sectors: product quality, price, and service quality (Fandy Tjiptono, 2004; Lupiyoadi, 2014). Product quality encompasses the physical attributes and performance of the goods offered, such as taste, consistency, freshness, and presentation. In the context of coffee, where consumer preferences are becoming increasingly sophisticated, product quality is a fundamental expectation (Prastono & Pradapa, 2012). Price transcends mere cost; it represents the customer's perception of value—the trade-off between the benefits received and the monetary sacrifice made (Kotler, 1996). A fair and transparent pricing strategy is essential to foster perceptions of value and equity. Service quality, often the most interactive element, involves the efficiency, responsiveness, assurance, and empathy demonstrated during service delivery (Cristo, Saerang, & Worang, 2017). The simultaneous management of this triad presents a significant strategic challenge, as weakness in one dimension can undermine strengths in the others (Gaspersz, 2008).

Janji Jiwa Coffee has emerged as a dominant player in this vibrant market. According to Top Brand Award data, its market share has demonstrated impressive growth, rising from 29.8% in 2020 to 44.8% in 2024, consistently ranking it as the top coffee chain brand in Indonesia (Top Brand Award, 2024). This market leadership suggests a strong resonance with Indonesian consumers. However, maintaining such leadership in a saturated market requires continuous vigilance regarding the customer experience. Despite the positive aggregate market data, anecdotal evidence from user-generated review platforms like Google Maps reveals pointed customer criticisms concerning inconsistent product taste, unhonored promotional pricing, and slow service times exceeding 30 minutes (Google Maps, 2024). These discrepancies highlight a potential gap between brand promise and on-the-ground service delivery, which, if unaddressed, could erode customer trust and loyalty over time (Demas et al., 2006).

Table 1. Percentage of Janji Jiwa Coffee Consumers (2020–2024)

Brand Name	2020	2021	2022	2023	2024
Fore	5.10	6.40	6.50	7.50	6.90
Janji Jiwa	29.80	39.50	38.30	39.50	44.80
Kopi Kenangan	–	–	42.60	–	39.00
Kulo	13.60	12.40	10.20	6.30	5.40

Source: Top Brand Award

Previous studies have examined similar constructs in various contexts. Research on coffee shops has confirmed the influence of service quality and price on customer satisfaction (Agusdian, 2023; Vina Dwi Putri, 2023). Others have found significant effects of product quality, service, and price on satisfaction in café settings (I. M. Murjana et al., 2023; Vira Aurellia, 2024). However, there remains a need for focused empirical investigation into how these three factors collectively operate within a specific, high-performing yet scrutinized brand like Janji Jiwa, particularly in a key market such as Yogyakarta.

Therefore, grounded in established marketing theory and motivated by a desire to bridge the gap between macro-level success and micro-level customer feedback, this study aims to

empirically investigate the drivers of consumer satisfaction at Janji Jiwa Coffee. Employing a quantitative research methodology (Sugiyono, 2019), it seeks to answer the following research questions: (1) To what extent does product quality influence consumer satisfaction at Janji Jiwa Coffee in Kotabaru, Yogyakarta? (2) How does price perception affect consumer satisfaction? (3) What is the impact of service quality on consumer satisfaction? (4) How do product quality, price, and service quality collectively and simultaneously influence consumer satisfaction? The findings are expected to provide actionable insights for Janji Jiwa's management to refine its operational strategies and to contribute to the academic discourse on service marketing in Indonesia's growing food and beverage industry.

2. METHOD

This study employed a quantitative research design with a survey approach to examine the relationship between independent variables (product quality, price, service) and the dependent variable (consumer satisfaction). According to Sugiyono (2019), quantitative research is appropriate for hypothesis testing and statistical analysis when the research aims to explain causal relationships between variables.

1. Research Design and Setting

The research was conducted in a field setting at Janji Jiwa Coffee Shop in Kotabaru, Yogyakarta, a location chosen due to its high consumer traffic and representation of the brand's urban customer base. The cross-sectional design allowed for data collection at a single point in time, suitable for examining perceptions and satisfaction levels.

2. Population and Sampling

The target population comprised all consumers of Janji Jiwa Coffee in Yogyakarta who had purchased at least twice, ensuring respondents had adequate experience with the product and service. A non-probability purposive sampling technique was used to select 114 respondents. This sampling method is appropriate when researchers need to target individuals who meet specific criteria (Sekaran & Bougie, 2016). The sample size was determined based on the rule of thumb for multiple regression, which requires a minimum of 10–15 observations per predictor variable (Hair et al., 2010). With three predictor variables, a sample of 114 is considered adequate.

3. Data Collection Instrument

Data were collected using a structured questionnaire divided into two main sections. The first section gathered demographic information, including gender, age, occupation, and frequency of purchase. The second section measured the study's variables using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire items were adapted from established prior studies, such as Zeithaml et al. (1990) and Kotler & Armstrong (2003), to ensure content validity. The measured constructs included Product Quality (5 items, e.g., consistency of taste and product freshness), Price (5 items, e.g., affordability and value for money), Service (5 items, e.g., staff responsiveness and waiting time), and Consumer Satisfaction (5 items, e.g., overall satisfaction and likelihood to recommend). Prior to the main survey, a pilot test was conducted with 30 respondents to assess reliability. The results showed Cronbach's Alpha values above 0.7 for all constructs, indicating good internal consistency.

4. Data Collection Procedure

The questionnaire was distributed both online (via Google Forms) and offline (at the coffee shop) over a period of four weeks to ensure a diverse respondent pool. Respondents were approached after their purchase and screened based on the twice-purchase criterion.

5. Data Analysis Technique

Data were analyzed using SPSS Version 30 with the following steps:

1. Descriptive statistics to summarize respondent profiles.
2. Prerequisite tests: normality (Kolmogorov-Smirnov), linearity (Deviation from Linearity), multicollinearity (Tolerance & VIF), and heteroscedasticity (Glejser test).
3. Multiple linear regression analysis to test the hypotheses.
4. Statistical significance was set at $\alpha = 0.05$.

3. RESULTS AND DISCUSSION

1. Respondent Demographics (Descriptive Statistics)

Based on the collected data, the respondent profile reveals a clear demographic concentration. The majority of respondents were female (58.8%) and belonged to the 18-25 years age group (65.8%). In terms of occupation, students formed the largest group at 45.6%. Furthermore, more than half of the respondents (52.6%) reported a monthly expenditure on coffee in the range of IDR 100,000 to IDR 300,000. This profile suggests that the sample is predominantly representative of young, urban consumers—a key student and young professional demographic—with a moderate, consistent spending pattern for coffee purchases.

2. Prerequisite Tests

Before hypothesis testing, several statistical assumptions were tested to ensure the validity of the regression model.

2.1 Normality Test

The Kolmogorov-Smirnov test was used to assess data distribution. As shown in Table 2, the significance value (0.200) exceeds 0.05, indicating that the data are normally distributed.

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	Significance	Description
Asymp. Sig. (2-tailed)	0.200	Normal

Source: Primary Data Processed (2025)

2.2 Linearity Test

The linearity test assesses whether the relationship between independent and dependent variables is linear. Table 3 shows that all significance values are above 0.05, confirming linear relationships.

Table 3. Linearity Test Results

Variable	Significance	Description
Product Quality	0.073	Linear
Price	0.117	Linear
Service	0.467	Linear

Source: Primary Data Processed (2025)

2.3 Multicollinearity Test

Multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF). Table 4 indicates that all tolerance values are above 0.1 and VIF values are below 10, confirming no multicollinearity.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Product Quality	0.764	1.309	No Multicollinearity
Price	0.903	1.108	No Multicollinearity
Service	0.776	1.289	No Multicollinearity

Source: Primary Data Processed (2025)

2.4 Heteroscedasticity Test

The Glejser test was used to detect heteroscedasticity. As shown in Table 5, all significance values are above 0.05, indicating homoscedasticity.

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Table 5. Heteroscedasticity Test Results

Variable	Significance	Description
Product Quality	0.935	No Heteroscedasticity
Price	0.560	No Heteroscedasticity
Service	0.128	No Heteroscedasticity

Source: Primary Data Processed (2025)

3. Hypothesis Testing Results

3.1 Multiple Linear Regression Analysis

The regression model was significant, with results as shown in Table 6

Table 6. Multiple Linear Regression Analysis Results

Variable	Regression Coefficient (b)	Std. Error	t	Sig.
(Constant)	5.587	3.522	1.587	0.115
Product Quality	0.198	0.071	2.767	0.007
Price	0.159	0.080	1.997	0.048
Service	0.245	0.056	4.372	0.001

Source: Primary Data Processed (2025)

The regression equation is:

$Y = 5.587 + 0.198X_1 + 0.159X_2 + 0.245X_3$

Where:
- Y = Consumer Satisfaction
- X_1 = Product Quality
- X_2 = Price
- X_3 = Service

Interpretation:
- The constant (5.587) indicates the baseline satisfaction level when all predictors are zero.
- Product quality ($\beta = 0.198$): A one-unit increase in perceived product quality increases satisfaction by 0.198 units.
- Price ($\beta = 0.159$): A one-unit increase in perceived price fairness increases satisfaction by 0.159 units.
- Service ($\beta = 0.245$): Service has the strongest effect; a one-unit improvement increases satisfaction by 0.245 units.

3.2 Partial Hypothesis Testing (T-Test)

Table 7 shows that all variables have t-count > t-table (1.984) and Sig. < 0.05, confirming partial positive influences.

Table 7. T-Test Results

Variable	t	Significance	Description
Product Quality	2.767	0.007	Positive Influence
Price	1.997	0.048	Positive Influence

Variable	t	Significance	Description
Service	4.372	0.001	Positive Influence

Source: Primary Data Processed (2025)

3.3 Simultaneous Hypothesis Testing (F-Test)

The F-test result (Table 8) confirms that all three variables jointly influence consumer satisfaction.

Table 8. F-Test Results

	F	Significance	Description
Regression	21.824	0.001	Simultaneous Influence

Source: Primary Data Processed (2025)

3.4 Coefficient of Determination (R^2)

The Adjusted R^2 value of 0.391 (Table 9) indicates that 39.1% of the variation in consumer satisfaction is explained by the model.

Table 9. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.638	0.407	0.391	1.980

Source: Primary Data Processed (2025)

4. Discussion of Findings

The empirical analysis of this study yields significant insights into the determinants of consumer satisfaction at Janji Jiwa Coffee. The findings robustly confirm that product quality, price, and service quality collectively and individually exert a positive influence, albeit with varying degrees of impact. Firstly, the analysis substantiates that product quality significantly enhances consumer satisfaction ($\beta = 0.198$, $p = 0.007$). This result aligns with established literature, such as Murjana et al. (2023) and Kotler & Armstrong (2003), which posit that consistent and reliable product attributes—in this context, the taste, freshness, and presentation of coffee—are fundamental in building consumer trust and fostering repeat purchase behavior, thereby serving as a cornerstone for customer retention.

Secondly, the perceived price fairness also demonstrates a statistically significant, though comparatively weaker, positive influence on satisfaction ($\beta = 0.159$, $p = 0.048$). This suggests that consumers generally view Janji Jiwa's pricing structure as equitable and competitive within the market, which contributes to their overall positive evaluation. However, the smaller regression coefficient implies that price is not the primary driver of satisfaction; rather, the perceived value for money and transparency in pricing are more critical considerations for the clientele.

Notably, service quality emerges as the most potent predictor of consumer satisfaction ($\beta = 0.245$, $p = 0.001$). This underscores the paramount importance of customer interaction elements, including staff attitude, service responsiveness, and waiting time efficiency. The strength of this relationship corroborates the seminal work of Zeithaml et al. (1990), who identified service as a key competitive differentiator in hospitality-driven industries. This finding is further contextualized by negative user-generated content on platforms like Google Maps, which frequently cite prolonged wait times and unresponsive staff, thereby highlighting precise and actionable areas requiring managerial intervention.

Finally, the integrated model testing the simultaneous influence of all three independent variables is statistically significant ($F = 21.824$, $p = 0.001$), offering a holistic perspective. This indicates that achieving optimal consumer satisfaction requires a balanced and synergistic approach across product, price, and service dimensions. It is important to note, however, that the model explains

39.1% (R² = 0.391) of the variance in consumer satisfaction. This substantial yet incomplete explanatory power strongly suggests that other salient factors—such as store ambiance, geographical convenience, brand image, and emotional connection—also play integral roles in shaping the complete consumer experience.

5. Conclusion and Implications

5.1 Theoretical Implications

This study provides empirical reinforcement for foundational theories within service marketing and consumer behavior, particularly the multi-attribute attitude model. It validates that product quality, price, and service quality are interdependent constructs that collectively shape post-consumption perceptions and satisfaction judgments. The research confirms their relevance in the contemporary context of Indonesia's specialty coffee shop industry.

5.2 Practical Implications for Janji Jiwa Management

The findings translate into several strategic recommendations for Janji Jiwa management:

1. Prioritize Service Excellence: Implement comprehensive staff training programs focused on empathy, operational efficiency, and proactive problem-solving to directly address prevalent negative feedback concerning service delays and staff demeanor.
2. Maintain Product Consistency: Institute regular quality control audits and stringent supplier evaluations to guarantee unwavering standards in coffee taste, ingredient freshness, and presentation across all outlets.
3. Optimize Pricing Strategy: While the current pricing perception is favorable, management could explore dynamic pricing models or enhanced loyalty programs to further amplify perceived customer value and strengthen retention.
4. Leverage Digital Feedback Mechanisms: Establish a proactive system to continuously monitor, analyze, and respond to online reviews on platforms like Google Maps and social media, transforming customer feedback into a strategic tool for timely service recovery and improvement.

5.3 Limitations and Suggestions for Future Research

This study acknowledges certain limitations that pave the way for future scholarly inquiry:

1. Geographic Limitation: Data collection confined to Yogyakarta may affect generalizability. Future research should encompass multiple cities across Indonesia to enhance external validity.
2. Unexplained Variance: With 60.9% of the satisfaction variance unaccounted for, subsequent studies should investigate additional variables such as brand experience, emotional engagement, physical environment (atmospherics), and digital touchpoint efficacy.
3. Research Design: The cross-sectional design captures perceptions at a single point in time. Longitudinal studies are recommended to observe how satisfaction dynamics evolve.
4. Methodological Approach: Supplementing quantitative data with qualitative methods like in-depth interviews or focus group discussions could yield richer, more nuanced insights into consumer motivations and sentiments.

5.4 Final Conclusion

In conclusion, this research demonstrates that product quality, price, and service quality each have a positive and statistically significant influence on consumer satisfaction at Janji Jiwa Coffee. Service quality is identified as the most influential factor. These findings offer a clear, evidence-based framework for management to refine operational strategies, enhance the overall customer experience, and solidify a competitive advantage within Indonesia's rapidly expanding coffee shop landscape.

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