



## The Effect of Service Quality on Coffee Cafe Customer Satisfaction

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### Abstract

This study aims to determine and analyze service quality's effect on tangibles, reliability, responsiveness, assurance, and empathy on customer satisfaction at the Kopi Hub Cafe, Jalan Perintis Kemerdekaan Makassar. The population in this study were all customers at Kopi Hub, which each day reached an average of 125 customers. The number of samples used in this study was 95 respondents obtained from the solvent formulation. The data in this study used primary data collected by distributing questionnaires to all respondents. The data analysis method used is descriptive statistical analysis, classical assumption test consisting of (normality test, heteroscedasticity test, multicollinearity test) and testing all hypotheses through the partial test, simultaneous test, and coefficient of determination test. The results showed that the dimensions of Tangibles and Empathy had a positive and significant effect on customer satisfaction at the Kopi Hub Cafe on Jalan Perintis Kemerdekaan Makassar, meaning that the higher the value of consumer perceptions of Tangibles and Empathy, the greater the consumer's drive for customer satisfaction. While the dimensions of Reliability, Responsiveness, and Assurance have no significant effect on customer satisfaction at the Café Hub Jalan Perintis Kemerdekaan Makassar, meaning that the lower the value of consumer perceptions of Reliability, Responsiveness and Assurance, the weaker the consumer's urge to perform customer satisfaction.



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## Introduction

Urban society is a society crammed with many entertainment centers. The entertainment center is the answer to the urban community's need for a place of recreation, releasing fatigue on the sidelines of a tight work schedule. Regarding pursuit, urban people who are always in a race against time certainly do not have many options for traveling far out of town. One of the recreational areas for urban communities is a cafe (Pemayun & Sudiksa, 2014).

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Like other big cities in Indonesia, Makassar City is a place where cafes stand and serve various menus. In its development, the cafe serves not just coffee but a comfortable atmosphere to relax, alone or with friends. This appears along with the spread of the cultural trend of "hanging out" among urban youth. Gumilar (2017) said that an essential element of a cafe from the start is its social function which provides a place for people to meet, chat, write and read, alone or with friends. Even in cafe rooms, we can enjoy a place that is not at home but also not outside. The cafe business is not just selling coffee, but the convenience of the place as a form of lifestyle for urban communities in today's modern era.

Aryandi (2020) stated that urban communities widely use the term cafe itself. After all, it is considered more modern because it offers various concepts, ranging from providing menus and reading places. Some cafes carry the concept of sparkling to the provision of internet facilities currently available. Of interest to visitors. This type of cafe business is up-and-coming as well as competitive. This is because the development of information technology that is increasingly easy to obtain makes customers face more choices of products, varying prices, and quality. Customers will always look for the value that is considered the highest of several products.

On the other hand, business actors are indeed required to be able to maintain their customers to survive in an increasingly fierce competition. Business actors must make their customers loyal to their products. According to (Avianty & Waloejo 2019), customer loyalty positively correlates with business performance. Customer loyalty not only increases the value of the business but can also attract new customers (Umami & Sumartik, 2019). In the short term, improving customer loyalty will bring profits to sales. Profit is the primary motive for business consistency because, with profit, the wheels of business turn from the variety of products and services offered to the expansion of the market served (Peristiwa & Budiyanto, 2015).

According to Fardiani (2012), customer loyalty will be achieved with customer satisfaction. Customer satisfaction reflects the services provided, meaning satisfied and dissatisfied customers depend on service quality. According to Mariansyah (2020), service quality encourages customers to be committed to a company's products and services so that it has an impact on increasing the market share of a product.

The quality of service is the main thing that is taken seriously by the company. Tjiptono (2014) explains that if the service received exceeds customer expectations, the service quality is perceived as ideal. If the service received is lower than expected, then the service quality is considered poor. One of the services in a cafe is a waitress, where the waitress is not only tasked with serving food and drinks but also has skills in offering products. In this case, Kopi Hub uses the concept of "Exellent Service," where customers order and take orders themselves without going through the waiter. Previous research (Widjoyo, 2013) shows that service quality dimensions consisting of reliability, responsiveness, assurance, empathy, and tangibles affect consumer satisfaction of McDonald's Basuki Rahmat drive-thru service users in Surabaya. While the most dominant dimension influencing consumer satisfaction is responsiveness.

Kopi Hub is one of the cafes in Makassar, which is located on Perintis Kemerdekaan, Makassar. The location is strategic because it is close to several offices, shopping places, and universities in Makassar. In running its business, Kopi Hub, besides its unique service concept, is also very concerned about customer satisfaction by maintaining the quality of products, raw materials, and the best processing methods. Customer satisfaction is achieved when the company has loyal customers. Customer satisfaction can also be achieved if the dimensions of Service Quality, namely Tangibles, Reliability, Responsiveness,

Assurance, and Empathy as indicators, meet consumer expectations of the product (Lauw, 2013). Therefore, it is necessary to conduct market research to determine the effect of service quality on customer satisfaction at the Kopi Hub Cafe, Jalan Perintis Kemerdekaan Makassar.

## Theoretical Framework and Hypotheses

Marketing is one of the main activities carried out by companies to maintain their survival, develop and earn profits. Companies must learn what the needs and desires of consumers are so that their business continues to run. Marketing is a social process by which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with others (Philip & Keller, 2012). Sales will always be needed, but marketing aims to know and understand the customer well so that the product or service fits the customer and can sell itself. Ideally, marketing should produce customers ready to buy; what is needed next to provide the product or service (Satriananda, 2018).

The marketing concept aims to satisfy consumers' wants and needs. Company activities based on this marketing concept must be directed to meet company goals. It can be said that the marketing concept is a business philosophy that states that satisfying consumer needs are an economical and social requirement for the company's survival (Widjoyo, 2013). From this definition, the company has the consequence that all company activities must be directed to find out consumer needs and be able to provide satisfaction to earn profits in the long term. Organizations that apply this marketing concept are called marketing organizations.

According to Adam (2015), marketing includes all systems related to planning and determining prices to promote and distribute goods and services that can satisfy buyers' needs. Based on this definition, the marketing process starts from finding what consumers want, which ultimately has a marketing goal: 1) Potential consumers know the products we produce in detail. The company can provide all their requests for the products produced. 2) The company can explain in detail all activities related to marketing. This marketing activity includes various activities ranging from product explanations, product design, product promotion, product advertising, and communication to consumers to product delivery so that it reaches consumers quickly. 3) Know and understand consumers so the product fits them and can sell itself.

Quality can meet customer wants or needs (Sulistiyawati et al., 2015). According to Wicaksono (2017), quality is a dynamic condition related to products, services, people, processes, and the environment that meet or have expectations. At the same time, service is essential in a company oriented to customer satisfaction. According to the Big Indonesian Dictionary, services are stated: "Services are matters and facilities provided in connection with the sale and purchase of goods and services." While a more detailed definition is given (Mulyapradana et al., 2020), "Service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees, or other things provided by service providers intended to solve consumer problems."

Many consumers always continue to use the services of a company driven by the services provided. For the service to be satisfactory to other people or groups of people being served, the perpetrator, in this case, the officer, must meet four main requirements (Lusiana et al., 2020): a. Delivery time. b. Delivery method. c. Hospitality. d. Polite behavior. e. Service Characteristics.

Service has several characteristics that distinguish it from other aspects. Related to this, according

to (Zulvia, 2014), there are several characteristics of services, namely: 1) Consumers have memories or memories of the experience of receiving services, which cannot be sold or given to others. 2) The purpose of service delivery is unique; every customer and every contact are considered something "special." 3) A service occurs at a particular time; this can not be stored in the warehouse or shipped goods, for example. 4) Consumers carry out quality control by comparing their expectations and experiences. 5) If something goes wrong, the only way the employee can correct it is to apologize. 6) Employee morale is crucial for smooth service delivery.

Tjiptono (2014) defines service quality as an effort to fulfill consumer needs and desires and the accuracy of delivery in balancing consumer expectations (Tjiptono, 2005). According to (Gunawan et al., 2019), there are ten characteristics or attributes that must be considered in improving service quality (dimensions), including the following: 1) Certainty of service time. Expected timing. 2) relating to processing or completion time, delivery, delivery, guarantee or warranty, and responding to complaints. 3) Service acculturation. Service acculturation is related to service reliability, free from errors. 4) Courtesy and friendliness. In providing services, personnel on the front line who interact directly with customers must be able to provide a pleasant personal touch. A pleasant personal touch is reflected through appearance, body language, and polite, friendly, lively, and agile speech. 5) Responsibility. Responsible for receiving messages or requests and handling external customer complaints. 6) Equipment. Completeness of services concerning the scope (coverage) of service availability of supporting facilities. 7) Ease of getting services. The ease of getting services is related to the number of officers who serve and the supporting facilities. 8) Personal service. Personal service is related to the room/place of convenience service, availability, data/information, and instructions. 9) Variation of service model. Variations in service models are related to innovation to provide new service patterns. 10) Convenience in obtaining services. Service comfort relates to the waiting room/service area, convenience, data availability and information, and instructions.

There are several opinions regarding the dimensions of service quality, including (Linardo, 2018; Rewah, 2016), who conducted remarkable research on several types of services and succeeded in identifying five main dimensions known as SERVQUAL (service quality), which consists of 1) Physical evidence (tangibles) namely the ability of a company to show its existence to external parties. The appearance and ability of the company's reliable physical facilities and infrastructure, as well as the state of the surrounding environment, is one way for service companies to provide quality service to customers. Among them include physical facilities (buildings, books, bookshelves, tables, chairs, etc.), technology (equipment and equipment used), as well as the appearance of employees. 2) Reliability is the company's ability to provide services by what was promised accurately and reliably. Performance must be to customer expectations reflected in timeliness, equal service to all customers without errors, sympathetic attitude, and high accuracy. 3) Responsiveness is the willingness to help customers and provide services quickly and accurately by delivering clear information. Ignoring and letting customers wait for no apparent reason causes a negative perception of service quality. 4) Assurance is the knowledge, courtesy, and ability of company employees to foster customer trust in the company. 5) Empathy, namely giving sincere and individual or personal attention to customers by trying to understand consumer desires where a company is expected to understand and know customers, understand specific customer needs, and have a comfortable operating time for customers. Customer.

Kotler (2012) states that consumer satisfaction is the level of one's feelings after comparing the

performance (or results) that he feels compared to his expectations. If performance exceeds expectations, they will feel satisfied, and vice versa. If performance does not meet expectations, then they will be disappointed. According to (Al-Tit, 2015), customer satisfaction is a buyer's cognitive situation regarding the equivalence or disproportion between the results obtained compared to the sacrifices made. Customer satisfaction is the customer's response to the discrepancy between the previous level of importance and the actual performance he feels after use (Gong & Yi, 2018).

According to (Bucak, 2014), the factors that drive customer satisfaction are as follows: 1) Product quality; customers are satisfied if, after buying and using the product, it turns out that the product quality is good. 2) Price, for sensitive customers, usually low prices are an essential source of satisfaction because customers will get high value for money. 3) Service quality, satisfaction with service quality is usually challenging to imitate. Service quality is a driver that has many dimensions, one of which is popular is SERVQUAL. 4) Emotional Factor, customers will feel satisfied (proud) because of the emotional value provided by the brand of the product. 5) Cost and convenience, customers will be more satisfied if it is relatively easy, comfortable, and efficient to get a product or service.

Customer loyalty is a behavioral impulse to make repeated purchases. Building customer loyalty to a product/service produced by the business entity takes a long time through a repetitive buying process (Osman & Sentosa, 2013). According to Safi (2018), Customer Loyalty is a firmly held commitment to rebuy or patronize a preferred product service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior. From this definition, customer loyalty is a customer commitment to persist deeply to re-subscribe or re-purchase selected products/services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behavioral changes.

Based on the theoretical basis that has been explained, the hypotheses raised in this study are as follows:

- H1:** Tangibles have a positive and significant effect on Cafe Kopi's customer satisfaction
- H2:** Reliability has a positive and significant effect on Cafe Kopi's customer satisfaction
- H3:** Responsiveness has a positive and significant effect on Cafe Kopi's customer satisfaction
- H4:** Assurance has a positive and significant effect on Cafe Kopi's customer satisfaction
- H5:** Empathy has a positive and significant effect on Cafe Kopi's customer satisfaction

## Research Method

This research is a type of quantitative research with a survey approach. This research involved all customers at Kopi Hub. Based on data from Kopi Hub, the average number of customers every day reaches 125. The method used to determine the number of samples is using the Slovin formula to obtain a sample of 95 customers and determined by simple random sampling. The data in this study uses primary data collected by distributing questionnaires to all respondents filled with several statements with five answer options that will be given a weighted score such as answers (Strongly Agree = 5, Agree = 4, Moderately Agree = 3, Disagree = 2, Strongly Disagree=1). The data that has been collected will be analyzed through several stages of testing. The first stage is to do a descriptive analysis. The second stage is the classical assumption test (normality, multicollinearity, and heteroscedasticity). The third stage is to

test all hypotheses proposed in this study which will be proven through the partial test, simultaneous test, and coefficient of determination test.

**Table 1. Variable Operationalization**

Variable	Code	Indicator	Reference
Tangibles (X1)	X1.1	Building Uniqueness	(Gunawan et al., 2019; Rewah, 2016; Zulvia, 2014)
	X1.2	Appearance of employees in performing services	
	X1.3	Strategic location	
	X1.4	Adequate facilities	
Reliability (X2)	X2.1	Accuracy of officers in serving	(Lusiana et al., 2020; Zulvia, 2014)
	X2.2	Skillful in handling orders	
	X2.3	Ease of service when a complaint occurs	
	X2.4	Administration calculation accuracy	
Responsiveness (X3)	X3.1	Respond to every customer who wants to get service	(Gunawan et al., 2019; Lusiana et al., 2020; Mulyapradana et al., 2020; Zulvia, 2014)
	X3.2	Officers/apparatus provide fast service	
	X3.3	Willingness of officers to provide services	
	X3.4	Speed and accuracy of service response by officers	
Assurance (X4)	X4.1	The clerk guarantees knowledge of the menu	(Mulyapradana et al., 2020; Sulistyawati et al., 2015; Wicaksono, 2017)
	X4.2	The clerk guarantees the cleanliness and freshness of the product	
	X4.3	The clerk guarantees the taste of the product	
	X4.4	The officer guarantees the friendliness of the attitude in serving	
Empathy (X5)	X5.1	Attention employees in understanding customer desires	(Sulistyawati et al., 2015; Wicaksono, 2017; Widjoyo, 2013)
	X5.2	The staff serves patiently	
	X5.3	Officers serve non-discriminatory (discriminatory)	
	X5.4	The clerk communicates politely and respects every customer	
Customer satisfaction (Y)	Y1.1	Conformity of expectations is the level of conformity between product performance expected by customers and those felt by customers	(Aryandi & Onsardi, 2020; Avianty & Waloejo, 2019; Umami & Sumartik, 2019)
	Y1.2	Revisit interest is the customer's willingness to revisit or re-purchase related products	
	Y1.3	Willingness to recommend is the willingness of customers to recommend products that have been felt to friends or family	

## Data Analysis and Discussion

### Data Analysis

Respondents in this study were Kopi Hub customers, totaling 95 people. The characteristics of the respondents included in this study were based on gender, age, marital status, and last education. Based on table 2 about the characteristics of respondents based on the gender of the customer, it can be seen that the majority of respondents are female, as many as 49 or 51%, and male respondents are 46 people or 49%. This shows that the proportion of female employees who visit the Kopi Hub Jalan Perintis Kemerdekaan Makassar is more significant than men, with an age distribution between 21-25 years, namely 44 people or 47%, then respondents aged between 26-30 years as many as 39 people or 41 %, then respondents between the ages of 18-20 years were nine people or 9%, and aged >30 years there were three people or 3%. Based on the level of education, respondents with the latest education level

SMA/SMK as many as 26 people or 27%, D1 as many as five people or 6%, D3 as many as nine people or 9%, D4 as many as five people or 6%, S1 as many as 44 people or 45 % and S2 as many as six people or 7%. This shows that the Kopi Hub customers in this study mostly had a bachelor's degree at the Kopi Hub cafe on Jalan Perintis Kemerdekaan Makassar.

**Table 2. Demographic Data of Respondents**

Variable	Measurement	n	%
Gender	Man	46	49%
	Woman	49	51%
Age	18-20	9	9%
	21-25	44	47%
	26-30	39	41%
	> 30	3	3%
Education	SMA/SMK	26	27%
	D1	5	6%
	D3	9	9%
	D4	5	6%
	S1	44	45%
	S2	6	7%

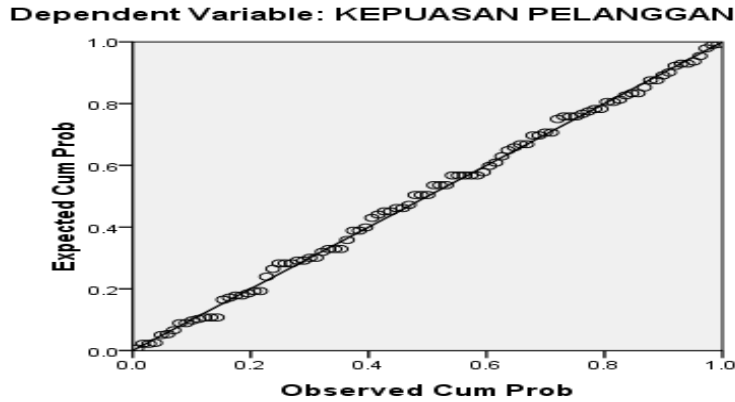
The first stage in analyzing the research data is descriptive statistical analysis. Descriptive analysis is generally concerned with collecting and summarizing data, as well as describing the characteristics of the data used in research, such as the amount of data, average value, a standard deviation of tangibles variables (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), empathy (care) and customer satisfaction. Table 3 shows that the average value and standard deviation of the two variables above are 95. The average value (Mean) of the Service Quality variable is 3.98 with a standard deviation of 0.293. At the same time, the Customer Satisfaction variable's average value (Mean) is 3.96 with a standard deviation of 0.384.

**Table 3. Descriptive Statistical Analysis**

	N	Minimum	Maximum	Mean	Std. Deviation
Service quality	95	3.2	4.9	3.986	.2938
Customer satisfaction	95	2.8	4.9	3.962	.3840
Valid N (listwise)	95				

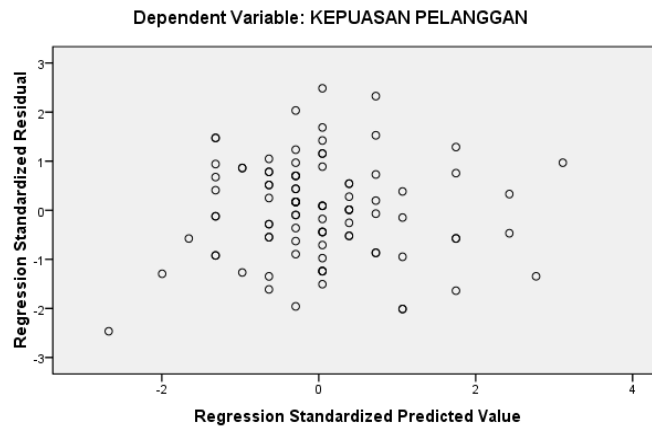
The second stage is to test the classical assumption, which consists of a normality test that aims to test whether the confounding or residual variables have a normal distribution in the regression model. In this study, the normality test used the P-Plot curve. Based on the typical plot graph in Figure 1, it can be concluded that the average plot graph shows dots that spread around the diagonal line, and the spread follows the direction of the diagonal line. Both histogram and plot graphs show that the regression model is feasible because it meets the requirements of the normality assumption.

**Normal P-P Plot of Regression Standardized Residual**



**Figure 1. Normality Test Results**

**Scatterplot**



**Figure 2. Heteroscedasticity Test Results**

The heteroscedasticity test aims to test whether the regression model has inequality of variance from the residuals of one observation with another. Based on the scatterplot graph described in Figure 2, it can be concluded that the data below shows that the points spread randomly and are scattered, both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to use.

Furthermore, the multicollinearity test aims to test whether the regression model found a correlation between the independent variables (independent). To test multicollinearity by looking at the VIF of each independent variable, if the VIF value is  $< 10$ , it can be concluded that the data is free from multicollinearity symptoms. Table 4 shows that the Variance Inflation Factor (VIF) value is smaller than 10, namely 1.0 for the Service Quality variable. Looking at the tolerance value, the value is more significant than 0.10, which is 1.0. This result means that the variable is independent or does not occur in multicollinearity from the classical multicollinearity assumption test.

**Table 4. Multicollinearity Test Results Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.768	.527		5.248	.000		
	Service quality	.300	.132	.229	2.271	.025	1.000	1.000

a. Dependent Variable: Customer satisfaction

The third stage tests all hypotheses through the partial test (t-test), simultaneous test (f-test), and coefficient of determination. T-test (partial test) was conducted to determine the partial effect of each independent variable tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) on customer satisfaction. Based on table 5, the results of the t-test for each indicator can be concluded from the independent indicators included in the regression; the most influential Service Quality variables are Tangibles (Physical Evidence) 0.026 and Empathy (Empathy) 0.018, which is below = 5%. Judging from the two significant indicators, Tangibles (Physical Evidence) is the most dominant influence. This can be seen from B (Unstandardized Coefficients), which is the most away from zero (0) for the Tangibles Service Quality indicator (Physical Evidence) of 0.267. Dimensions of Service Quality based on ordered significance are Tangibles, Empathy, Assurance, Responsiveness, and Reliability. While the dimensions that have the most dominant influence are Tangibles with a significant probability of 0.026 and Beta 0.276 so the dominant Responsiveness hypothesis affects customer satisfaction is rejected. Components of Service Quality Responsiveness does not have a dominant influence on customer satisfaction. This can be seen from the probability of significance for the variable Service Quality Responsiveness 0.150, which is above = 5%. So, the conclusion drawn is to reject H2.

**Table 5. Results of t-test (Partial Test) Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.062	.274		7.515	.000
	X1	.276	.122	.366	2.257	.026
	X2	.003	.168	.003	.019	.985
	X3	.098	.067	.131	1.453	.150
	X4	.121	.080	.173	1.512	.134
	X5	.157	.065	.235	2.406	.018

a. Dependent Variable: Y

Furthermore, the F-Statistical Test aims to show whether all independent or independent variables included in the model simultaneously influence the dependent or dependent variable. Based on table 6, it can be concluded that the F-test obtained an F- count of 5,157 with a probability level of 0.025 (significance). Because the probability is less than 0.050, the regression model can tell that Service Quality affects Customer Satisfaction.

**Table 6. F-Test Results (Simultaneous Test)  
ANOVA<sup>b</sup>**

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.728	1	.728	5.157	.025 <sup>a</sup>
	Residual	13.135	93	.141		
	Total	13.864	94			

a. Predictors: (Constant), Service quality

b. Dependent Variable: Customer satisfaction

Furthermore, the coefficient of determination (R<sup>2</sup>) test was carried out to measure how far the model's ability to explain the variation of the dependent variable was. The coefficient of determination value is between zero and one. A small value (R<sup>2</sup>) means the independent variable's ability to explain the dependent variable's variation is very limited. Table 7 shows that the coefficient of determination (R square) is 0.537 (the value of 0.537 is the square of the correlation coefficient or R, which is  $0.733 \times 0.733 = 0.537$ ). The magnitude of the coefficient of determination (R square) of 0.537 equals 53.7%. This figure means that Service Quality affects Customer Satisfaction by 53.7%. While the rest ( $100\% - 53.7\% = 46.3\%$ ) is influenced by other variables outside this regression model. The magnitude of the influence of this other variable is referred to as the error.

**Table 7. Results of the Coefficient of Determination (R<sup>2</sup>)  
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.733 <sup>a</sup>	.537	.511	.33827	.335

a. Predictors: (Constant), X5, X4, X3, X2, X1

b. Dependent Variable: Y

## Discussion

The results of testing the first hypothesis (H1) indicate that the tangibles variable positively and significantly affects customer satisfaction at the Kopi Hub Cafe, Jalan Perintis Kemerdekaan Makassar. This significant value indicates that increased or decreased physical evidence will affect customer satisfaction at Kopi Hub cafes. The positive value of physical evidence indicates that the higher the physical evidence provided, the higher the increase in customer satisfaction. This result is by the opinion (Tjiptono, 2014) that "physical evidence relates to the attractiveness of the physical facilities, equipment, and materials used by the company, as well as the appearance of employees." In other words, if the company can provide good physical evidence, it will respond positively, resulting in customer satisfaction. This is in line with research (Lauw, 2013) which states that physical evidence significantly influences consumer satisfaction. This shows that physical evidence becomes a variable that affects the increase or decrease in satisfaction. Therefore, physical evidence such as the appearance of employees, buildings, facilities, and equipment provided by the Kopi Hub Perintis Kemerdekaan Makassar cafe is one of the elements in determining customer satisfaction. With the improvement of the physical evidence provided, automatically customer satisfaction will increase because customers are satisfied and happy with the services provided. The results of this study are in line with research (Sulistyawati et al., 2015; Utami & Jatra, 2015) which found that tangibles/physical evidence had a positive and significant effect on customer satisfaction.

The results of testing the second hypothesis (H2) show that the reliability/responsiveness variable

has a positive but not significant effect on customer satisfaction at the Kopi Hub Cafe, Jalan Perintis Kemerdekaan Makassar. This means that if the quality of service, which includes reliability, does not affect customer satisfaction at the Kopi Hub Cafe, Jalan Perintis Kemerdekaan Makassar, in other words, the quality of service, which includes reliability, has no effect on customer satisfaction at the Kopi Hub Makassar cafe. The results of this study provide evidence that reliability which includes menu compliance, employee dexterity in providing information, and handling order needs, are not things that need to be assessed for customer satisfaction at the Kopi Hub cafe; this is inseparable from the Cafe image attached to the Kopi Hub Perintis Kemerdekaan Makassar cafe. Because customers who visit the cafe do not immediately eat but look for a place to have a meeting, whether meeting with friends, family, or business relations. Thus, the results of this study support the results of previous research conducted by (Riyadi, 2019; Safi, 2018), which states that the exact service quality dimensions influence not all customer satisfaction.

The results of testing the third hypothesis (H3) indicate that the responsiveness variable has a positive but not significant effect on customer satisfaction at the Kopi Hub Cafe, Jalan Perintis Kemerdekaan Makassar. This insignificant value indicates that the increase in responsiveness does not affect customer satisfaction at the Kopi Hub cafe on Jalan Perintis Kemerdekaan Makassar. The positive value of responsiveness indicates that the better the responsiveness, the better the increase in customer satisfaction will be. According to Kotler and Keller (2009), responsiveness "Regards the willingness to help customers and provide timely service." In this case, the ability of employees to help customers and respond to their requests, as well as inform when services will be provided, such as the cafe staff at the Kopi Hub Perintis Kemerdekaan Makassar, asking the customer's wishes. This study's results align with research (Train, 2014) which found that responsiveness had no significant effect on customer satisfaction.

The results of testing the fourth hypothesis (H4) indicate that the assurance variable has a positive but not significant effect on customer satisfaction at the Kopi Hub Cafe, Jalan Perintis Kemerdekaan Makassar. This means that assurance is not a factor that can increase customer satisfaction at the Kopi Hub Perintis Kemerdekaan Makassar cafe. According to Kotler and Keller (2009), in the holistic marketing of services, marketing is played not only by companies to customers but also by employees to customers; Therefore, here, employees play an essential role to be able to provide customer satisfaction if employees fail to provide good service, it is possible for there to be no influence between the dimensions on customer satisfaction. The results show that the level of customer satisfaction at Kopi Hub is determined by how much knowledge and understanding employees have in interacting with customers. It also means that employees must be careful in conveying customer needs or keeping pace with customer expectations. This statement is reinforced by the theory of Gronroos (Mariansyah & Syarif, 2020), "Service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees, or other things provided by the company. service provider company intended to solve consumer problems". This study's results align with research (Rewah, 2016; Zulvia, 2014) which found that assurance has no significant effect on customer satisfaction.

The results of testing the fifth hypothesis (H5) indicate that the empathy variable positively and significantly affects customer satisfaction at the Kopi Hub Cafe, Jalan Perintis Kemerdekaan Makassar. This means that if empathy is getting better, it will increase customer satisfaction. Based on this, according to the researcher's assumption in this study, it is proven in research that empathy has a significant positive effect on customer satisfaction at the Kopi Hub Cafe, Jalan Perintis Kemerdekaan Makassar, where if you

can show a better sense of empathy for customers, customers will feel comfortable, so that customer satisfaction is also will increase. Thus, to increase customer satisfaction, the quality of service must also be improved, one of which is in terms of empathy. This study's results align with research (Broto, 2020; Mulyapradana et al., 2020) which found that empathy has a significant effect on customer satisfaction.

## Conclusions

Based on the results of the research and discussion that have been described, it can be concluded that the dimensions of Tangibles and Empathy have a positive and significant effect on customer satisfaction, meaning that the higher the value of consumer perceptions of Tangibles and Empathy, the greater the consumer's drive for customer satisfaction. While the dimensions of Reliability, Responsiveness, and Assurance have no significant effect on customer satisfaction, the lower the value of consumer perceptions of Reliability, Responsiveness and Assurance, the weaker the consumer's drive for customer satisfaction will be. Based on the results of the discussion in this study, the researchers gave suggestions to the Kopi Hub Jalan Perintis Kemerdekaan Makassar to pay more attention to and improve the quality of service, especially on the dimensions of Service Quality Reliability (Reliability), Responsiveness (Responsiveness), and Assurance (Insurance) as dimensions that less influence in service at Kopi Hub. Researchers also suggest to the management to maintain and improve the dimensions of Service Quality Tangibles (Physical Evidence) and Empathy (Empathy) because they are determinants of customer satisfaction, considering the most dominant influence is significant on customer satisfaction.

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