The Effect of Location, Product Innovation, and Service Quality on Consumer Satisfaction
(A Case Study on Café Maballo)

Mey Enggane Limbongan
Indonesian Christian University of Toraja
Korespondensi penulis: meyenggane@gmail.com

Novita Rante Paranduk
Indonesian Christian University of Toraja

Abstract. This study focuses on location, product innovation, and service quality affecting consumer satisfaction. In addition, the investigated question is "Do location, product innovation, and service quality have an influence on customer satisfaction at Café Maballo?" Furthermore, the objective of this study was to find out to what extent the effect of location, innovation, and service quality on consumer satisfaction at Café Maballo. The employed data collection method was a questionnaire. The collected data were then analyzed using a validity test, reliability test, normality test, hypothesis testing, multiple regression analysis, t-test, F test, and coefficient of determination (R2). To facilitate the data processing, researchers used SPSS v. 25. The results of the t-test examining the effect of location on customer satisfaction showed that t_count was > t_table (0.734 > 1.66792) with a significant level below 0.1 (i.e., 0.000). Thus, the location does not have a significant effect on customer satisfaction at Café Maballo. Furthermore, H_O is accepted, meaning that the location does not partially affect customer satisfaction. In addition, the results of the t-test examining the effect of innovation on customer satisfaction presented that t_count was > t_table (3.253 < 1.66792), indicating that innovation has a positive and significant influence on customer satisfaction at Café Maballo. Additionally, the results of the t-test examining the effect of service quality on satisfaction revealed that t_count was > t_table (3.455 > 1.66792). Therefore, H_a is accepted, meaning that service quality affects consumer satisfaction at Café Maballo. Apart from that, the results of the F test showed that F_count was > F_table (19.203 > 3.13), indicating that location, innovation, and service quality simultaneously influence customer satisfaction at Café Maballo. Furthermore, the coefficient of determination presented an R-squared of 0.462 or 46%. This shows that the percentage of the influence of the independent variables on the dependent variable is 46% while the remaining 54% is from the influence of other variables not observed in this study.

Keywords: Location, Innovation, Service Quality, Customer Satisfaction.

INTRODUCTION

In developing a business, we cannot underestimate the communication aspect between buyers and suppliers because good and correct communication is highly needed to simplify the buying and selling processes. To support these processes, almost all businessmen use increasingly modern technological tools in marketing a product or service they offer. For example, to build a culinary business, we surely need a location or place that is comfortable and safe for visitors or even sellers. The location in the middle of the city and easily accessible by visitors is a strategic and appropriate location.

By providing this convenience, consumers will be more interested in visiting. In addition to location, innovation is something that needs to be considered as well because when running a business, especially in the culinary field, entrepreneurs will pay attention to the products they sell. For this reason, innovating or being unique in food products will make consumers more interested to try one of the products provided. Furthermore, customer-oriented marketing through quality service is highly effective in retaining customers. The quick response from the business owner to customer expectations will influence customer satisfaction and loyalty. Thus, customer satisfaction is highly dependent on the quality of the services given, the location, and the innovation of the products offered. This means that there is a relevance between location, product innovation, and service quality with customer satisfaction. Therefore, the objective of this study was to find out to what extent the influence of location, product innovation, and service quality on consumer satisfaction.

METHODS

The type of this study was descriptive-quantitative, in which the researchers attempted to get an overview of the influence of location, product innovation, and service quality on customer satisfaction at Café Maballo.

Data Types and Sources

The types of data examined in this study were primary and secondary. Primary data were obtained from the results of distributing questionnaires to the customers of Café Mabello, while secondary data was obtained from related documents, such as relevant previous studies.

Concerning the source of the data, the researchers collected data by visiting Café Maballo directly to observe and distribute questionnaires to customers at that café located in North Toraja Regency.

Population and Samples

Population

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that have been predetermined by researchers to be studied. According to Sukardi (2010: 53), the population is all members of groups of humans, animals, events, or objects in one place, in which they are planned to be the target of conclusions. In this study, the population was all consumers of Café Maballo.

Samples

According to Nawawi (2012:153), samples are part of the population to represent the entire members of the population. In other words, samples are examples taken from part of the population. The employed sampling technique in this study was nonprobability sampling, in which this sampling technique does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2015).

Sampling was carried out based on the accidental sampling method. This method is based on coincidence, meaning that researchers can select anyone they meet to be a sample without prior planning (Sugiyono, 2015). Because the number of members of the population was unknown, data collection was carried out for 14 days from 18.00 to 21.00 at Café Maballo (research location). Regardless of the number of respondents who were successfully asked for information (data) for 14 days, they would be the samples in this study.

Techniques of Data Analysis

In this study, researchers used the SPSS (*Statistical Package for The Social Sciences*) v. 25 to conduct various tests on the collected data from the questionnaire. The analytical method employed in this study was multiple linear regression analysis.

Research Instrument Testing

Validity Test. This test aims to determine whether the measuring instruments are valid or invalid. Such instruments in this study were the question items contained in the questionnaire.

Reliability Test. Ghozali (2018) states that the reliability test is a tool to measure a questionnaire which is a construct indicator. A questionnaire is considered to be reliable if a person's answer to a certain statement is consistent or stable from time to time.

Hypothesis Testing. In this study, the researchers used multiple linear regression analysis to determine to what extent the influence of the location (X_1), product innovation (X_2), and service quality (X_3) on consumer satisfaction (Y).

Classical Assumption Test. It consists of a normality test, heteroscedasticity test, and multicollinearity test.

RESULTS AND DISCUSSION
Data Analysis and Discussion of Research Problems
Characteristics of Respondents. This point is related to the identity of the respondents or research samples. In this study, the total of respondents was 71. In addition, the characteristics of the respondents were classified based on gender and age.

Validity Test. It was carried out to find out whether the existing data was valid or invalid. A validity test was conducted by comparing r_{count} with r_{table}. Furthermore, r_{table} was set at the significance level of 10% or 0.1 with a degree of freedom (*df*) of $n - 2$ (*df* = 71 – 2 = 69). If r_{count} is > r_{table} and positive, the question item is considered to be valid. Furthermore, the results of the validity test on all question items in this study were valid.

Reliability Test. From the results of the reliability test, the location was considered to be reliable because the obtained Cronbach's alpha was 0.365 (> 0.60). For this reason, the variable "location" was declared reliable and acceptable. In addition, innovation was also considered to be reliable because the obtained Cronbach's alpha was 0.322 (> 0.60). Thus, the variable "innovation" was declared reliable and acceptable. Furthermore, the service quality was also considered to be reliable because the obtained Cronbach's alpha was 0.617 (> 0.60). Therefore, the variable "service quality" was declared reliable and acceptable.

T-Test. A partial test (t-test) was used to determine whether the regression models of the variable "location", "innovation", or "service quality" separately have significant effects on the variable "customer satisfaction".

Table 1. The Results of the T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.347	2.020		.666	.507
	Location	.070	.095	.073	.743	.460
	Product Innovation	.322	.099	.368	3.253	.002
	Service Quality	.329	.095	.370	3.455	.001

Source: Processed data (2022)

From the results of the t-test presented in the table above, we may see the influence of each variable, in which the value of t_{table} based on the degree of freedom ($df = n - 2 = 71 - 2 = 69$) is 1.66792. Therefore, we may conclude as follows.

1. The obtained value of significance for the effect of location (X_1) on consumer satisfaction (Y) is 0.460 (< 0.05), while t_{count} is < t_{table} (0.743 < 1.66792). Therefore, it can be concluded that location has no partial effect on consumer satisfaction at Café Maballo.

2. The obtained value of significance for the effect of product innovation (X_2) on consumer satisfaction (Y) is 0.002 (< 0.05), while t_{count} is > t_{table} (3.253 > 1.66792). Therefore, it can be concluded that innovation has a partial effect on consumer satisfaction at Café Maballo.

3. The obtained value of significance for the effect of service quality (X_3) on consumer satisfaction (Y) is 0.001 (< 0.05), while t_{count} is > t_{table} (3.455 > 1.66792). Therefore, it can be concluded that service quality has a partial effect on consumer satisfaction at Café Maballo.

F **Test**. Simultaneous test or *F* test was used to examine the effect of the variables "location", "innovation", and "service quality" as a whole on the variable "customer satisfaction". Based on the results of this study, the obtained value of significance is 0.000 (< 0.05) and F_{count} is 19.203. Furthermore, the value of F_{table} based on the degree of

freedom (df(N1) = k – 1 = 3 – 1 = 2 and df(N2) = n – k = 71 – 4 = 67) was 3.13. For this reason, F_{count} is > F_{table} (19.203 > 3.13), meaning that H_0 is rejected and H_4 is accepted. In other words, location, innovation, and service quality simultaneously influence customer satisfaction at Café Maballo.

Coefficient of Determination. The obtained value from this test may indicate the contribution of the influence given by the independent variable (X) to the dependent variable (Y). This value is useful for predicting and determining to what extent the influence the variable X contributes simultaneously to variable Y. Based on the results of the calculation, the obtained value of significance is 0.000 (< 0.05). Furthermore, F_{count} is 19.203, while the value of F_{table} based on the degree of freedom (df(N1) = k – 1 = 3 – 1 = 2 and df(N2) = n – k = 71 – 4 = 67) is 3.13, indicating that F_{count} is > F_{table} (19.203 > 3.13). Therefore, H_0 is rejected and H_a is accepted. In other words, location, innovation, and service quality simultaneously influence customer satisfaction at Café Maballo.

CONCLUSION

This study focuses on the effect of location, product innovation, and quality of service on consumer satisfaction at Café Maballo with a total of respondents being 71. The results of this study revealed that location has no partial effect on customer satisfaction at Cafe Maballo, in which t_{count} is < t_{table} (0.743 < 1.66792). Meanwhile, product innovation has a partial effect on customer satisfaction at Café Maballo, in which t_{count} is > t_{table} (3.253 > 1.66792). It is in line with the theory put forward by Hubeis (2012: 75) that product innovation is a new product that is the combination of the knowledge that has been possessed with novelty, thereby creating a product that does not exist previously. This study also showed that service quality has a partial effect on customer satisfaction at Café Maballo, in which t_{count} is > t_{table} (3.455 > 1.66792). It is in line with the theory from Tjiptono (2011:330) that service quality is the final result of a comparison between the service expected by consumers and the perception of the actual service. Furthermore, this study indicated that location, innovation, and service quality simultaneously affect customer satisfaction at Café Maballo, in which F_{count} is > F_{table} (19.203 > 3.13). It means that H_0 is rejected and H_a is accepted. In other words, location, innovation, and service quality have a simultaneous influence on consumer satisfaction.

REFERENCES

A Muwafik Saleh. 2010. *Manajemen Pelayanan*. Jakarta:Pustaka Pelajar

Azrori, Mizin. 2017. *Pengaruh Inovasi Produk dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Batik Jambi Zhorif di Kecamatan Danau Teluk Jambi Kota Sebrang*. Skripsi

Buchari, Alma. 2012. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung:CV Alfabet

Elvina Endah Puspah Wulandari. 2021. *Pengaruh Lokasi, Inovasi Produk, Dan Cita Rasa Terhadap Keputusan Pembelian Pada Eleven Cafe di Kota Bengkulu*. Jurnal

Fahroji, Fajar. 2020. *Pengaruh Inovasi Produk, Harga Produk, dan Kualitas Pelayanan Terhadap Kinerja Pemasaran di Sambel Layah Crop Tegal*. Skripsi

Hubeis, Musa. 2012. *Manajemen Kreativitas dan Inovasi Dalam Bisnis*. Jakarta:PT. Hecca Mitra Utama

Kotler, P dan Amstrong, Gary. 2012. *Dasar-Dasar Pemasaran*. Jilid 1. Jakarta:Prenhalindo

Kotler, P dan Kevin Lane Keller. 2014. *Prinsip-Prinsip Pemasaran*. Edisi 12. Jakarta:Erlangga

Kotler, P dan Kevin Lane Keller. 2016. *Manajemen Pemasaran*. Edisi 12. Jilid 1&2. Jakarta:Pt. Indeks

Loredah, Ari dan Wahyu. (2017). *Pengaruh Kualitas Pelayanan, Keragaman Produk, dan Lokasi Terhadap Keputusan Pelanggan (studi kasus pada pelanggan store syndicate cafe di semarang)*. Jurnal

Lupiyoadi, R dan Dedy A, Hamdani. 2011. *Manajemen Pemasaran Jasa.* Jakarta:Salemba Empat.

Lupiyoadi,R. 2010. *Manajemen Pemasaran Jasa*: Teori dan Praktik. Jakarta:Salemba Empat

Nanang, Martono. 2010. *Metode Penelitian Kuantitatif*. Jakarta:Rajawali

Nasution. 2010. *Manajemen Jasa Terpadu*. Bogor:Penerbit Ghalia Indonesia.

Nawawi, Hadari. 2012. *Metode Penelitian Bidang Sosial*. Yogyakarta:Gajah

Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung:CV Alfabeta

Sukardi. 2010. *Metode Penelitian Pendidikan*. Jakarta:PT. Bumi Aksara

Sulaksana, Wildan. 2018. *Pengaruh Kualitas Pelayanan Pada Kepuasan Konsumen Bengkel Global Motor Center Yogyakarta*. Skripsi.

Tjiptono, Fandy. 2011. *Service Manajement Mewujudkan Layanan Prima*. Edisi 2. Yogyakarta:Andi

Tjiptono, Fandy. 2014. *Pemasaran Jasa-Prinsip, Penerapan dan Penelitian*. Yogyakarta:Andi

Tjiptono, Fandy. 2015. *Strategi Pemasaran*. Edisi 4. Yogyakarta:Andi

Tjiptono,Fandy. 2011. *Pemasaran Jasa*. Yogyakarta: Andi

Apriyani, Dwi Aliyyah, and Sunarti Sunarti. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen (Survei Pada Konsumen the Little a Coffee Shop Sidoarjo). Jurnal Administrasi Bisnis 51, no. 2 (2017): 1–7.