Analysis of Factors Affecting Consumer Satisfaction Using SEM (*Structural Equation Modeling)* Method

Analisis Faktor-Faktor Yang Mempengaruhi Kepuasan Konsumen Dengan Metode SEM (*Structural Equation Modeling*)

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doi: https://doi.org/10.31315/opsi.v15i1.6808

ABSTRACT

The era of globalization in Indonesia in the business sector has experienced very rapid development. This is because the number of consumptive age or millennial generation in Indonesia is increasing every year. This very rapid business development provides an opportunity to set up independent businesses for entrepreneurs. One of the many independent businesses established is a coffee shop. One of the independent businesses engaged in the coffee shop is Ueno Coffee. The rapid development of the coffee shop business has resulted in increasingly fierce competition between competitors so that coffee shop entrepreneurs make it a threat and a challenge. With these threats and challenges, Ueno Coffee wants to conduct a customer satisfaction analysis that can be used to evaluate customer satisfaction so that it can be used for business development that is better, superior and able to compete with competitors. This study using the SEM-PLS method is expected to be able to assist business owners in analyzing the factors that effect consumer satisfaction. This study applies a simple random sampling technique with a sample of 100 people. The results of the analysis show that the variables of product quality, service quality, price, promotion, location and halal label have a positive value and have a significant effect on Ueno Coffee's consumer satisfaction.

Keywords: *Coffee Shop, Consumer Satisfaction, SEM, SEM-PLS,*

ABSTRAK

Era globalisasi di Indonesia dalam bidang bisnis telah banyak sekali mengalami perkembangan yang sangat pesat. Hal ini dikarenakan jumlah usia konsumtif atau generasi milenial di Indonesia tiap tahun semakin meningkat. Perkembangan bisnis yang sangat pesat ini memberikan peluang untuk mendirikan usaha mandiri bagi para pengusaha. Salah satu usaha mandiri yang banyak didirikan adalah coffee shop. Salah satu usaha mandiri yang bergerak dalam bidang coffee shop adalah Ueno Coffee. Pesatnya perkembangan usaha coffee shop mengakibatkan persaingan semakin ketat antar kompetitor sehingga para pengusaha coffee shop menjadikannya sebagai suatu ancaman dan tantangan. Dengan adanya ancaman dan tantangan tersebut maka Ueno Coffee ingin melakukan analisis kepuasan konsumen yang dapat digunakan untuk mengevaluasi kepuasan konsumen sehingga dapat digunakan untuk pengembangan usaha yang lebih baik, lebih unggul dan mampu bersaing dengan kompetitor. Penelitian ini menggunakan metode SEM-PLS diharapkan mampu membantu pemilik usaha dalam menganalisis faktor-faktor yang mempengaruhi kepuasan konsumen. Penelitian ini menerapkan teknik simple random sampling dengan jumlah sampel 100 orang. Hasil analisis menunjukan bahwa variabel kualitas produk, kualitas pelayanan, harga, promosi, lokasi dan label halal memiliki nilai positif dan berpengaruh signifikan terhadap kepuasan konsumen Ueno Coffee.

Kata Kunci: *Coffee Shop, Kepuasan Konsumen, SEM, SEM-PLS*

1. INTRODUCTION

The era of globalization in Indonesia in the business sector has experienced very rapid development. This is because the number of consumptive age or millennial generation in Indonesia is increasing every year (Ula, 2019). This very rapid business development provides an opportunity to set up an independent business for entrepreneurs (Sundari, 2019).

Of the many independent businesses in Indonesia, the independent cafe business is one of the independent businesses that is developing very rapidly and has a lot of interest because the independent cafe business is one of the business ventures that is quite promising in obtaining profits. (Adji and Semuel, 2014). There are quite a lot of independent cafe-type businesses in Indonesia, one of which is a coffee shop. This is because there is sophistication in the field of technology, namely making people's consumptive lifestyles increase, for example at the age of teenagers many often visit coffee shops to carry out activities such as gatherings with friends, meetings, to doing assignments so that many independent coffee shop businesses are established.

One of the independent businesses engaged in the coffee shop is Ueno Coffee. Seeing the consumptive age in the Madiun City area, the Madiun City area has the potential to be a place to set up an independent business in the form of a coffee shop. Ueno Coffee was founded on December 9, 2019 located at Pahlawan Street Number 42, Madiun Lor Village, Manguharjo District, Madiun City, East Java. Ueno Coffee serves various types of drinks and foods such as various types of coffee, tea, noodles and toast. Ueno Coffee has 20 employees. Ueno Coffee has an interior design concept in the form of a Japanese feel, this can provide superior value compared to other coffee shops.

The rapid development of the coffee shop business has resulted in increasingly fierce competition so that coffee shop entrepreneurs make it a threat and a challenge. The threat is what if consumers choose other coffee shops and the challenge is to retain and get consumers. Consumer satisfaction has an important role in the survival of the coffee shop business in retaining and getting consumers so that coffee shop entrepreneurs do various ways and compete to satisfy consumers.

Consumer satisfaction is someone who feels happy or disappointed with the product or service he gets. (Zulkarnaen and Amin, 2018). Consumer satisfaction can be done by paying attention to several factors, including product quality, service quality and atmosphere. (Wulandari *et al.*, 2019). According to the results of Handayati (2016) research that service quality and price have a strong effect on consumer satisfaction but for product quality and promotion only have a moderate effect on consumer satisfaction Furthermore, the results of research by Cha Seong-soo and Bo-Kyung Seo (2018) show that coffee taste, price, brand and atmosphere have a high significant level that can affect consumer satisfaction. Furthermore, the results of research conducted by Sari (2020) show that to increase repurchase intention by paying attention to consumer satisfaction from product quality factors. Furthermore, the results of research by Riztanto (2020) show that service quality, price and location have a significant effect on customer satisfaction. Furthermore, the results of research by Firmansyah and Mochklas (2018) show that there is a significant effect of product, price, promotion and place marketing strategies on consumer satisfaction. Furthermore, the results of research by Anggraini and Suryoko (2018) show that the variables of halal labeling, price and product quality have a positive effect and have a significant value on consumer satisfaction.

The factors that effect consumer satisfaction in the current study are taking into account the recommendations of factors from previous studies and those that are in accordance with Ueno Coffee's current business conditions, the variables used include product quality, service quality, price, promotion, location and halal labeling. which can affect consumer satisfaction. This study uses the SEM (Structural Equation Modeling) method, which is a method used to measure how much effect the variable has on customer satisfaction. (Zhou and Zhang, 2019).

The SEM method used is the PLS (Partial Least Square) SEM method. SEM PLS is an SEM approach that uses a combination of observed variables with latent variables which is used to explain the variance of the constructs in the structural model. (Ali *et al.*, 2018). According to Hair *et al* (2018) SEM PLS is a statistical method or technique that can be used to solve complex models with many indicator

variables and constructs. In completing the PLS SEM method using software, namely Smart-PLS (Aghili and Amirkhani, 2021). SEM-PLS has several advantages, including the data used does not have to have a normal distribution, the data studied does not have a minimum limit, and can be used in models that have many variables. (Halimah, 2017). Based on research conducted by Kuntoro *et al* (2019), Fauzi and Suranto (2021), and Tiorida, Pramono and Sifauziah (2019) shows that the SEM-PLS method can be used to identify and analyze factors that can effect a problem by using more than one independent variable and one dependent variable.

Based on the explanation above, the problems faced by Ueno Coffee include increasingly fierce competition between competitors, business owners want to open new branches, consumers being more selective in choosing products (coffee shop), and business owners want to meet consumer needs. So for this problem, research is needed to analyze the factors that can affect consumer satisfaction and the results of the research can be used by the company to be used as material for evaluation and consideration in making and establishing a company policy in order to meet and create better customer satisfaction in the future. . The existence of these problems, the authors are interested in taking research with the title "Analysis of Factors Affecting Consumer Satisfaction with the SEM (Structural Equation Modeling) Method".

2. METHOD

2.1 Research Design

Research on the analysis of factors that effect consumer satisfaction was conducted at a coffee shop called Ueno Coffee located at Pahlawan Street Number 42, Madiun Lor Village, Manguharjo District, Madiun City, East Java. This type of research uses quantitative research. Quantitative research is analyzed using a theory that has an objective nature and uses the help of statistical test tools, namely SEM-PLS.

Sources of research data in this study are divided into two, namely primary data and secondary data. Primary data is data obtained directly from observations on the object of research. The primary data of this research are data from direct interviews with Ueno Coffee marketing and questionnaires filled out by Ueno

Coffee customers. Next, secondary data is data that is used to support primary data and is obtained indirectly. The secondary data of this research are journals, scientific articles and books.

2.2 Method of Collecting Data

Data collection was carried out in several stages, the first stage was conducting a literature study where this stage was used to obtain theories supporting the research theme and research variables. The research variables were obtained from a combination of several previous studies and new variables were obtained. The second stage is the interview. Interviews were conducted by asking questions and discussing with Ueno Coffee marketing, this stage was carried out to find out the current business conditions. The third stage is a questionnaire. Questionnaires were distributed to consumers of Ueno Coffee online using a google form which contained several statements from the research variables that had been determined and each answer was given a score using a Likert scale with a scale of 1 to 4.

2.3 Population and Sample

The respondent population in this study are consumers who have visited and transacted at Ueno Coffee. The sampling technique in this study used a simple random sampling technique. Samples will be taken from consumers who have visited and transacted at Ueno Coffee. Consumers who have visited Ueno Coffee have a large population and the number is unknown, so in determining the number of samples using the Cochran formula (Muhajirin, 2020). The number of samples obtained based on the Chochran formula is 96.04, meaning that the minimum sample that can be used in this study is 96.04 or rounded up by 96 samples.

2.4 Processing Methods and Data Analysis

The data analysis method was carried out in three stages. The first stage is the validity test. Validity test is used to determine the validity of an indicator of the variables in the study. The second stage is the reliability test. Reliability test is a test carried out to find out how consistent the size of an indicator is if it is tested repeatedly (Sariwulan, I wayan Suteja, 2018). The third stage is testing the structural

model. Structural model testing is a test of data used to evaluate and describe the relationship between research variables in accordance with the research hypothesis. Structural model testing can assess the relationship and effect of research variables simultaneously using P-value and R-square (Josephine and Harjanti, 2017)..

2.5 Research Variable

There are two variables in this study, namely the independent variable and the dependent variable. The independent variable is a variable that affects other variables. The independent variable is denoted by the letter "X". There are six independent variables in this study, namely product quality (X1) (Razak et al., 2019), service quality (X2) (Meutia & Andiny, 2019), price (X3) (Sugeng et al., 2018), promotion (X4) (Yulianto, 2020), location (X5) (Meutia & Andiny, 2019) and halal label (X6). While the dependent variable is a variable that is effectd by the independent variable. The dependent variable is denoted by the letter "Y". The dependent variable in this study is consumer satisfaction (Y1).

3. RESULTS AND DISCUSSION

3.1 General Description of the Company

Ueno Coffee is a company engaged in the coffee shop. Coffee shop is a business that is currently experiencing the most trends so that enthusiasts to open a coffee shop business are increasing, this is the potential used by Ueno Coffee owners to establish a coffee shop. Ueno Coffee was established on December 9, 2019 which is located on Pahlawan Street No. 42 Manguharjo, Madiun City, East Java. The owner of ueno coffee chose this location because of its strategic location in the middle of the city and the tourist center in Madiun City so that it can get a good target market. Ueno coffee serves various types of drinks and foods such as coffee, tea, noodles, and toast. Ueno coffee provides a Japanese concept atmosphere so that consumers can enjoy it. This is done in order to add more value compared to other coffee shop competitors. Ueno coffee has about 20 employees.

3.2 Sample Description

The sampling technique or often referred to as sampling in this study uses a simple random sampling technique. This technique is a sampling technique that is carried out randomly from the population and without considering the strata that exist in a population and members of the population are likened to having homogeneous properties (Suindari and Juniariani, 2020).

The number of respondents obtained is 100 respondents and each respondent has various characteristics. Respondents were obtained through data collection with a questionnaire method distributed online using google form. The following is an explanation of each characteristic with categories based on gender, age, occupation, knowing Ueno coffee, frequency of arrivals to Ueno coffee in one month, types of transactions made and with whom to visit Ueno coffee.

a. The results of the recapitulation of the respondent's characteristic data based on gender obtained a percentage of 27% of respondents with male and the percentage of 73% of respondents with female. This study shows that most of the respondents are women

b. The results of the recapitulation of respondent characteristic data based on age obtained the percentage of 91% of respondents aged 20-24 years, the percentage of 4% of respondents aged 15-19 years, the percentage of 3% respondents aged 25-29 years, the percentage of 1% of respondents aged 30-34 years and the percentage of 1% of respondents aged >34 years. In this study, most of the respondents were aged 20-24 years.

c. The results of the recapitulation of the respondent's characteristic data based on occupation obtained the percentage of 74% of respondents with student, the percentage of 21% of respondents with private employee jobs, the percentage of 2% of respondents with entrepreneur jobs, the percentage of 1% of respondents with employee jobs, the percentage of 1% of respondents with civil servant jobs and the percentage of 1% of respondents with nutritionist jobs. This study shows that most of the respondents have jobs as students.

d. The results of the recapitulation of the respondent's characteristic data based on knowing Ueno Coffee Madiun obtained a percentage of 50% of respondents who knew

Ueno Coffee Madiun from directly knowing themselves, the percentage of 36% of respondents knowing Ueno Coffee Madiun from friends, the percentage of 10% of respondents knowing Ueno Coffee Madiun from social media, the percentage of 4% of respondents knowing Ueno Coffee Madiun from the family, the percentage of 0% of respondents knowing Ueno Coffee Madiun from advertisements. In this study, it shows that most respondents know Ueno Coffee Madiun by knowing themselves firsthand.

e. The results of the recapitulation of respondent characteristic data based on the frequency of arrivals to Ueno Coffee Madiun in one month obtained a percentage of 61% of respondents with a frequency of arrivals to Ueno Coffee Madiun in one month, the percentage of 23% of respondents with a frequency of arrivals to Ueno Coffee Madiun in one month being 2 times , and the percentage of 16% of respondents with a frequency of coming to Ueno Coffee Madiun in one month of > 3 times. In this study, it shows that most respondents have a frequency of coming to Ueno Coffee Madiun in one month by 1 time.

f. The results of the recapitulation of respondent characteristic data based on the type of transaction obtained a percentage of 93% of respondents with the type of transaction used dine-in (on the spot), the percentage of 4% of respondents with the type of transaction used being take away (taken jointly to Ueno Coffee), the percentage of 3 % of respondents with the type of transaction used is online delivery (Gofood/Grabfood), the percentage of 0% of respondents with the type of transaction used is delivery (WA Admin). In this study, it shows that most of the respondents carry out this type of transaction by dine-in or directly on the spot.

g. The results of the recapitulation of respondent characteristic data based on who visited Ueno Coffee Madiun obtained a percentage of 89% of respondents by visiting Ueno Coffee Madiun with friends, the percentage of 7% of respondents visiting Ueno Coffee Madiun with their family, and the percentage of 4% of respondents visiting Ueno Coffee Madison itself. This study shows that most of the respondents visited Ueno Coffee Madiun with friends.

3.3 Result Analysis and Data Discussion

The research stage after collecting data through a google form that has been filled in by the respondent is the data processing stage. The data processing stage in this study uses statistical software, namely SmartPLS version 3.3. Data processing using the SmartPLS version 3.3 software has two stages, namely the Outer Model Test and the Inner Model Test, where at the Outer Model Test phase there are three tests, namely the Convergent Validity Test, Descriminant Validity Test and Composite Reliability Test. The following is an analysis of the results and discussion at each of these stages.

3.3.1 Outer Model Test *(*Measurement Model)

The Outer Model Test is used to determine whether the research instrument can meet the requirements of good research data, namely valid and reliable data (Handayani and Rianto, 2021). Validity test is a test conducted to determine the validity of an indicator of a variable in research. While the reliability test is a test carried out to find out how consistent the measurement is against the indicator if it is carried out repeatedly (Sariwulan, I wayan Suteja, 2018).

In the Outer Model Test, there are three tests, namely the Convergent Validity Test, the Descriminant Validity Test and the Composite Reliability Test. The following is an analysis of the results and discussion of each of these tests .

3.3.1.1 Convergent Validity Test

Convergent Validity test is a test used to determine the validity of each relationship between variables and indicators. The indicator can be said to be valid if the loading factor value is greater than 0.5 (Silaparasetti *et al.*, 2017). The results of the convergent validity test using SmartPLS version 3.3 can be seen in Table 1.

Based on Table 1, the results of the Convergent Validity Test on SmartPLS version 3.3 show that the value of each loading factor on all variables exceeds the standard limit of the loading factor value, namely the data is said to be valid if it exceeds the value 0.5 so that the research model is said to be valid and can be tested. the next stage is the Discriminant Validity Test.

Table 1. Convergent Validity Test Results on SmartPLS Version 3.3

Variable	Product Quality (X1)	Service Quality (X2)	Price (X3)	Promotion (X4)	Location (X5)	Halal Label (X6)	Consumer Satisfaction (Y)
X11	0.722						
X12	0.733						
X13	0.708						
X14	0.780						
X15	0.614						
X16	0.680						
X17	0.628						
X18	0.790						
X21		0.726					
X22		0.717					
X23		0.720					
X24		0.801					
X25		0.784					
X31			0.814				
X32			0.818				
X33			0.749				
X34			0.761				
X41				0.756			
X42				0.797			
X43				0.859			
X44				0.797			
X45				0.851			
X51					0.752		
X52					0.900		
X53					0.695		
X54					0.869		
X61						0.506	
X62						0.553	
X63						0.859	
X64						0.846	
Y11							0.956
Y12							0.966
Y13							0.933

3.3.1.2 Discriminant Validity Test

Discriminant Validity Test is a test that aims to classify a quantification relationship between one latent variable and all indicator variables. The relationship of quantification on discriminant validity is called cross loading. In the descriminant validity test, it is done by comparing the cross loading values of each variable block. The relationship between the quantification of latent variables and indicator variables is said to be good if it has a cross loading value greater than the cross loading value of other constructs (Kirana and Usran, 2021). The results of the descriminant validity test using SmartPLS version 3.3 can be seen in Table 2.

Based on Table 2. the results of the descriminant validity test between latent variables in SmartPLS Version 3.3, the results show that the cross loading value of all variables has the highest value in each block of the variable itself. Based on the results of data processing, it can be concluded that the results of the descriminant validity test of the research instrument model that have been made and designed are declared good because the research instrument has valid data so that it can be continued at the next stage, namely the Component Reliability Test. 3.3.1.3 Component Reliability Test

The component reliability test is a test used to measure the level of accuracy of the measuring instrument if it is carried out repeatedly. A variable is said to be reliable if it

Table 2. Descriminant Validity Test Results Between Latent Variables on SmartPLS Version 3.3

Variable	Product Quality (X1)	Service Quality (X2)	Price (X3)	Promotion (X4)	Location (X5)	Halal Label (X6)	Consumer Satisfaction (Y)
Product Quality (X1)	**0.709**	0.267	0.385	0.377	0.344	0.359	0.515
Service Quality (X2)	0.267	**0.750**	0.348	0.286	0.313	0.237	0.499
Price (X3)	0.385	0.348	**0.786**	0.524	0.386	0.211	0.567
Promotion (X4)	0.377	0.286	0.524	**0.813**	0.242	0.281	0.579
Location (X5)	0.344	0.313	0.386	0.242	**0.808**	0.191	0.549
Halal Label (X6)	0.359	0.237	0.211	0.281	0.191	**0.710**	0.440
Consumer Satisfaction (Y)	0.515	0.499	0.567	0.579	0.549	0.440	**0.952**

Table 3. Component Reliability Test Results on SmartPLS Version 3.3

Variable	Cronbach's Alpha	Composite Reliability	Average Variance
Product Quality (X1)	0.858	0.889	0.503
Service Quality (X2)	0.809	0.865	0.563
Price (X3)	0.794	0.866	0.618
Promotion (X4)	0.872	0.907	0.661
Location (X5)	0.819	0.882	0.654
Halal Label (X6)	0.676	0.794	0.504
Consumer Satisfaction (Y)	0.948	0.967	0.906

Table 4. Inner Model Test Results on SmartPLS Version 3.3

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|	P Values	Description
Product Quality (X1)	0.139	0.147	0.067	2.063	0.036	Significant
Service Quality (X2)	0.200	0.200	0.067	3.002	0.003	Significant
Price (X3)	0.156	0.162	0.066	2.383	0.029	Significant
Promotion (X4)	0.270	0.264	0.071	3.814	0.000	Significant
Location (X5)	0.279	0.273	0.062	4.537	0.000	Significant
Halal Label (X6)	0.181	0.184	0.078	2.317	0.024	Significant

has an Average Variance Extracted (AVE) value greater than 0.5, a Composite Reliability value greater than 0.7 and a Cronbach Alpha value greater than 0.6 (Wiwekananda and H. Aruan, 2020). The results of component reliability using SmartPLS version 3.3 can be seen in Table 3.

Based on Table 3. the results of the component reliability test using SmartPLS version 3.3, the results show that all variables have a Cronbach alpha value above 0.6, a composite reliability value above 0.7 and an average variance extracted value above 0.5, it can be concluded that the component test results The reliability of the research instrument model that has been made and designed is stated to be good because the research instrument has reliable data so that it can be continued at the next stage, namely the Inner Model Test.

3.3.2 Inner Model Test (Structural Model)

The inner model test is a test carried out to determine and classify the relationship between latent variables (Astakoni and Wardita, 2020). The path coefficient value is used to determine whether the hypothesis is rejected or accepted by taking into account two values, namely the P-value and the Original Sample value. In this study using a significance level of 5% or an alpha of 0.05 with a 95% confidence level so that the variable can be said to be significant if the P-value is less than 0.05 or less than 0.05 (<0.05) (Arifianti and Gunawan, 2020). The results of the inner model using SmartPLS version 3.3 showed that all variables had positive values and had a significant effect

on the results of data processing, which can be seen in Table 4.

3.3.2.1 R-Square Value in Structural Model

The R-square value is used to determine the level of effect of the independent variable on the dependent variable (Wibisono, Anwar and Kirono, 2015). Evaluating the R-square value

Chin (1998) of Astuti (2018) wrote that the R-square value was divided into three limits, namely those above 0.67 were categorized in the variables described as strong, values ranging from 0.33 to 0.67 were categorized in the variables described as moderate/moderate and 0.19 to 0.33 the value is categorized in the variable described that is weak. The results of the R-square value using SmartPLS in the structural model can be seen in Figure 1.
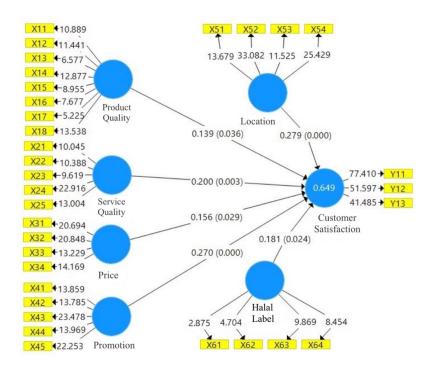

Figure 1. Structural Model Diagram

Based on Figure 1. the structural model diagram is the output of the SmartPLS software. The results of the inner model test the R-square value on the dependent variable Consumer Satisfaction (Y) has an R-square value of 0.649 which means that of the six dependent variables, namely Product Quality (X1), Service Quality (X2), Price (X3, Promotion (X4), Location (X5), and Halal Label (X5) have an effect of 64.90% on Consumer Satisfaction (Y).The R-square value shows the effect of the independent variable on the dependent variable of 0.649 including the category of variables described as moderate.

3.3.3 Hypothesis Test

Based on the results of data processing using SmartPls and the results of the Original Sample and P-value values can be seen in Table 4. then

it can be used to prove the hypothesis that was previously designed. The explanation of the proof of the hypothesis is as follows:

1. Hypothesis 1 states that the product quality factor (X1) has a significant and positive effect on consumer satisfaction (Y).

Based on the results of data processing using SmartPLS, the results obtained P-value of 0.036 where the value is smaller than the alpha value (significant level) which is 0.05 and has an effect of 0.139 which has a positive effect on consumer satisfaction so that the first hypothesis can be accepted and it is stated that the product quality factor has a significant and positive effect on consumer satisfaction.

The higher the quality of the products provided, the more customer satisfaction

will increase. If the quality of the product received by consumers is as expected and good, then consumers will feel satisfied and will visit again. The results of this study can support the research conducted by Tiorida, Pramono, and Sifauziah (2019) which states that product quality is positive and has a significant effect on consumer satisfaction.

2. Hypothesis 2 states that the service quality factor (X2) has a significant and positive effect on customer satisfaction (Y).

Based on the results of data processing using SmartPLS, a P-value of 0.003 was obtained where the value was smaller than the alpha value (significant level) which was 0.05 and has an effect of 0.200 which had a positive effect on consumer satisfaction so that the second hypothesis was accepted and stated that the factor service quality has a significant and positive effect on customer satisfaction.

Similarly, the product quality factor, namely the more the quality of service provided, the more customer satisfaction will increase. If the quality of service received by consumers is as expected and good, then consumers will feel satisfied and will visit again. The results of this study can support the research conducted by Kusumawathi, Darmawan and Suryawardhani (2019) which states that service quality has a significant and positive effect on customer satisfaction.

3. Hypothesis 3 states that the price factor (X3) has a significant and positive effect on consumer satisfaction (Y).

Based on the results of data processing using SmartPLS, a P-value of 0.029 is obtained where the value is smaller than the alpha value (significant level) which is 0.05 and has an effect of 0.156 which has a positive effect on consumer satisfaction so that the third hypothesis can be accepted and stated that the factor price has a significant and positive effect on consumer satisfaction.

If the price received by consumers is as expected and in accordance with the product, consumers will feel satisfied and tend to visit again. The results of this study can support the research conducted by Prakoso and Sugiharti (2020) which states that price has a significant and positive effect on consumer satisfaction.

4. Hypothesis 4 states that the promotion factor (X4) has a significant and positive effect on consumer satisfaction (Y).

Based on the results of data processing using SmartPLS, the results obtained P-value of 0.000 where the value is smaller than the alpha value (significant level) which is 0.05 and has an effect of 0.270 which has a positive effect on consumer satisfaction so that the fourth hypothesis can be accepted and stated that the factor promotion has a significant and positive effect on consumer satisfaction.

The more promotions given to consumers, the more customer satisfaction will increase. The results of this study can support the research conducted by Dwiputra and Prabantoro (2020) which states that promotion has a significant effect on consumer satisfaction.

5. Hypothesis 5 states that the location factor (X5) has a significant and positive effect on consumer satisfaction (Y).

Based on the results of data processing using SmartPLS, the results obtained P-value of 0.000 where the value is smaller than the alpha value (significant level) which is 0.05 and has an effect of 0.270 which has a positive effect on consumer satisfaction so that the fifth hypothesis can be accepted and stated that the factor location has a significant and positive effect on customer satisfaction.

If the location of the coffee shop is strategic and near the target market, consumer satisfaction will also increase. This is because the location determines the consumer to visit the coffee shop so that consumers make the location a measuring tool for consumer satisfaction.. The results of this study can support the research conducted by Umi and Amelia (2021) which states that location has a significant and positive effect on customer satisfaction.

6. Hypothesis 6 states that the halal label factor (X6) has a significant and positive effect on consumer satisfaction (Y).

Based on the results of data processing using SmartPLS, the results obtained P-value of 0.024 where the value is smaller than the alpha value (significant level) which is 0.05 and has an effect of 0.181 which has a positive effect on consumer

satisfaction so that the sixth hypothesis can be accepted and stated that the factor Halal label has a significant and positive effect on consumer satisfaction.

The more halal labels that are displayed on the product or in the coffee shop area, the more customer satisfaction will increase. This is very important for consumers to get halal products because especially for Muslims, halal products are mandatory and allowed to be consumed.

3.3.4 Proposed Improvements Based on Variables

Based on the results of data processing and analysis obtained several suggestions for improvement of each variable. Suggestions for variable improvement are made by taking into account the value of the effect of the independent variable on the dependent variable by paying attention to the value of the original sample so that the proposed improvement is sorted based on the independent variable which has the greatest effect on the dependent variable. The following are some suggestions for variable improvement.

1. Location Variable (X5)

The location variable has an original sample value of 0.279, which means that the location variable has an effect of 27.9% on consumer satisfaction. The following are some suggestions for improving location variables.

a. Maintain a coffee shop business located in the middle of the city and in the middle of the tourist center area in order to get the right target market

b. Maintain a large parking area and having a good guard in the parking lot so that visitors' vehicles are always kept safe.

2. Promotion Variable (X4)

The promotion variable has an original sample value of 0.270, which means that the promotion variable has an effect of 27% on consumer satisfaction. The following are some suggestions for improving the promotion variable.

a. Maintain and improve product promotion through social media

b. Maintain and increase direct promotion through food bazaars so that consumers will know the product firsthand.

c. Maintain and improve providing attractive promotions to consumers such as providing discounted food discounts, birthday vouchers and door prizes to consumers.Variabel

3. Service Quality Variable (X2)

The service quality variable has an original sample value of 0.20, which means that the service quality variable has an effect of 20% on customer satisfaction. The following are some suggestions for improving service quality variables.

a. Maintain and improve employees who have a polite, friendly, neat and communicative attitude to consumers.

b. Retain and improve employees quickly in serving consumer needs.

4. Halal Label Variable (X6)

The halal label variable has an original sample value of 0.181, which means that the service quality variable has an effect of 18.1% on consumer satisfaction. The following are some suggestions for improving the halal label variable.

a. The coffee shop maintains to provide halal information on product packaging and in the coffee shop area.

5. Price Variable (X3)

The price variable has an original sample value of 0.156, which means that the price variable has an effect of 15.6% on consumer satisfaction. The following are some suggestions for improving the price variable.

a. Maintain the price given to consumers in accordance with the products that consumers get.

b. Always adjust prices to the target market.Variabel

6. Product Quality Variable (X1)

The product quality variable has an original sample value of 0.139, which means that the price variable has an effect of 13.9% on consumer satisfaction. The following are some suggestions for improving product quality variables.

a. Maintain and improve the products served to consumers have a good taste.

b. Maintain the product served is always fresh.

c. Maintain and always paying attention to the products served to consumers are guaranteed safety and hygiene.

d. Add product variants.

e. Paying attention to the products served to consumers are ensured that they are in accordance with what is on the menu.

4. CONCLUSION

4.1 Conclusion

Based on the results of the analysis and discussion of the research entitled, the following conclusions were drawn:

The product quality factor has a significant and positive effect of 0.139 on consumer satisfaction. Product quality factors are reflected in eight indicators including performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality.

The service quality factor has a significant and positive effect of 0.200 on customer satisfaction. The service quality factor is reflected by five indicators, including tangibles, reliability, responsiveness, assurance, and empathy.

The price factor has a significant and positive effect of 0.156 on consumer satisfaction. The price factor is reflected by four indicators, including price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits.

The promotion factor has a significant and positive effect of 0.270 on consumer satisfaction. Promotional factors are reflected in five indicators, including advertising, sales promotion, public relations, personal selling and direct marketing.

The location factor has a significant and positive effect of 0.279 on consumer satisfaction. The location factor is reflected by four indicators including access, spacious and safe parking space, expansion and environment.

The halal label factor has a significant and positive effect of 0.181 on consumer satisfaction. The halal label factor is reflected by four indicators including images, writing, a combination of images and text, and sticking to the packaging.

Product quality, service quality, price, promotion, location and halal label factors have an effect of 0.649 or 64.90% on consumer satisfaction.

4.2 Suggestion

Based on the results of the research that has been done, the suggestions given by the researcher are as follows:

Ueno coffee must maintain and improve product quality, service quality, price, promotion, location and halal label by paying attention to the dimensions or indicators that consumers expect according to this research.

Future researchers are expected to be able to analyze the factors of consumer satisfaction with other variables such as store atmosphere, trust, and experiential marketing variables.

Future researchers are expected to be able to research with respondents who have never been to Ueno Coffee so that it can be used to find out what factors cause these respondents to have never visited Ueno coffee so that the company will know what factors are actually wanted and expected by the community.

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