

ABSTRAK

Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan

Kedai Kopi Warput

Penelitian ini bertujuan menganalisis pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan di Kedai Kopi Warput. Penelitian ini dilatarbelakangi oleh penurunan pendapatan dan jumlah kunjungan pelanggan yang diduga disebabkan oleh pelayanan yang belum optimal serta persepsi harga yang kurang sesuai dengan harapan pelanggan. Penelitian menggunakan pendekatan kuantitatif dengan metode deskriptif dan asosiatif, di mana data diperoleh melalui penyebaran kuesioner kepada pelanggan yang telah berkunjung ke Kedai Kopi Warput. Hasil penelitian menunjukkan bahwa kualitas pelayanan berada pada kategori “cukup”, harga pada kategori “baik”, dan kepuasan pelanggan tergolong “baik”. Dimensi empati dinilai paling tinggi, sedangkan daya tanggap dan bukti fisik perlu ditingkatkan. Pada aspek harga, pelanggan menilai kesesuaian antara harga dan porsi produk masih belum optimal. Secara keseluruhan, kualitas pelayanan dan harga berpengaruh positif terhadap kepuasan pelanggan, dengan pengaruh kualitas pelayanan lebih besar dibandingkan harga. Temuan ini menegaskan pentingnya peningkatan kecepatan dan efisiensi pelayanan, penyediaan fasilitas yang memadai seperti area parkir, serta penetapan harga yang sepadan dengan nilai produk. Penelitian selanjutnya disarankan menambahkan variabel seperti kualitas produk, promosi, atau citra merek agar hasilnya lebih komprehensif.

Kata Kunci: Harga, Kepuasan Pelanggan, Kualitas Pelayanan, Kedai Kopi Warput.

ABSTRACT

The Effect of Service Quality and Price on Customer Satisfaction at Kedai Kopi Warput

This study aims to analyze the influence of service quality and price on customer satisfaction at Kedai Kopi Warput. The research was motivated by a decline in revenue and customer visits, which were suspected to be caused by suboptimal service quality and price perceptions that did not fully meet customer expectations. This study employed a quantitative approach with descriptive and associative methods, using questionnaires distributed to customers who had visited Kedai Kopi Warput. The results indicate that service quality falls into the “fair” category, price into the “good” category, and overall customer satisfaction is considered “good.” The empathy dimension received the highest evaluation, while responsiveness and physical evidence still need improvement. In terms of price, customers perceived that the balance between price and product portion remains suboptimal. Overall, service quality and price positively affect customer satisfaction, with service quality having a greater influence. These findings highlight the importance of improving service speed and efficiency, providing adequate facilities such as parking areas, and setting prices that reflect the product’s value. Future research is suggested to include additional variables such as product quality, promotion, or brand image to obtain more comprehensive results.

Keywords: Customer Satisfaction, Price, Service Quality, Kedai Kopi Warput