

The Effect of Location and Price on Customer Satisfaction of Sharia Cafe

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Article Info	Abstract
<p><i>Article history:</i> Received November 21, 2021 Revised February 2, 2022 Accepted February 23, 2022 Available online February 23, 2022</p> <p>Keywords: <i>Customer Satisfaction; Location; Price; Sharia Cafe.</i></p> <p><i>JEL Classification; D01; D12; E31</i></p>	<p><i>This research aims to determine the effect of location and price on customer satisfaction partial and simultaneous at sharia café. This research uses a quantitative approach with primary data. The population in this research were customers of Sharia Café in Dapoer Fezdaf Café Syariah Belitung. This research used the purposive sampling method with 80 respondents. The analytical method used is multiple linear regression to test the hypothesis with the SPSS version 22 programs. The results showed that (1) location has a significant positive effect on customer satisfaction (2) price has a significant positive effect on customer satisfaction (3) The location and price simultaneously have a significant positive effect on customer satisfaction. Café Syariah is proven to satisfy its customers by using two approaches of choosing a location according to the customer's choice and determining the price according to the customer's wishes.</i></p>

INTRODUCTION

In modern times, followed by socio-cultural and technological developments, a café is one of the culinary businesses that is the choice of many people, especially young millennials [Türelı et al., \(2019\)](#). The more cafe businesses with available options will make the customer more selective in visiting the café. On the other hand, many café customers provide businesspeople new opportunities to open cafes, including offering sharia principles [\(Hariyani, 2018\)](#)

From the results of research that has been carried out, it is stated that there is a positive influence between increasing investment consumption and government spending in the tourism sector on economic growth so that the increase in cafe business is a micro, small and medium enterprise' (MSME) activities with indicators that can contribute to economic growth in Indonesia [\(Sinaga & Sinulingga, 2020, Xuping, et al., 2019\)](#).

The existence of a sharia café is not only an icon and trend but is expected to provide full service to customers while still considering Islamic values. In addition to this, sharia cafes are expected to compete with non-sharia restaurants related to places. Prices are included in providing customer satisfaction [\(Herlyanto, 2020\)](#). The results of the research state that customer satisfaction depends on the atmosphere, location, and price offered to customers [\(Dian, Jannah, & Dwijayanti, 2021\)](#).

The existence of sharia business is increasing in Indonesia with various types and models that continue to innovate. In addition, sharia business is projected to support the Indonesian economy, especially those based on MSMEs. This is supported by the potential of the Muslim community that

spreads throughout the region and support from the government (Yesuf & Aassouli, 2020); (Kurt et al., 2020).

Wiranata (2019) stated that location could direct the café to be smooth and easy marketing to the customer. This is based on the rationality of the customer to choose a more strategic place and does not take up much time on the way. A café with a strategic location will affect the level of customer satisfaction. Moreover, the price has the highest level of sensitivity and plays a role as the primary indicator in selecting cafes and menus. Customers want restaurants with low-priced menus based on customer satisfaction to get significant attention. When customers have reached the right price, then customers will feel satisfied.

Satisfied customers have fulfilled their wants and needs for the products and services offered. Furthermore, satisfaction is a scale for measuring customer satisfaction with the services provided. Customers feel that their satisfaction is the main priority in buying a product offered by the seller (Petcharat & Leelasantitham, 2021).

Meanwhile, (Bahri 2018) states that customer satisfaction is created because of service, product quality, and good location. (Ikhsan, Prabowo, Wiharja, & Vional, 2018);(Tzeng, Ertz, Jo, & Sarigöllü, 2020) noted that a strategic location could affect customer satisfaction, while Soliha et al. (2019) stated that the result of a strategic location is a purchase decision and not customer satisfaction. Moreover, there is a positive relationship between price affordability and customer satisfaction. In contrast (Madiistriyatno & Nurzaman, 2020) state that prices do increase customer satisfaction, but when they see the condition of the location of the cafe they visit does not match expectations, many customers feel they are not satisfied with the quality of the products offered even though the prices offered are cheap.

Dapoer Fezdaf Cafe Syariah Belitung has received particular attention and direct training from the Indonesian Ulema Council (MUI) in 2019. The sharia components related to food, drinks, and worship facilities have met the specified standards. Research conducted by (Hayati, Izmuddin, & Putri, 2019), entitled the influence of religiosity and culture on Muslim consumer behavior in buying food at cafes, concluded that the more religious a person is, the more Islamic the purchasing decisions made by choosing sharia cafes as a place to shop. On the other hand, if a person's religiosity is fewer Muslims, then the purchase decision will be less Islamic by not considering the place where the purchase was made.

For this reason, it is necessary to examine whether a sharia café makes an excellent contribution to the customer in competition, especially customer satisfaction and the place provided by the manager. The purpose of this study was to determine the effect of the location and price offered by a sharia café on customer satisfaction

RESEARCH METHODS

Population and Sample

This study used a quantitative approach. The population of this research was the customer of *Dapoer Fezdaf Cafe Syariah Belitung* with non-

probability sampling method and purposive sampling technique, in the form of (1) Belitung domicile community; (2) Have you ever been to *Dapoer Fezdaf Caf  Syariah Belitung*; and (3) is over 17 years old. According to (Sugiyono 2018), probability sampling is a sampling technique that provides equal opportunities for all members of the population to be selected and used as a sample. At the same time, the model in this study used the theory of Hair et al.(2006), which recommended that the selection taken in this study was based on the number of question items multiplied by 5-10, $13 \times 6 = 78$ rounded up to 80 people who became respondents.

Data Collection Technique

The sampling method in this study used a non-probability sampling method with purposive sampling technique or sampling by setting target criteria from the population. The reason for choosing this method is to get convenience in data collection to not deviate from the goal. The requirements for respondents in this study are as follows:

- People who live in Belitung.
- Have visited *Dapoer Fezdaf Sharia Caf  Belitung*.
- Over 17 years old.

The Questionnaire

The researcher used a self-administered questionnaire technique or a digital questionnaire distribution technique through Google Form to be distributed to respondents. The questionnaire was in the closed and items questionnaire or closed questionnaire category. To find out data about the effect of location and price on customer satisfaction at *Dapoer Fezdaf Caf  Syariah Belitung*, respondents will answer questions in the form of a numerical rating scale of one to five.

Operational Definition of Research Variable

Independent Variable (X_1)

Independent variables affect the dependent variable (Nikantino, Wahyuni, & Widodo, 2020). In this study, the independent variable (X_1) was the location or placement of a caf  that influenced customer decisions and the profit and loss of the business. The indicators used to determine the effect of area on customer satisfaction at *Dapoer Fezdaf Caf  Syariah Belitung* were the dimensions of access, visibility, traffic, parking space, and the environment. The location questionnaire was adopted from (Rahmawan & Suwitho, 2020), such as the cafe is easy to reach by customer.

Independent Variable (X_2)

In this study, the second independent variable (X_2) is the price or material billed to the customer for the products offered by the caf . The indicators used to determine the effect of price on customer satisfaction at *Dapoer Fezdaf Caf  Syariah Belitung* are the dimensions of price affordability, price suitability, price competitiveness, and price suitability with benefits.

Dependent Variable (Y)

The dependent variable is the variable that is influenced by the independent variable (Tarigan, 2019). In this study, what acts as the dependent variable is customer satisfaction or expressions of feeling happy or disappointed that arise after enjoying the menu offered by the caf 

(Madiistriyatno & Nurzaman, 2020). The indicators to determine the level of customer satisfaction were influenced by the location and price of *Dapoer Fezdaf Caf  Syariah Belitung* through the dimensions of criticism and suggestions, ghost shopping, low customer interest, and customer satisfaction surveys. (Rahmawan & Suwitho, 2020) adopted the customer satisfaction questionnaire, such as customers returning to visit the caf .

Data Analysis

The data analysis method in this study was using the SPSS 22 program. This research went through several tests: Instrument test (validity test, reliability test), classical assumption test (normality test, multicollinearity test, heteroscedasticity test) technical data analysis used is linear regression analysis to determine whether there is an effect (X1), Location (X2), Price on customer satisfaction (Y) to the customer of *Dapoer Fezdaf Caf  Syariah Belitung*. Moreover, the analysis multiple linear regression equation used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y = Customer Satisfaction

α = Constant

β_1 = Regression coefficient of Location

β_2 = Regression coefficient of Price

X₁ = Location

X₂ = Price

e = Error

The criteria for testing the normality of the data are:

A validity test is a practical test to measure the validity of a questionnaire. The use of the Pearson Product Moment correlation formula is the basic formula for decision making, with an assessment as follows:

- If r results are positive, and r results > r table, then the data is valid.
- If r is positive, and r is < r table, the data is invalid.

A reliability test is a tool to measure a questionnaire which is an indicator of a variable). The level of reliability was tested with the Cronbach Alpha statistical test using the SPSS program. Decision making is based on:

- If the Cronbach Alpha value is > 0.60, then the data is reliable
- If the Cronbach Alpha value is < 0.60, then the information is not reliable

Normality test, the data normality test as a test to see whether the population distribution is normal or not by formulating a hypothesis. The hypothesis in question is standard distribution data (Ho) and abnormal distribution data (Ha) with a determination of a significance level of 5%. The formation of conclusions is based on assessments such as the following:

- If the significance value is > 0.05, Ho is accepted, meaning that the data is typically distributed.
- If the significance value is < 0.05, Ho is rejected, meaning that the data is not normally distributed.

Multicollinearity test determines whether there is a correlation of independent variables in a regression model. A good regression model should not correlate with the independent variables. A regression model is said to be

free from multicollinearity if it meets the following criteria (Variance Influence Factor – VIF, and Tolerance):

- There is multicollinearity if the value of $VIF > 10$ and Tolerance < 0.1 . If this happens, removing one variable indicated by multicollinearity from the model is the way to fix it.
- There is no multicollinearity if the value of VIF is < 10 and Tolerance is > 0.1 .

Heteroscedasticity Test

(Ghazali 2018) said that the heteroscedasticity test was carried out to determine whether there was a similarity of variance from the residuals of one observation to another. If the clash comes from a fixed residual, it is called Homoscedasticity. Meanwhile, if they are different, it is called heteroscedasticity. To detect the presence or absence of heteroscedasticity by looking at the Plots graph between the predicted value of the dependent (dependent) variable, namely ZPRED (X-axis) and the residual SRESID (Y-axis). If a particular pattern, such as the dots that form a specific regular pattern (wavy, widen, and then narrowed), indicates heteroscedasticity has occurred. If there is no clear or typical pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

Hypothesis Testing

T. test, the T statistical test aims to show how far the influence of one explanatory or independent variable individually in explaining variation and the dependent variable (Ghazali., 2018). As for the way of making decisions, namely:

- If $Sig > 0.05$, then H_0 is accepted, so H_a is rejected.
- If $Sig < 0.05$, then H_0 is denied, so H_a is accepted.

F test aims to show whether all the independent variables used in the model have an overall effect on the dependent variable (dependent). This is called the comprehensive significance test on the regression line that tests Y linearly concerning X (Ghazali., 2018). The parameters of this test are to compare the level of significance with the provisions:

- If the significance value of $F > 0.05$, then the regression model used is inappropriate for further analysis.
- If the significance value of $F < 0.05$, then the regression model used is appropriate for further analysis.

Coefficient of Determination Test (R^2)

The Coefficient of Determination Test assesses how far the model can explain variations in the dependent variable. Coefficient value determination ranges between zero and one (Ghazali., 2018). The criteria are:

- If two are close to 1 or more than 1, then the role of the independent variable will be more substantial on the dependent variable.
- If 2 approaches 0 or is smaller than 0, then the role of the independent variable on the dependent variable will be weaker, so the model used is less precise.

RESULT AND DISCUSSION

A total of 80 customer respondents of *Dapoer Fezdaf Café Syariah Belitung* were willing to fill out the questionnaire and have many respondents in each gender, men with 42 customers with a percentage of 52.5% and women with 38 customers with a rate of 47.5%. Furthermore, in the age category, it was dominated by the age of 17 - 22 with 52 customers, with a percentage of 65%, in the second place, the age of 23 - 27, which consisted of 18 customers with a ratio of 22.5%, in the third place, the age of 28 - 35, amounted to 7 customers with a percentage of 8.8% and lastly age > 35 years which amounted to 3 customers with a ratio of 3.7%.

Respondents in the occupational category were dominated by students, amounting to 51 customers with 63.7%. In the second place were private employees with 16 customers with a percentage of 20%. In third place were entrepreneurs, totaling eight customers with a ratio of 10%, and in the last area were civil servants with five customers with a percentage of 6.3%. Furthermore, the category of visit data was dominated by frequent visits, which amounted to 59 customers with a ratio of 73.8%, in the second-order visits > 3 times which amount to 21 customers with a percentage of 26.3%, while the number of 0 customers for visits one time and two times.

Instrument Quality Test

A validity test is used to measure the validity of data and is declared valid if $r_{\text{count}} > r_{\text{table}}$ ($df = N-2$) with a significance level of 5% (Sari, Ambarwati, & Ramelan, 2020). The samples were 80 customers minus 2, so the r_{table} in this study is 0.2199, with the following details:

Table 1. Validity Test

Variable	Items	R_{count}	R_{table}	description
Location	L 1	0.488	0.2199.	Valid
	L 2	0.470	0.2199.	Valid
	L 3	0.316	0.2199.	Valid
	L 4	0.689	0.2199.	Valid
	L 5	0.275	0.2199.	Valid
Price	P 1	0.798	0.2199.	Valid
	P 2	0.226	0.2199.	Valid
	P 3	0.556	0.2199.	Valid
	P 4	0.567	0.2199.	Valid
Customer satisfaction	CS 1	0.270	0.2199.	Valid
	CS 2	0.565	0.2199.	Valid
	CS 3	0.429	0.2199.	Valid
	CS 4	0.763	0.2199.	Valid

Based on the test results in the table above, it can be described that all items have a value of $r_{\text{count}} > r_{\text{table}}$ 0.2199, then all things are declared valid. An instrument reliability test is used to measure the variables' indicators in the questionnaire. Data is declared reliable if Cronbach's alpha > 0.60. The results of the reliability test can be seen in the following table:

Table 2. Reliability Test

<i>Cronbach's Alpha</i>	description
0.807	Reliable

Based on the results above, it can be concluded that all variables have a Cronbach's alpha value > 0.60 , so it can be declared reliable. The normality test in this study uses the Kolmogorov-Smirnov test with a sig value > 0.05 as customarily distributed data and P-Plot with the condition that the data is spread close to the line. The results of the normality test can be seen in the following table:

Table 3. Normality Test

Model	Unstandarized Residual
Sig. (2-tailed)	0.254 ^d

Based on the table above, it can be seen that the value of sig. $0.254 > 0.05$, and the P-Plot has distribution data close to the line, so the data is declared normally distributed.

Multicollinearity test is used to determine whether there is a correlation of independent variables in regression by looking at the value of VIF (Variance Infracation Factor) provided that there is no multicollinearity in the form of VIF value < 10.00 and tolerance value > 0.1 . The results of the multicollinearity test can be seen as follows:

Table 4. Multicollinearity Test

Variable	Tolerance	VIF
Location	0.506	1.976
Price	0.729	1.372

Based on the table above, it can be seen that the location variable has a VIF value of $1.976 < 10.00$ and a tolerance value of $0.506 > 0.1$, and the price variable has a VIF value of $1.372 < 10.00$ and a tolerance value of $0.729 > 0.1$, so it can be stated that the data does not experience multicollinearity.

The heteroscedasticity test determines whether there is equality of variance from residuals from one observation to another. Heteroscedasticity test with sig. > 0.05 and having data spread above and below zero (0) is declared free from heteroscedasticity (Sari et al., 2020). The results of the heteroscedasticity test can be seen in the following table:

Table 5. Heteroscedasticity Test

Variable	Significant
Location	0.860
Price	0.249

Based on the table above, it can be concluded that the location variable has a value of sig. $0.860 > 0.05$, and the price variable has a sig value. $0.249 > 0.05$, and the data is spread above and below zero (0), so the data is declared free from heteroscedasticity symptoms.

Hypothesis Testing

The hypothesis was tested using multiple linear analyses to know the value of the influence of the location and price variables that act as independent variables (X) on the customer satisfaction variable as the dependent variable (Y) at *Dapoer Fezdaf Caf  Syariah Belitung*.

The T-test is shown to determine the effect of each independent variable on the dependent variable with the condition that it is supported by the value of $T_{count} > T_{table}$ and the value of sig. < 0.05 (Mustajab, et al, 2020). The t table value is obtained from the formula $t_{table} = t(\alpha/2 ; n-k-1) = t(0.05/2 ; 80-3-1) = t(0.025;76) = 1.99167$. The results of the T-test can be seen in the following table:

Table 6. Hypothesis Testing

Variable	T	Sig.
Location	2.348	0.021
Price	2.224	0.029

Based on the test results in table 4.10 can be seen as follows: H_1 : Location has a significant positive effect at *Dapoer Fezdaf Caf  Syariah Belitung*. Moreover, the location variable (X_1) significantly affects customer satisfaction in (Y) *Dapoer Fezdaf Caf  Syariah Belitung*. This can be seen from the significance of the location (X_1) $0.021 < 0.05$ and the value of $t_{count} > t_{table}$ ($2.348 > 1.99167$). H_0 is rejected, and H_1 is accepted, so the hypothesis that location affects customer satisfaction is partially supported.

H_2 : Price has a significant positive effect at *Dapoer Fezdaf Caf  Syariah Belitung*. Furthermore, the price variable (X_2) significantly affects customer satisfaction (Y) *Dapoer Fezdaf Caf  Syariah Belitung*. This can be seen from the significance of the price (X_2) $0.029 < 0.05$ and the value of $T_{count} > T_{table}$ ($2.224 > 1.99167$), then H_0 is rejected, and H_1 is accepted, so the hypothesis that price affects customer satisfaction is partially supported.

F Test (Simultaneous)

The F test is intended to determine the effect of the independent variable as a whole (simultaneously) on the dependent variable with the condition that it is supported by the value of $F_{count} > F_{table}$ and the value of sig. < 0.05 . The value of F table is the result of the formula $F_{table} = f(k; n-k)$, $F = (3; 80-3)$, $F_{table} = (3;77) = 2.72$ with an error rate of 0.05 (5%). The results of the F test can be seen in the following table:

Table 7. F Test (Simultaneous)

Model	F	Sig.
Regression	15.260	0.000 ^b

Location and price simultaneously affect customer satisfaction *Dapoer Fezdaf Caf  Syariah Belitung*.

Based on the test results in the table above, it is known that the value of $F_{count} > F_{table}$ ($15.260 > 2.72$) and a significant level of $0.000 < 0.05$, then H_0 is

rejected and H_1 is accepted. It can be concluded that the location variable (X_1) and price (X_2) simultaneously have a significant positive effect on customer satisfaction (Y) at *Dapoer Fezdaf Caf  Syariah Belitung*.

Coefficient of Determination Test

The coefficient of determination test is intended to determine the ability of the independent variable to explain the dependent variable with the criteria of zero (0) and one. The closer to number one, the stronger the explanation ability of the independent variable on the dependent variable. The analysis used is multiple linear regression, then the value taken is the Adjusted R2 value (Rooroh et al., 2020). The results of the adjusted R2 test can be seen in the following table:

Table 8. Coefficient of Determination Test

R^2	Adjusted R^2
0.376	0.351

Based on the table above, it can be seen that the value of the coefficient of determination is found in the Adjusted R Square value of 0.351. This indicates the ability of the independent variable to explain the dependent variable is 35.1%, and the remaining 64.9% is explained by other variables not included in the research.

Table 9. Hypothesis Test

Hypothesis	Statement	Information
H_1	The location has a significant positive effect on customer satisfaction at <i>Dapoer Fezdaf Caf� Syariah Belitung</i> .	Accepted
H_2	Price has a significant positive effect on customer satisfaction at <i>Dapoer Fezdaf Caf� Syariah Belitung</i> .	Accepted
H_3	Location and price have a simultaneously significant positive effect on customer satisfaction at <i>Dapoer Fezdaf Caf� Syariah Belitung</i> .	Accepted

Based on the table above, it can be discussed that the relationship of location to customer satisfaction had a positive effect on customer satisfaction. This result is in line with research conducted by (Wiranata 2019) that the advantage of a business lies in choosing its location. The more strategic the business location, the higher the level of customer satisfaction. According to him, a strategic location is a location that is located in the middle of the city or a productive area, such as an education center or work environment, so that customers do not spend a lot of time going to these

locations. However, the results of this study are contradictory with the research of (Soliha et al., 2019) that strategic location is not yet appropriate to be stated as the key to customer satisfaction.

Dapoer Fezdaf Café Syariah Belitung is located on the main urban road and is a productive area and beach tourism that likes to be visited because of the beauty of the sunset in the afternoon, so it doesn't make it difficult for the customer to get to the cafe location. In addition, the traffic conditions are quiet, and the instructions or directions and environmental security from the parking guards are added values for the customer to visit. The existence of facilities and infrastructure from good location indicators can affect customer satisfaction when visiting *Dapoer Fezdaf Café Syariah Belitung*.

Further results showed that the price had a positive effect on customer satisfaction. This result is in line with the research conducted by (Dian et al., 2021) that price is the primary indicator of café selection. Generally, the customer will consider price when deciding which café to go to. This is done based on the nature of customers to get high value for money because they can get products at low prices. However, some customers also feel that they are not burdened by paying high or high prices to get products with the desired taste. Both low and high prices will lead the customer to feel satisfied. However, the results of this study contradict the research of (Sinaga & Sinulingga, 2020), which states that price is not a guarantor of customer satisfaction because high and low prices and conformity with product quality are relative and conditional.

The price applied by *Dapoer Fezdaf Café Syariah Belitung* has been through a price comparison with products from other cafes. Some customers judge that the price offered follows the taste of the product they want. For example, a low product price will taste according to taste, or a high product price does not disappoint customers. *Dapoer Fezdaf Café Syariah Belitung* has applied a fee following the capital calculation, so it does not set a high price for its products. At this suitable price, *all customers can visit Dapoer Fezdaf Café Syariah Belitung*.

Finally, the results showed that simultaneously location and price positively affected customer satisfaction. This result is in line with research by (Rooroh et al., 2020) which states that business managers must pay attention to spatial planning because a comfortable space will satisfy the customer. Convenience in terms of models, strategic locations, and affordable prices can be used as choices for customers to visit and feel satisfied. (Xhema, Metin, & Groumpos, 2018) also stated that selecting atmosphere concepts and models to be applied in the café business is one of the strategies for attracting customer interest. Not only that, the accuracy of the cafe manager in determining the location must be based on the needs of the customer in the surrounding environment because it will affect customer flexibility and strategic focus. The price factor is based on observing customer loyalty around spending their money. If these three factors have been met, the cafe will increase sales, while the customer will get satisfaction.

CONCLUSION

Based on the results of data analysis and discussion, customer satisfaction of Sharia cafes, especially in *Dapoer Fezdaf Café Syariah Belitung*, was satisfied with the location chosen by the cafe owner and used as a place to serve customers by considering transportation access, traffic conditions, parking area, and the surrounding environment. Furthermore, customers are also satisfied with the nominal price offered along with the menu served by *Dapoer Fezdaf Café Syariah Belitung* by considering affordable prices, lower costs with other cafés, and the quality of the menu according to the prices offered. The event studies conducted have limitations, namely short-term observing and reaction to specific events. If the observation period is extended, other circumstances may concurrently influence customer reactions where partial effects cannot be explained. Therefore, additional studies need a fundamental approach to analyze it more strongly, influencing customer satisfaction.

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