THE INFLUENCE OF ROASTED COFFEE BEAN PRODUCT QUALITY AND PRICE ON CUSTOMER SATISFACTION AT MAJA KOPI PASAR MODERN BINTARO KB66

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ABSTRACT

This study aims to determine the effect of product quality and price, both partially and simultaneously, on consumer satisfaction at Maja Kopi Pasar Modern Bintaro KB66. The research method used is a quantitative method with an associative approach. The results of the multiple linear regression analysis show the equation Y = 1.885 + 0.802X1 + 0.241X2 + e, which means that the constant value of 1.885 indicates that when product quality and price are zero, consumer satisfaction is 1.885. Both variables have a positive influence on consumer satisfaction. The coefficient of determination value of 0.961 indicates that product quality (X1) and price (X2) simultaneously affect consumer satisfaction by 96.1%. The correlation coefficient for product quality is 0.955 (sig. 0.000 < 0.05), and for price, it is 0.895 (sig. 0.000 < 0.05). The F-test shows Fcount > Ftable (448.414 > 3.12) and ρ value < 0.05, so H0 is rejected and H3 is accepted. Thus, there is a significant simultaneous influence between product quality and price on consumer satisfaction.

Keywords : Product Quality, Price, Consumer Satisfaction

INTRODUCTION

In recent years, the growth of the coffee industry in Indonesia has shown rapid development, both in terms of production and consumption. Coffee has become not only a daily beverage but also an essential part of the modern lifestyle. This trend has driven the emergence of numerous coffee shops competing to offer high-quality products at competitive

prices. One of the businesses operating in this sector is *Maja Kopi Pasar Modern Bintaro KB66*, which offers a variety of roasted coffee beans with distinctive flavors. However, in the midst of increasingly fierce competition, product quality and price have become crucial factors that can influence consumer satisfaction, as both directly shape customers' perceptions and loyalty toward a coffee brand.

Maja Kopi Pasar Modern Bintaro KB66 is a local coffee shop that sells and serves its own processed coffee, focusing on providing high-quality roasted coffee beans. Nevertheless, with the growing competition from various other coffee brands, both local and major franchises, it is necessary to evaluate how the quality of products and the prices offered affect consumer satisfaction levels.

Although *Maja Kopi Pasar Modern Bintaro KB66* has made efforts to offer roasted coffee beans of good quality at competitive prices, the actual level of customer satisfaction remains uncertain. This is important because consumer satisfaction reflects the extent to which customer expectations of a product are met or even exceeded. Satisfaction is determined not only by the taste, aroma, and roast level of the coffee but also by the perceived fairness of the price in relation to the product quality. If consumers feel that the quality of the coffee beans they receive is equivalent to the price paid, they are likely to feel satisfied and make repeat purchases. Conversely, if there is a gap between expectations and actual experience, consumer satisfaction tends to decline. Based on the observations conducted, sales data from *Maja Kopi* from 2022 to 2024 are as follows:

Table 1. Maja Kopi Sales

Year	Total Sales (Rp)	Description
2022	850.100.000	Highest sales
2023	735.700.000	Experienced a decline of approximately 13%
2024	409.000.000	Significant decrease of approximately 44%

Source: Internal data of Maja Kopi Pasar Modern Bintaro KB66 (processed, 2025).

Based on the sales data of roasted coffee beans at *Maja Kopi Pasar Modern Bintaro KB66* during the 2022–2024 period, there was a significant decline in sales, amounting to 13.45% in 2020 and 44.40% in 2021. This decrease indicates a problem in maintaining customer satisfaction and loyalty. The factors suspected to have influenced this condition include a decline in product quality—such as inconsistent taste and aroma—as well as prices that may be perceived as not proportional to the quality received by consumers. This situation suggests that *Maja Kopi* needs to evaluate its product quality and pricing strategies to improve customer satisfaction and repurchase interest in the future.

This research is motivated by the desire to assist local coffee business owners, particularly *Maja Kopi*, in understanding the extent to which product quality and price affect customer satisfaction. The findings of this study are expected to serve as a foundation for strategic decision-making, such as setting standards for roasted coffee bean quality, managing selling prices, and improving customer service.

In addition, from an academic perspective, this research contributes to the development of marketing science, particularly in the context of consumer behavior and product quality management within the coffee-based beverage industry. The results of this study are expected to provide new insights into how quality and price act as key determinants in shaping customer satisfaction and loyalty in the micro and small business sector. In this study, the formulation of the problems and the objectives to be achieved are as follows:

RESEARCH PROBLEM FORMULATION

Based on the background described above, the formulation of the research problems is as follows:
1. Does product quality affect consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66?
2. Does the price of roasted coffee beans affect consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66?
3. Do product quality and the price of roasted coffee beans simultaneously affect consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66?

RESEARCH OBJECTIVES

Based on the formulation of the problems above, the objectives of this research are as follows:
1. To determine the effect of product quality on consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66.
2. To determine the effect of roasted coffee bean prices on consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66.
3. To determine the simultaneous effect of product quality and roasted coffee bean prices on consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66.

LITERATURE REVIEW

Product Quality

Product quality is a key factor that determines customer satisfaction. According to Kotler and Keller (2016), product quality is the ability of a product to perform its functions, including reliability, durability, accuracy, ease of operation, and ease of repair. High product quality provides consumers with a positive experience, thereby increasing their satisfaction and loyalty toward the brand.

According to Tjiptono (2019:125) in his book *Marketing Strategy*, product quality refers to the degree of excellence of a product based on its ability to provide satisfaction in accordance with consumer expectations. Tjiptono emphasizes that product quality serves as

an important tool for companies in creating a competitive advantage, as consumers tend to prefer high-quality products over cheaper ones that lack quality.

Furthermore, research conducted by Mewengkang et al. (2023) at *Blackcup Coffee and Roaster Manado* supports this finding. The results showed that the higher the consumer's perception of coffee quality, the higher the level of satisfaction they experience.

According to Lupiyoadi (2020:221), product quality does not only focus on functional performance but also on the emotional value perceived by consumers. High-quality products create a positive perception of the brand and establish a competitive advantage that is difficult to replicate. Thus, product quality plays a crucial role in enhancing customer satisfaction and loyalty in the coffee beverage industry.

Based on the theories above, it can be concluded that product quality is a measure of how well a product meets or exceeds consumer expectations through a combination of functional, emotional, and symbolic characteristics. In the context of this study, the quality of roasted coffee beans is measured through attributes such as aroma, taste, roast color, flavor consistency, and attractive packaging. The higher the consumer's perception of these quality attributes, the higher their level of satisfaction with *Maja Kopi Pasar Modern Bintaro KB66*.

Price

Price is one of the main elements in the marketing mix that directly affects a company's revenue and influences consumers' purchasing decisions.

According to Kotler and Keller (2016:471), price is *"the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service."* This means that price represents the amount of money consumers must pay to obtain the benefits of a product or service. Thus, price not only reflects economic value but also the perceptual value experienced by consumers.

According to Tjiptono (2019:151), price is the element of the marketing mix that generates revenue, while other elements generate costs. Therefore, pricing becomes a strategic aspect that must align with customer perceived value in order to create satisfaction and loyalty. Appropriate pricing should reflect a balance between the quality and benefits received by consumers.

Nurlela and Rini (2021:117) also state that prices that correspond to the benefits received by customers can increase satisfaction and loyalty. Hence, a pricing policy that reflects a balance between quality and perceived value becomes an important strategy in creating customer satisfaction.

The study by Lumbantoruan, Siahaan, and Sipayung (2021:148) found that prices perceived as appropriate for the quality of local coffee products in Medan significantly affected consumer satisfaction. Consumers assess prices not merely in terms of nominal value, but based on the perceived value and benefits they experience after consuming the product. This aligns with the findings of Sari and Pratama (2023:59), which explain that the perception of price fairness enhances customer satisfaction and loyalty in modern coffee businesses in Yogyakarta.

Based on the views of experts and previous research findings, it can be concluded that price is a strategic element in the marketing mix that not only serves as a determinant of

company revenue but also plays an important role in shaping consumer value perception toward a product. Price reflects not only economic value but also the psychological and perceptual value experienced by customers.
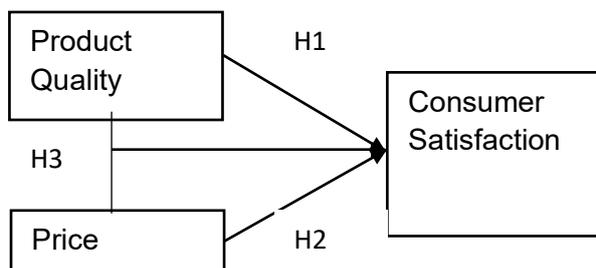
CONSUMER SATISFACTION

Consumer satisfaction is the result of a post-purchase evaluation of a product or service consumption experience. According to Schiffman and Wisenblit (2019:43), consumer satisfaction is an emotional response to the evaluation of a purchase and product usage experience, reflecting a comparison between pre-purchase expectations and the actual performance of the product received. In other words, satisfaction arises when a product provides value that meets or exceeds consumer expectations.

Furthermore, Zeithaml, Bitner, and Gremler (2018:82) explain that consumer satisfaction encompasses the overall reaction to the consumption experience, including service quality, price, brand image, and emotional factors. They emphasize that satisfaction is not solely the result of rational evaluation but is also influenced by emotional and social aspects experienced by consumers during their interaction with a brand.

According to Oliver (2015:8), customer satisfaction is a fulfillment response — an evaluation that the features of a product or service provide a pleasurable level of consumption-related fulfillment. Oliver also notes that satisfaction is a crucial stage in building customer loyalty, as satisfied consumers are more likely to repurchase and recommend the product to others.

Based on these expert opinions, it can be concluded that consumer satisfaction is the result of a comprehensive evaluation of the purchasing and consumption experience, which occurs when product performance meets or exceeds customer expectations. Satisfaction is not only rational but also includes emotional and social dimensions formed during consumers' interactions with the product and the brand.

Conceptual Framework **:**

HYPOTHESIS DEVELOPMENT

Based on the conceptual framework above, the research hypotheses can be formulated as follows:

Ho1 : $\rho = 0$: There is no significant effect of roasted coffee bean product quality on consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66.

Ha1 : $\rho \neq 0$: There is a significant effect of roasted coffee bean product quality on consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66.

Ho2 : $\rho = 0$: There is no significant effect of roasted coffee bean price on consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66.

Ha2 : $\rho \neq 0$: There is a significant effect of roasted coffee bean price on consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66.

Ho3 : $\rho = 0$: There is no significant simultaneous effect of product quality and roasted coffee bean price on consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66.

Ha3 : $\rho \neq 0$: There is a significant simultaneous effect of product quality and roasted coffee bean price on consumer satisfaction at *Maja Kopi* in Pasar Modern Bintaro KB66.

RESEARCH METHOD

This study employs a quantitative research method with an associative approach, aiming to determine the effect of product quality and roasted coffee bean price on consumer satisfaction at *Maja Kopi Pasar Modern Bintaro KB66*. The associative approach was chosen because this research focuses on examining measurable relationships and influences between variables using statistical analysis.

The types of data used in this study consist of both primary and secondary data. Primary data were obtained directly through the distribution of questionnaires to *Maja Kopi* customers who had purchased roasted coffee bean products. Secondary data were collected from various sources such as academic literature, previous research journals, articles, company reports, and other relevant documentation.

Data collection techniques included observation, unstructured interviews, and the distribution of closed-ended questionnaires using a Likert scale ranging from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree." The population in this study consisted of all *Maja Kopi* customers at Pasar Modern Bintaro KB66, totaling 351 individuals who had purchased roasted coffee beans. The sampling technique used was purposive sampling, with respondents required to have purchased roasted coffee bean products at least twice. A total of 77 respondents were selected to ensure that the research results could represent consumer perceptions accurately.

Data analysis in this study utilized multiple linear regression analysis to determine the extent of the influence of product quality (X_1) and price (X_2) on consumer satisfaction (Y). Before conducting the regression analysis, the data were tested for validity and reliability to ensure that the research instruments were appropriate for use. Subsequently, classical assumption tests (normality, multicollinearity, and heteroscedasticity tests) were conducted to ensure that the regression model met statistical requirements. Data processing was carried out using the SPSS version 26 software.

Variable measurements in this study were based on several indicators developed from the literature. The product quality variable (X_1) was measured through dimensions such as performance, reliability, durability, conformity to specifications, and aesthetics. The price variable (X_2) was measured based on price affordability, price-quality compatibility, and price competitiveness. Meanwhile, the consumer satisfaction variable (Y) was measured through dimensions such as expectation fulfillment, satisfaction with product quality, consumption experience, and repurchase intention.

This research method was designed in accordance with the scientific principles described by Sugiyono (2019), who stated that quantitative methods are used to study a specific population or sample with the aim of testing predetermined hypotheses. Furthermore, according to Sekaran and Bougie (2020), the associative method is useful for explaining relationships between two or more variables through statistical analysis.

RESULTS AND DISCUSSION

Based on the results of the study conducted on 77 respondents who were consumers of *Maja Kopi Pasar Modern Bintaro KB66*, it was found that product quality and the price of roasted coffee beans have a significant influence on consumer satisfaction. The results of the descriptive analysis show that most respondents gave high ratings to the product quality of *Maja Kopi*, particularly in aspects such as aroma, taste, freshness, and roast level. This indicates that consumers perceive the roasted coffee bean products offered as meeting the expected quality standards.

Table 2. Results of Multiple Linear Regression Analysis of Product Quality and Price Variables on Consumer Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	1.885	.552	3.418	.001
	Product Quality	.802	.074	10.850	.000
	Price	.241	.076	3.166	.002

a. Dependent Variable: KEPUASAN KONSUMEN
Source: Processed Data Using SPSS Version 25

The Effect of Product Quality on Consumer Satisfaction The regression coefficient value of 0.802 indicates that every one-unit increase in product quality will increase consumer satisfaction by 0.802 units, assuming the price variable remains constant. This shows that consumers highly value the quality of roasted coffee beans, including aroma, taste, and packaging. The better the product quality, the higher the level of consumer satisfaction.

The Effect of Price on Consumer Satisfaction The regression coefficient value of 0.241 indicates that every one-unit increase in price perception increases consumer

satisfaction by 0.241 units, assuming product quality remains constant. This suggests that consumers perceive prices that match the quality of the product as a source of satisfaction; prices that are too high or too low may reduce satisfaction.

The results of the multiple linear regression analysis show that the variables product quality (X_1) and price (X_2) have a positive and significant effect on consumer satisfaction (Y).

Table 3. Results of Simultaneous Correlation Coefficient Testing of Product Quality (X_1) and Price (X_2) on Consumer Satisfaction (Y)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961[a]	.923	.921	1.036

a. Predictors: (Constant), Price, Product Quality

b. Dependent Variable: Consumer Satisfaction
Source: Processed Data Using SPSS Version 25

Based on the test results presented in the table above, the correlation coefficient value obtained is 0.961, which falls within the interval of 0.80 – 1.000. This indicates that the variables product quality and price have a very strong relationship with consumer satisfaction. In other words, the better the quality of the roasted coffee beans offered, the higher the level of satisfaction experienced by consumers. The most dominant dimensions influencing satisfaction are flavor consistency and the alignment between expectations and the actual product quality received, which serve as key factors in building customer loyalty.

Table 4. Results of Partial Determination Coefficient Testing of Product Quality (X_1) and Price (X_2) on Consumer Satisfaction (Y)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961[a]	.923	.921	1.036

a. Predictors: (Constant), price, Product Quality

b. Dependent Variable: Consumer Satisfaction
Source: Processed Data Using SPSS Version 25

Based on the test results presented in the table above, the Adjusted R Square value obtained is 0.923, which indicates that the variables product quality (X_1) and price (X_2) influence the consumer satisfaction (Y) variable by 92.3%, while the remaining 7.7% (100% – 92.3%) is influenced by other factors not examined in this study.

This result suggests that a price aligned with product quality and competitive pricing compared to other brands are important considerations for consumers in determining their level of satisfaction. The majority of respondents stated that the price of roasted coffee beans at **Maja Kopi** is considered reasonable and proportional to the taste and quality offered.

Table 5. Results of Hypothesis Testing (t-test) of Product Quality (X_1) on Consumer Satisfaction (Y)

Coefficients[a]

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	2.182	.575	3.796	.000
	Product Quality	1.010	.036	28.155	.000

a. Dependent Variable: KEPUASAN KONSUMEN
Source: Processed Data Using SPSS Version 25

Based on the test results in the table above, the calculated t-value is greater than the t-table value (3.796 > 1.665). This is also supported by the p-value being less than the significance level of 0.05 (0.000 < 0.05). Therefore, Ho is rejected and H1 is accepted, indicating that there is a significant influence between product quality and consumer satisfaction.

Table 6. Results of the Hypothesis Test (t-test) for the Price Variable (X2) on Consumer Satisfaction (Y)

Coefficients[a]

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	3.623	.841	4.310	.000
	Price	.976	.056	17.528	.000

a. Dependent Variable: Customer Satisfaction
Source: Processed Data Using SPSS Version 25

Based on the test results in the table above, the calculated t-value is greater than the t-table value (4.310 > 1.665). This is also supported by the p-value being less than the significance level of 0.05 (0.000 < 0.05). Therefore, Ho is rejected and H2 is accepted, indicating that there is a significant influence between price and consumer satisfaction.

Table 7. Results of the Hypothesis Test (F-test) for Product Quality (X1) and Price (X2) Variables on Consumer Satisfaction (Y)

ANOVA[a]

Model		df	Mean Square	F	Sig.
1	Regression	2	481.248	448.414	.000[b]

Residual	75	1.073	
Total	77		

a. Dependent Variable: KEPUASAN KONSUMEN

b. Predictors: (Constant), Harga, Kualitas Produk

Source: Processed Data Using SPSS Version 25

Based on the test results in the table above, the calculated F-value is greater than the F-table value (448.414 > 3.12). This is also supported by the p-value being less than the significance level of 0.05 (0.000 < 0.05). Therefore, Ho is rejected and H3 is accepted, indicating that there is a significant simultaneous influence between product quality and price on consumer satisfaction.

Conclusion And Recommendations

Conclusion

Based on the results of this study regarding the influence of product quality and price on consumer satisfaction at Maja Kopi Pasar Modern Bintaro KB66, several conclusions can be drawn as follows:

First, product quality has a significant effect on consumer satisfaction. The regression test resulted in the equation $Y = 2.182 + 1.010X_1$, with a correlation coefficient value of 0.961, indicating a very strong relationship between product quality and consumer satisfaction. The coefficient of determination of 92.3% shows that consumer satisfaction can be explained by the product quality variable by 92.3%, while the remaining 7.7% is explained by other factors. The t-test shows that the calculated t-value of 3.796 is greater than the t-table value of 1.665, meaning Ho is rejected and H_1 is accepted. Thus, the better the quality of the roasted coffee beans offered by Maja Kopi, the higher the level of consumer satisfaction.

Second, price also has a significant effect on consumer satisfaction. Based on the regression analysis, the equation obtained was $Y = 3.623 + 0.976X_2$, with a correlation coefficient of 0.895, indicating a very strong relationship between price and consumer satisfaction. The coefficient of determination of 80.2% shows that consumer satisfaction is influenced by price by 80.2%, while the remaining 19.8% is influenced by other variables. The t-test result shows that the calculated t-value of 4.310 is greater than the t-table value of 1.665, so Ho is rejected and H_2 is accepted. This means that the more appropriate the price offered is to the perceived quality, the higher the consumer satisfaction level.

Third, simultaneous analysis shows that product quality and price together have a significant influence on consumer satisfaction. The multiple regression equation obtained is $Y = 1.885 + 0.802X_1 + 0.241X_2$, with a correlation coefficient of 0.961, which indicates a very strong relationship between the two independent variables and consumer satisfaction. The coefficient of determination of **80.2%** shows that consumer satisfaction can be explained by the combination of product quality and price by 80.2%, while the remaining 19.8% is influenced by other factors beyond this study. The F-test result shows that the calculated F-

value of **448.414** is greater than the F-table value of **3.12**, so Ho is rejected and H₃ is accepted. This proves that product quality and price simultaneously have a significant influence on consumer satisfaction at Maja Kopi Pasar Modern Bintaro KB66.

Thus, it can be concluded that **product quality is the dominant factor influencing consumer satisfaction** compared to price, although both have a significant impact.

RECOMMENDATIONS

Based on the research results showing that product quality and price significantly influence consumer satisfaction at Maja Kopi Pasar Modern Bintaro KB66, it is recommended that management continuously improve the quality of roasted coffee beans, in terms of flavor, roast level, aroma, and consistency of raw material standards. Maintaining high product quality will create a positive consumption experience and foster customer loyalty.

In addition, pricing strategies should be carefully managed to remain competitive and aligned with the perceived value by consumers. Prices that reflect fair value and match product quality will foster a sense of fairness and further enhance customer satisfaction.

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