

Value Perception as Mediating between Service Quality and Customer Satisfaction in Café's Customer

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ABSTRACT

Study This aim For analyze influence quality service to satisfaction customers mediated by perception value at Café Luggo Outlet Tembalang. Subjects in research This is ever customer buy products at Café Luggo Outlet Tembalang at least more from three times. Retrieval technique sample use probability sampling technique with purposive sampling method. In research This sample A total of 100 respondents were taken from spread questionnaire. Analytical tools used is Smart Partial Least Square (SmartPLS 4.0). Based on analysis that has been done obtained results that quality service influential positive and significant to satisfaction customers, quality service influential positive and significant to perception value, perception mark have influence to satisfaction customer, perception mark have influence positive and significant in mediate connection quality service to satisfaction customer.

Keywords: Quality Service, Satisfaction Customers, Value Perception, Café.

INTRODUCTION

Development of the business world contemporary has develop very quickly and experienced change. Everyone working at all field business must sensitive to change and put satisfaction and dissatisfaction customer as objective main (Kurniawati et al., 2014). Cafe is place eat and drink fast serve and present atmosphere Relax or No official, aside that's also a something type from usual restaurant provide seating inside and outside restaurant (Marsum in Putra et al., 2019). Cafe also has experience significant transformation and development in matter quality service. Cafe is satisfying need physique customers, however moment This they should too fulfil need socialization and realization self.

Cafe Luggo, located in Semarang, is one of the famous cafes in the city the. This cafe has try For give quality service best to customers, however Not yet clear as far as quality service they impact on satisfaction customer. Therefore that 's necessary done study For identify influence quality service to satisfaction customers at Cafe Luggo, with consider role mediation from perception mark.

According to source of data obtained from cafe Luggo showing total data results visitors and number Café Luggo revenue 2023 in term January-October. Seen difference between month January until month April there is increase amount visitors every month. Meanwhile on the moon May experience decline amount visitors which also resulted in a decrease amount income. Next, on the month June there is enhancement amount visitors and number income up to the month July until month October experiencing ups and downs amount visitors which also causes ups and downs amount income each the month. So, look from existing data, namely the ups and downs amount visitors each month at Café Luggo, there are influence quality services provided by Café Luggo employees, so influence satisfaction customer moment was at Café Luggo. This also influences perception given value customer to Café Luggo.

Look and consider study previously related with topic This is the result study Still different One each other. Satisfaction factor customers also become factor in evaluation customers at Cafe Luggo used in study This. According to Ilham Tuncer, Cagatay Unusan, & Cihan Cobanoglu (2020), that quality service influential positive significant to satisfaction customer. Meanwhile, Siti Maimunah (2019), found that quality service influential negative No significant to satisfaction customer. In research this, variable perception there is value too connection with quality service and satisfaction customer. According to Fendy Maradita & Mega Susilawati (2021), perception mark influential positive significant to satisfaction customers, and also reinforced by Muhammad Ikhsan Zaidan & Edi Hamdi (2023), that perception mark influential positive significant to satisfaction customer.

Then for get findings more research new and accurate , research more carry on required Because there is a research gap. Based on description and shortcomings research above, will done study How Influence Quality Service To Satisfaction Customers Mediated by Value Perception at Café Luggo Outlet Temabalang.

LITERATURE REVIEW

Quality Service

According to Kotler (2019) stated that quality service consists from evaluation customer to quality service received compared to with quality expected service. Quality service, according to Goesth & Davis (2019) in Zikri et al., (2022) is condition related dynamics

with product capable services, people, processes and environment fulfill and or exceed hope customer. According to Bakti et al., (2020) in Purba et al., (2023) put forward five indicators quality service namely : *Reliability, Tangibles, Responsiveness, Assurance*. (Rusmawati and Marlindawaty, 2018) stated that quality service influential positive to satisfaction customer. (Tjiptono 2008) stated quality service is level expected excellence and control on level superiority the For fulfil desire customer . According to Aditya and Kusumadewi (2017) quality service influential positive and significant to satisfaction customer. From the statement the so can concluded hypothesis as following :

H1 : Quality Service influential positive and significant to Satisfaction Customers at Café Luggo Outlet Tembalang.

Quality service create experience forming users perception customer to their value accept . Research by Helmyzana & Ratna Roostika (2022) quality service influential in a way positive and significant to perception value on Bee Dyoti Hidden Café. Kanthi et al., (2016) revealed that quality service influential positive and significant to perception value, where customer evaluate that perceived value and benefits in accordance with sacrifices that have been made issued in accordance with quality services that have been given. From the statement the so can concluded hypothesis as following :

H2 : Quality Service influential positive and significant to Perception of Value at Café Luggo Outlet Tembalang.

Satisfaction Customer

Satisfaction customer according to Kotler and Keller (2016) is level feeling somebody after compare results or perceived performance with expected results. After buy something goods or service, someone feel satisfied, happy, and relieved Because they get good service from goods or service the. As stated by Armaniah et al., (2019) in Kurniawan (2023), satisfaction customer is response emotions felt by customers moment experience or use product or service certain. Satisfaction customer can defined as comparison between hope or expectation before purchasing and perception to performance after purchase (Tjiptono 2019). According to Tjiptono, (2019) satisfaction consumer consists from a number of indicators, namely : satisfaction customer overall, dimensions satisfaction customer, confirm hope, intention buy repetition, and willingness For recommend.

Research by Zaidan & Edi Hamdi (2023) states perception mark influential positive significant to satisfaction customer. According to Suariedewi and Eka Sulistyawati (2016) perceived value has an influence positive and significant to satisfaction customers, that shows providing good perceived value to customer will the more increase satisfaction Cafeetory Shop customers. That matter in line with research conducted by Ali et al., (2015) stated that perception mark is key in push enhancement satisfaction customer. From the statement the so can concluded hypothesis as following :

H 3: Perception of Value matters positive and significant to Satisfaction Customer.

Value Perception

Perception value is also known as (*perceived value*) customer, is difference between How potency customer see all benefits and costs from something offer compared to with offer alternative (Kotler and Keller 2016). According to Woodruff in Widjaja (2020), *perceived value* is results or benefits received by customers in connection with total costs (incl price paid, plus associated costs with purchase). According to Zeithaml in Widjaja (2020) indicators perception mark from facet costs and benefits as following : a. Total cost customer is a number necessary costs issued by the customer For get desired goods / services, b. Cost Monetary is price actual must paid customer For get A product, c. Time Cost is time spent For obtain product, d. Cost Energy is energy released For obtain product the, e. Cost Psychological is mental energy expended customer For

obtain product / service. According to Aryani & Rosinta (2010) stated quality service to satisfaction value - mediated customers customers on the study case KFC consumers in Semarang positive and significant . Perception mark related with extent of the product or service fulfil or even surpass expectation customer . According to Ryu et al., & Konuk in Tuncer (2020) report that attribute quality service relate positive with perception mark. Perception good value can create sustainable satisfaction . From the statement the so can concluded hypothesis as following :

H4: Perceived Value of being able mediate in a way positive and significant influence Quality Service to Satisfaction Customer.

Framework Theoretical

Research Model This consists from 3 variables; Quality Service (X), Satisfaction Customer (Y) and Perceived Value (Z). following picture framework proposed research :

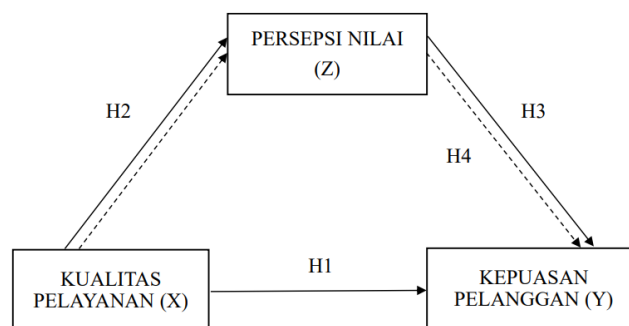


Figure 1. Research model

RESEARCH METHODS

Study This use method study descriptive with approach quantitative. Study addressed For test hypothesis that has been formulated as well as analyze connection between variable related. Study This consists of 3 variables. In research this is what happened variable free is quality service (X), variable bound is satisfaction customers (Y), and variables mediation is perception value (Z).

Population in study This is existing customers Once visit / buy at Café Luggo Outlet Tembalang with average number of visitors from month January-October. Retrieval technique sample use technique *non-probability sampling* with method *purposive sampling* with use scale likert 1-5.

Researcher spread online questionnaire to respondents with condition provision that is respondents is residents of Semarang City or ever customer buy at Café Luggo Outlet Tembalang. Samples used in study This as many as 100 respondents with use Slovin's formula. Analytical tools used For processing research data is PLS-SEM with SmartPls software with stages analysis covers evaluation *outer models*, *inner models* and testing Hypothesis. Study This using PLS-SEM as tool analysis Because assessed more accurate in present results from study.

RESULTS

Study This get information or data from respondents with use method spread questionnaire in a way direct. This matter need added For support more carry on in questionnaire is profile respondents who include type gender, age, employment status

Table 1. Respondent Data

No.	Information	Frequency	Amount	Total Percentage (%)	
1	Gender	Man	30	100	100%
		Woman	70		
2	Age	17-20 Years	17	100	100%
		21-30 Years	79		
		31-40 Years	3		
		> 40 Years	1		
3	Job status	Student	3	100	100%
		Student	83		
		Employee Private	9		
		Government employees	1		
		Other	4		

Source : Processed primary data , 2024

Outer Model

Table 2. Outer Loading Results (Loading Factor)

Variable	Indicator	Outer Loading	Information
Satisfaction Customer	KP 1	0.828	Valid
	KP 2	0.885	Valid
	KP 3	0.886	Valid
	KP.1	0.878	Valid
Quality Service	KP.2	0.828	Valid
	KP.3	0.813	Valid
	KP.4	0.872	Valid
	KP.5	0.841	Valid
Value Perception	PN 1	0.847	Valid
	PN 2	0.906	Valid
	PN 3	0.748	Valid
	PN 4	0.898	Valid

Source : Primary data processed SmartPLS, 2024

From the data above, the outer loading value is with variables that have fulfills convergent validity because the indicator has mark validity above 0.6. Correlation value variable quality service showing mark validity above 0.6, correlation variable satisfaction customer showing mark validity above 0.6, correlation variable perception mark showing mark validity above 0.6.

Table 3. Discriminant Validity Results

Indicator	Quality Service	Satisfaction Customer	Value Perception
KP 1	0.651	0.828	0.609
KP 2	0.692	0.885	0.652
KP 3	0.677	0.886	0.669
KP.1	0.878	0.692	0.746
KP.2	0.828	0.614	0.691

KP.3	0.813	0.620	0.625
KP.4	0.872	0.681	0.716
KP.5	0.841	0.679	0.675
PN.1	0.715	0.550	0.847
PN.2	0.795	0.676	0.906
PN.3	0.521	0.601	0.748
PN.4	0.726	0.699	0.898

Source : Primary data processed SmartPLS, 2024

Based on table on is known that every indicators on variables study own the largest cross loading value on the variable it forms, with indicator reflexive can seen from cross loading for every variable > 0.70, compared with variable cross loading value others. From the results of the processed data can stated that every indicator from variables used in study This has good discriminant validity.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Information
Quality Service (X)	0.901	0.972	0.717	Reliable
Satisfaction Customer (Y)	0.834	0.900	0.751	Reliable
Perceived Value (Z)	0.872	0.913	0.726	Reliable

Source : Primary data processed SmartPLS, 2024

In table on can seen that all mark variable in testing reliability Good using Cronbach's Alpha and composite reliability mark above 0.7, and testing validity using AVE with mark more from 0.5. Therefore that, you can concluded that the variables tested are valid and reliable, so can done structural model testing.

Inner Model

Table 5. R-Square Test Results (R2)

Indicator	R-Square	R-Square Adjusted
Satisfaction Customer	0.639	0.632
Value Perception	0.667	0.664

Source : Primary data processed SmartPLS, 2024

R-Square results in the table on from results testing SmartPLS 4.0, shows R-Square for satisfaction customer there is of (0.639) and for R-Square of perception mark Amounting to (0.667). So the R-square value corresponds to, for mark satisfaction customers and perceptions mark is strong.

Testing Hypothesis

Table 6. Effect Test Results Direct (Direct Effect)

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P value
Quality Service → Satisfaction Customer	0.511	0.518	0.141	3,635	0,000
Quality Service → Perceived Value	0.817	0.821	0.033	24,580	0,000

Perceived Value → Satisfaction Customer	0.325	0.319	0.148	2,198	0.028
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Source : Primary data processed SmartPLS, 2024

From the results testing hypothesis through the path coefficient test in table 6. above can obtained conclusion as following :

1. Quality service to satisfaction customer, with coefficient track that is of 0.511 with T statistics of 3.635 > 1.96 and P value of 0.000 < 0.05. That matter prove that quality service influential positive and significant to satisfaction customer and declared **(Hypothesis accepted)**.
H1: Quality Service influential positive and significant to Satisfaction Customer.
2. Quality service to perception value, with coefficient track of 0.817 with T statistics of 24,580 > 1.96 and P values of 0.000 < 0.05. That matter prove that quality service influential positive and significant to perception value and stated **(Hypothesis accepted)**.
H2: Quality Service influential positive and significant to Value Perception.
3. Value Perception of satisfaction customer, with coefficient track of 0.325 with T statistics of 2.198 > 1.96 and P values of 0.028 < 0.05. That matter prove that perception mark influential positive and significant to satisfaction customer and stated **(Hypothesis accepted)**.
H3: Perceived Value has an influence positive and significant to Satisfaction Customer.

Table 7. Indirect Influence (Indirect Effect)

	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Quality Service → Perceived Value → Satisfaction Customer	0.266	0.261	0.121	2,203	0.028

Source : Primary data processed SmartPLS, 2024

Table 7 shows results from indirect effects quality service to satisfaction customers mediated by perception value, with coefficient coefficient track of 0.266 with T statistics of 2.203 > 1.96 and P values of 0.028 < 0.05. This prove that perception mark own influence positive and significant in mediate connection quality service to satisfaction customer. **(Hypothesis accepted)**.

H3: Perceived Value of having influence positive and significant in mediate connection Quality Service to Satisfaction Customer.

DISCUSSION

Influence Quality Service To Satisfaction Customer

Discussion about influence Quality Service (X) towards Satisfaction Customer (Y) is For answer formulation problem and stated hypothesis that Quality Service influential positive and significant to Satisfaction Customer. Case study on Café Luggo Outlet Tembalang customers. That is, if Quality Services provided the more OK, then will the more tall Satisfaction Perceived customers. Research result This supported with research conducted by Ilhami Tuncer, Cagatay Umusan, & Cihan Cobanoglu (2020), the results his research show that Quality Service influential positive significant to Satisfaction Customer Additionally, research Darno & Sri Yanthy Yosepha (2022), said that Quality Service influential positive significant to Satisfaction Customer.

Influence Quality Service To Value Perception

Discussion about influence Quality Service (X) towards Perceived Value (Z) is For answer formulation problem and stated hypothesis that Quality Service influential positive and significant to Value Perception. Case study on Café Luggo Outlet Tembalang customers. That is, if Quality Services provided the more OK, then will the more tall Perception of Value given by customers to Café Luggo in give the assessment. Research result This supported with research conducted by Muhammad Shodiq, H., & Ratna Roostika (2022) shows that Quality Service influential in a way positive and significant to perception mark. Research by Parerung, D., & Handoyo, SE (2022) also confirms this findings previously with show that Quality Service influential positive significant to perceived value (perception mark).

Influence Perceived Value of Satisfaction Customer

Discussion about influence Perceived Value (Z) of Satisfaction Customer (Y) is For answer formulation problem and stated hypothesis that Perception of Value matters positive and significant to Satisfaction Customer. Case study on Café Luggo Outlet Tembalang customers. That is, if Perception of Value provided the more high, then will felt the more Good Satisfaction Customer moment do purchase / visit at Café Luggo Outlet Tembalang. Research result This supported with research conducted by Muhammad Ikhsan, Z., & Edi Hamdi (2023) shows that Perception of Value matters positional and significant to Satisfaction Customer. Research by Prasetyo, CA, Junipriansa, D., & Sastika, W. (2019) also strengthens findings earlier that showed results that Perception mark influential positive and significant to satisfaction customer IndiHome in Bandung City.

Influence Perceived Value in Mediating Relationship Between Quality Service and Satisfaction Customer

Discussion about influence Perceived Value (Z) in mediate connection between Quality Service (X) and Satisfaction Customer (Y) is For answer formulation problem and stated hypothesis that Perception of Value has influence positive and significant in mediate connection Quality Service to Satisfaction Customer. Case study on Café Luggo Outlet Tembalang customers. That means, role Perception of Value as intervening variables have quite a role big in mediate connection between Quality Service and Satisfaction Customers at Café Luggo Outlet Tembalang. Research result This supported with research conducted by Parerung, D., & Handoyo, SE (2022) found that Quality Service influential positive significant to Satisfaction Customer with Perception of Value as variable mediation.

CONCLUSION

Based on results analysis that has been done can is known that satisfaction customer is one of factor important that is necessary noticed by the company (café Luggo). Because of satisfaction perceived customers Can said Good or No That appear from The quality provided by Café Luggo. If services provided employee good and satisfying will also influences the assessment given tall from customer to Café Luggo Good from the product, the place, or his services. Perception mark in a way No direct own influence big in sustainability something business. From the assessment customer the can make instruction For in the future there will be more optimizing from facet service to his customers For achieve satisfaction good and satisfied customers. Necessity accept and consider input from customer from assessment given is one of the strategies in develop business more Good.

RESEARCH LIMITATIONS

Application area study This Limited to one cafe in the city of Semarang coverage research is lacking in other areas. Study furthermore can carried out in various cafes, destinations and restaurants with use variable similar and adding variable other. In addition, the suitability of the model can be tested in other sectors. Limitations other is in time study as well as ability researcher Good from facet material, energy, and knowledge. Study similar furthermore required For strengthen evidence obtained. There are limitations variation in variables used researcher in study.

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