



## Price and taste analysis of coffee consumer satisfaction Janji Jiwa Batam City

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### ABSTRACT

The purpose of this study is to determine the effect of price and taste on consumer satisfaction of Kopi Janji Jiwa. The population in this study is consumers of Kopi Janji Jiwa. The sample in this study was 100 consumers. Data was obtained by distributing questionnaires to respondents. The data that has been collected will be processed using the SPSS application. Sampling method using simple random sampling. From the results of the study, it is known that price has a significant effect on consumer satisfaction. Taste has a significant effect on consumer satisfaction. And simultaneously price and taste have a significant effect on consumer satisfaction. The r square value in this study was 0.325 or 32.5%. This means that price and taste are able to explain consumer satisfaction by 32.5%. While the remaining 67.5% was influenced by other variables that were not included in this research model

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## INTRODUCTION

For coffee enthusiasts, you may be familiar with the promise of janji jiwa brand. This kopi janji jiwa provides various variants of coffee flavors. Janji jiwa coffee is in great demand by the community, especially young people. In Batam City, there are many outlets or janji jiwa outlets.

The large number of enthusiasts of kopi janji jiwa is certainly a good sign for entrepreneurs. In order for consumers to continue to make repeat purchases and be loyal to the products produced, entrepreneurs must maintain the taste and price of the product. Entrepreneurs must also consider consumer satisfaction. Satisfied consumers will be loyal to consume the resulting products

Consumer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of the product or results against their expectations, actions taken by consumers. The feeling of pleasure or disappointment is formed in consumers through the quality of products and the quality of service felt

Choirisa, 2020 in (Budi & Yasa, 2023) explained that consumer satisfaction is included in the elements forming satisfaction which is an evaluation material for consumer consideration to

repurchase a product or service. Consumer satisfaction arises from the results felt after buying and using a product or service that is continuously in accordance with consumer expectations, wants and needs.

Entrepreneurs need to consider several things that can affect consumer satisfaction. One of them is price. Price is the nominal value that must be spent by consumers to get the products / services desired by consumers. Of course consumers want affordable prices. Price is the amount of value that consumers exchange for the benefit of owning or using a product whose value is set by buyers and sellers through bargaining, or set by sellers for a price that is equal to all buyers. Pricing and price competition have been assessed as the main problems faced by companies (Hidayat, 2021). Therefore, before setting a price, it must first be understood the relationship between price and demand for the product. The results of the study of (Maimunah, 2020) say that price has a positive influence on consumer satisfaction. Such as the results of research conducted by (Mutiarah et al., 2021) which states that price has a significant influence on consumer satisfaction

In addition to price, taste is also a factor in determining consumer satisfaction. Consumers buying food or beverage products certainly want good taste. Business actors should produce products by following market demand so that products can be sold. Taste is a way of choosing food and drinks that are different from taste (Drummond and Brefere, 2010) in (Sari, 2021).

(Wulandari & Susanto, 2020) defines that taste is a way of selecting food that must be distinguished from the taste (tasted) of the food. Generally, food processors will strive to produce the best quality products. Food quality includes attributes of the food that will affect consumers

The determining factor for the success of the culinary business is the quality of the food and beverages provided. If the product has good quality, then consumers will feel satisfied with the product purchased. Taste is a form of cooperation between the five senses, namely sight, hearing, taste, smell and touch (Justitie et al., 2020). Such as the results of research conducted by (Rahman & Ridwan, 2018) which states that taste has a significant influence on consumer satisfaction

## RESEARCH METHOD

The data used in this study are prime data and secondary data, the data collection method is carried out by interviews, observations, and library research. The population in this study is consumers who make purchases of kopi janji jiwa. As for the population of 100 consumers. The samples in this study were calculated using a saturated sample where all populations in this study became research samples. So that the sample in this study amounted to 100 people. How to take samples using simple random sampling. To obtain research data, the researcher will distribute the questionnaire to the respondents

The data obtained will be tabulated and processed using the SPSS data processing tool. The data analysis used is data quality test, data validity test, data reliability test, data normality test, multiple regression analysis, partial hypothesis test and simultaneous hypothesis test as well as determination coefficient analysis test

## RESULTS AND DISCUSSIONS

### Data Quality Test

The results of data quality testing are as follows:

### Validity Test

The validity test price variables can be seen in the following table

**Table 1.** Price Validity Test Results

No	Item	R Count	R Table	Conclusion
1	X1.1	0,576	0,1966	Valid
2	X1.2	0,550	0,1966	Valid

3	X1.3	0,569	0,1966	Valid
4	X1.4	0,478	0,1966	Valid
5	X1.5	0,930	0,1966	Valid

From the table above, it can be seen that value of X1.1 is 0,576, X1.2 is 0,550, X1.3 is 0,569, X1.4 is 0,478, X1.5 is 0,930. The R value of the calculation in the table has a value greater than 0.1966. So it can be concluded that all questionnaire items on the price variable are valid

The taste validity test can be seen in the following table:

**Table 2.** Taste Validity Test Results

No	Item	R Count	R Table	Conclusion
1	X2.1	0,755	0,1966	Valid
2	X2.2	0,551	0,1966	Valid
3	X2.3	0,682	0,1966	Valid
4	X2.4	0,430	0,1966	Valid

From the table above, it can be seen that value of X2.1 is 0,755, X2.2 is 0,551, X2.3 is 0,682, X2.4 is 0,430. The R value of the calculation in the table has a value greater than 0.1966. So it can be concluded that all questionnaire items on the taste variable are valid

The test of the validity of the consumer satisfaction can be seen in the following table:

**Table 3.** Consumer Satisfaction Validity Test Results

No	Item	R Count	R Table	Conclusion
1	Y.1	0,455	0,1966	Valid
2	Y.2	0,532	0,1966	Valid
3	Y.3	0,878	0,1966	Valid

From the table above, it can be seen that value of Y.1 is 0,455, Y.2 is 0,532, Y.3 is 0,878. The R value of the calculation in the table has a value greater than 0.1966. So it can be concluded that all questionnaire items on the consumer satisfaction variable are valid

### Reliability Test

The reliability test results can be seen in the following table:

**Table 4.** Reliability Test Results

No	Variabel	Alpha Cronbach	Parameter Reliabel	Conclusion
1	Price	0,890	0,6	Reliable
2	Taste	0,882	0,6	Reliable
3	Consumer Satisfaction	0,704	0,6	Reliable

From the table above, it can be seen that the cronbach alpha value of the price variable is 0.890, taste is 0.882, consumer satisfaction is 0.704. The Cronbach alpha value of each variable is greater than 0.6. So it can be concluded that the data is reliable

### Normality Test

Normality test results can be seen in the following table:

**Table 5. Normality Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0
	Std. Deviation	2.782406
Most Extreme Differences	Absolute	0.055
	Positive	0.078
	Negative	-0.055
Kolmogorov-Smirnov Z		0.781
Asymp. Sig. (2-tailed)		0.091

a. Test distribution is Normal.

b. Calculated from data.

Normality testing aims to measure whether the data used is normally distributed or not. Data with a normal or near-normal distribution can produce unbiased study results, because normal data is considered representative of the population.

Based on the SPSS processing results table above, it can be seen that the distribution of data in this study has been distributed normally. This can be seen from the signification value of 0.091 This significance value is greater than 0.05

### Multiple Liner Regression Analysis

Multiple regression analysis is carried out in order to know how much the independent variable affects the dependent variable (Ghozali, 2018). The multiple regression equation in this study is as follows

**Table 6. Multiple Linear Regression Analysis**  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	5.226	4.808		8.527	0.000
	Price	0.721	0.125	0.126	1.757	0,000
	Taste	0.430	0.254	0.233	2.895	0,000

a. Dependent Variable: Consumer Satisfaction

Based on the SPSS processing results table above, the regression equation is obtained as follows:

$$y = 5,226 + 0,721 + 0,430 + e$$

Information:

1. The constant has a value of 5.226. This means, if the independent variable does not experience a change in value, then consumer satisfaction is worth 5.226

2. The regression coefficient of the price variable is 0.721. This means, price has a positive effect on consumer satisfaction. If the other independent variables do not change, then every increase of 1 unit of price, it will increase the value of consumer satisfaction by 0.721
3. The regression coefficient of the taste variable is 0.430. This means, taste has a positive effect on consumer satisfaction. If the other independent variables do not experience a change in value, then every increase of 1 unit of taste will increase consumer satisfaction by 0.430

**Hypothesis Test  
Partial Test (t-test)**

This test is carried out to determine the effect of the independent variable partially on the dependent variable. The results of partial hypothesis testing can be seen in the following table:

**Table 7.** Partial Test Results (t-test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.226	4.808		8.527	0.000
	Price	0.721	0.125	0.126	1.757	0,000
	Taste	0.430	0.254	0.233	2.895	0,000

a. Dependent Variable: Consumer Satisfaction

Based on the SPSS processing results table above, then hypothesis testing is as follows:

1. Price has a significant effect on consumer satisfaction  
From the table above it can be seen that the price has a significant value of 0.000. This significance value is less than 0.05. So it can be concluded that price has a significant effect on consumer satisfaction. The first hypothesis is accepted
2. Taste has a significant effect on consumer satisfaction  
From the table above it can be seen that the significant value of taste is 0.000. This significance value is less than 0.05. So it can be concluded that taste has a significant effect on consumer satisfaction. The second hypothesis is accepted

**Simultaneous Test (F Test)**

This test is carried out to determine the effect of the independent variable simultaneously on the dependent variable. The results of simultaneous hypothesis tests can be seen in the following table:

**Table 8.** Simultaneous Test Results (Test F)

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.006	2	15.240	9,582	.000a
	Residual	452.284	98	6.091		
	Total	778.990	100			

a. Predictors: (Constant): Taste, Price

b. Dependent Variable: Consumer Satisfaction

Based on the SPSS processing results table above, then hypothesis testing is as follows

3. Price and taste simultaneously have a significant effect on customer satisfaction

From the results of hypothesis testing, it is known that the significant value is 0.000. This significance value is less than 0.05. So it is known that price and taste simultaneously have a significant effect on consumer satisfaction. The third hypothesis is accepted

### Coefficient of Determination Analysis

The coefficient of determination test is performed to determine how well the regression model is produced by the interaction between the independent variable together with the dependent variable. This can be shown through the Adjusted R-Squared (R<sup>2</sup>) value. The results of the coefficient of determination analysis test can be seen in the following table

**Table 9.** Coefficient of Determination Analysis

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.26a	0.325	0.451	2.90416	1.901

a. Predictors: (Constant), Taste, Price

b. Dependent Variable: Consumer Satisfaction

Based on the SPSS processing results table above, the r square value in this study was 0.325 or 32.5%. This means that price and taste are able to explain consumer satisfaction by 32.5%. While the remaining 67.5% was influenced by other variables that were not included in this research model

### Discussion

#### Price has a significant effect on consumer satisfaction

From the results of this study, it is known that price has a significant influence on consumer satisfaction. Consumers expect, the money spent to get a product in accordance with the benefits received from the product. If the benefits of the product are in accordance with consumer expectations, then consumers will get satisfaction from using the product. Therefore, it is important for entrepreneurs to pay attention to determining the selling price of products.

The results of this study are in accordance with the results of research previously conducted by (Napitupulu, 2019), (Abadi, 2022) which stated that price has a significant effect on consumer satisfaction

#### Taste has a significant effect on consumer satisfaction

From the results of this study, it is known that taste has a significant effect on consumer satisfaction in buying kopi janji jiwa. Consumers are willing to spend money to buy food and drinks, of course, in the hope of getting a good taste. If food and drinks have a good taste, of course consumers will feel satisfied. From the results of this study, it is known that it is important for culinary entrepreneurs to maintain the taste of food and beverages sold so that consumers feel satisfied.

Taste is a way of choosing food that must be distinguished from the taste of the food (Arifin, Atwal & setyaningrum, 2022)

The results of this study are in accordance with the results of research previously conducted by (Sari, 2021), (Sianturi et al., 2021), (Siregar et al., 2021), (Astuti et al., 2019) which stated that taste has a significant effect on consumer satisfaction.

## CONCLUSION

From the results of this study, it can be concluded that Price has a significant effect on consumer satisfaction, taste has a significant effect on consumer satisfaction. Simultaneously, price and taste have a significant effect on consumer satisfaction. It is hoped that the results of this research can be

useful for Kopi Janji Jiwa business actors. From the results of the study, it is known that price and taste have a significant influence on consumer satisfaction, so business actors should consider pricing carefully and can maintain and even improve the taste of Kopi Janji Jiwa so that consumer satisfaction can be achieved. This research is only limited to consumers of Kopi Janji Jiwa so it cannot be generalized to other products

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