

Research Article

The Influence of Location, Price, and Environmental Comfort on Customer Satisfaction at Warkop Aja in Gresik Regency

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Abstract: This study aims to analyze the influence of location, price, and environmental comfort on customer satisfaction at Warkop Aja, Gresik Regency. Customer satisfaction is a key factor in creating loyalty and improving customer retention, especially in the highly competitive culinary industry. A strategic location, affordable prices, and environmental comfort have been shown to significantly affect customer experiences in various business types. This study uses a quantitative explanatory approach with a survey method, where data were collected through a questionnaire distributed to 250 customers of Warkop Aja using a Likert scale of 1–5. Data analysis was performed using multiple linear regression to test the influence of each factor on customer satisfaction. The results show that location (path coefficient = 0.321), price (path coefficient = 0.289), and environmental comfort (path coefficient = 0.425) all have a significant impact on customer satisfaction, with p-values less than 0.05. This study concludes that the combination of these factors positively influences customer satisfaction at Warkop Aja, and therefore, coffee shop owners need to pay attention to these three aspects when planning their business strategies. This research also contributes to the development of customer satisfaction theory in the context of local culinary businesses, specifically in coffee shops in regional areas.

Keywords: Coffee Shop; Customer Satisfaction; Environmental Comfort; Location; Price.

1. Introduction

Research on customer satisfaction in the culinary industry, especially in the coffee shop or "warkop" business, has become increasingly relevant in the context of tight business competition. In this industry, besides the quality of products offered, there are other factors that play an important role in creating a satisfactory customer experience. These factors include location, price, and environmental comfort. This study focuses on Warkop Aja, a local coffee shop in Gresik Regency, to identify the influence of these factors on customer satisfaction. Warkop Aja in Gresik Regency was chosen as the object of this study because it represents a local culinary business that blends traditional elements with modern market needs. Coffee shops, or "warkop", are popular places for people to relax, work, or gather with friends and family. According to several previous studies, a strategic location and affordable pricing are key factors that contribute significantly to a consumer's decision to visit a place (Keller et al., 2015). In addition, environmental comfort, such as cleanliness, safety, and interior design, also affects the comfort of visitors, which in turn impacts their satisfaction (Han et al., 2011). Therefore, Warkop Aja is an ideal object for understanding the interaction of these factors in the context of a local coffee shop.

The methodology used in this study is a quantitative explanatory research approach with a survey method using a questionnaire. This approach has been used in various studies related to customer satisfaction in the culinary sector, such as the research by Zhang et al.

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(2015) on the effects of service quality and price on customer satisfaction in restaurants in China. Jang et al. (2009) also used a similar method to measure factors influencing customer satisfaction in the hotel and restaurant sector.

However, while the use of quantitative methods has proven effective in identifying the relationship between variables, this method has limitations in capturing subjective feelings of customers that can be better explored through qualitative approaches such as in-depth interviews or direct observations. The strength of this method is its ability to provide measurable and statistically analyzable data, which allows for hypothesis validation (Sekaran & Bougie, 2016). Despite these limitations, this study will focus on a quantitative approach because its main objective is to objectively measure the influence of location, price, and environmental comfort on customer satisfaction. Quantitative methods provide the advantage of objectivity in measuring the relationships between variables using valid and reliable instruments. Another advantage is the ability to conduct statistical analysis in-depth using regression models or SEM (Structural Equation Modeling), which can provide a deeper understanding of the relationship between the factors being tested. On the other hand, a weakness of this approach is the limitation in understanding the nuances of customer perceptions, which could be more effectively explored through qualitative methods.

Relevant previous research has shown that factors such as price and comfort can interact to form customer satisfaction. For instance, Yang et al. (2015) found that the convenience of a location not only influences the purchase decision but also increases the perceived quality, which in turn enhances customer satisfaction. Choi et al. (2007) also demonstrated that price, which is perceived to match the quality of the product, can increase customer loyalty. Therefore, the primary hypothesis in this study is that location, price, and environmental comfort positively influence customer satisfaction at Warkop Aja. The main issue in this research is to determine whether location, price, and environmental comfort have a significant influence on customer satisfaction at Warkop Aja in Gresik Regency. Previous research has shown that several important factors contribute to the customer experience, but no study has specifically identified how these three factors interact in the context of local coffee shops, especially in regions like Gresik. Therefore, this study aims to fill the research gap regarding the influence of these factors on customer satisfaction in local coffee shop businesses.

To address this problem, this study proposes to test the direct and indirect effects of location, price, and environmental comfort on customer satisfaction using multiple linear regression models. With this analysis, it is expected that we will be able to determine the extent of the contribution of each factor in influencing customer satisfaction. Additionally, this approach will allow us to test the interaction between these factors, which can provide more insight into consumer behavior when selecting places like Warkop Aja. This study is expected to contribute to the development of customer satisfaction theory in the local culinary sector, particularly in the coffee shop business. The research also aims to provide insights for other coffee shop owners on how factors like location, price, and environmental comfort can influence their customers' satisfaction, which ultimately increases customer loyalty and return visits. Furthermore, the findings of this study can serve as practical guidance for business owners in planning marketing strategies and operational decisions for their coffee shops.

2. Preliminaries or Related Work or Literature Review

This theoretical review aims to explore the various foundational theories behind the concepts of customer satisfaction, location, price, and environmental comfort. These concepts are crucial in understanding how businesses, particularly in the culinary sector, can influence consumer behavior and satisfaction. Each of these factors plays a vital role in shaping the consumer's experience and the likelihood of repeat visits. In this section, we will explain the relevant theories that support this research. Customer satisfaction is an emotional response that arises when customers compare their expectations with the actual experience or outcome received from interacting with a product or service. The concept of customer satisfaction has been widely discussed in marketing literature, and one of the

foundational theories comes from Oliver (1997), who defined customer satisfaction as the feeling derived from the evaluation of outcomes after a purchase and service experience.

Satisfaction occurs when the performance of a product or service meets or exceeds the consumer's expectations, leading to positive emotional responses and a willingness to engage in repeat behavior (Zeithaml et al., 1996). In the culinary business, customer satisfaction is of paramount importance because it influences customer loyalty and the decision to return to the business. A satisfied customer is more likely to recommend the establishment to others, thus enhancing the business's reputation and ensuring long-term success (Kotler & Keller, 2015). Factors such as price, product quality, service, and the ambiance of the establishment play essential roles in shaping customer satisfaction. In particular, the perceived value of the experience a customer receives significantly affects their satisfaction levels.

This aligns with the concept that customer satisfaction is an outcome of the balance between the value they perceive and the value they receive (Anderson et al., 1994). Moreover, customer satisfaction is closely linked to customer loyalty, which is seen as a repeat patronage behavior based on a positive experience (Boulding et al., 1993). In the context of Warkop Aja, ensuring high customer satisfaction will likely lead to increased loyalty and repeated visits, which are crucial for the business's success in a competitive culinary market. Location is one of the primary determinants of a business's success, especially in the culinary industry. Kotler & Armstrong (2017) emphasized the significance of location as a critical factor for businesses, particularly for those in retail and foodservice industries.

A strategic location not only enhances accessibility but also improves the visibility of the business, which in turn influences consumers' decisions to visit. A location that is easily accessible and situated close to high-traffic areas, such as busy streets, commercial hubs, or residential areas, tends to attract more customers. Conversely, a location that is difficult to reach or far from key areas can deter potential customers. Pallant (2013) further reinforces this idea by suggesting that the proximity of a business to customers' residences or workplaces can directly affect their decision to visit. For instance, if a coffee shop like Warkop Aja is conveniently located near offices or universities, it will likely attract a steady flow of customers seeking a convenient place for meetings or relaxation. Additionally, a visible and accessible location can increase foot traffic, which is particularly vital for a business that relies on spontaneous visits from passersby.

Furthermore, the concept of location visibility is also integral to customer decision-making. Pallant (2013) also notes that a location's visibility from the main roads or prominent streets contributes significantly to attracting potential customers who might not have previously intended to visit but are drawn in by the prominent presence of the establishment. Therefore, location plays a central role in determining the frequency of customer visits and, by extension, customer satisfaction. Price is another critical element that influences both customer satisfaction and purchasing decisions. Kotler et al. (2015) discuss the role of price in shaping customer perceptions of value. For businesses in the culinary sector, setting the right price is essential. A price that is too high relative to the perceived value of the product or service will likely lead to customer dissatisfaction, while a price that is too low might raise concerns about the quality of the product or service offered.

Therefore, businesses must carefully calibrate pricing strategies to align with the quality of the experience customers expect. According to Monroe (2003), customers evaluate price based on the perceived value of the product or service they are receiving. If the price is deemed fair in relation to the quality, customers are more likely to perceive it as a good deal and be satisfied with their purchase. Conversely, overpricing or underpricing can lead to dissatisfaction, even if other aspects of the customer experience, such as location or service quality, are positive. In the context of Warkop Aja, the business needs to ensure that the prices they offer align with customer expectations for quality and service. Offering reasonable prices that customers consider fair and affordable can contribute to higher satisfaction levels and the likelihood of customers returning.

Environmental comfort, often referred to as servicescape, is a critical factor in influencing customer satisfaction, particularly in service-based industries such as hospitality

and retail. Bitner (1992) introduced the concept of servicescape, which refers to the physical environment in which a service is delivered and how these physical elements affect customers' perceptions of service quality and their overall experience. Elements such as cleanliness, lighting, temperature, seating arrangements, and overall atmosphere can create a comfortable environment that enhances the customer experience and contributes to customer satisfaction. In the context of Warkop Aja, creating a welcoming and comfortable atmosphere is essential for customer satisfaction. As Wakefield & Blodgett (1996) found, a comfortable and well-maintained environment increases customer satisfaction and encourages repeat visits.

The cleanliness of the dining area, the quality of seating, the ambiance of the space, and even the noise level can significantly influence the overall customer experience. A coffee shop that offers a relaxing and cozy environment where customers feel at ease is more likely to leave a lasting positive impression, fostering customer loyalty. Based on the theories discussed above, the conceptual model of this study suggests that location, price, and environmental comfort work together to influence customer satisfaction. A strategic location increases customer visits, an affordable price enhances perceived value, and a comfortable environment improves the customer experience. These three factors are interconnected and contribute significantly to customer satisfaction, which ultimately impacts customer loyalty and retention.

The theoretical review provides a comprehensive understanding of the key factors—location, price, and environmental comfort—that influence customer satisfaction in the context of Warkop Aja. The concepts outlined in this review form the foundation for testing the hypotheses in the study and provide a theoretical framework for understanding how businesses in the culinary industry can enhance customer satisfaction through strategic decisions related to these factors. These theories offer valuable insights for the business, highlighting the importance of a strategically placed, well-priced, and comfortable environment in driving customer satisfaction. By incorporating these elements, Warkop Aja can create a better customer experience, thereby increasing its chances of success and customer retention in a competitive market.

3. Proposed Method

This research methodology is used to identify and analyze the influence of location, price, and environmental comfort on customer satisfaction at Warkop Aja, Gresik Regency. This study uses a quantitative explanatory approach, which aims to test the relationships between variables using valid and reliable measurement tools. Below is a description of the research design, population and sample, data collection techniques, and the analysis methods used. This study uses a quantitative research design with a survey approach. The survey is conducted using a questionnaire to collect data from Warkop Aja's customers. The questionnaire consists of questions measuring the variables of location, price, environmental comfort, and customer satisfaction. Respondents are asked to rate these factors using a Likert scale 1–5. The population in this study is all customers who visit Warkop Aja in Gresik Regency. The sample is selected using purposive sampling, where respondents are chosen based on specific criteria, such as customers who have visited Warkop Aja more than once.

A total of 250 respondents are selected, which is considered representative of the Warkop Aja customer population. Data is collected through the distribution of an online questionnaire, which is shared with Warkop Aja customers through various social media platforms and messaging apps. Respondents are asked to complete the questionnaire, which contains questions related to their perceptions of location, price, environmental comfort, and their level of satisfaction with the service provided by Warkop Aja. The collected data will be analyzed using multiple linear regression to examine the impact of each independent variable (location, price, and environmental comfort) on the dependent variable (customer satisfaction). This analysis will help to determine the extent to which these factors influence customer satisfaction simultaneously. The operationalization of variables is the process of measuring each variable in this study. Below is the operationalization table, which describes how the research variables are measured.

Table 1. Operasionalisasi Variabel.

Variable	Dimension	Indicators	Measurement Scale
Location	Location Accessibility	1. Proximity to residence 2. Easily accessible by public transportation 3. Close to crowded areas	Likert Scale (1–5)
	Location Visibility	1. Location easily visible from the main road 2. Attractive exterior of the building	Likert Scale (1–5)
Price	Price Perception	1. Price is considered fair 2. Price is appropriate for the quality received 3. Price is affordable	Likert Scale (1–5)
	Price Sensitivity	1. The influence of price on the decision to visit 2. Purchase decision influenced by price	Likert Scale (1–5)
Environmental Comfort	Cleanliness of the Environment	1. Cleanliness of the dining area 2. Cleanliness of the restroom 3. Cleanliness around the coffee shop	Likert Scale (1–5)
	Atmosphere of the Place	1. Comfortable atmosphere to relax 2. Quiet atmosphere with minimal noise 3. Comfortable seating	Likert Scale (1–5)
Customer Satisfaction	Overall Satisfaction	1. Overall satisfaction with Warkop Aja's service 2. Customers feel happy to return again	Likert Scale (1–5)

4. Results and Discussion

In this section, the results of the data analysis conducted using multiple linear regression are presented to test the influence of each independent variable (location, price, and environmental comfort) on the dependent variable (customer satisfaction). Additionally, hypothesis testing was performed to determine the significance of the relationships between the variables. Below are the results of the hypothesis testing conducted using SmartPLS. The following table presents the path coefficients, t-value, and p-value obtained from the hypothesis tests. Path coefficients indicate the strength of the relationship between the independent and dependent variables, while t-value and p-value are used to test the significance of these relationships.

Table 2. Hasil Uji Hipotesis.

Hypothesis	Path Coefficients	t-value	p-value	Decision
Location → Customer Satisfaction	0.321	4.25	0.000	Significant
Price → Customer Satisfaction	0.289	3.92	0.000	Significant
Environmental Comfort → Customer Satisfaction	0.425	5.15	0.000	Significant
Location, Price, Environmental Comfort → Customer Satisfaction	0.618	7.75	0.000	Significant

Based on the analysis results above, it can be concluded that all the hypotheses proposed in this study are accepted, as the p-value for each relationship between variables is less than 0.05, indicating that each relationship between location, price, environmental comfort, and customer satisfaction is significant. Based on the results of the hypothesis tests, it can be observed that location has a significant influence on customer satisfaction, with a path coefficient of 0.321. This indicates that a strategic and easily accessible location can enhance customer satisfaction. This finding aligns with Kotler & Armstrong (2017), who state that an easily accessible location increases customer convenience, making them more likely to return. Price also has a significant effect on customer satisfaction, with a path coefficient of 0.289. Price that is considered fair and commensurate with the quality of the product received increases customer satisfaction.

This supports Monroe (2003)'s finding that price is a key factor in shaping customer value perception. Meanwhile, environmental comfort shows the strongest influence on customer satisfaction, with a path coefficient of 0.425. This indicates that factors like cleanliness, atmosphere, and physical comfort are crucial in creating a pleasant experience for customers. This finding aligns with Bitner's (1992) concept of servicescape, which suggests that physical elements in the service environment can influence customer perceptions and satisfaction. Overall, location, price, and environmental comfort have a significant influence on customer satisfaction at Warkop Aja. These three factors work together to create a satisfying experience for customers, which in turn increases loyalty and repeat visits.

5. Conclusions

This study shows that the factors of location, price, and environmental comfort significantly influence customer satisfaction at Warkop Aja, Gresik Regency. These three factors interact with each other to create a satisfying experience for customers. A strategic and easily accessible location, fair pricing, and a comfortable and clean environment are crucial elements that can enhance customer satisfaction and encourage repeat visits. The findings provide valuable insights for coffee shop owners to better consider these factors when designing their business strategies. Overall, this research successfully proves that location, price, and environmental comfort play a significant role not only in the decision-making process of customers to visit the coffee shop but also in creating satisfaction that leads to customer loyalty. Therefore, to maintain and increase market share, coffee shops should maintain the quality of these three aspects effectively. This study also contributes to the development of customer satisfaction theory in the culinary sector, particularly in local coffee shop businesses.

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