



The Influence of Customer Satisfaction Towards Purchase Decision at Cafe Istana Kopi King Medan

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Abstract. Hospitality is associated with hospitality organizations. These organizations are aware of the importance of welcoming guests to their organizations. The organizations are expected to develop service principles that are based on hospitable behaviours. Customer satisfaction is an emotional assessment of consumers after consumers use products where the expectations and needs of consumers who use them are met. The purpose of this research is to know whether customer satisfaction have an impact toward purchase decision at Café Istana Kopi King Medan. Research methodology used in this research is descriptive research and causal research. Research methods which used are validity and reliability test, descriptive statistic analysis, normality test, coefficient correlation, coefficient of determinant, simple linear regression analysis and Z testing. Therefore the number of samples for this study amounted to 97 respondents The conclusion of this research is that customer satisfaction has influence on purchase decision at Cafe Istana Kopi King Medan. Based on Z test, it can be obtained that $Z_{count} > Z_{table}$ ($7.93 > 1.96$). It means the hypothesis is accepted that customer satisfaction has impact on purchase decision at Cafe Istana Kopi King Medan. From correlation test, it can be seen that customer satisfaction has moderate positive relationship toward purchase decision in 0.693. In Coefficient determination, the percentage influence of customer satisfaction on purchase decision is 65.5%. It means that 65.5% of purchase decision can be explained by customer satisfaction and the remaining 34.5% is impacted by other factors which are not discussed in this skripsi.

Keywords: Customer Satisfaction, Purchase Decision, Café Istana Kopi King, Medan, Simple Linear Regression

1. INTRODUCTION

In this globalization era, human needs are increasingly varied, the current business development is very rapid, both products and services appropriate marketing strategies are needed to deal with business competition and maintain existing or even increase the number of customers. This is marked by the increasing number of influences and challenges that exist around the community. Events in the order of people's lives have shifted which have had an impact on changes in economic, social, political and cultural conditions. Consumer behavior changes successively which forces marketers to be faster, more thorough, responsive and dynamic in understanding consumer needs and wants in the present and in the future.

Marketing of the products being sold is highly dependent on the consumer's perception of the product. Consumers feel that the product can meet their needs and desires, consumers will definitely buy the product. Consumers who have made an assessment then make a decision to buy or not buy. In general, consumers are willing to buy a product due to encouragement, both rational and emotional. With this encouragement, consumers try to choose products and services to be purchased according to their needs and desires. From this situation the company

must be able to see this situation and take advantage of it as a business opportunity. As now with the high cost of living and the increasingly expensive needs that exist and also added to the global crisis that is currently hitting the impact on consumer buying behavior patterns.

According to (Firmansyah,2020), customer satisfaction is an emotional assessment of consumers after consumers use products where the expectations and needs of consumers who use them are met. Customer satisfaction itself is the level of perceived product or service performance in accordance with customer expectations. Customers will feel satisfied if the product or service consumed is in accordance with the desired expectations for the product or service. Customers will be satisfied if the product consumed is in accordance with what the customer wants for the product. Consumers will have a close relationship with the company, if consumers already have satisfaction with the products or services provided. Companies must be able to achieve consumer satisfaction in order to establish a harmonious relationship with the surrounding community.

According to (Irwansyah,2021) purchase decision is a consumer decision that is influenced by economics, finance, technology, politics, culture, and 7P (Physical Evidence, Product, Price, Place, Promotion, People, and Process) so as to form an attitude in consumers to process all information and draw conclusions. in the form of a response that appears to the product to be purchased. Purchasing decisions are actions taken by consumers to purchase a product. Therefore, making consumer purchasing decisions is a process of selecting one of several alternative solutions to problems with real follow-up. Purchasing decision making means a process of evaluating and selecting from various alternatives according to certain interests by establishing an option that is considered the most profitable. Purchasing decision is a process in which consumers go through certain stages to purchase a product. Customer satisfaction is the level of consumer feelings after comparing what is received and expectations so that the customer satisfaction factor becomes an important element in providing or adding value to customers which will make purchasing decisions increase (Ganesha & Rinanda, 2020).

The writer then conducted research at Cafe *Istana Kopi King Medan* which located at Cemara Asri Complex, Boulevard Komp Sophie Square Street, No. 8 EF, Medan Estate, Percut Sei Tuan, Medan City, North Sumatra 20371. Cafe *Istana Kopi King Medan* is a company engaged in the field of food and beverages. Cafe *Istana Kopi King Medan* open from 08.00-22.00 every day. The cafe promotes family-friendly cafe concept. The cafe has indoor and outdoor section, the set up for the indoor is cozy ad comfortable and the outdoor are also surrounded by tree providing relaxation atmosphere.

As an intern at Cafe Istana Kopi King Medan, the writer then performed research during the internship, and found out that there is a decrease in purchasing decisions, caused by customer dissatisfaction due to the delay of serving food were too long, the poor service of the waiter served incomplete orders (not all ordered are sent) thus making consumers waiting for dishes that have not been delivered, the uncleanliness toilet, small portion of beverage for the price, and the inconsistent of cooking quality. These resulting consumers feel disappointed, not interested in revisiting, and would not recommend the café to relatives or friends, because the cafe does not meet their expectation. Another factor for the decrease in purchasing decision is also due to more coffee shop established in Medan, and more coffee shop competition emerge at the strategic area resulting the company has to strengthen the prices and quality to keep loyal customer. As a result, the incidents have affected the purchase decision of consumers at Cafe *Istana Kopi King Medan*.

Based on description above, the writer wants to conduct the research with title “**The Influence of Customer Satisfaction Towards Purchase Decision at Cafe *Istana Kopi King Medan*”**”

2. RESEARCH METHODE

The research method is a scientific way of obtaining data with the aim of being able to describe, prove, develop and discover knowledge, theory, understand, solve and anticipate problems in human life (Ghozali, 2021). The type of research used in this research is quantitative research. According to (Ghozali, 2021) The quantitative research method is a type of research whose specifications are systematic, planned and clearly structured from the start to the creation of the research design. Quantitative research is a research method based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, analyzing data is quantitative/statistical in nature, with the aim of testing established hypotheses.

Research location is at Cafe *Istana Kopi King Medan* at Cemara Asri Complex, Boulevard Komp Sophie Square Street, No. 8 EF, Medan Estate, Percut Sei Tuan, Medan City, North Sumatra 20371. The research was conducted from 2023.

According to (Ghozali,2021), Population is a generalization area consisting of objects/subjects that have certain quantities & characteristics determined by researchers to study and then conclusions are drawn. The population that will be used in this study are consumer from Cafe *Istana Kopi King Medan*. The sampling technique in this study was

accidental sampling According to (Sugiyono,2019) accidental sampling is accidental sampling by taking respondents who happen to be in a place that fits the research context.

From the results of calculations using the Lemeshow formula above, it can be obtained a good number of samples, namely 96.04 which can be rounded up to 97 samples. Therefore the number of samples for this study amounted to 97 respondents. The operational definition of a variable is the definition given to a variable by giving meaning, or specifying activities, or providing the necessary operations to measure that variable. In the research, there are two kinds of variable:

Table 1. Definition of Operational Variable

Variable	Indicators	Sub Indicator	Questionnaire	
Customer Satisfaction (X)	Conformity of expectations	Expectation	Café Istana Kopi King products and service are as what I expected.	
		Performance	The service staff has standard service performance.	
	Interest in revisiting	Product	Consumers are satisfied with the products provided and would revisit Café Istana Kopi King.	
		Value	The service and product provided is worth for me to pay my second visit.	
	Willingness to recommend	Recommend	Consumers recommend Café Istana Kopi King as a culinary destination to others.	
		Suggestion	I am satisfied because the café wants to improve their performance based on my suggestion.	
	Purchase Decision (Y)	Adapting to Needs	Needs	The menu variety can accommodate my needs.
			Convenience	Consumers choose to visit Café Istana Kopi King because of the strategic location
Benefits		Advantage	Café Istana Kopi King offers variety of discount benefits to consumer.	
		Facilities	Consumers are satisfied with Café Istana Kopi King facilities provided (Wi-Fi, toilet)	
Accurate Product Selection		Price	Café Istana Kopi King value of price is in line with the product.	
		Quality	Café Istana Kopi King served good quality food or beverage	

	Repeat Purchase	Repeat	I want to be a repeat customer at the café.
		Product and Service	I am satisfied with Café Istana Kopi King's product and service.

Source: prepared by writer (2023)

According to (Ghozali,2021) the data sources are primary data sources as well as secondary data. The writer will use data collection method as follow : Primary data is a data source that sends data directly to data collectors. The data was obtained directly from the first source or the location where the study object was carried out by the researcher. Sources of primary data are interviews, questionnaires, and observation. Secondary data are data sources that do not directly offer data to data collectors, such as through other individuals or documents. It can be from relevant books, journal, etc. In this research, the writer used journals, books.

According to (Ghozali,2021) Simple linear regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y). This analysis is used to predict the value of the dependent variable (Y) if the value of the independent variable (X) increases or decreases and to determine the relationship between the independent variable and the dependent variable, whether it is positive or negative.

3. RESULTS AND DISCUSSION

a. Results

1. Descriptive Statistic

Characteristic of Respondents Based on Gender

Table 2. Characteristic of Respondent Based on Gender

No.	Gender	Frequency	Percentage (%)
1	Male	8	26.7%
2	Female	22	73.3%
Total		30	100%

Source: Questionnaire (2023)

Based on the table above, it shows that characteristic of respondent based on the gender for male are 8 respondents (26.7%) and the gender for female are 22 respondents (73.3%).

Characteristic of Respondents Based on Age

Table 3. Characteristic of Respondent Based on Age

No.	Age	Frequency	Percentage (%)
1	15-25	12	40%
2	26-35	14	47.7%
3	36-50	4	13.3%
4	> 50	0	0
Total		30	100%

Based on the table above, it shows that characteristic of respondent based on age from age 15-25 years are 12 people (40%), respondents from age 26- 35 are 14 people (47.7%), and respondents from age 36-50 are 4 people (13.3%).

Characteristic of Respondents Based on Length Become Employee

Table 4. Characteristic of Respondent Based on Length of Employment

No.	Length Become Employee	Frequency	Percentage (%)
1	1 year	9	30%
2	2-3 years	7	23.3%
3	4-5 years	7	23.3%
4	> 5 years	7	23.3%
Total		30	100%

Source: Questionnaire (2023)

Based on the table above, it shows that characteristic of respondent based on length of employment for 1 year are 9 people (30%), respondents who become employee for 2-3 years are 7 people (23.3%), respondents who become employee for 4-5 years are 7 people (23.3%), and respondents who become employee for > 5 years are 7 people (23.3%).

2. Correlation Test

The correlation coefficient is a number that expresses the strength of the relationship between two or more variables or can also determine the direction of the two variables. The result of correlation test can be seen as follows:

Table 5. Correlation Test

		X	Y
X	Pearson Correlation	1	.809**
	Sig. (2-tailed)		0,000
	N	97	97
Y	Pearson Correlation	.809**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Processing Result (2023)

The calculation of correlation coefficient between variable X (customer satisfaction) and variable Y (purchase decision) result in the value of 0.809. This indicated as significantly strong and positive. In other words, customer satisfaction and purchase decision have a significantly strong positive relationship.

3. Determination Test

The coefficient of determination shows how large a proportion of the total variation in the dependent variable can be explained by the explanatory variables. To find out the coefficient of determination value, you can do it by looking at the R Square value. The following are the coefficient of determination values:

Table 6. Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	0,655	0,651	1,454

a. Predictors: (Constant), Purchase Decision

Source: SPSS Processing Result (2023)

According to the chart above, the coefficient of determination is 65.5%, implying that purchase decision can be explained by customer satisfaction. The remaining 34.5% is impacted by other factors which are not discussed in this *skripsi*.

4. Simple Linear Regression

This analysis is used to predict the value of the dependent variable (Y) if the value of the independent variable (X) increases or decreases and to determine the relationship between the independent variable and the dependent variable, whether it is positive or negative. The equation of linear regression is as follows:

Table 7. Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,064	0,634		9,559	0,000
Customer Satisfaction	0,693	0,052	0,809	13,429	0,000

a. Dependent Variable: Purchase Decision

Source: SPSS Processing Result (2023)

The simple linear regression's equation is written in the following format:

The Formula of Simple Linear Regression

$$Y = a + bX$$

$$Y = 6.064 + 0.693X$$

The linear regression equation shows that when customer satisfaction is zero, the purchase decision is 6.064. When (X=1), purchase decision is 6.757 (increase 0.693 point) and each increase on the level of variable X (customer satisfaction), will increase 0.693 point of variable Y (purchase decision). This means, customer satisfaction has a positive equation relationship with purchase decision at *Cafe Istana Kopi King Medan*. This also mean that as customer satisfaction then the purchase decision will also increase.

5. Test Of Hypothesis

Z-test used to know the impact of independent variable on dependent variable. The results of the Z test can be seen as follows:

$$Z = \frac{r}{\frac{1}{\sqrt{n-1}}}$$
$$Z = \frac{0.809}{\frac{1}{\sqrt{97-1}}}$$
$$Z = 7.93$$

The confidence level of hypothesis test is 95% or 5% margin of error, since the writer uses the two-tailed hypothesis test, therefore $0.95/2 = 0.4750$. With that calculation, the Ztable is 1.96. Zcount from the calculation above is 7.93. Therefore $Zcount > Ztable$ ($7.93 > 1.96$). The conclusion is that null hypothesis (H0) is rejected and alternative hypothesis (Ha) is accepted. Customer satisfaction has significant influence on Purchase Decision at *Cafe Istana Kopi King Medan*.

b. Discussion

The correlation test significant value is 0.809 which means customer satisfaction and purchase decision has a significantly strong positive relationship. The determination test shows that customer satisfaction has average determination towards purchase decision at *Cafe Istana*

Kopi King Medan. The percentage of influence of customer satisfaction toward purchase decision is as much as 65.5%. Linear regression equation shows that when ($X=1$), purchase decision is 6.757 (increase 0.693 point) and each increase on the level of variable X (customer satisfaction), will increase 0.693 point of variable Y (purchase decision). This means, customer satisfaction has a positive equation relationship with purchase decision at *Cafe Istana Kopi King Medan*.

The $Z_{\text{count}} > Z_{\text{table}}$ ($7.93 > 1.96$), which means null hypothesis (H_0) is rejected and alternative hypothesis (H_a) is accepted. customer satisfaction has significant influence on purchase decision at *Cafe Istana Kopi King Medan*. This research result is in line with the result by Oktaviani and Hernawan (2022), Simanjuntak et al (2020), Suhendro and Silitonga (2022), Pratama and Yulianthini (2022), which all of them found out that there is influence of customer satisfaction towards purchase decision.

4. CONCLUSION AND SUGGESTION

From the result of this study, it can be given conclusion that customer satisfaction has influence on purchase decision at *Cafe Istana Kopi King Medan*. Based on Z test, it can be obtained that $Z_{\text{count}} > Z_{\text{table}}$ ($7.93 > 1.96$). It means the hypothesis is accepted that customer satisfaction has impact on purchase decision at *Cafe Istana Kopi King Medan*. From correlation test, it can be seen that customer satisfaction has strong positive relationship toward purchase decision in 0.809. In Coefficient determination, the percentage influence of customer satisfaction on purchase decision is 65.5%. It means that 65.5% of purchase decision can be explained by customer satisfaction and the remaining 34.5% is impacted by other factors which are not discussed in this *skripsi*.

For the further researcher, the writer recommends that the future researcher use other independent variables such as price, service quality, product quality, and others that have relationship towards customer purchase decision.

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