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THE ROLE OF PRODUCT QUALITY, PRICE, AND MENU VARIETY IN ENHANCING CUSTOMER SATISFACTION AT A LOCAL CAFÉ

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Abstract

This study aims to determine whether there is an influence of product quality, price, and menu diversity on consumer satisfaction at Cafe REP Sidoarjo. In this study using independent variables, namely product quality (X1), price (X2), and menu diversity (X3) and dependent variables, namely menu diversity (Y). The population in this study is consumers who visit Cafe REP Sidoarjo. Determination of samples in this study using Accidental Sampling technique with a total sample of 120 respondents. Data collection techniques using questionnaires, after which they were analyzed using multiple linear regression analysis testing. From the results of the analysis conducted partially on the t test, it can be concluded that the product quality variable has a significant influence on consumer satisfaction at Cafe REP Sidoarjo. Price variables have a significant influence on consumer satisfaction at Cafe REP Sidoarjo. The variable of menu diversity has a significant influence on consumer satisfaction at Cafe REP Sidoarjo. In F-Test, it can be concluded that the three variables simultaneously affect customer satisfaction at Cafe REP Sidoarjo.

Keywords: *Product Quality, Price, Menu Diversity, Consumer Satisfaction*

Introduction

The millennial generation, as one of the largest consumer segments, is now becoming increasingly selective in choosing products that align with their needs and preferences. Based on data from the Badan Pusat Statistik (BPS) in 2023, the millennial generation contributes more than 33% of Indonesia's population, making them a significant potential market. One striking trend is the increasing popularity of cafes as the favorite place for millennials to relax, gather with friends, or even work and study. A study by the Indonesian Cafe and Restaurant Entrepreneurs Association (APKRINDO) in 2022 showed that the growth in the number of cafes in Indonesia reached 10% per year, with significant increases in suburban areas. This illustrates how cafes have transformed from mere consumption places into an integral part of modern lifestyle. This demands business operators, especially cafe owners and managers, to continuously innovate in creating products that are not only of high quality but also capable of meeting the unique tastes of millennial consumers. Cafes are no longer just places to enjoy food and drinks; they have become part of the modern lifestyle, especially in Sidoarjo. As a cafe owner or manager, one must have the right marketing strategy to maintain consumer demand levels that can maximize profits. Marketing becomes one of the most important factors in showcasing a business, especially in the beverage industry (Sintya et al., 2018).

In facing the various demands from consumers that are very diverse and complex, companies are required to respond quickly and accurately and to keep up with the changes that occur to compete in attracting consumers. In this regard, a business needs to implement a strategy to enhance customer satisfaction. According to Engel et al., (2005),

customer satisfaction occurs when post-purchase evaluation is conducted and the chosen alternative at least produces results that meet or exceed customer expectations. Conversely, when the results produced do not meet customer expectations, dissatisfaction occurs.The following factors can determine customer satisfaction: (1) product quality, (2) price, (3) service quality, (4) emotional factors, (5) cost, and convenience (Handi, 2004).

Product quality is a primary aspect that every business operator needs to pay attention to. Product quality is a very important issue for the success of a company in achieving short-term and long-term goals. Product quality can also demonstrate the superiority of a product. On the other hand, the company can use this product advantage to compete or counter competition. Consumers always want to get quality products that match the price they pay, although some consumers believe that expensive products are quality products. Therefore, business operators are always required to create quality products because having quality products will earn them a good reputation and provide satisfaction to consumers with the products they create. According to riset from Ariella (2018), product quality is the ability of a product to meet or satisfy customer needs and desires.

The second factor that plays a role in increasing sales is the determination of the right price, because price has an influence on consumer purchasing interest. Price plays a role as one of the determinants in consumer choice when selecting a product. When consumers buy a product, they exchange a value (price) to obtain a value or benefit from the product. If consumers perceive that the price is higher than the value of the product, then they may not buy the product again. If consumers perceive the price to be below the value of the product or in line with its benefits, then those consumers are likely to purchase it again. Price is related to how price information is fully understood by consumers and gives deep meaning to them (Anggraeni & Soliha, 2020). Price competition occurs when the same or substitute products are produced by many businesses, leading them to compete through pricing by setting lower prices. Sometimes prices are flexible and can be adjusted quickly.

Besides product quality and price, menu diversity is also an important factor that influences consumer behavior in choosing and enjoying a cafe's services. In the definition of strategy, menu diversity refers to the variety in taste, size, quality, and product availability that can expand the target market and meet consumer desires. This is because consumers have different tastes. Menu diversity is a category of goods (products) found within a shop or department store (Lailatul Nadifah et al., 2022). A store with a wide variety of stock can be said to have a good range. Consumer perception of menu variety will shape preferences and attitudes that can lead to consumer satisfaction. The presence of menu diversity is one of the important factors in creating consumer satisfaction.

Several studies examining the influence of product quality on customer satisfaction were conducted by (Darmawan, 2019; Pradipta & Yulianthini, 2022) who found evidence that product quality plays a significantly positive role in consumer satisfaction at coffee shops. In recent years, various studies have been conducted to understand the factors that influence customer satisfaction in the business context, including the food and beverage sector such as cafes and restaurant (Sihombing et al., 2022; Sinambela, 2022). This research become one of the important references that reveal that price and menu variety play a significant role in creating customer satisfaction.

Realizing the important role of menu variety, prices, and product quality on customer satisfaction, Cafe REP Sidoarjo is striving to find ways to improve the quality of the cafe. This is also recognized by Cafe REP Sidoarjo, which provides food services

that are continuously demanded to improve service quality and product quality in order to increase the number of consumers. The purpose of this research is to determine how the quality of the product, pricing strategy, and menu variety influence customer satisfaction at Cafe REP Sidoarjo. Specifically, this study aims to explore how each of these factors individually impacts the overall customer experience, focusing on how product quality—encompassing taste, freshness, and presentation—affects customers' perceptions of value. Additionally, the research will examine the role of pricing in shaping customer satisfaction, including the relationship between price sensitivity and perceived value for money. Lastly, the variety of menu options offered by Cafe REP Sidoarjo will be assessed to understand how it meets the diverse preferences and expectations of its customer base. Through this analysis, the study seeks to provide a comprehensive understanding of the key drivers of customer satisfaction and offer recommendations for enhancing service quality, customer loyalty, and competitive advantage in the café industry.

The Relationship between Product Quality and Customer Satisfaction

The relationship between product quality and customer satisfaction in cafes is critical, as high-quality products often lead to enhanced customer experiences and loyalty. Research indicates that product quality significantly influences customer satisfaction, which in turn affects customer loyalty and repeat business (Bhowmick & Seetharaman, 2023; Tirtayasa, 2022). Cafes that prioritize product quality, such as the freshness of ingredients and the consistency of flavors, tend to create a positive perception among customers, leading to higher satisfaction levels. Furthermore, studies have shown that when customers perceive the quality of products to be high, they are more likely to recommend the cafe to others, thereby increasing its customer base (Rafika & Yulhendri, 2020). This relationship underscores the importance of maintaining high standards in product offerings to foster customer satisfaction and loyalty in the competitive cafe market.

Thus, through the existing literature on product quality and customer satisfaction. The first hypothesis tested in this study is:

H1. Product Quality significantly affects Consumer Satisfaction.

The Relationship between Price and Customer Satisfaction

The relationship between product price and customer satisfaction in cafes is multifaceted and supported by various studies. Research suggests that price plays a significant role in influencing customer satisfaction. For instance, a study conducted at Blackcup Coffee and Roaster demonstrated that price partially had a positive and significant influence on customer satisfaction, indicating that consumers felt fairly satisfied with the prices charged alongside the quality of the products received (M Poluan et al., 2022). Similarly, another study at Bikin Betah Cafe revealed that price and store atmosphere collectively had a positive and significant effect on customer satisfaction, highlighting the critical nature of pricing in enhancing overall satisfaction levels among café-goers (Niati, 2021). Moreover, empirical evidence from Cafe Infinito underscores the substantial impact of price on customer satisfaction. The study found that the price variable contributed approximately 32.7% to customer satisfaction, suggesting that aligning prices with consumer preferences could significantly boost satisfaction rates (Nuryadin et al., 2023). Additionally, research at Cafe Tuan Jana Bandar Lampung confirmed that pricing significantly affected consumer happiness, further

emphasizing the pivotal role of price in shaping customer experiences in cafes (Regina & Riswan, 2024).
Thus, through the existing literature on product price and customer satisfaction. The first hypothesis tested in this study is:
H2. Product Price significantly affects Consumer Satisfaction.

The Relationship between Menu Diversity and Customer Satisfaction

The relationship between menu diversity and customer satisfaction in cafes is a significant aspect of consumer experience that can greatly influence repeat patronage and overall loyalty. A diverse menu allows cafes to cater to a wider range of tastes and dietary preferences, which can enhance customer satisfaction by providing options that meet individual needs. Studies indicate that offering a wide range of menu options significantly enhances customer satisfaction. For example, research conducted at RR Cafe Delima Pekanbaru highlighted that menu variations, including differences in size, price, and preparation methods, positively influenced customer satisfaction. Respondents expressed greater satisfaction due to the variety of menu choices available, which catered to their diverse tastes and dietary needs (Regina & Riswan, 2024). Another study at Café Socolatte, Pidie Jaya Regency, demonstrated that menu diversity along with service quality had a positive and significant effect on purchasing decisions, underscoring the importance of diverse offerings in meeting consumer demands (Zahara et al., 2024). Furthermore, path analysis performed at Manjo Kopi revealed that menu diversity played a crucial role in boosting customer satisfaction. Customers appreciated the innovative and varied menu options, which increased their sense of fulfillment and preference for the establishment (Sudjarwadi et al., 2024).
Thus, through the existing literature on menu diversity and customer satisfaction. The first hypothesis tested in this study is:
H3. Menu Diversity significantly affects Consumer Satisfaction.
H4. Product Quality, Product Price Menu Diversity simultaneous affects Consumer Satisfaction.

Theoretical Framework and Research Concept

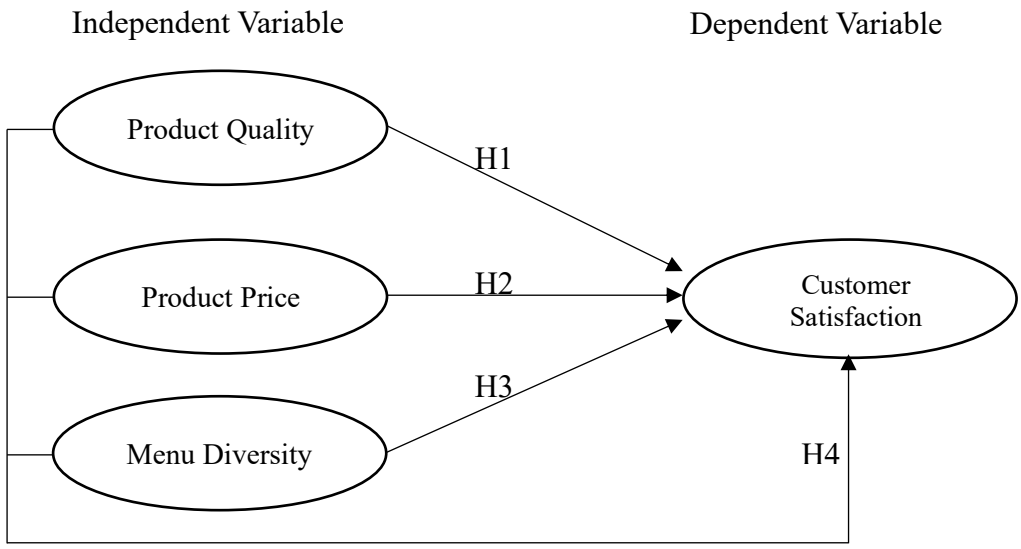


Figure 1. Theoretical Framework and Research Conceptual

Research Methods

This research was conducted at Cafe REP Sidoarjo, which serves as the research location for understanding the impact of product quality, price, and menu variety on customer satisfaction. To gather comprehensive data, a quantitative research approach was adopted, in line with the methodology outlined by Sugiyono (2020), which is based on positivist philosophy. This method was chosen as it allows for the collection of data from a specific population or sample, using structured instruments and statistical analysis to test predefined hypotheses. Given that the aim of this study is to assess the influence of product quality, price, and menu variety on customer satisfaction, this research utilized a non-experimental design. The study focuses on gathering broad information from customers, which aligns with the goal of examining the relationship between independent variables product quality (X1), price (X2), and menu variety (X3) and the dependent variable, customer satisfaction (Y). Additionally, the quantitative data collected will be analyzed to identify trends and patterns that contribute to a deeper understanding of customer preferences and satisfaction levels at Cafe REP Sidoarjo. The findings from this research are expected to provide valuable insights for improving service offerings and enhancing customer loyalty in the competitive cafe industry.

The research methodology employed in this study involves a sample of 120 respondents who are consumers of Cafe REP Sidoarjo. To select participants, the study utilized the Accidental Sampling method, which is a non-probability sampling technique based on chance encounters. This approach allows any individual who happens to meet the researcher to be included in the sample, provided that they meet the criteria of being a suitable data source. This method is particularly useful in settings where the researcher seeks to gather data quickly and efficiently from a specific population. Data collection was conducted using a structured questionnaire that employed a 5-point Likert scale, enabling respondents to express their level of agreement or satisfaction regarding various aspects of their experience at the cafe. This scale facilitates the quantification of subjective opinions, allowing for a more nuanced analysis of customer perceptions and satisfaction levels.

Data Analysis

The data analysis techniques used include research instrument tests, such as the validity test, which aims to measure the legitimacy of a questionnaire, and the reliability test, which is used to measure the consistency of the measurement results from the questionnaire in repeated use. Additionally, there are data analysis techniques, namely classical assumption tests, including the normality test aimed at examining whether the residual data is normally distributed, the multicollinearity test aimed at examining whether there is a correlation between independent variables in the regression model, the heteroscedasticity test used to examine whether there is a difference in the residual variables from one observation to another in the regression model, while the autocorrelation test is used to examine whether there is a correlation between the disturbance error at period t and the disturbance error at period t-1 in the regression model. The multiple linear regression analysis test is a method used to measure the strength of the variables and show the direction of the relationship between the dependent and independent variables. Furthermore, there is the R2 determinant coefficient used to measure the extent to which the model can explain the variation of the dependent variable, and there are hypothesis tests, including the t-test conducted to see the effect of each independent variable on the dependent variable, and the F-test used to examine whether

the model can be used to predict the effect of independent variables collectively on the dependent variable.

Results and Discussion

Sampling Structure

The quantitative survey yielded 148 questionnaires, of which 120 were valid for further data analysis. The demographic profile of customers visiting Cafe REP Sidoarjo reveals that a significant portion of the clientele consists of individuals aged between 21 and 25 years, comprising 45,83% of the total visitors. This age group is predominantly made up of millennials, a generation known for its distinct preferences and behaviors, particularly in the context of dining and social experiences. Additionally, the gender distribution among customers is nearly balanced, with women accounting for 50,8% and men for 49,2%. This near-equal representation of male and female patrons suggests that Cafe REP Sidoarjo successfully appeals to a diverse customer base, potentially enhancing its overall atmosphere and social dynamics.

Table 1. Sampling Structure (Individual Customers)

Segments		Size	Percentage
Gender	Male	61	50,8 %
	Female	59	49,2 %
Age	17 – 20	12	10 %
	21 – 25	55	45,8 %
	25 – 30	13	10,8 %
	>30	40	33,3 %

Based on the visitation data for Cafe REP Sidoarjo, a significant majority of consumers, accounting for 66,7%, visit the cafe 1 to 2 times, while only 33,3% return for more than 2 visits. This pattern of limited repeat visits may reflect the exploratory nature of the millennial generation, which is known for seeking new experiences and diverse dining options.

Table 2. Sampling Structure (Visitation Customers)

Segments		Size	Percentage
Visitation	1 – 2 times	80	66,7 %
	>2 times	40	33,3 %

Instrument Test

Before conducting statistical data analysis, an instrument test is required on the statement indicators in the questionnaire for this research. Instrument testing consists of validity testing and reliability testing using software SPSS Version 22.0.

Table 3. Validity Result

Variable	Questionnaire Items	Correlation	R-Table	Valid
Product Quality (X1)	X1.1.1	0,815	0,179	Valid
	X1.1.2	0,817	0,179	Valid
	X1.1.3	0,813	0,179	Valid
	X1.2.1	0,815	0,179	Valid
	X1.2.2	0,852	0,179	Valid
	X1.2.3	0,789	0,179	Valid

Variable	Questionnaire Items	Correlation	R-Table	Valid
	X1.3.1	0,838	0,179	Valid
	X1.3.2	0,833	0,179	Valid
	X1.3.3	0,851	0,179	Valid
Product Price (X2)	X2.1.1	0,696	0,179	Valid
	X2.1.2	0,752	0,179	Valid
	X2.1.3	0,802	0,179	Valid
	X2.2.1	0,715	0,179	Valid
	X2.2.2	0,767	0,179	Valid
	X2.2.3	0,767	0,179	Valid
	X2.3.1	0,790	0,179	Valid
	X2.3.2	0,751	0,179	Valid
	X2.3.3	0,789	0,179	Valid
Menu Diversity (X3)	X3.1.1	0,604	0,179	Valid
	X3.1.2	0,821	0,179	Valid
	X3.1.3	0,830	0,179	Valid
	X3.2.1	0,812	0,179	Valid
	X3.2.2	0,838	0,179	Valid
	X3.2.3	0,835	0,179	Valid
	X3.3.1	0,810	0,179	Valid
	X3.3.2	0,787	0,179	Valid
	X3.3.3	0,806	0,179	Valid
Customer Satisfaction (Y)	Y1.1	0,827	0,179	Valid
	Y1.2	0,834	0,179	Valid
	Y1.3	0,840	0,179	Valid
	Y2.1	0,839	0,179	Valid
	Y2.2	0,826	0,179	Valid
	Y2.3	0,864	0,179	Valid
	Y3.1	0,852	0,179	Valid
	Y3.2	0,853	0,179	Valid
	Y3.3	0,844	0,179	Valid

The validity test is conducted by comparing the calculated r value with the table r value for degrees of freedom (df) = n-2, where n is the number of samples in the study, which in this case is (n) = 120. Then the value of df can be calculated as 120 - 2 = 118. And the significance value is 0.05, resulting in a table r value of 0.179 (by referring to the table r value at df = 118 with a two-tailed test). If the calculated r value > table r value, then the variable is valid, and vice versa.

Table 4. Reliability Result

Variable	Cronbach 's Alpha	Critical Value	Description
Product Quality (X1)	0,788	0,70	Reliable
Product Price (X2)	0,780	0,70	Reliable
Menu Diversity (X3)	0,785	0,70	Reliable
Customer Satisfaction (Y)	0,790	0,70	Reliable

Reliability testing can be considered reliable if the Cronbach's alpha value > 0.70. The results from the reliability test table show a Cronbach's alpha value > 0.70, so it can be concluded that all variables are reliable.

Classical Assumption Test

The classical assumption tests in this study consist of the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. The normality test in this study uses the one-sample Kolmogorov-Smirnov (K-S) statistical test. The results of the normality test obtained an Asymp.Sig (2-tailed) value of 0.169 > 0.05 with a significant coefficient value. Therefore, it can be concluded that the data is normally distributed.

Table 5. Normality test result

		Unstandarized Residual
N		21
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.84733987
Most Extreme Differences	Absolute	.160
	Positive	.160
	Negative	-.104
Test Statistic		.160
Asymp. Sig. (2-tailed)		.169[c]

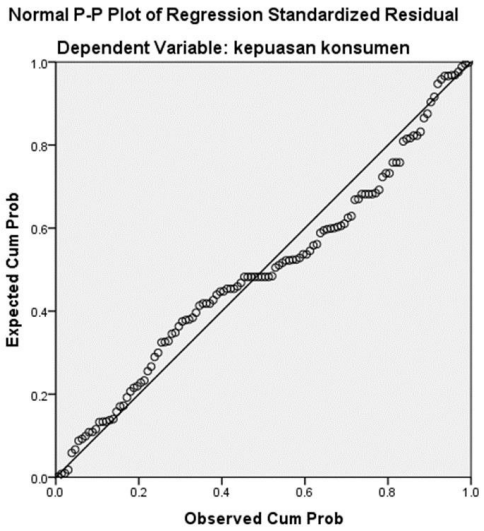


Figure 2. Normality test graphics

Multicollinearity test this is done by looking at the Tolerance and Variance Inflation Factor (VIF) values. If the tolerance value > 0.10 and the VIF value < 10, then multicollinearity does not occur. The results of the multicollinearity test indicate that the tolerance value for the product quality variable (X1) is -0.403 > 0.10 and the VIF value is 4.603 < 10, the tolerance value for the price variable (X2) is 0.535 > 0.10 and the VIF value is 4.992 < 10, the tolerance value for the menu variety variable is 0.917 > 0.10 and the VIF value is 5.994 < 10. The table results indicate that there is no multicollinearity in the data. Because the VIF values of all independent variables are less than 10.

Table 6. Multicollinearity test result

		Collinearity Statistics
Model	Tolerance	VIF
(Constant)		
Kualitas Produk	-.403	4.603
Harga	.535	4.992
Keragaman menu	.917	5.994

The heteroscedasticity test is conducted by examining the significance value. if the significance value > 0.05 then heteroscedasticity does not occur. The results of the heteroscedasticity test in Table 7 were conducted using the Glejser test. The significance values can be determined for the product quality variable (X1) at 0.065, price (X2) at 0.611, and menu variety (X3) at 0.266, where these values are > 0.05. This indicates that the probability values of all variables are > 0.05 from the significance value. Thus, the data does not exhibit signs of heteroscedasticity.

Table 7. Heteroscedasticity test result

Model	T	Sig.
(Constant)	1.583	.130
Kualitas Produk	.093	.065
Harga	-.029	.611
Keragaman Menu	-.069	.266

The autocorrelation test is used to examine whether there is a correlation between the disturbance error in period t and the disturbance error in period t-1 within the regression model.

Table 8. Multicollinearity test result

Durbin-Watson
2.081

The results of the autocorrelation test in Table 4.14 show that the DW (Durbin-Watson) value is 2.081, while the dL value is 1.6513, the dU value is 1.7536, the 4 – dL value is 2.3487, and the 4 - dU value is 2.2464. Based on the calculations above, the results can be summarized as follows:

$$dU < d < 4 - dU$$
$$1{,}7536 < 2{,}081 < 2{,}2464$$

The Durbin-Watson value of 2.081 is greater than the lower bound dU of 1.7536 and less than the upper bound 4 – dU of 2.2464, so it can be concluded that there is no autocorrelation in this study.

Multiple Linear Regression Analysis Test

Table 9. Multiple Linear Regression Analysis test result

	Unstandardized coefficients		Standardized Coefficients
Model	B	Std. Error	Beta
(Constant)	-1.685	1.516	
Kualitas produk	-.403	.073	-.394
Harga	.535	.084	.472
Keragaman menu	.917	.090	.828

Based on the table above, the regression equation is as follows:

$$Y = -1.685 - 0.403X_1 + 0.535X_2 + 0.917X_3 + e$$

The results of the regression equation above can explain the influence of each independent variable on the dependent variable. The constant value (a) is -1.685, meaning that if the variables Product Quality (X1), Price (X2), and Menu Variety (X3) have a value of 0, then consumer satisfaction (Y) will be -1.685. The value of the multiple linear regression analysis coefficient for the Product Quality variable (X1) is -0.403, meaning that each unit increase in Product Quality (X1) will result in a decrease in Consumer Satisfaction (Y) by -0.403. The value of the multiple linear regression analysis coefficient for the Price variable (X2) is 0.535, meaning that every increase or addition of one unit of Price (X2) will result in an increase in Consumer Satisfaction (Y) by 0.535. The value of the multiple linear regression analysis coefficient for the Menu Variety variable (X3) is 0.917, meaning that each increase or addition of one unit of Menu Variety (X3) will result in an increase in Consumer Satisfaction (Y) by 0.917.

The research results show that the coefficient value of the multiple linear regression analysis for Menu Variety (X3) is 0.917 > Price (X2) at 0.535 and Product Quality (X1) at -0.403, indicating that the dominant variable affecting Customer Satisfaction (Y) is Menu Variety (X3).

Table 10. Coefficient of determination test result

Model	R	R Square	Adjusted R Square	Std. Eror of the Estimate
1	.934[a]	.872	.868	1.987

The coefficient of determination is indicated by an Adjusted R Square value of 0.868, meaning the interpretation of the independent variables, namely Product Quality (X1), Price (X2), and Menu Variety (X3), which influence the dependent variable, Consumer Satisfaction (Y), has a relationship variance of 86.8%. The remaining 13.2% is explained by other variables or influenced by factors not included in the conceptual model for analysis or not part of the analyzed model. The result of R Square is 87.2%.

Hypothesis Testing

The t-test was conducted by comparing the significance value with the alpha value of 0.05. The t-test results on the Product Quality variable (X1) show a significance value of 0.000 < 0.05, so H1 is accepted, meaning the Product Quality variable (X1) affects Consumer Satisfaction (Y). On the Price variable (X2), the sig. value is 0.00 < 0.05, so H1 is accepted, meaning the Price variable (X2) affects Consumer Satisfaction (Y). On the Menu Variety variable (X3), the sig. value is 0.000 < 0.05. Therefore, H1 is accepted, which means the Menu Variety variable (X3) affects Consumer Satisfaction (Y).

Table 11. T-test result

Model	t	Sig.
Product Quality (X1)	-5.517	.000
Price (X2)	6.356	.000
Menu Diversity (X3)	10.164	.000

The F-Test is conducted by comparing the significance value with the alpha value of 0.05. The F-test results show a significance level of 0.000 < 0.05. From these results, it can be stated that H0 is rejected, meaning that the variables Product Quality (X1), Price (X2), and Menu Variety (X3) simultaneously or collectively influence the variable Consumer Satisfaction (Y).

Table 12. F-test result

Model	F	Sig.
Regression	262.637	.000[b]

Discussion

REP Cafe and Resto is one of the new hangout spots in Sidoarjo located in the DPR Housing Complex area. This cafe presents a great and futuristic concept, making it a luxurious and elegant cafe with a fancy and Instagrammable design. REP Cafe Kavling DPR consists of both indoor and outdoor spaces equipped with the best facilities to ensure visitors feel comfortable. Interestingly, REP Cafe can also be used for various events such as reunions, wedding parties, birthday parties, community gatherings, and more.

The results of the hypothesis testing show that the quality variable has a significant influence. In this case, it shows that the product quality variable has a significant negative impact on customer satisfaction. The results from consumers show that product quality does not affect consumer satisfaction at Cafe REP Sidoarjo, and consumers pay more attention to other factors such as price and menu variety, so consumers do not fully trust the product quality at Cafe REP Sidoarjo. Based on the frequency distribution shows that the majority of respondents disagree, which means that product quality has a significantly negative impact on purchasing decisions. The results of this study are in line with the research conducted by (Hayati & Sekartaji, 2015; Sutowo et al., 2023) which show that the product quality variable significantly affects consumer satisfaction. In the case of Cafe REP Sidoarjo, it appears that the cafe's efforts to enhance product quality may not be resonating with customers as intended, highlighting the need for a more comprehensive approach that also addresses pricing strategies and menu diversity. This insight underscores the importance of understanding the multifaceted nature of customer satisfaction, particularly in a competitive market where consumers have diverse preferences and expectations (Kwortnik & Thompson, 2009; Ryu & Jang, 2008). The implications of this study suggest that Cafe REP Sidoarjo should adopt a more holistic

approach to customer satisfaction by not only focusing on product quality but also addressing pricing strategies and expanding menu diversity. By understanding the multifaceted nature of consumer preferences, the cafe can better align its offerings with customer expectations, ultimately fostering greater trust and satisfaction. This approach is supported by the work of Kwortnik & Thompson (2009), who argue that integrating various elements of the customer experience is essential for achieving long-term loyalty and satisfaction. Additionally, Ryu & Jang (2008) highlight the importance of creating a compelling dining environment that complements product quality, further reinforcing the need for a comprehensive strategy that resonates with the target demographic.

The findings from the study at REP Cafe Sidoarjo reveal a significant positive relationship between price and consumer satisfaction, underscoring the critical role that pricing strategies play in influencing customer perceptions and decisions. Specifically, the analysis indicates that more affordable prices correlate with higher levels of consumer satisfaction, as evidenced by a majority of respondents expressing strong agreement regarding the impact of price on their overall experience at the cafe. This align with the research conducted by (Handoko, 2017) which shows that the price variable has a significant impact on customer satisfaction. Further supporting this claim, research conducted at Cafe Infinito demonstrates that when prices align with consumer expectations, customer satisfaction increases significantly, accounting for approximately 32.7% of the variance in satisfaction levels (Nuryadin et al., 2023). Additionally, a study on Cafe Tuan Jana Bandar Lampung corroborates these findings by illustrating that both price and service quality substantially contribute to customer satisfaction, emphasizing that competitive pricing is essential for retaining clientele in a competitive market (Regina & Riswan, 2024). Similarly, research at Bikin Betah Cafe indicates that price and store atmosphere together significantly enhance customer satisfaction, reinforcing the notion that strategic pricing can lead to improved customer loyalty (Niati, 2021). the implications of these findings suggest that cafe operators should prioritize pricing strategies that resonate with consumer expectations to foster higher levels of satisfaction and loyalty. By ensuring that prices are perceived as fair and reflective of product quality, cafes can enhance their competitive edge in the increasingly crowded food and beverage market.

The test results show that the menu variety variable is significant, indicating that the menu variety variable has a positive and significant effect on customer satisfaction and also increasingly affects customer satisfaction regarding the interest in REP Cafe Sidoarjo. Based on the frequency distribution shows that the majority of respondents agree, which means that menu variety has a significant positive effect on customer satisfaction at cafe REP Sidoarjo. This indicates that if the variety of the menu is further increased, consumer satisfaction will also rise. The results of this study are in line with previous research by (Hasanan & Harti, 2012; Mumu et al., 2021), which showed that the product quality variable significantly affects consumer satisfaction. Additionally, research conducted at RR Cafe Delima Pekanbaru highlights the importance of menu variability in achieving high customer satisfaction. The study notes that menu variations, encompassing differences in cooking recipes, processing methods, and ingredient usage, enable customers to select dishes that best suit their tastes and preferences, thereby contributing to enhanced satisfaction (Putri et al., 2024). Similarly, a case study on Egypt's restaurants illustrates that customers who appreciate the variety of menu options are more inclined to revisit the establishment and recommend it to others, further validating the positive impact of diverse menus on customer satisfaction (Baiomy et al., 2019). The implications of these findings underscore the necessity for cafes to diversify

their menu offerings to maximize customer satisfaction. By providing a rich assortment of dishes tailored to varying tastes and preferences, businesses can significantly elevate consumer engagement and loyalty, ultimately driving long-term success.

The findings of this study reveal that product quality (X1), price (X2), and menu variety (X3) collectively exert a significant influence on consumer satisfaction (Y), as demonstrated by the F-test results. This indicates that these three variables do not operate in isolation; rather, they interact synergistically to shape the overall dining experience for customers at Cafe REP Sidoarjo. The simultaneous impact of these factors underscores the importance of a comprehensive approach to enhancing customer satisfaction, where each element contributes to the perceived value of the cafe's offerings. For instance, high product quality ensures that customers receive meals that meet or exceed their expectations, while competitive pricing can enhance the perceived value of those meals, making them more appealing to consumers. Additionally, a diverse menu caters to a wide range of tastes and dietary preferences, which is particularly important in attracting and retaining a varied customer base (Kwortnik & Thompson, 2009; Ryu & Jang, 2008). These findings align with previous research that emphasizes the interconnectedness of quality, price, and variety in influencing customer satisfaction and loyalty (Hayati & Sekartaji, 2015; Sutowo et al., 2023).

Conclusion

The quality of the product has a significant negative impact on consumer satisfaction. This indicates that respondents agree that the materials used have durability, the packaging provided has aesthetics, and the impression of good quality. Partially, price has a significant positive influence on consumer satisfaction. This is because respondents agree with the affordability of prices, the competitiveness of economical prices, and the discounts offered in certain promotions. The diversity of the menu partially has a significant positive impact on customer satisfaction. This is because respondents largely agree that the variety of menu items offered, along with the portions provided by the cafe, are appropriate and that the menu items offered align with consumer interests. Meanwhile, simultaneously, product quality, price, and menu variety significantly influence customer satisfaction. This is because respondents agree with the fulfillment of consumer expectations, the attitude or desire of consumers to use the product, and consumers will voluntarily recommend the product to others.

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