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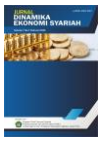

MODEL OF COSTUMER SATISFACTION DETERMINANTS: SERVICE QUALITY, PRICE, AND ACCESSIBILITY AS KEY VARIABLES

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ABSTRACT

This study aims to determine the Influence of Service Quality, Price and Location on Consumer Satisfaction in Ndalem Gawanda Nganjuk. This study uses a quantitative approach with multiple linear regression analysis methods to test the hypothesis after going through validity, reliability, and classical assumption tests. Data were obtained by distributing questionnaires to 67 respondents using the accidental sampling method. The results showed that Service Quality, Price and Location have a positive and significant effect on Consumer Satisfaction. The better the quality of service provided, the more competitive price offered, and the more strategic location of Ndalem Gawanda, the higher the level of consumer satisfaction.

Keywords: *Service Quality; Price; Location; Customer Satisfaction*

PENDAHULUAN

In the current era of globalization, the business world is growing rapidly, including businesses in the culinary sector. This also applies to one of the regencies in East Java, namely Nganjuk Regency, which is quite well-known for its wide variety of traditional culinary offerings, such as *dumbleg* snacks, *nasi becek*, *rawon*, *nasi pecel*, *nasi jagung*, *asem-asem kambing*, and others. The uniqueness of these culinary products actually starts from the preparation process, the processing of ingredients or spices, the nutritional content of the food, the method of serving, and the marketing techniques used for culinary products in Nganjuk Regency.

The increasing number of emerging businesses, especially those in the same category, has led to more intense competition. Such tight competition forces every company to better understand

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what drives consumer satisfaction. One important factor in a company's success is marketing. Marketing comes from the word "market." Simply put, marketing can be understood as a place where groups of sellers and buyers meet to conduct the transaction of exchanging goods. Marketing is a social and managerial process undertaken by individuals or groups to obtain what they need and want through the creation, offering, and exchange of products of value with others. Marketing involves various elements, including market research, strategic planning, promotion, advertising, product distribution, pricing, and customer service. The main goal of marketing is to meet the needs and desires of customers while achieving business goals such as increasing sales, market share, and profitability.

Consumer satisfaction is one of the main determinants of a company's success. Consumer satisfaction is the feeling of pleasure or disappointment resulting from comparing the perceived performance of a product to their expectations. It represents the level at which customers' needs, desires, and expectations are met, which can lead to repeat purchases or continued loyalty. The more these expectations are fulfilled, the more satisfied the customers will be. A business must have strategies to sell its products in a way that retains and even increases its customer base. If customers feel satisfied, they will make repeated purchases.

Service quality is also one of the key factors that support a company's success. Service quality refers to all behaviors aligned with the ability to meet consumer needs and expectations. Companies that prioritize good service quality will see a positive impact on customer satisfaction. Service quality efforts are meant to provide comfort to consumers so that they feel they are receiving more value than expected. Consumer expectations are an important factor; the closer the service quality aligns with satisfaction, the more it enhances customer expectations, and vice versa. Therefore, providing service quality will indirectly lead to consumer satisfaction.

Price is another major factor in a company's success. Every company, especially in the culinary sector, must pay attention to pricing policies. According to Nur Laely (2016), price is the amount of money charged for a product or service or the value exchanged by consumers for the benefits of owning or using the product or service. According to Yosie et al. (2022), price is the value of a product set by the seller, depending on the company's policies and various considerations. Whether a price is perceived as expensive or cheap is highly relative. Companies must continuously monitor competitor pricing so that the prices they set are not too high or too low.

Ndalem Gawanda Nganjuk strives to set affordable prices while maintaining product quality. However, there are still customers who complain that the prices are too high. Some consumers feel

that the prices offered sometimes do not match the portion size of the food or drink ordered. The prices still do not align with the benefits perceived by the customer. As a culinary business, it is essential for Ndalem Gawanda to pay close attention to customer satisfaction in order to survive and grow in the industry.

Another factor influencing customer satisfaction, aside from service quality and price, is location. Companies in the service sector must be smart in choosing the right location for their operations, as a strategic and comfortable location will benefit the business. Choosing a location in a busy area or one that is easily accessible to potential customers is a strategy that can be implemented by business owners. Individuals or groups tend to choose dining places located close to their activities. Location components include: selecting a strategic (easily accessible) location, being near shopping centers or residential areas, offering safety and comfort for customers, and providing supporting facilities such as parking space, among other factors. A good location ensures quick access, can attract a large number of customers, and is strong enough to change consumer buying patterns. Customers' mood and response are significantly influenced by the location, design, and layout of service facilities. These moods and responses can later lead to either customer satisfaction or dissatisfaction. Customer dissatisfaction is the response to a perceived mismatch between expectations and actual experience.

Various previous studies also support the importance of service quality, pricing, and location in improving customer satisfaction. According to a journal analysis studying the influence of Service Quality, Price, and Location on Customer Satisfaction at Wong Jowo Kalabahi Restaurant in Alor Regency, all three variables have a positive and significant effect. Similarly, in the study "Service Quality, Product Quality, Price, Promotion, and Location on Customer Satisfaction and Loyalty in CV. Restu," it was found that there is a positive and significant influence of service quality, price, promotion, and location on customer satisfaction and loyalty.

Based on the background described above, service quality, price, and location are the three key elements that influence customer satisfaction in a company. A deep understanding of how these three factors interact and influence customer satisfaction is crucial for the management of Ndalem Gawanda in formulating effective marketing and operational strategies. Therefore, the authors are interested in conducting a study titled *"The Influence of Service Quality, Price, and Location on Customer Satisfaction at Ndalem Gawanda Nganjuk."*

The purpose of this research is to determine whether service quality, price, and location affect customer satisfaction at Ndalem Gawanda Nganjuk, both partially and simultaneously.

RESEARCH METHOD

This study employs a quantitative approach, which aims to determine the influence between two or more variables. The independent variables in this study are Service Quality (X_1), Price (X_2), and Location (X_3), while the dependent variable is Customer Satisfaction (Y). The research was conducted at Ndalem Gawanda Nganjuk, located at Jl. Diponegoro No. 48, Payaman, Nganjuk, East Java, during the period from January to March 2025.

The population in this study consists of 200 customers of Ndalem Gawanda Nganjuk. The sample size was determined using Slovin's formula, a method used to calculate the minimum sample size required in a study, especially when the population size is known. This formula helps in determining a representative sample size from a population by considering an acceptable margin of error.

The study used a non-probability sampling design with an accidental sampling method. As the name implies, this sampling technique involves selecting samples by chance — the researcher selected respondents who happened to be encountered at the time of data collection.

The data were analyzed using multiple linear regression after conducting tests for validity, reliability, and classical assumptions (normality, multicollinearity, heteroscedasticity, and autocorrelation). Further analysis included multiple linear regression, the coefficient of determination (R^2), and hypothesis testing (t-test and F-test) to examine the effect of independent variables on the dependent variable both partially and simultaneously, as well as to measure how much the dependent variable is influenced by the independent variables. Data processing was conducted using SPSS version 25.0.

Validity Test

The validity test is used to determine whether a measuring instrument is valid or not. The measuring instrument referred to in this study is a questionnaire. A questionnaire is considered valid if the statements in the questionnaire are capable of measuring what is intended to be measured.

The validity test in this study involved 67 respondents, using the formula for degrees of freedom (df = n - 2), where n is the number of respondents. Therefore, the degrees of freedom used is 67 – 2 = 65 with a significance level of 0.05. Based on this, the r-table value is 0.2404. The testing criteria are as follows:

Table 1. Validity Test Results

Variabel	Statement	R hitung	R tabel	Information
Service Quality (X1)	X1.1	0,788	0,2404	Valid

	X1.2	0,710	0,2404	Valid
	X1.3	0,686	0,2404	Valid
	X1.4	0,695	0,2404	Valid
	X1.5	0,774	0,2404	Valid
	X1.6	0,747	0,2404	Valid
	X1.7	0,719	0,2404	Valid
	X1.8	0,720	0,2404	Valid
	X1.9	0,738	0,2404	Valid
	X1.10	0,699	0,2404	Valid
Price (X2)	X2.1	0,740	0,2404	Valid
	X2.2	0,868	0,2404	Valid
	X2.3	0,758	0,2404	Valid
	X2.4	0,804	0,2404	Valid
	X2.5	0,721	0,2404	Valid
	X2.6	0,738	0,2404	Valid
	X2.7	0,758	0,2404	Valid
	X2.8	0,701	0,2404	Valid
Location (X3)	X3.1	0,681	0,2404	Valid
	X3.2	0,733	0,2404	Valid
	X3.3	0,774	0,2404	Valid
	X3.4	0,679	0,2404	Valid
	X3.5	0,789	0,2404	Valid
	X3.6	0,807	0,2404	Valid
	X3.7	0,846	0,2404	Valid
	X3.8	0,786	0,2404	Valid
Consumer Satisfaction (X4)	Y.1	0,786	0,2404	Valid
	Y.2	0,756	0,2404	Valid
	Y.3	0,751	0,2404	Valid
	Y.4	0,670	0,2404	Valid
	Y.5	0,776	0,2404	Valid
	Y.6	0,776	0,2404	Valid
	Y.7	0,703	0,2404	Valid
	Y.8	0,736	0,2404	Valid

Source: Processed data from SPSS 25.0 (2025)

Based on the explanation above, it is known that for the Service Quality variable, the highest calculated R value (R count) was found in statement X1.1 with a value of 0.788, and the lowest in statement X1.3 with a value of 0.686. For the Price variable, the highest R count was in statement X2.2 with a value of 0.868, and the lowest in statement X2.8 with a value of 0.701. For the Location variable, the highest R count was in statement X3.7 with a value of 0.846, and the lowest in statement X3.4 with a value of 0.679. Lastly, for the Customer Satisfaction variable, the highest R count was in statement Y.1 with a value of 0.786, and the lowest in statement Y.4 with a value of 0.670.Based on the table above, it can be concluded that all R count values for each questionnaire item are greater than the R table value of 0.2404. This indicates that all questionnaire items are considered valid and can proceed to the next stage of the research.

Reliability Test

The reliability test is used to determine the extent to which measurement results remain consistent when the same symptom and measuring instrument are measured two or more times. The measuring instrument used in this study was analyzed using SPSS version 25.0. A variable is considered reliable if the value of Cronbach's Alpha is greater than 0.60, and not reliable if the value is less than 0.60.

Table 2 Reliability Test

Variabel	Cronbach's Alpha	N of Items	Information
Service Quality (X1)	0,901	10	Reliabel
Price (X2)	0,897	8	Reliabel
Location (X3)	0,898	8	Reliabel
Consumer Satisfaction (Y)	0,885	8	Reliabel

Source: Processed data from SPSS 25.0 (2025)

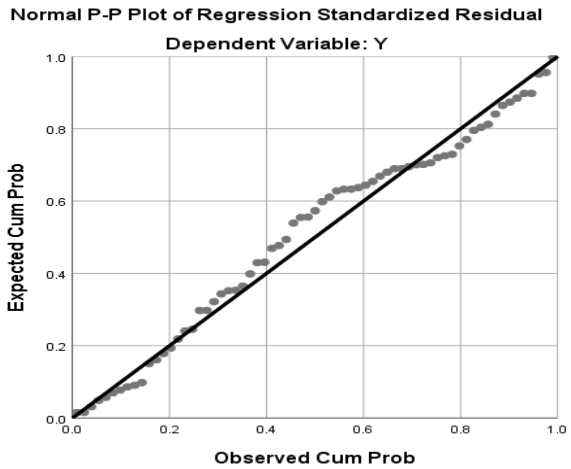
Based on the table above, the Cronbach's Alpha values for each variable are greater than 0.60, which indicates that all research instruments are reliable. Specifically, the Service Quality variable obtained a Cronbach's Alpha value of 0.901, the Price variable 0.897, the Location variable 0.898, and the Customer Satisfaction variable 0.885.

Normality Test

The normality test aims to assess whether the dependent and independent variables in the regression model are normally distributed. A good regression model is one in which the data are normally or approximately normally distributed.

There are two methods for detecting whether the residuals are normally distributed: graphical analysis and statistical testing. The normality test using graphical analysis in SPSS 25.0 produced the following plot:

Figure 1 Normality Test Results



Source: Processed data from SPSS 25.0 (2025)

Based on the figure above, it can be concluded that in the normal P-P plot, the points appear to be spread around the diagonal line, and the spread is not too far or wide. This indicates that the regression model follows a normal distribution and is appropriate for use.

In addition, another statistical method used to test normality is the non-parametric Kolmogorov-Smirnov (K-S) test. If the significance value from the Kolmogorov-Smirnov test is greater than 0.05, then the data are considered normally distributed.

Table 3. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		67
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.36498801
Most Extreme Differences	Absolute	.094
	Positive	.057
	Negative	-.094
Test Statistic		.094
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed data from SPSS 25.0 (2025)

Based on the results of the normality test using the Kolmogorov-Smirnov method, the significance value obtained was 0.200, which is greater than the significance level of 0.05. Therefore, it can be concluded that the data in this study are normally distributed.

Multicollinearity Test

To determine whether multicollinearity exists in the research model, one can refer to the tolerance value and the Variance Inflation Factor (VIF). The thresholds are: tolerance > 0.10 and VIF < 10.00. Based on these criteria, it can be concluded that there is no multicollinearity among the independent variables.

Table 4. Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.478	1.359		1.088	.281		
	Kualitas Pelayanan	.201	.082	.244	2.467	.016	.170	5.894
	Harga	.239	.091	.249	2.646	.010	.188	5.330
	Lokasi	.462	.099	.488	4.676	.000	.153	6.557
a. Dependent Variable: Kepuasan Konsumen								

Source: Processed data from SPSS 25.0 (2025)

From the figure above, it can be seen that the tolerance values for each independent variable are as follows:

- Variable X1 has a tolerance value > 0.10, specifically 0.170
- Variable X2 has a tolerance value of 0.188
- Variable X3 has a tolerance value of 0.153

Additionally, the Variance Inflation Factor (VIF) values are all below 10.00:

- X1 has a VIF of 5.894,
- X2 has a VIF of 5.330,
- X3 has a VIF of 6.557

Thus, it can be concluded that the data are normally distributed and no multicollinearity symptoms are present.

Heteroscedasticity Test

This study used the Glejser method to detect whether heteroscedasticity is present in the regression model — a condition where the variance of the residuals is not constant. The test

criterion used is the significance value of each independent variable against the absolute residual value.

- If the significance value > 0.05, it can be concluded that there is no heteroscedasticity (in other words, the data exhibit homoscedasticity).
- Conversely, if the significance value < 0.05, heteroscedasticity is present.

Table 5. Heteroscedasticity Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.225	.789		1.552	.126
	Kualitas Pelayanan	.013	.047	.081	.270	.788
	Harga	-.092	.053	-.495	-1.746	.086
	Lokasi	.071	.057	.392	1.247	.217
a. Dependent Variable: Abs_RES						

Source: Processed data from SPSS 25.0 (2025)

Based on the table above, the significance values for each variable are as follows:

- Service Quality: 0.788 > 0.05
- Price: 0.086 > 0.05
- Location: 0.217 > 0.05

Therefore, it can be concluded that heteroscedasticity is not present in the research data.

Autocorrelation Test

The autocorrelation test is conducted to determine whether there is a relationship between one residual and another in the regression model. In this study, the Durbin-Watson (DW) method was used for the autocorrelation test.

The decision rule is based on comparing the DW value to the critical values (dU and 4 - dU).

- If the DW value falls between dU and 4 - dU, it can be concluded that there is no autocorrelation.

Table 6. Autocorrelation Test Results

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.946[a]	.895	.890	1.39711	2.187

a. Predictors: (Constant), Lokasi, Harga, Kualitas Pelayanan
b. Dependent Variable: Kepuasan Konsumen

Source: Processed data from SPSS 25.0 (2025)

Based on the autocorrelation test using the Durbin-Watson (DW) method, the obtained DW value is 2.187. Referring to the Durbin-Watson table with k = 3 (where k is the number of independent variables) and n as the number of samples, the lower bound (dL) is 1.5122 and the upper bound (dU) is 1.6988.

According to the Durbin-Watson decision rule: 1.6988 < 2.187 < (4 – 1.6988) = 2.3012, this indicates that there is no positive or negative autocorrelation.

Thus, it can be concluded that the regression model does not have an autocorrelation problem.

Multiple Linear Regression Analysis

The multiple linear regression analysis is used to determine the effect of independent variables on the dependent variable. The results of the regression data processing using SPSS version 25.0 are presented as follows:

Table 7. Multiple Linear Regression Analysis Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.478	1.359		1.088	.281
	Kualitas Pelayanan	.201	.082	.244	2.467	.016
	Harga	.239	.091	.249	2.646	.010
	Lokasi	.462	.099	.488	4.676	.000
a. Dependent Variable: Kepuasan Konsumen						

Source: Processed data from SPSS 25.0 (2025)

Based on the regression analysis results in Table 7. Multiple Linear Regression Analysis, the regression model is used to examine the influence of Service Quality (X1), Price (X2), and Location (X3) on Customer Satisfaction (Y). The regression equation can be written as follows:

Y = 1.478 + 0.201 X1 + 0.239 X2 + 0.462 X3 + e

Based on this multiple linear regression equation, the interpretations are as follows:

1. The constant value is 1.478, indicating that if the variables Service Quality (X1), Price (X2), and Location (X3) are all equal to 0, then Customer Satisfaction (Y) would still have a positive value of 1.478.

2. The coefficient for Service Quality (X1) is 0.201, meaning that an increase of 1% in Service Quality will result in an increase of 0.201% in Customer Satisfaction (Y), assuming the other variables (Price and Location) remain constant.
3. The coefficient for Price (X2) is 0.239, meaning that an increase of 1% in Price will result in an increase of 0.239% in Customer Satisfaction (Y), assuming the other variables remain constant.
4. The coefficient for Location (X3) is 0.462, meaning that an increase of 1% in Location will result in an increase of 0.462% in Customer Satisfaction (Y), assuming the other variables remain constant.

Partial Test (t-Test)

The t-test is used to determine whether each independent variable has a significant partial effect on the dependent variable. The t-test is conducted by comparing the t-calculated (t_h) value with the t-table value at a 5% significance level (two-tailed test).

- If t_h > t-table, the variable has a significant effect.
- The t-table value can be found in the statistical table at a significance level of 0.05/2 = 0.025 (two-tailed test) with degrees of freedom (df) = n – k = 67 – 4 = 63 (where k is the number of independent variables).
- Thus, the t-table value is 1.998.

The partial influence of each independent variable on the dependent variable is shown in the following table:

Table 9. Partial Test (t-Test) Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.478	1.359		1.088	.281
	Kualitas Pelayanan	.201	.082	.244	2.467	.016
	Harga	.239	.091	.249	2.646	.010
	Lokasi	.462	.099	.488	4.676	.000
a. Dependent Variable: Kepuasan Konsumen						

Source: Processed data from SPSS 25.0 (2025)

1. The Effect of Service Quality on Customer Satisfaction at Ndalem Gawanda Nganjuk
   The Service Quality variable shows t-calculated > t-table (2.467 > 1.998) or (sig. 0.016 < 0.05), thus it can be concluded that Service Quality has a positive and significant effect on Customer Satisfaction at Ndalem Gawanda Nganjuk.
2. The Effect of Price on Customer Satisfaction at Ndalem Gawanda Nganjuk
   The Price variable shows t-calculated > t-table (2.646 > 1.998) or (sig. 0.010 < 0.05), thus it can be concluded that Price has a positive and significant effect on Customer Satisfaction at Ndalem Gawanda Nganjuk.
3. The Effect of Location on Customer Satisfaction at Ndalem Gawanda Nganjuk
   The Location variable shows t-calculated > t-table (4.676 > 1.998) or (sig. 0.00 < 0.05), thus it can be concluded that Location has a positive and significant effect on Customer Satisfaction at Ndalem Gawanda Nganjuk.

Simultaneous Test (F-Test)

This test is conducted to determine whether all independent variables in the model jointly have a significant effect on the dependent variable. The decision criteria for the simultaneous (F) test are as follows:

1. If the F-calculated > F-table and the significance value < 0.05, then the independent variables together have a significant effect on the dependent variable.
2. If the F-calculated < F-table and the significance value > 0.05, then the independent variables do not jointly have a significant effect on the dependent variable.

The next step is to determine the F-table value:

df (n1) = k – 1

= 4 – 1 = 3

df (n2) = n – k

= 67 – 4 = 63

With degrees of freedom $df_1 = 3$ and $df_2 = 63$, and a significance level of 5% (0.05), the F-table value is 2.518.

Table 10. Simultaneous Test (F-Test) Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1050.104	3	350.035	179.329	.000[b]
	Residual	122.971	63	1.952		

	Total	1173.075	66			
a. Dependent Variable: Kepuasan Konsumen						
b. Predictors: (Constant), Lokasi, Harga, Kualitas Pelayanan						

Source: Processed data from SPSS 25.0 (2025)

Based on the figure, it can be seen that the F-calculated value is 179.329, and the significance value is 0.000. When compared to the F-table value, 179.329 > 2.518, and 0.000 < 0.05, it can be concluded that Service Quality, Price, and Location simultaneously have a positive and significant effect on Customer Satisfaction at Ndalem Gawanda Nganjuk.

Coefficient of Determination (R^2) Test

The coefficient of determination (R^2) is used to measure how much the independent variables (Service Quality, Price, and Location) are able to explain the variation in the dependent variable (Customer Satisfaction). The following are the SPSS 25.0 output results:

Tabel 8 Koefisien Dererminasi (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946[a]	.895	.890	1.39711
a. Predictors: (Constant), Lokasi, Harga, Kualitas Pelayanan				

Source: Processed data from SPSS 25.0 (2025)

Based on the figure above, it can be seen that the coefficient of determination (R^2) is 0.895. This means that the variables Service Quality, Price, and Location have a very strong influence on Customer Satisfaction, accounting for 89.5% of the variation. The remaining 10.5% is influenced by other factors that were not included in this study.

RESULTS AND DISCUSSION

Overall, the results of the study involving 67 respondents as samples indicate that the variables of Service Quality, Price, and Location each have a positive and significant effect. Simultaneously, these variables also have a positive and significant influence on Customer Satisfaction at Ndalem Gawanda Nganjuk.

1. The Effect of Service Quality (X1) on Customer Satisfaction (Y) at Ndalem Gawanda Nganjuk

The Service Quality variable is shown to have a significant effect on Customer Satisfaction, indicated by a significance value of 0.016 < 0.05. This means that Service Quality at Ndalem Gawanda Nganjuk plays an important role in influencing customer satisfaction. The value of t-calculated > t-table (2.467 > 1.998) confirms that Service Quality has a positive and significant effect on Customer Satisfaction. Thus, it can be concluded that improving Service Quality will increase customer satisfaction.

This finding aligns with previous research which shows that Service Quality, Price, and Location all have a positive and significant effect on Customer Satisfaction.

It is also consistent with the theory by Parasuraman, Zeithaml, and Berry (1988) in the SERVQUAL model, which states that service quality is measured through five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions shape consumers' perceptions of service received, which ultimately affects their satisfaction.

Moreover, these findings are supported by previous research stating that Service Quality, along with Price and Location, has a positive and significant impact on consumer satisfaction. Therefore, in the context of Ndalem Gawanda Nganjuk, improving service quality is a strategic factor in building sustainable customer satisfaction and loyalty.

2. The Effect of Price (X2) on Customer Satisfaction (Y) at Ndalem Gawanda Nganjuk

The Price variable is found to have a significant effect on Customer Satisfaction, indicated by a significance value of 0.010 < 0.05. This shows that Price plays an important role in influencing satisfaction. The t-calculated > t-table (2.646 > 1.998) demonstrates that Price has a positive and significant effect on Customer Satisfaction. This means that an improvement in pricing strategy will increase consumer satisfaction.

This result is consistent with previous studies which state that Service Quality, Price, and Location positively and significantly influence customer satisfaction — including a study conducted on MCF Karawaci, where Location had the strongest influence, followed by Price, and then Service Quality.

This finding also aligns with Zeithaml's (1988) Perceived Value–Price–Quality Theory, which posits that reasonable pricing, when balanced with the quality of the product or service, can significantly enhance customer satisfaction.

It also supports the findings of Muffida et al. (2023), which stated that *"the quality of service, price, and location has a positive and significant influence on customer satisfaction."*

3. The Effect of Location (X3) on Customer Satisfaction (Y) at Ndalem Gawanda Nganjuk

   The Location variable is found to have a significant effect on Customer Satisfaction, with a significance value of 0.00 < 0.05. This indicates that Location plays an important role in determining customer satisfaction. The t-calculated > t-table (4.676 > 1.998) confirms that Location has a positive and significant effect. Therefore, improving Location-related aspects (e.g., accessibility, comfort, facilities) is likely to increase customer satisfaction.

   This finding aligns with previous research by Anwar and Leonardo (2022), which showed that Service Quality, Price, and Location significantly influence Customer Satisfaction.

   It also corresponds to the Marketing Mix Theory by Kotler & Armstrong (2018), which identifies Place (Location) as one of the four core components of marketing (Product, Price, Place, Promotion). A strategic location improves accessibility, enhances comfort, and reduces time and cost for customers — all of which directly impact customer satisfaction.

4. The Simultaneous Effect of Service Quality, Price, and Location on Customer Satisfaction at Ndalem Gawanda Nganjuk

   The test results show that F-calculated > F-table (179.329 > 2.518), and the significance value is 0.000 < 0.05, meaning that the fourth hypothesis — that Service Quality, Price, and Location simultaneously affect Customer Satisfaction — is accepted.

   The Adjusted R^2 in this study is 0.895, indicating that 89.5% of the variation in Customer Satisfaction at Ndalem Gawanda Nganjuk can be explained by the variables Service Quality, Price, and Location, while the remaining 10.5% is influenced by other factors not included in this study.

   These results are consistent with previous research by Tengku Mahesa Khalid (2022), which showed that Service Quality, Price Perception, and Location together significantly affect Customer Satisfaction.

   This also aligns with Oliver's (1980) Disconfirmation of Expectations Theory, which states that consumer satisfaction is formed when the actual performance of a product or service matches or exceeds customer expectations. If performance exceeds expectations, the customer will be satisfied; if it falls short, the customer will be dissatisfied.

CONCLUSION

Based on the results of the data analysis, the following conclusions can be drawn:

1. From the t-test results, it was found that t-calculated > t-table (2.467 > 1.998), thus H1 is accepted, meaning that there is a positive and significant influence of the Service Quality variable on Customer Satisfaction at Ndalem Gawanda Nganjuk.
2. The t-test results also show that t-calculated > t-table (2.646 > 1.998), thus H2 is accepted, indicating that the Price variable has a positive and significant effect on Customer Satisfaction at Ndalem Gawanda Nganjuk.
3. The test results reveal that t-calculated > t-table (4.676 > 1.998), therefore H3 is accepted, meaning that the Location variable has a positive and significant effect on Customer Satisfaction at Ndalem Gawanda Nganjuk.
4. The F-test results show that F-calculated > F-table (179.329 > 2.518), so H4 is accepted, which concludes that Service Quality, Price, and Location simultaneously have a positive and significant influence on Customer Satisfaction at Ndalem Gawanda Nganjuk.

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