

Volume: 5
Number: 1
Page: 1262 - 1268

Article History:

Received: 2026-05-27
Revised: 2026-06-12
Accepted: 2026-07-08

THE INFLUENCE OF SERVICE QUALITY, PRICE, AND PROMOTION ON CONSUMER SATISFACTION AT EJJI COFFEE DHARMAGIRI

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Abstract:

This study aims to determine and analyze the influence of service quality, price, and promotion on customer satisfaction at Ejji Coffee Dharmagiri Gianyar. The research was conducted at Ejji Coffee Dharmagiri located in Gianyar Regency, Bali, with a total sample of 98 respondents use the slovin. Data were collected through questionnaires distributed to customers, and all collected data were declared valid and reliable for analysis. Furthermore, the data were analyzed using multiple linear regression analysis and hypothesis testing, including the F-test and t-test. The results show that (1) service quality, price, and promotion simultaneously have a positive and significant effect on customer satisfaction; (2) service quality has a positive and significant effect on customer satisfaction; (3) price has a negative and insignificant effect on customer satisfaction; and (4) promotion has a positive and significant effect on customer satisfaction at Ejji Coffee Dharmagiri Gianyar.

Keywords: Service Quality, Price, Promotion, Customer Satisfaction

INTRODUCTION

The coffee shop industry in Indonesia has experienced rapid growth in recent years, particularly in urban areas and tourist destinations such as Gianyar Regency, Bali. The increasing number of coffee shops demonstrates that drinking coffee is no longer simply a consumption necessity but has become a lifestyle, particularly among the younger generation. The presence of numerous coffee shops with diverse concepts has also increased business competition, requiring every business to provide added value to consumers to maintain business continuity.

In facing this competition, companies need to consider various factors that can influence customer satisfaction. Customer satisfaction is a crucial indicator of a business's success, as satisfied customers are more likely to make repeat purchases and recommend products or services to others. Therefore, companies need to understand the factors that can increase customer satisfaction, including service quality, price, and promotions.

Service quality is a crucial factor in creating a positive customer experience. Good service can create a pleasant impression, making customers feel valued and comfortable during their visit. Furthermore, price is also a key consideration for consumers in making choices, as consumers tend to compare price with the benefits or quality received. On the other hand, promotions also have an important role in attracting consumers' attention and providing information about the products or services offered by the company.

In reality, Ejji Coffee Dharmagiri Gianyar continues to face challenges related to fluctuations in sales targets and realization throughout 2024. In some months, sales have failed to reach the company's targets. This situation indicates that customer satisfaction levels have not consistently improved, necessitating an evaluation of the factors influencing customer satisfaction.



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Based on this phenomenon and the discrepancies in previous research findings regarding the influence of service quality, price, and promotion on customer satisfaction, this study was conducted to analyze the influence of these three variables on customer satisfaction at Ejji Coffee Dharmagiri Gianyar. The results are expected to contribute to the development of marketing management science and serve as a reference for the company in improving customer satisfaction.

Expectation Confirmation Theory (ECT). Expectation Confirmation Theory (ECT) was introduced by Oliver (1980) in consumer research and social psychology to explain consumer satisfaction and repurchase intentions. This theory states that consumer satisfaction is influenced by the comparison between pre-purchase expectations and perceived product or service performance after use (perceived performance). If perceived performance exceeds expectations, positive disconfirmation occurs, resulting in consumer satisfaction. Conversely, if performance falls short of expectations, negative disconfirmation occurs, resulting in dissatisfaction.

ECT explains that the consumer satisfaction process consists of several stages: expectation, perceived performance, (dis)confirmation, and satisfaction. Consumers who are satisfied with the performance of a product or service tend to have a positive attitude and are more likely to repurchase and recommend the product to others. Therefore, this theory is often used to explain the relationship between consumer experience and levels of customer satisfaction and loyalty.

Consumer Satisfaction. According to Irawan (2019:3), consumer satisfaction is the cumulative result of consumers' use of products and services. According to Indrasari (2019:82), consumer satisfaction is the level of consumer satisfaction after comparing expectations with reality. Consumer satisfaction is an indicator that shows the extent to which a company has met consumer needs. Consumer satisfaction can be an investment for a company, as the more satisfied consumers are, the better the company's image in their eyes. Furthermore, consumers who are satisfied with a service will also be encouraged to recommend the company to others.

Service Quality. According to Indrasari (2019:62), service quality is fundamentally centered on efforts to meet consumer needs and desires and the accuracy of delivery to meet consumer expectations. According to Boavida (2019), service quality is a crucial element of consumer response, as in pure services, such as healthcare, financial services, and education. Service quality will be a dominant element in consumer assessments, where the customer or the service offered can be combined with a physical product. Service quality is crucial in determining consumer satisfaction. According to Purbasari and Permatasari (2019), service quality relates to the general assessment of the superiority of service delivery. Service quality is the comparison between expected service and perceived service. If the service received or perceived matches expectations, service quality is perceived as good and satisfactory.

Price. According to Kotler and Keller (2021:67), price is one element of the marketing mix that generates revenue; the other elements generate costs. Price also communicates the company's intended value proposition to the market regarding its product or brand. According to Indrasari (2019:35), price is the value of a good or service, measured by the amount of money spent by the buyer to obtain a certain amount of goods or services.

Promotion. Promotion can be defined as an activity carried out to provide information about the benefits of a product so that consumers can be persuaded to purchase the product or service offered. Astuti et al. (2019) state that promotions carried out by companies will create a unique assessment of the product in consumers, thus generating interest in purchasing. According to Uluwiyah (2022:11), promotion is a series of marketing activities aimed at introducing the producer's product to consumers through communication intended to influence and encourage consumers to purchase the product.



The Influence of Service Quality, Price, and Promotion on Consumer Satisfaction. Research conducted by Ismartaya et al. (2024), Ramadhana, and Sugiyono (2022) found that service quality, price, and promotion have a positive and significant influence on consumer satisfaction. Based on the above description, the following research hypothesis can be proposed:

H1: Service Quality, Price, and Promotion have a significant influence on consumer satisfaction at Ejji Coffee Dharmagiri, Gianyar.

The Influence of Service Quality on Customer Satisfaction. Research conducted by Roselina and Niati (2019), Gunardi and Erdiansyah (2019), and Arifki and Nurtjahjani (2020) found that service quality has a positive and significant effect on customer satisfaction. Based on the above description, the following research hypothesis can be proposed:

H2: Service quality has a positive and significant effect on customer satisfaction at Ejji Coffee Dharmagiri, Gianyar.

The Effect of Price on Consumer Satisfaction. Research conducted by Suyono et al. (2020), Putri and Trisnowati (2021), and Anggraini and Oktavia (2022) found that price has a positive and significant effect on consumer satisfaction. Based on the above description, the following research hypothesis can be proposed:

H3: Price has a positive and significant effect on consumer satisfaction at Ejji Coffee Dharmagiri Gianyar.

The Influence of Promotion on Consumer Satisfaction. Research conducted by Komarudin (2020), Fauzi et al. (2019), and Putranto (2019) found that promotion has a positive and significant effect on consumer satisfaction. Based on the above description, the following research hypothesis can be proposed:

H4: Promotion has a positive and significant effect on consumer satisfaction at Ejji Coffee Dharmagiri Gianyar.

METHODS

This research was conducted at Ejji Coffee Dharmagiri Gianyar located at Jl. Dharma Giri No.18c, Gianyar, Gianyar District, Gianyar Regency, Bali 80511. The research objects include Service Quality, Price, Promotion and Consumer Satisfaction. The population in this study was all consumers of Ejji Coffee Dharmagiri Gianyar for the period January - December 2024, amounting to 7,120 people. The sampling method used Slovin with the Accidental Sampling method, thus obtaining a sample of 98 respondents. The data collection method was carried out by distributing questionnaires to respondents. The data analysis technique used was multiple linear regression analysis to test the effect of independent variables on the dependent variable.

RESULTS AND DISCUSSION

Research Instrument Test Results.

Table 1. Research Instrument Test Results

Variable	Validity		Reliabilitas	
	Correlation coefficient	Note	Cronbach's alpha	Note
Customer Satisfaction (Y)	>0,30	Valid	0,848	Reliable
Quality of Service (X1)	>0,30	Valid	0,791	Reliable
Price (X2)	>0,30	Valid	0,799	Reliable
Promotion (X3)	>0,30	Valid	0,745	Reliable

Source: processed data, 2026



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Based on Table 1, all variable instruments in this study met validity criteria, with Pearson Correlation values exceeding 0.30 and a significance level below 5% (0.05), thus allowing them to be used as valid measurement tools. Furthermore, the reliability test results showed a Cronbach's Alpha value exceeding 0.70, indicating that all research instruments met reliability standards.

Classical Assumption Test Results.

Table 2. Classical Assumption Test Results

Variable	Normality	Multicollinearity		Heteroscedasticity
	Asymp. Sig. (2-tailed)	tolerance	VIF	Sig.
Quality of Service (X1)	.141	.608	1.645	.498
Price (X2)		.617	1.622	.263
Promotion (X3)		.981	1.020	.169

Source: processed data, 2026

Based on Table 2, the results of the normality test using the One-Sample Kolmogorov-Smirnov Test show a Kolmogorov-Smirnov value of 0.141, which is greater than 0.05, indicating that the data are normally distributed and meet the assumption of normality. The multicollinearity test indicates that all independent variables have tolerance values above 0.10 and VIFs below 10, indicating that the regression model is free from multicollinearity. Furthermore, the heteroscedasticity test indicates that each model has a significance value greater than 0.05, indicating that the model is free from heteroscedasticity.

Results of Multiple Linear Regression Analysis.

Table 3. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.984	2.094		.470	.640
Quality of Service	.484	.096	.523	5.040	.000
Price	-.009	.143	-.006	-.062	.951
Promotion	.260	.077	.275	3.372	.001

a. Dependent Variable: Customer Satisfaction

Source: processed data, 2026

Based on Table 3, the multiple linear regression equation can be written as follows:

$$Y = 0.484X_1 - 0.009X_2 + 0.260X_3$$

The results of multiple linear regression analysis show that the service quality variable has a regression coefficient of 0.484, the price variable has a regression coefficient of -0.009, and promotion has a regression coefficient of 0.260, which means that service quality has a positive effect on consumer satisfaction, price has a negative effect, and promotion has a positive effect on consumer satisfaction. This means that as service quality and promotions increase, consumer satisfaction will increase, and as prices increase, consumer satisfaction will decrease.

Simultaneous Significant Test Results (F-Test).



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Table 4. F Test Results

Anova						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	278.259	3	92.753	19.601	.000 ^b
	Residual	444.802	94	4.732		
	Total	723.061	97			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (constant) Promotion, Price, Service Quality

Source: processed data, 2026

Based on the table above, it is known that the F-test (19.601) > the F-table (2.70) with a significance value of 0.000 < 0.05. Therefore, H₀ is rejected, and H_a is accepted. This means that the variables of service quality (X₁), price (X₂), and promotion (X₃) simultaneously have a significant effect on Customer Satisfaction (Y) at Ejji Coffee Dharmagiri Gianyar.

Partial Significance Test Results (t-Test).

Table 5. T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.984	2.094		.470	.640
Quality of Service	.484	.096	.523	5.040	.000
Price	-.009	.143	-.006	-.062	.951
Promotion	.260	.077	.275	3.372	.001

a. Dependent Variable: Customer Satisfaction

Source: processed data, 2026

Based on Table 5, the sig. values for the Service Quality and Promotion variables are less than 0.05, and the t-count analysis results are greater than the t-table. Therefore, Service Quality and Promotion have a partial significant effect on Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar. Meanwhile, the price variable has a sig. value greater than 0.05 and t-count < t-table. Therefore, price does not have a significant effect on customer satisfaction at Ejji Coffee Dharmagiri Gianyar.

The Effect of Service Quality, Price, and Promotion on Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar. Based on the F-test (simultaneous), the calculated F (19.601) is greater than F (2.70), with a significance value of 0.00 < 0.05. Therefore, H₀ is rejected. This means that the variables Service Quality (X₁), Price (X₂), and Promotion (X₃) simultaneously have a significant effect on Customer Satisfaction (Y) at Ejji Coffee Dharmagiri Gianyar.

The Effect of Service Quality on Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar. The effect of Service Quality on Customer Satisfaction was obtained with a calculated t (5.040) > t (1.661) with a significance level of 0.000 < 0.05. Therefore, H₀ is rejected, and H_a is accepted. This means that the Service Quality variable has a significant positive effect on Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar. The regression coefficient β₁ (Service Quality variable) of 0.484 indicates that the better the Service Quality provided, the higher the Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar.

The Effect of Price on Consumer Satisfaction at Ejji Coffee Dharmagiri Gianyar. The effect of Price on Consumer Satisfaction was t-tested ($-0.062 < t\text{-table } (-1.661)$) with a significance level of $0.951 > 0.05$. Therefore, H_0 is accepted, and H_a is rejected. This means that the Price variable has a negative and insignificant effect on Consumer Satisfaction at Ejji Coffee Dharmagiri Gianyar. The regression coefficient β_2 (Price variable) of -0.009 indicates that as price increases, Consumer Satisfaction tends to decrease at Ejji Coffee Dharmagiri Gianyar, but this is not statistically proven.

The Effect of Promotion on Consumer Satisfaction at Ejji Coffee Dharmagiri Gianyar. The Effect of Promotion on Consumer Satisfaction obtained tcount ($3.372 > t\text{table } (1.661)$) with a significance level of $0.001 < 0.050$, so that H_0 is rejected and H_a is accepted, which means that the Promotion variable has a significant positive effect on Consumer Satisfaction at Ejji Coffee Dharmagiri Gianyar. The regression coefficient β_3 (Promotion variable) is 0.260 , indicating that the more Promotion increases, the more Consumer Satisfaction at Ejji Coffee Dharmagiri Gianyar increases.

CONCLUSION

Based on the data analysis and discussion, the following conclusions were drawn:

1. Service Quality, Price, and Promotion significantly influence Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar.
2. Service Quality has a positive and significant effect on Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar. This means that as Service Quality improves, Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar increases.
3. Price has a negative and insignificant effect on Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar. This means that as Price increases, Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar tends to decrease, although this is not statistically proven.
4. Promotion has a positive and significant effect on Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar. This means that as Promotion increases, Customer Satisfaction at Ejji Coffee Dharmagiri Gianyar increases.

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