



The Influence of Service Quality on Customer Satisfaction at Cafe Maze Bandung

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Abstract

This study aims to analyze the influence of service quality on customer satisfaction at Cafe Maze Bandung. The research employs a quantitative approach by distributing questionnaires to 100 customers. The independent variable (X), service quality, is measured using five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The dependent variable (Y), customer satisfaction, is assessed through seven indicators: product quality, price, service, emotional factors, convenience, repurchase intention, and recommendation. The results of a simple linear regression analysis show that service quality has a positive and significant effect on customer satisfaction, with a coefficient of determination (R^2) of 0.950, indicating that 95% of the variation in customer satisfaction is explained by service quality. The correlation coefficient is 0.975, reflecting a very strong relationship between the two variables. These findings highlight that improvements in service quality directly enhance customer satisfaction. Therefore, it is recommended that Cafe Maze Bandung management focus on improving responsiveness and reliability aspects, which still have room for development.

Keywords: Service Quality, Customer Satisfaction, Linear Regression, SERVQUAL, Cafe Maze Bandung

Introduction

The café industry in Indonesia has experienced rapid growth in recent years, driven by changes in lifestyle that have transformed cafés into not only places of consumption but also social spaces and work environments (Haryati et al., 2021). This shift is largely supported by the preferences of millennial and Gen Z consumers, who place greater emphasis on holistic experiences when enjoying products and services (Rainanto & Saragi, 2024).

In the context of increasingly dynamic business competition, service quality has become a crucial factor influencing customer satisfaction and loyalty (Apriyani, 2017). Good service quality encompasses not only tangible aspects, but also reliability, responsiveness, assurance, and empathy from service providers (Parasuraman et al., 1988). Several studies have highlighted that the responsiveness dimension has the most significant impact on building customer loyalty in the service sector, including cafés (Rifai & Zulpawati, 2024).

In today's digital era, consumers have broader access to evaluate and compare service quality among cafés through social media and online reviews. This has led to rising customer expectations that businesses must respond to quickly and accurately in order to maintain market

share (Utama & Yuliantini, 2024). A decline in service quality can directly affect customer satisfaction and repurchase decisions (Lubis, 2022).

Cafe Maze Bandung is a well-known café business in the city of Bandung. However, between 2021 and 2024, it experienced fluctuations in customer visits and a rise in consumer complaints. Management data shows that visitor numbers dropped significantly in 2022, while complaints increased in 2024 despite a recovery in customer visits (Cafe Maze Management, 2025). This indicates that the increase in visitor numbers has not been fully accompanied by improvements in service quality.

Customer reviews on social media have highlighted several issues, including slow service, lack of staff attentiveness, and mismatched orders. These criticisms underscore the importance of evaluating the responsiveness and reliability aspects of the service delivered by Cafe Maze Bandung employees (Permana Rustandi, 2024; Cholate, 2023).

Based on these issues, this study is important to determine the extent to which service quality affects customer satisfaction. The findings of this research are expected to serve as a foundation for managerial decision-making in improving overall service quality. The objective of this study is to analyze the influence of service quality on customer satisfaction at Cafe Maze Bandung.

Method

This study employs a quantitative approach with an associative research type, which aims to identify the relationship or influence between two or more variables. The research is causal-comparative in nature, as it seeks to test the effect of the independent variable on the dependent variable through statistical methods. The research was conducted at Cafe Maze Bandung, located at Jalan Kliningan No. 8A, Turangga Sub-district, Lengkong District, Bandung City, West Java. The study was carried out from March to May 2025. The population in this study includes all customers who visited Cafe Maze Bandung during the period from 2021 to 2024. Based on data obtained from Cafe Maze Bandung management, the total number of visits during that period reached 100,740 individuals. The sample size was determined using the Slovin formula with a margin of error of 10%, resulting in a sample of 100 respondents. The sampling technique used was purposive sampling, a method in which respondents are selected based on specific criteria—namely, customers who had visited Cafe Maze Bandung within the last three months. Data collection was conducted using a questionnaire based on a Likert scale. The questionnaire consisted of 34 statement items covering two main variables: service quality (X) and customer satisfaction (Y). The service quality variable was measured using the five SERVQUAL dimensions (tangibles, reliability, responsiveness, assurance, and empathy), comprising a total of 20 items. Meanwhile, the customer satisfaction variable was measured using seven indicators: product quality, price, service, emotional factors, ease of access, repurchase intention, and recommendation, totaling 14 items.

The collected data were analyzed using SPSS version 27. The analysis procedure began with validity and reliability tests to ensure the quality of the instrument. Descriptive statistical analysis was then conducted to describe data tendencies. A normality test was applied to assess the distribution of the data. Subsequently, a simple linear regression analysis was performed to

test the effect of variable X on variable Y, along with Pearson correlation and the coefficient of determination (R^2) tests to determine the strength and magnitude of the relationship between variables. The data are presented in the form of narrative descriptions, tables, charts, and other statistical visualizations to clearly and systematically support the interpretation of results.

Results and Discussion

Results

This study involved 100 respondents who were customers of Cafe Maze Bandung. Based on demographic data, the majority of respondents were aged between 16–25 years (62%), male (56%), and unmarried (67%). Most respondents were students (35%) and had visited Cafe Maze Bandung at least once (49%). Descriptive analysis results indicated that consumer perceptions of service quality were generally in the high category, particularly in the tangible and assurance dimensions. The tangible dimension which includes cleanliness of the venue, food presentation, and staff appearance received the highest average scores. Meanwhile, the responsiveness and reliability dimensions still showed room for improvement. For the customer satisfaction variable, the highest scores were found in the indicators of ease of access and repurchase intention. This suggests that customers are inclined to return and feel satisfied with the services received, although some aspects such as price and speed of service were rated as moderate. Validity testing confirmed that all questionnaire items were valid ($r_{\text{count}} > r_{\text{table}}$), and reliability was high, with Cronbach's Alpha values of 0.905 for the service quality variable (X) and 0.878 for the customer satisfaction variable (Y). Simple linear regression analysis showed that service quality has a significant influence on customer satisfaction, with a significance value of $p < 0.05$. The coefficient of determination (R^2) was 0.950, indicating that 95% of the variation in customer satisfaction can be explained by service quality. The correlation coefficient of 0.975 reflects a very strong relationship between the two variables.

Discussion

The findings of this study indicate that service quality has a significant influence on customer satisfaction at Cafe Maze Bandung. The high ratings on the **tangible** and **assurance** dimensions reflect the importance of physical aspects and staff demeanor in creating a satisfying customer experience. This aligns with the **SERVQUAL theory**, which asserts that physical attributes and employee professionalism are essential components of service delivery (Parasuraman et al., 1988). The **responsiveness** and **reliability** dimensions, which received moderate scores, suggest that the **speed** and **accuracy** of service still require improvement. This is reinforced by customer complaints found in online reviews, particularly regarding slow staff responses and incorrect orders. These findings are consistent with those of Apriyani (2017) and Rifai & Zulpawati (2024), who emphasized that **responsiveness** is a key determinant in shaping customer satisfaction and loyalty within the café industry. The high **coefficient of determination (95%)** further strengthens the argument that service quality is a dominant factor in determining customer satisfaction. This is in line with the findings of Maharani & Azis (2024), who reported a strong relationship between service quality and customer satisfaction in Shopee Food, as well as research by Rohali (2024), which demonstrated a significant

contribution of service quality to customer satisfaction at Coffee Shop Suaco in Malang. Overall, the results of this study confirm that **consistent improvement in service quality can significantly enhance customer satisfaction**. However, the management of Cafe Maze Bandung should prioritize improvements in the **responsiveness** and **reliability** dimensions, which remain areas of weakness. Consequently, service enhancement strategies should focus on the dimensions that have the greatest impact on the customer experience.

Conclusion

Based on the results of data analysis and discussion, it can be concluded that service quality has a significant influence on customer satisfaction at Cafe Maze Bandung. The results of the simple linear regression test show a coefficient of determination (R^2) of 0.950, which means that 95% of the variation in customer satisfaction is influenced by service quality. In addition, the correlation value of 0.975 indicates a very strong relationship between the two variables. These findings suggest that the better the quality of service provided, the higher the level of customer satisfaction will be. The service dimensions that require the most attention for improvement are responsiveness and reliability, as both received only moderate ratings from customers.

Recommendations

1. For the management of Cafe Maze Bandung, it is recommended to provide regular staff training focusing on response speed and service accuracy to improve the responsiveness and reliability dimensions.
2. For service development, Cafe Maze may consider implementing digital ordering systems or real-time service monitoring applications to enhance efficiency and reduce service errors.
3. For future researchers, it is advisable to include additional variables such as price, ambience, or brand image as intervening variables to broaden the scope of analysis in measuring customer satisfaction.
4. From a theoretical perspective, the results of this study support the SERVQUAL model as an effective tool for measuring service quality in the food and beverage sector, and it can serve as a reference in developing customer satisfaction concepts within the hospitality industry.

The conclusion contains a summary of the description of the results and discussion with reference to the research objectives. Suggestions are based on findings that have been discussed. Suggestions can refer to practical actions, development of new theories, and/or further research. Conclusions are not a summary of the results of the discussion which refers to a certain theory, but the results of data analysis/correlation tests that are discussed. Use 12 pt Times New Roman font (upright) with 1 spacing to write conclusions and suggestions.

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