Service Excellence, Product Quality, and Facilities as Drivers of Customer Satisfaction: Evidence from Warkop Icut Kuliner, Binjai

Keunggulan Pelayanan, Kualitas Produk, dan Fasilitas sebagai Pendorong Kepuasan Konsumen: Bukti dari Warkop Icut Kuliner, Binjai

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ABSTRACT

This study was conducted at Warkop Icut Binjai to examine the effect of service quality, product quality, and facilities on consumer satisfaction. The population consisted of 90 consumers of Warkop Icut Kuliner Binjai. The sampling method used was saturated sampling, resulting in a total of 90 respondents. Data were analyzed using multiple linear regression, classical assumption tests, and hypothesis testing. The results show that service quality, product quality, and facilities have both partial and simultaneous positive and significant effects on consumer satisfaction. There is a strong correlation between service quality, product quality, and facilities and consumer satisfaction at Warkop Icut Binjai. Consumer satisfaction at Warkop Icut can be explained by service quality, product quality, and facilities by 34.3%, while the remaining 65.7% is explained by other variables not examined in this study.

Keywords: *Service Quality, Product Quality, Facilities, Consumer Satisfaction*

ABSTRAK

Penelitian ini dilakukan di Warkop Icut Binjai untuk menguji pengaruh kualitas pelayanan, kualitas produk, dan fasilitas terhadap kepuasan konsumen. Populasi penelitian adalah 90 konsumen Warkop Icut Kuliner Binjai. Metode pengambilan sampel yang digunakan adalah sampel jenuh sehingga jumlah sampel penelitian sebanyak 90 responden. Analisis data dilakukan dengan regresi linier berganda, uji asumsi klasik, dan uji hipotesis. Hasil penelitian menunjukkan bahwa kualitas pelayanan, kualitas produk, dan fasilitas berpengaruh positif dan signifikan baik secara parsial maupun simultan terhadap kepuasan konsumen. Terdapat korelasi yang kuat antara kualitas pelayanan, kualitas produk, dan fasilitas dengan kepuasan konsumen di Warkop Icut Binjai. Kepuasan konsumen di Warkop Icut dapat dijelaskan oleh kualitas pelayanan, kualitas produk, dan fasilitas sebesar 34,3%, sedangkan sisanya sebesar 65,7% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *Kualitas Pelayanan, Kualitas Produk, Fasilitas, Kepuasan Konsumen*

1. Introduction

The culinary industry has become one of the most rapidly growing and competitive business sectors worldwide, driven by the increasing demand for food and beverage products among consumers with high culinary interest and spending capacity (Ahyani, 2023). In urban areas such as Binjai, this trend is evident from the proliferation of cafés, coffee shops, and restaurants located in strategic areas like Jenderal Sudirman Street. These establishments compete not only to meet basic consumer needs but also to create memorable dining experiences that can foster repeat visits and long-term loyalty (Maria & Hendriati, 2024). This dynamic environment presents both opportunities and challenges for business owners seeking profitability and sustainability.

In this competitive market, sustained business growth depends heavily on the ability to attract and retain regular customers. Customer satisfaction emerges as a crucial determinant of repeat purchase intention, brand advocacy, and customer loyalty (Rangga Aji Saputra & Nurlinda, 2024). Previous research indicates that multiple factors contribute to customer satisfaction, including service quality, product quality, and the adequacy of facilities (Clarisa & Aswan, 2023; Nurcahyo et al., 2017). Each of these elements plays a distinct role in shaping the customer's overall perception of value and experience.

Service quality is a particularly critical dimension, as it encompasses the responsiveness, empathy, and courtesy displayed by employees during interactions with customers (Van Nguyen et al., 2024). While service is intangible, it is one of the most immediate and memorable aspects of a customer's experience. Businesses that excel in delivering friendly, efficient, and personalized service gain a competitive edge (Nimeesha & Fachira, 2024). Conversely, poor service interactions can lead to dissatisfaction, diminished trust, and negative word-of-mouth, especially in service-heavy industries such as food and beverages (Edi Winata, 2023).

Product quality—in terms of taste, freshness, variety, durability, and aesthetic presentation—is another decisive factor influencing satisfaction. Customers are more likely to remain loyal when the product meets or exceeds their expectations (Sinaga et al., 2022). Conversely, inconsistencies in flavor, presentation, or menu variety can weaken consumer trust and reduce purchase frequency (Yudhi Prasetya Mada & Bintari, 2024). Maintaining consistent quality while innovating to match evolving tastes is essential for ensuring long-term competitiveness (Chaerudin & Syafarudin, 2021).

Facilities also contribute significantly to customer satisfaction in the culinary industry. A well-maintained, clean, and aesthetically pleasing environment, coupled with amenities such as comfortable seating, parking, and free Wi-Fi, enhances the overall customer experience (Anggraini & Hariyanto, 2024). Even when food and service meet expectations, inadequate facilities can detract from the perceived value of the offering (Nurcahyo et al., 2017). In the case of Warkop Icut in Binjai, preliminary survey data revealed that many customers still perceive deficiencies in service quality, product quality, and facilities, which limits the business's ability to fully satisfy its clientele.

Despite the abundance of studies on service quality, product quality, and facilities in relation to customer satisfaction, there is a research gap in the context of small-scale urban coffee shops in developing regions such as Binjai. Most prior studies have focused on large-scale hospitality businesses (Li et al., 2023) or urban centers with more developed market infrastructures (Van Nguyen et al., 2024). Furthermore, few have integrated all three variables—service quality, product quality, and facilities—into a single empirical model for a coffee shop setting (Clarisa & Aswan, 2023). This gap presents an opportunity for localized, context-specific research that addresses the unique challenges of smaller culinary enterprises.

The novelty of this study lies in its simultaneous examination of service quality, product quality, and facilities as interrelated predictors of customer satisfaction in the context of Warkop Icut, a local coffee shop competing within Binjai's growing culinary market. By using primary data collected from frequent customers, this research provides actionable insights for small-scale culinary business owners operating in similar urban environments. The integration of these three factors into a unified framework allows for a more comprehensive understanding of customer satisfaction dynamics in a niche, yet competitive, market segment (Maria & Hendriati, 2024; Nimeesha & Fachira, 2024).

The purpose of this study is to analyze the influence of service quality, product quality, and facilities on customer satisfaction at Warkop Icut in Kelurahan Binjai. Specifically, it aims to (1) assess the current performance levels of these three factors based on customer perceptions, (2) determine their individual and combined effects on satisfaction, and (3) offer recommendations for improvement. The results are expected to contribute to the literature on consumer behavior in small-scale culinary businesses while providing practical guidance for enhancing competitiveness in the local food and beverage sector (Ahyani, 2023; Edi Winata, 2023).

2. Methodology

This study employs a quantitative associative approach. Quantitative methods utilize numerical data and statistical analysis, while associative research aims to identify the relationship between variables. In this case, the research examines the effect of service quality, product quality, and facilities on consumer satisfaction. The study was conducted at Warkop Icut Kuliner, located at Jl. RA Kartini No. 45, Binjai City, during the period from November 2024 to March 2025.

The population comprises all 90 consumers of Warkop Icut. Using a saturated sampling technique, the entire population was included as the research sample. The data consist of primary data collected through questionnaires and secondary data obtained from documents and the business's historical records. The independent variables are service quality (X_1), measured through dimensions of reliability, responsiveness, assurance, empathy, and tangibles; product quality (X_2), assessed in terms of performance, durability, conformity, features, and aesthetics; and facilities (X_3), evaluated based on condition, completeness, interior/exterior design, and cleanliness. The dependent variable is consumer satisfaction (Y), measured through expectation match, ease of use, continued use, and willingness to recommend. All indicators are measured using a Likert scale.

Data collection techniques include a literature review from books and journals, a survey using questionnaires, and direct observation at Warkop Icut. The data analysis consists of validity testing using the r-count value and reliability testing with Cronbach's Alpha, followed by classical assumption tests, including normality (Kolmogorov–Smirnov), multicollinearity (Tolerance and VIF), and heteroscedasticity (Glejser Test). The analytical model used is multiple linear regression with the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. Model feasibility is assessed using the F-test to determine the simultaneous effect of all independent variables, the t-test to examine the partial effect of each variable, and the coefficient of determination (R^2) to measure the extent to which the independent variables explain the dependent variable.

3. Results and Discussion

Descriptive Characteristics of Respondents

The respondents in this study are described based on three main characteristics: gender, age, and education level. This classification aims to provide an overview of the demographic profile of consumers at Warkop Icut Kuliner. Understanding these characteristics helps in analyzing consumption behavior and preferences in relation to service quality, product quality, and facilities offered by the business.

Table 1. Descriptive Characteristics of Respondents

Characteristic	Category	Number of Respondents	Percentage (%)
Gender	Male	58	64.44
	Female	32	35.56
Age (years)	20–30	22	24.44
	31–40	38	42.22
	41–50	30	33.33
Education Level	High School	23	25.56
	Diploma	38	42.22
	Bachelor's Degree	29	32.22

Source: Processed Data, 2025

Based on the data presented, the majority of respondents are male (64.44%), indicating that men are more frequent consumers of culinary products at Warkop Icut compared to women. In terms of age, the dominant group is 31–40 years old (42.22%), reflecting that the business is mainly visited by individuals in the productive age range, who typically have higher purchasing power. Regarding education level, most respondents hold a diploma (42.22%), suggesting that

consumers with a middle educational background form the largest customer base and tend to prefer simple and practical food choices.

Validity and Reliability Test Result

The validity and reliability tests were conducted to ensure that the research instruments used in this study were both accurate and consistent in measuring each variable. The validity test results show that all questionnaire items for the Facilities variable (Facilities_1, Facilities_2, Facilities_3, and Facilities_4) have corrected item–total correlation values ranging from 0.818 to 0.924, which are higher than the r-table value of 0.205. Similarly, all items for the Customer Satisfaction variable (Customer Satisfaction_1 to Customer Satisfaction_4) have correlation values between 0.517 and 0.697, also exceeding the r-table value. This confirms that all items for these variables are valid and appropriate for use in the study.

The reliability test results indicate that all variables—Service Quality (Cronbach's Alpha = 0.833), Product Quality(0.786), Facilities (0.942), and Customer Satisfaction (0.792)—have Cronbach's Alpha values greater than the minimum threshold of 0.6. This means that the responses provided by the respondents are consistent and stable across the questionnaire items.

Based on these findings, it can be concluded that all questionnaire items in this research meet the requirements for both validity and reliability. Therefore, the instruments used are capable of producing accurate and dependable data, making them suitable for further statistical analysis in this study.

Results of Classical Assumption Test

The classical assumption tests were conducted to ensure that the regression model used in this study meets the statistical requirements for validity. The normality test, based on the Kolmogorov-Smirnov method, produced a significance value (Asymp. Sig. 2-tailed) of 0.766, which is greater than the 0.05 threshold. This indicates that the residuals are normally distributed, fulfilling the assumption of normality. The P-Plot graph further confirmed this result, as the data points were closely aligned along the diagonal line, while the histogram displayed a bell-shaped curve along the Y-axis, both indicating a normal distribution pattern.

The multicollinearity test results show that all independent variables—Service Quality, Product Quality, and Facilities—have tolerance values above 0.1 and Variance Inflation Factor (VIF) values below 10. These results indicate that there is no multicollinearity in the regression model, meaning that the independent variables are not significantly correlated with each other.

The heteroscedasticity test using the Glejser method showed that all independent variables had significance values greater than 0.05 (Service Quality = 0.746, Product Quality = 0.941, and Facilities = 0.117). This indicates the absence of heteroscedasticity symptoms, meaning there are no disturbance variables affecting the variance of residuals. The scatterplot graph further supported this conclusion, as the points were scattered randomly without forming any specific pattern or wave, indicating constant variance across observations.

Based on the results of these tests, it can be concluded that the regression model used in this study meets the assumptions of normality, no multicollinearity, and no heteroscedasticity, making it suitable for further hypothesis testing.

Multiple Linear Regression and Hypothesis Test

The following presents the result of the multiple linear regression analysis between the independent variables (*Service Quality*, *Product Quality*, and *Facilities*) and the dependent variable (*Customer Satisfaction*), based on the tabulated responses from respondents:

Table 1. Multiple Linear Regression Results

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	5.687	1.901	-	2.991	0.004
Service Quality_X1	0.393	0.076	0.506	5.165	0.000
Product Quality_X2	0.283	0.073	0.111	1.895	0.018
Facilities_X3	0.265	0.068	0.087	1.769	0.021

Source: Processed SPSS Data, 2025

The multiple linear regression analysis in Table 4.13 produces the equation:

$Y = 5.687 + 0.393X_1 + 0.283X_2 + 0.265X_3$

The constant value (a) is 5.687, indicating that customer satisfaction is predicted to be 5.687 when service quality, product quality, and facilities are held constant at zero. The service quality variable (X_1) has a coefficient of 0.393, showing that each one-unit increase in service quality leads to a 0.393 (39.30%) rise in customer satisfaction. Product quality (X_2) has a coefficient of 0.283, meaning that every one-unit improvement in product quality raises satisfaction by 0.283 (28.30%). Facilities (X_3) have a coefficient of 0.265, suggesting that a one-unit enhancement in facilities results in a 0.265 (26.50%) increase in satisfaction.

Hypothesis Testing – Partial t-Test Results With a sample size of n = 90 and a significance level of 0.05, the t-table value is 1.661. The partial test results reveal that service quality significantly affects customer satisfaction at Warkop Icut Binjai (t = 5.165 > 1.661, Sig. = 0.000 < 0.05), leading to the acceptance of hypothesis H_1. Product quality also shows a significant positive effect (t = 1.895 > 1.661, Sig. = 0.018 < 0.05), so H_2 is accepted. Similarly, facilities significantly influence satisfaction (t = 1.769 > 1.661, Sig. = 0.021 < 0.05), supporting H_3.

Overall, the results indicate that service quality, product quality, and facilities each play a significant role in enhancing customer satisfaction, with service quality having the strongest effect among the three variables.

Simultaneous Test Result (F-Test)

The following presents the result of the simultaneous test between the independent variables (*service quality, product quality,* and *facilities*) and the dependent variable (*customer satisfaction*), based on the tabulated responses from respondents:

Table 2. Simultaneous Test Results (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	115.507	3	38.502	16.464	0.000ᵃ
Residual	201.115	86	2.339		
Total	317.622	89			

Source: Processed SPSS Data, 2025

In this study, the sample size is n = 41, with degrees of freedom (df_1) = k – 1 = 4 – 1 = 3 and df_2 = n – k = 90 – 4 = 86, resulting in an F-table value of 2.71 at a 0.05 significance level. Meanwhile, the F-calculated value is 16.464 with a significance value of 0.000. Based on the table above, it can be concluded that service quality, product quality, and facilities together have a significant simultaneous effect on customer satisfaction at Warkop Icut Binjai (F-calculated > F-table, 16.464 > 2.71 with Sig. 0.000 < 0.05). Therefore, research hypothesis H_4 is accepted.

Coefficient of Determination (R²) Test Result

The following presents the result of the coefficient of determination test based on the tabulated responses from respondents:

Table 3. Coefficient of Determination (R²) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	0.604ª	0.365	0.343	1.52923	0.365	16.464

Source: Processed SPSS Data, 2025

Table 3 shows that the coefficient of determination has a value of R = 0.604, indicating a strong correlation between service quality, product quality, and facilities with customer satisfaction at Warkop Icut Binjai. The R^2 value is 0.343, meaning that 34.3% of the variation in customer satisfaction can be explained by the variables service quality, product quality, and facilities, while the remaining 55.7% is explained by other variables not included in this study.

Discussion

The findings indicate that service quality exerts a positive and significant influence on customer satisfaction, reinforcing the view that excellent service is a core marketing strategy for businesses to meet customer needs and foster loyalty. Consistent with Cronin and Taylor (1992) and Sun and Pan (2023), delivering friendly, respectful, and responsive service enhances customer perceptions of value, making them feel important and appreciated. This emotional connection encourages repeat visits and positive word-of-mouth, which are essential for sustaining a competitive edge in the market.

Similarly, product quality plays a crucial role in shaping customer satisfaction, aligning with the results of Namkung and Jang (2007), Ryu and Han (2010), and Al-Tit (2015). High-quality products that meet or exceed customer expectations not only generate repeat purchases but also establish a reputation for reliability. By consistently maintaining and improving product standards, businesses can create added value in the eyes of customers, encouraging loyalty and reducing the risk of customer attrition.

Facilities also contribute significantly to the customer experience, as highlighted by Bitner's (1992) servicescape theory and supported by Baquero (2023). Properly maintained and comfortable facilities—such as clean spaces, adequate seating, and other amenities—enhance the ambiance and create an inviting environment for customers. This, in turn, fosters longer stays, repeat visits, and stronger emotional attachment to the brand.

When service quality, product quality, and facilities are considered simultaneously, their combined effect on customer satisfaction becomes even more pronounced. This aligns with the findings of Villanueva et al. (2023) and recent research on SERVQUAL in food delivery contexts (International Journal of Contemporary Hospitality Management, 2024), which highlight that customer satisfaction is best achieved through a holistic approach integrating service excellence, consistent product quality, and supportive physical environments. Businesses that excel in these three dimensions are more likely to maintain strong relationships with customers, sustain loyalty, and remain competitive in dynamic and crowded markets.

Conclusion

Based on the statistical tests and discussion, it can be concluded that service quality, product quality, and facilities each have a positive and significant partial effect on customer satisfaction at Warkop Icut Binjai, and together they also have a significant combined influence. Excellent service, reflected in friendliness, attentiveness, and respect, makes customers feel valued and increases their satisfaction, encouraging repeat visits. High product quality that meets

customer expectations plays an important role in fostering customer loyalty, ensuring repeat purchases, and preventing customers from turning to competitors. Meanwhile, the availability of adequate and comfortable facilities, such as Wi-Fi, clean and pleasant dining areas, and prayer rooms, enhances the overall customer experience and encourages longer stays. The combination of these three factors demonstrates that businesses aiming to improve customer satisfaction need to maintain consistently high standards of service, product quality, and facilities to stay competitive and build long-term customer relationships.

Future research could expand on this study by involving a larger and more diverse sample, including customers from various regions and different types of culinary businesses, to enhance the generalizability of the findings. Researchers may also consider exploring additional variables such as pricing strategies, brand image, customer engagement, and digital marketing influence to gain a more comprehensive understanding of the factors driving customer satisfaction. A longitudinal approach could be applied to observe changes in customer perceptions over time, while qualitative methods like in-depth interviews or focus group discussions could provide richer insights into customer experiences and expectations. Furthermore, comparative studies between similar coffee shops or restaurants in urban and rural settings could highlight unique challenges and opportunities in different market environments.

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