

The Effect of Price and Service Quality on Customer Satisfaction at Cafe Dema Gontor Campus 2

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Abstract

*Cafe Dema is a significant and influential economic factor. Its role at Pondok Modern Darussalam Gontor Campus 2 is to be a driver, supporter, and driver of economic growth. Cafe Dema also has important duties and responsibilities at Pondok Modern Darussalam Gontor Campus 2 in improving the economy of Gontor Campus 2 students and stabilizing student activities at Gontor Campus 2. As a result, the cottage has a Cafe Dema business to support these activities. Cafe Dema specializes in hearty fare. Many efforts have been made to attract customers, one of which is to improve service quality. As a result, the café dema staff takes special care of the service that customers enjoy. This is done to ensure that customers are happy with the service they received. A descriptive quantitative research model is used in this study. Interviews and questionnaires were used to collect primary data. Random sampling is used in the sampling technique. Multiple linear regression with SPSS statistics 26 is the data analysis technique used. Based on previous research, it is known that the variables of service quality and price affect customer satisfaction at Café Dema. This is shown based on the results of the *f* test above, it can be seen that the value of Sig. $0.000 < 0.05$ besides that there is a calculated *f* value of 106.965 while *f* table 2.69 then it can be concluded that there is a simultaneous influence between the free variables on the bound variable, this is because the significance value is smaller and the calculated *f* is greater than the table *f*. For subsequent researchers it is advisable to add other independent variables besides the quality of service, to further complement this study since there are still other independent variables outside of this study that can affect consumer satisfaction and loyalty.*

Keywords: *Quality of Service, Price, Customer Satisfaction*

Introduction

The current era of globalization has changed the view of the world economy, which makes the emergence of increasingly fierce business competition, so as to Facing this competition, business people need a strategy and it has also become an obligation to maintain business excellence (Satrio, 2016). Explaining The development of the business world today is advancing rapidly and companies have entered the world of service markets. Business people must pay attention to the influence of customer satisfaction. To get a good value in the eyes of consumers, business people have a very important task in achieving company success.

Service quality must be a demand for a company to be more value and look different from other competitors. One of them is at Café Dema Gontor Campus 2, there are two main things that have a relationship, namely the quality of service and the effect of price on customer satisfaction. According to (Cashmere, 2005) Service is a pleasant taste given to consumers followed by an attitude of friendliness and ease in meeting needs. Service is the process of meeting needs through the direct activities of others. And price is an element that is different from other elements in the marketing mix. If the other elements in marketing (i.e. product, place/distribution, and promotion) are expenditures, then price is an element that has the nature of generating or obtaining income.

Seeing the economy of several cafes located in Gontor campus 2, which has many kinds of menus and different ways of serving, and some cafes display almost the same or similar service products, making a company competing to offer diverse and best services (Satrio, 2016). and become the main reason in determining the high or low income of a café. Like café Dema which has quite high results due to several aspects of excellence that other cafes do not have. And makes me interested to want to know more in terms of prices and services in increasing their turnover.

The system used in the Dema café is in the way that has been taught by the Prophet SAW, who always prioritizes *sidiq, amanah, fatonah* and *tabligh*. And does not embody the nature of *kadzab, khinayah, hitman* and *balladah*. Which method can eliminate the interest of customers. The teachers who sell at Dema café are also kind, firm but not hard. Making customers from students and teachers feel comfortable to shop at Dema café. And café Dema really prioritizes customer satisfaction.

Customer satisfaction is used as an evaluation of service. But besides that, there are also those who describe customer satisfaction as the difference from expectations before consuming with the actual condition of the product consumed (Anggit Utami, 2017), The definition of customer satisfaction can be interpreted as the performance of goods at least equal to what is expected. Highly satisfied customers are able to make consumers more loyal, buy more if the company introduces new existing products, provide favorable comments about the company and its products, pay less attention to competitors' brands and advertisements and are less sensitive to price, provide product or service ideas to the company, and require smaller service costs than new customers because transactions become routine. By knowing, analyzing, and understanding customer needs, business people will know what to do and do in providing the right service and in accordance with what customers expect, trying to provide good service and attention so as to satisfy customers and help in meeting the needs they seek.

Customer needs are divided into practical needs and emotional needs. Practical needs include value that is perceived by physical manifestations, such as instruments, as well as facilities that can be touched and felt. Emotional needs such as physiological sense values are met from attitudes, actions, and service behaviors. Service quality is a long-term cognitive evaluation of customers of the services provided. Quality service is not only limited to a friendly smile from seller to customer, but more than that. Leonard L. Berry, A. Parasuraman and Zeithaml in their book Philip Kotler developed a theory of assessment of service quality known as SERVQUAL. The high and low value of work is obtained by a person depending on the high and low intentions. Intention is also the inner drive for a person to do or not to do something. Some employees sometimes forget the intention of working to serve customers.

Therefore, the quality of Islamic services must be emphasized more than ever (Anna Thesya Saimona, 2020).

As narrated by Umar bin Khattab from the Prophet SAW that:

إِنَّمَا الْأَعْمَالُ بِالنِّيَّاتِ وَإِنَّمَا لِغُلَامٍ أَمْرِيءٍ مَا تَوَى

Intention becomes the basis of what is done and what will be planted by the culprit both in the world and in the hereafter. The most noticeable failure of modernization that is a direct result of the era of globalization is in the economic field. Modern capitalism, although finally able to prove its superiority over socialism, in fact gives birth to various problems, especially for Third World countries (including Muslim countries) that tend to be objects rather than subjects of capitalism.

Attributed to the failure of Western capitalism in these Muslim countries, the realization that capitalism's roots are not Islamic has aroused a desire to reconstruct an economic system that is considered "authentic" to Islam. Moreover, history shows that economic thought was also practiced by Islamic scholars, even long before Adam Smith wrote his monumental book *The Wealth of Nations* (Karim, 2002) The trade climate familiar with the rise of Islam, has placed several figures in history as successful traders. This success is supported by the ability of skills and capital accumulation developed. In a very general sense, it can be said that the capitalist world is already very familiar with the teachings of Islam and its characters. This condition gains the legitimacy of the verses of the Qur'an and Sunnah in collecting wealth from a business to the maximum (Rodinson, 1982).

Literature Review

Research conducted by Piter Liman (2016) entitled "Analysis of the effect of product quality, service quality and price perception on customer satisfaction in packaged cooking oil CV. Indo Sari Abadi". This study aims to, examine the partial significant effect on Product Quality Customer Satisfaction, Service Quality Testing has a partial significant effect on Customer Satisfaction. The analysis method uses multiple linear regression equations. The result of the hypothesis that price perception has a positive effect on customer satisfaction of bottled cooking oil CV. Indo Sari Abadi Banjarmasin proved acceptable (Liman, 2016).

Research conducted by Herzon Boimau and Juita L. D. Bessie (2021) entitled "The effect of price and service quality on customer satisfaction of Grabbike online transportation services". This study aims to determine and analyze 1) Customer perception of price, service quality and customer satisfaction of GrabBike online transportation service in Kupang City; 2) the partial effect of Price on Customer Satisfaction on GrabBike online transportation services in Kupang City; 3) Partial Effect of Service Quality on Customer Satisfaction of GrabBike online transportation service in Kupang City; 4) The Effect of Price and Service Quality as well as on Customer Satisfaction of GrabBike online transportation services customers in Kupang City. The results of the analysis showed that: 1) Based on the results of the descriptive table analysis, respondents gave a very high category assessment of the three variables studied; 2) the price partially affects GrabBike Kupang City customer satisfaction; 3) service quality partially affects GrabBike Kupang City customer satisfaction; 4) Price and service quality

simultaneously have a significant impact on GrabBike Kupang City customer satisfaction (Hezron Boimau, 2021).

Research conducted by Zai Prayogie (2018) entitled "The effect of price and service quality on customer satisfaction at Zul Keluarga Jaya workshop", this research is how the effect of price and service quality on customer satisfaction at Zul Keluarga Jaya workshop. The research methods used in this writing are literature research and field research. The population is the employees of Bengkel Zul Keluarga Jaya numbering 30 customers. The data used are data by qualitative means and quantitative data, and data collection techniques by means of questionnaires, interviews and documentation. Then data analysis techniques use qualitative descriptive methods and quantitative descriptive methods. The results of the processing and calculation of the questionnaire, the author concluded that the price and quality of service applied by Bengkel Zul Keluarga Jaya had a positive and significant effect on customer satisfaction (Zai Prayogie, n.d.).

Research conducted by Paradilla Teana and Ahmad Jamil (2021) entitled "Analysis of Product Quality and Price on Customer Satisfaction at PT. Andriyani Jaya Abadi (PAM) Sorong Regency". This research is a correlation descriptive research with a quantitative approach and uses validity tests, reliability tests, classical assumption tests (normality tests, linearity tests, multicollinearity tests, heterokedasticity tests), multiple linear regression tests, partial tests (t tests), and determination coefficient tests (R²). The results of the study partially show that product quality affects customer satisfaction and price affects customer satisfaction at PT. Andriyani Jaya Abadi (PAM) Sorong Regency (Paradilla Teana and Ahmad Jamil, 2021).

Research conducted by (Heryanto, 2015) entitled "Analysis of the Influence of Products, prices, distribution and promotion on purchasing decisions and their implications on customer satisfaction", with the purpose of this study is to find out how products, prices, distribution, promotions, purchase decisions, and customer satisfaction and how much influence products, prices, distributions, and promotions have on consumer purchasing decisions and how much influence purchasing decisions have on Satisfaction. This study is a census study, with the number of objects in the population as many as 48. The research method used in this study is a descriptive method of analysis. The data analysis techniques used are correlation analysis techniques and path analysis techniques. Correlation analysis techniques to determine the closeness of relationships between variables, while path analysis techniques to find out how much influence the independent variable has on the dependent variable. The software used to process and analyze this research data is SPSS version 19.0. The results showed that the variable conditions of products, prices, distribution, promotion, and purchasing decisions were included in the good category.

Research conducted by (Abdul Gofur, 2019) entitled "The Effect of Service Quality and Price on Customer Satisfaction", The purpose of this study is to determine the effect of service quality and price on customer satisfaction. This study used associative method with quantitative approach. The sample of this study is the regular customers of PT. Indosteger Jaya which used accidental sampling technique and obtained 80 respondents. Data analysis using multiple linear regression. The results of this study show that service quality (X₁) has a positive and significant influence on customer satisfaction (Y) and price (X₂) has a positive and significant influence on customer satisfaction (Y). Another result, that together the quality of service and price have a positive and significant effect on customer satisfaction.

Research Method

According to (Sugiono, 2018) The type of research is descriptive quantitative, quantitative research is research based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, and quantitative/statistical data analysis, to describe and test hypotheses that have been set. Data sources were obtained to write research using primary data sources. Primary data is a data source that directly provides data to the data collector. When viewed in terms of data collection methods or techniques, data collection techniques can be done through interviews, questionnaires, observations, and a combination of the three (Sugiono, 2018).

A quantitative approach is a method used to test certain theories by examining relationships between variables. These variables are measured (usually with research instruments) so that data consisting of numbers can be analyzed based on static procedures.

Result and Analysis

In this section, a description of the results of the study on the variables of the study is presented. The data from this study is in the form of scores taken from the distribution of questionnaires to respondents as a basis for further analyzing the research.

Characteristics of Respondents

Describing the data from the results of this study is a step that cannot be separated from data analysis activities as a condition to be able to enter the stage of discussing and concluding research results. The sample set was 109 respondents from Dema café customers. Before respondents fill out the questionnaire questionnaire, the researcher explains how to fill out the questionnaire questionnaire, then takes back the questionnaire that has been filled out.

Based on the respondent data collected in this study, they are distinguished based on their status, education level, and age.

Table 1. Respondents Based on Their Status

	Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	80	73.4	73.4	73.4
	Teacher	29	26.6	26.6	26.6
	Total	109	100.0	100.0	

Based on Table 1, respondents were distinguished by the type of status in the cottage, 80 respondents (73.4%) were students and 29 respondents (26.6%) were teachers. It can be concluded that most respondents are student respondents from Dema café customers.

Table 2. Respondents Based on Their Education Level

	Level	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Junior	80	73,4	73,4	73,4
	SMA	0	0	0	0
	PT	29	26,6	26,6	26,6
	Self Employed	0	0	0	0
	Other	0	0	0	0
	Total	109	100	100	

Based on the table above, there were 80 respondents (73.4%) from junior high schools, 29 respondents (26.6%) from universities. It can be concluded that the most students with a precess of 73.4%.

Table 3. Respondents Based on Their Ages

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20	80	73,4	73,4	73,4
	20 - 29	29	0	0	0
	30 - 39	2	26,6	26,6	26,6
	40 - 49	0	0	0	0
Total		109	100	100	0

Based on the table above, respondents aged <20 (20 years and under) were 80 respondents (73.4%), 20-29 years old were 29 respondents (26.6%). It can be concluded that respondents aged 20 and under became the most respondents with a presentation of 73.4%.

Validity Test

This validity test is used to determine the validity or suitability of questionnaires that have been used by researchers to obtain data on respondents or research samples. The technique used for this validity test is product moment pearson correlation, which is connecting or correlating between each item score with the total score obtained from respondents' answers or questionnaires.

Table 4. Validity Test Results

Variable	Statement	R Calculate	R Table	Status
Service Quality	X1.1	0.504**	0.1865	Valid
	X1.2	0.593**	0.1865	Valid
	X1.3	0.580**	0.1865	Valid
	X1.4	0.562**	0.1865	Valid
	X1.5	0.535**	0.1865	Valid
	X1.6	0.613**	0.1865	Valid
	X1.7	0.628**	0.1865	Valid
	X1.8	0.660**	0.1865	Valid
	X1.9	0.647**	0.1865	Valid
	X1.10	0.648**	0.1865	Valid
	X1.11	0.498**	0.1865	Valid
	X1.12	0.684**	0.1865	Valid
	X1.13	0.591**	0.1865	Valid
	X1.14	0.578**	0.1865	Valid
	X1.15	0.431**	0.1865	Valid
	X1.16	0.500**	0.1865	Valid
	X1.17	0.667**	0.1865	Valid
	X1.18	0.593**	0.1865	Valid
Price	X2.1	0.806**	0.1865	Valid
	X2.2	0.831**	0.1865	Valid
	X2.3	0.864**	0.1865	Valid
	X2.4	0.829**	0.1865	Valid

	X2.5	0.602**	0.1865	Valid
	X2.6	0.684**	0.1865	Valid
	X2.7	0.761**	0.1865	Valid
	X2.8	0.746**	0.1865	Valid
Satisfaction	Y1	0.736**	0.1865	Valid
	Y2	0.747**	0.1865	Valid
	Y3	0.706**	0.1865	Valid
	Y4	0.601**	0.1865	Valid
	Y5	0.760**	0.1865	Valid
	Y6	0.824**	0.1865	Valid
	Y7	0.598**	0.1865	Valid
	Y8	0.771**	0.1865	Valid
	Y9	0.680**	0.1865	Valid
	Y10	0.730**	0.1865	Valid
	Y11	0.704**	0.1865	Valid
	Y12	0.773**	0.1865	Valid
	Y13	0.352**	0.1865	Valid
	Y14	0.459**	0.1865	Valid

Based on the results of the validity test above, it can be concluded that all statements used in this study are valid, because the total score correlation is greater than 0.05 and the calculated r obtained is greater than the table r 0.1865. R table can be seen from the table product moment with the formula N-2 with an error of 5% so as to produce a calculated r greater than r table.

Reliability Test

Reliability concerns the accuracy of measuring instruments whether a measuring instrument is sufficient accurate, stable, and consistent in measuring what you want to measure. The reliability test serves to determine the level of constituency of a questionnaire used by researchers. Whether or not the questionnaire is reliable is determined by the magnitude of the alpha reliability coefficient, the alpha coefficient value ranges from zero to one, if the value is smaller than 0.6 it means that the instrument is not reliable. Whether or not the independent variable is reliable can be seen in the table below:

Table 5. Reliability Coefficient Test Results

Variable	Alpha Cronbanch's	Critical Value	Information
Quality of Service (X1)	0,749	0,6	Tall
Price (X2)	0,784	0,6	Tall
Customer satisfaction (Y)	0,756	0,6	Tall

Table 6. Range of Reliability Values

Alpha R value	Criteria Reliability
< 0.200	Very Low
0,200-0,399	Low
0,400-0,599	Enough
0,600-0,799	Tall
0,800-1,000	Very High

Source: Data Processing Methods and Steps

Based on the results of the validity and reliability testing above, it can be concluded that the questionnaire used to collect data in this study is feasible to use, because it has met the requirements for validity and reliability.

Classical Assumption Test

In research, several problems often arise in simple or multiple linear regression analysis when estimating a model with a certain amount of data so it requires a classical assumption test before hypothesis testing. This test is carried out with the aim that the conclusions to be drawn do not deviate from the truth that actually occurs in the field. The classical assumption test is explained as follows.

Normality Test

The normality test is one part of the classical assumption test, before conducting statistical analysis for hypothesis testing, the normality of the distribution must be tested first. Good data is data that is normally distributed. The basis for decision making in the normality test is:

- 1) If the significance value (Sig.) is greater than 0.05 then the research data are normally distributed.
- 2) Conversely, if the significance value (Sig.) is smaller than 0.05 then the research data are not normally distributed.

Table 7. Test Service Normality and Price Against Satisfaction

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		109
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	5,52895730
Most Extreme Differences	Absolute	0,078
	Positive	0,045
	Negative	-0,078
Test Statistics		0,078
Asymp. Sig. (2-tailed)		.108c

Based on the table above, it can be concluded that the data on service and price test results on customer satisfaction is normally distributed, this is because the significance value (Sig.) $0.108 > 0.05$ is greater.

Linearity Test

The Linearity Test aims to test whether two variables have a linear or non-linear relationship. The test is used as a prerequisite in correlation analysis or linear regression. Decision making in the linearity test can be done by comparing the signification value (Sig) with 0.05. If it is significant > 0.05 , then there is a significant linear relationship between the independent variable and the dependent variable. Meanwhile, if it is significant < 0.05 , then there is no significant linear relationship between the independent variable and the dependent variable.

Table 8. Linearity of Service Quality and Price to Customer Satisfaction

		ANOVA Table					
		Sum of Squares	Df	Mean Square	F	Sig.	
Satisfaction * Service	Between Groups	7383,925	36	205,109	5,723	0,000	
	Linearity	5498,270	1	5498,270	153,401	0,000	
	Deviation from Linearity	1885,655	35	53,876	1,503	0,073	
	Within Groups	2580,662	72	35,843			
	Total	9964,587	108				

Based on the significance value (sig.): from the output above obtained the deviation value from linearity sig. is 0.073 greater than 0.05, so it can be concluded that there is a significant linear relationship between the service quality variable (X1) and the price variable (X2) with the customer satisfaction variable (Y).

Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a correlation between independent variables. A good regression model should not have correlations between independent variables. If independent variables correlate with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between independent variables is equal to zero.

The multicollinearity Test is used to test whether there is a strong relationship (correlation) between independent variables or independent variables, to determine whether there is multicollinearity in the regression model can be seen from the VIF (variance inflating factor) value and tolerance value. If tolerance ≥ 0.10 and VIF ≤ 10.00 then the data shows no

symptoms of multicollinearity. A good regression model is that there is no correlation between independent variables or there are no symptoms of multicollinearity.

Table 9. Result of Multicollinearity Test

		Coefficient				
Type		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	0,312	3,787			
	Waitress(X1)	0,520	0,062	0,542	0,744	1,344
	price (X2)	0,545	0,089	0,396	0,744	1,344
a. Dependent Variable: satisfaction (Y)						

Based on the table above the results of "Coefficients" it can be seen that:

- 1) The tolerance value of the Service Quality variable (X1) is $0.744 > 0.10$ and the VIF value is $1.344 < 10.00$. So, it can be concluded that there are no symptoms of multicollinearity.
- 2) The tolerance value of the Price variable (X2) is $0.396 > 0.10$ and the VIF value is $1.344 < 10.00$. So, it can be concluded that there are no symptoms of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to see if there is a variance inequality from one residual to another observation (Yeri Sutopo., 2017), This test is carried out to get the answer whether a data has the same variance between the data. Data that have the same variance is called homocedasticity, while if the variances are not the same, it is called heteroscedasticity (Muhammad Nisfiannoor, 2009).

Table 9. Result of the Heteroscedasticity Test

		Coefficient				
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std error	Beta		
1	(Constan)	0,312	3,787		0,082	0,935
	Service(X)	0,520	0,62	0,542	8,364	0,000
	Price (X2)	0,545	0,089	0,396	6,115	0,000
a. Dependent Variable: satisfaction (Y)						

Based on the table above, it is known that the significance value (Sig.) for the Service variable (X1) is 0.000. Meanwhile, the significance value (Sig.) for the Price variable (X2) is 0.000. Because the significance value of the two variables above is smaller than 0.05, following the basis of decision-making in the glejser test, it can be concluded that heteroscedasticity symptoms occur in the regression model.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine whether or not there is an influence of reliability, responsiveness, assurance, empathy and physical form on customer interest in shopping at Dema café. The model of the relationship of members with these variables can be arranged in the following equation (B Nugroho, 2013):

Table 10. Result of Multiple Linear Regression Analysis

Type	Coefficient					
	Unstandardized Coefficients	Standardized Coefficients		t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	0,312	3,787		0,082	0,935
	Service(1)	0,520	0,062	0,542	8,364	0,000
	Price (X2)	0,545	0,089	0,396	6,115	0,000
a. Dependent Variable: satisfaction (Y)						

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

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$Y = 0.312 + 0.520 X_1 + 0.545 X_2 + e$$

- Y = customer satisfaction
- A = constant
- b1 = Variable regression coefficient X₁ (Quality of Service)
- b2 = Variable regression coefficient X₂ (Price)
- X1 = Quality of Service
- X2 = Price

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6663,095	2	3331,548	106,965	.000b
	Residuals	3301,492	106	31,146		
	Total	9964,587	108			
a. Dependent Variable: satisfaction (Y)						
b. Predictors: (Constant), price (X2), service (X1)						

e = error / confounding variable

The multiple regression equation is explained as follows:

- $a = 0.312$
If the independent variable (X₁, X₂) is absent or in a constant state, then the decision making will reach a value of 0.312. Assuming that factors other than those in the model discussed are in a constant state or 0.
- $b_1 = 0.520$

The service quality variable (X1) has a regression coefficient of 0,520. This shows that this variable negatively affects decision-making so the relationship with decision-making cannot be explained.

- $b_2 = 0.545$

This means that the Price variable (X2) has a regression coefficient of 0,545. This shows that this variable negatively affects decision-making so the relationship with decision-making cannot be explained.

Test the Hypothesis

There is one test in hypothesis testing, namely the F test, Simultaneous Significance Test (F Test) In this study, the F test was used to determine the significant level of influence of independent variables together (simultaneously) on the dependent variable (Yulia Larasati Putri and Hardi Utomo, 2017).

- 1) Based on the significance value (Sig.) f with level of significant (α) = 0.05. If the significance value $f < 0.05$ then the hypothesis in trima has an influence and if the significance value (Sig.) $f > 0.05$ then the hypothesis is rejected there is no effect.
- 2) Based on the comparison of the value of F count with F table, if $F \text{ count} > F \text{ table}$, then the hypothesis in trima (there is an influence). Conversely, if the F value is calculated $< F \text{ table}$, the hypothesis is rejected (no effect).

Based on the results of the f test above, it can be seen that the value of Sig. $0.000 < 0.05$ besides that there is a calculated f value of 106.965 while f table is 2.69, it can be concluded that there is a simultaneous influence between the independent variable on the dependent variable, this is because the significance value is smaller and f count is greater than f table.

Conclusion

Based on the analysis used in the study above, conclusions can be obtained about the effect of service quality and price on customer satisfaction in the Islamic perspective of the Dema Gontor campus 2 café case study as follows: In the variables of service quality and price based on the results of the f test above, it can be seen that the value of Sig. $0.000 < 0.05$ besides that there is a calculated f value of 106.965 while f table 2.69 it can be concluded that there is a simultaneous influence between the independent variable on the dependent variable, this is because the significance value is smaller and f count is greater than f table, this shows that H_0 is rejected and H_a is accepted. From the results of the multiple regression test, it shows that the influence of service quality and price on customer satisfaction has an influence and is significant.

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