Assessing the Influence of Price Perception, Product Quality, and Service Quality on Starbucks Customer Satisfaction in Surabaya

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Abstract

This study examines the influence of price perception, product quality, and service quality on customer satisfaction in the context of Starbucks outlets in Surabaya. Amid Indonesia's expanding coffee shop culture, understanding factors that drive satisfaction is crucial for sustaining competitive advantage. Utilizing a quantitative approach, data were collected from 113 Starbucks customers at a prominent Surabaya location through purposive sampling. Multiple linear regression analysis revealed that price perception and product quality significantly enhance customer satisfaction, while service quality showed no notable effect. These findings underscore the importance of aligning product attributes with customer expectations and setting prices perceived as fair to foster loyalty in an increasingly competitive landscape. Future research could expand these insights by exploring additional satisfaction drivers and conducting comparative studies across brands and regions.

Keywords

Customer Satisfaction, Price Perception, Product Quality, Service Quality, Starbucks.

INTRODUCTION

TOFFIN, a B2B company specializing in providing coffee shop essentials like coffee beans, syrups, coffee machines, and barista equipment— reports indicate that the growth of coffee shop establishments in Indonesia has tripled since 2016, excluding traditional coffee stalls known as warkop [1]. TOFFIN's findings emphasize various factors driving the growth of coffee shops in Indonesia, such as cultural influences, rising consumer purchasing power, coffee consumption as a lifestyle among the younger generation, and the use of technology in promotional activities and marketing strategies.

Starbucks, one of the world's largest coffee shop chains, saw its revenue increase from US$11.25 billion in 2022 to approximately US$13.01 billion in 2021. With annual revenue reaching US$23.52 billion, Starbucks ranks as one of the top coffee retailers globally, surpassing competitors like Keurig Dr. Pepper at US$11.62 billion, Nescafe at US$9.2 billion, and Dunkin at US$1.3 billion [2]. Established in 1971 at Seattle's historic Pike Place Market, Starbucks had around 30,000 stores by 2020 and announced new sustainability goals, including straw less lids for iced beverages, as reported by Starbucks. In 2019, Starbucks, the American coffee chain, held a dominant position in the market valuation of coffee chains in Indonesia, with its first store opening on May 17, 2002, at Plaza Indonesia. By January 2018, Starbucks Coffee Indonesia had expanded to 326 locations across 22 major cities, establishing connections with Indonesians "one cup at a time." In 2010, Starbucks established its inaugural outlet at Juanda International Airport in Surabaya.

Recently, Indonesia has experienced a surge in cafe culture, particularly among its young, urban population. Cafés have become popular social hubs for the country's youth, especially in a predominantly Muslim nation [3]. Currently, numerous local coffee outlets, such as Janji Jiwa Coffee, Kenangan Coffee, Lain Hati Coffee, Fore Coffee, and many others, have emerged as direct competitors to Starbucks in Indonesia. Will this competitive landscape for coffee outlets in Indonesia shift? To explore this, researchers aim to assess how Starbucks maintains high levels of customer satisfaction. To explore loyalty among Starbucks customers, the author conducted a preliminary survey with 50 respondents who regularly purchase Starbucks products monthly. Respondents selected three factors they felt influenced customer satisfaction, with price perception, product quality, and service quality emerging as the top variables.

THEORITICAL FOUNDATION

Price Perception

Price refers to the monetary value that consumers are required to exchange in order to acquire or utilize a product or service, [4], while Kotler & Armstrong describe it as the sum of money exchanged for a desired product or service [5]. Price value is not solely determined by physical factors; psychological elements also significantly influence it. Price is a crucial component of marketing activities that drive sales revenue, playing a critical role in consumer satisfaction by influencing purchasing behavior [6]. Price perception, meanwhile, refers to the price information interpreted and internalized by consumers [7]. Price perception offers a

functional competitive advantage that shapes brand image [8]. Price perception is further described as the process through which consumers evaluate price and determine the perceived value of a product or service, emphasizing how consumers evaluate price fairness and affordability [9] [10]. Thus, price perception represents consumers' assessment of a price's value, influencing both satisfaction and purchasing decisions, as it reflects their views on whether prices are fair, low, or high, impacting buying behavior and overall satisfaction [11]. There are three key indicators in price perception: (1) affordability of product prices, (2) alignment of price with quality, and (3) correspondence of price with benefits received [12]. The literature suggests that perceptions of price in relation to quality and associated costs significantly impact consumer satisfaction with a product or service [13]. Appropriate pricing not only affects purchasing decisions but also enhances consumer satisfaction. Moreover, prices should be set to remain affordable, provide substantial benefits, and serves as an indicator of the perceived quality of the product or service provided.

Product Quality

Product quality serves as a key determinant of service quality and encompasses various dimensions [14]. Product quality is defined as the attributes and traits of a product or service that adequately fulfill consumer needs and contribute to overall customer satisfaction [5] [15] [16]. Product quality further defines as the capacity of a product to fulfil its intended function, encompassing attributes such as durability, aesthetics, and other essential qualities [1] [17] [18]. When the product meets or exceeds consumer expectations, satisfaction is more likely to be achieved [19]. There are six core indicators that characterize product quality, which include: (1) Color – The food's color combinations are carefully considered to enhance appeal and stimulate consumer appetite. (2). Appearance – Food presentation is maintained to a high standard to increase visual appeal. (3). Portion – Serving sizes align with established standards, ensuring consistency. (4). Temperature – The food is served at an appropriate temperature, as it affects both flavor and consumer enjoyment. (5) Aroma – Aroma is a crucial factor in product quality, as it significantly influences the dining experience. (6). Taste – Food must deliver a delicious flavor, contributing to overall consumer enjoyment [20]. These indicators collectively underscore the critical role of product quality in achieving and maintaining high levels of consumer satisfaction.

Service Quality

Service quality is identified as the degree to which a service effectively fulfills consumer needs, with consumers perceiving service as good when it aligns with their expectations [21] [22]. It is widely recognized as a contributing factor of consumer satisfaction [23] [24]. Service quality serves as a benchmark for evaluating consumer satisfaction, with ideal quality being achieved when the perceived service matches or exceeds consumer

expectations [25]. Conversely, service is considered substandard when it fails to meet these expectations. Key dimensions for evaluating service quality include: (1) Tangibles (Physical Evidence): Visual elements such as tangible resources, equipment, and communication materials that consumers can observe. (2) Reliability: The provider's ability to deliver accurate and dependable services consistently. (3). Responsiveness: The commitment and capacity of the provider to assist consumers quickly and effectively. (4). Empathy: The provider's capacity to communicate clearly and demonstrate genuine care and understanding toward consumers [21]. These dimensions collectively offer a comprehensive framework for assessing service quality, capturing both tangible and intangible elements that influence consumer perceptions.

Customer Satisfaction

The term "satisfaction" is derived from the Latin words satis, meaning "good," and facio, meaning "to do" or "to make." Consumer satisfaction refers to the response and evaluation of consumers regarding a product or service, wherein the product effectively fulfills their needs [26]. Satisfied consumers are more likely to exhibit repeat purchasing behavior when they perceive the price, product quality, and service as meeting or exceeding their expectations [5] [27]. Apart from that, consumer satisfaction is an effort to fulfil something positive [28]. Based on the theory that has been described, it can be concluded that consumer satisfaction can be defined as the overall attitude towards goods or services after consumers use them. The indicators associated with consumer satisfaction are as follows: (1) Alignment with Expectations: The extent to which the product or service provided by the corporation meets or exceeds customer expectations. (2) Repurchase Intention: The likelihood that consumers will purchase the same product or service again in the future. (3). Willingness to Recommend: The consumer's readiness to endorse the product or service to others through recommendations [12].

Previous Research

The first journal sought to examine the effect of service and product quality on consumer satisfaction and loyalty within fast food restaurants, using a sample of 456 respondents [29]. Data gathering was conducted using questionnaires, and the research model and hypotheses were validated through the Partial Least Squares (PLS) Modelling approach. The findings uncovered a positive association between service quality, product quality, and their impact on consumer satisfaction and loyalty, emphasizing the significance of these factors in improving customer satisfaction and fostering loyalty. This study is pertinent to the current research as it utilizes a quantitative methodology to evaluate the influence of service and product quality on consumer satisfaction.

The second journal examines the dimensions of service quality and their influence on consumer satisfaction within the UK fast food sector [23]. This study employed correlation

and regression analyses to examine data collected from 147 respondents at fast food corporations, like McDonald's and KFC. The findings indicated that tangible elements, responsiveness, assurance, reliability, and empathy significantly influence consumer satisfaction. Moreover, both physical attributes and overall service quality were shown to positively affect satisfaction levels. The study's significance lies in its application of multiple linear regression to study the correlation between service quality dimensions and consumer satisfaction.

The third journal analyzed the effects of food and beverage quality, service quality, location, and price perception on satisfaction and repurchase intentions among patrons of Level Up restaurant in Purwokerto [30]. Data were composed throughout surveys from 165 respondents, and the analysis was conducted using Structural Equation Modelling (SEM) with SPSS software. The results indicated the following: (1) food and beverage quality had a positive result on satisfaction, (2) service quality significantly influenced satisfaction, (3) the impact of place on satisfaction was positive but not statistically significant, (4) price perception positively affected satisfaction, and (5) consumer satisfaction was positively associated with repurchase intentions. This study is pertinent to the present research as it examines the relationships between price perception, product quality, and service quality and their impact on consumer satisfaction, utilizing SPSS for data analysis.

This study seeks to test the magnitude to which price perception, product quality, and service quality influence consumer satisfaction. Drawing on insights from previous research, the analytical framework integrates these variables to explore their collective impact on consumer satisfaction.

RESEARCH METHODOLOGY

This study employs a causal research approach and follows a quantitative methodology. The approach is causal as it seeks to identify cause-and-effect relationships or the influence of research variables. Its quantitative nature is evident in the numerical data analysis conducted [31]. This study employs multiple linear regression analysis, utilizing SPSS software, to evaluate the influence of price perception, product quality, and service quality on consumer satisfaction. A population is characterized as a defined group of objects or subjects sharing specific attributes and characteristics, selected as the basis for research to derive conclusions [31]. The population for this study consists of all customers who

purchased Starbucks products at Starbucks Lenmark Surabaya between July and December 2023, totaling 1,257 individuals. A sample of 113 respondents was drawn from this population for analysis using purposive sampling in which the customer purchases more than twice a week and is willing to fill in the questionnaire.

RESULT

Table 1. Descriptive Analysis

Variable	Indicator	Mean	Standard Deviation
Price Perception (X₁)	$X_{1.1}$	3,67	1,013
	$X_{1.2}$	3,68	0,848
	$X_{1.3}$	3,47	0,983
Product Quality (X₂)	$X_{2.1}$	3,44	1,017
	$X_{2.2}$	4,33	0,604
	$X_{2.3}$	3,62	1,121
	$X_{2.4}$	4,02	0,719
	$X_{2.5}$	3,64	1,018
	$X_{2.6}$	4,22	0,691
Service Quality (X₃)	$X_{3.1}$	3,58	0,980
	$X_{3.2}$	3,43	0,981
	$X_{3.3}$	3,07	1,223
	$X_{3.4}$	4,48	0,628
Customer Satisfaction (Y)	$Y_{1.1}$	3,42	0,914
	$Y_{1.2}$	3,68	0,782
	$Y_{1.3}$	4,18	0,747

Table 1 displays that the highest mean value of the price perception variable is in statement agree with statement X1.2. The highest standard deviation value is found in statement X1.1, namely "I buy Starbucks products because the price is affordable" which means that respondents' answers are more varied than other indicators. The lowest standard deviation value is also found in statement. The highest mean of the product quality variable is in statement X2.2, namely "I buy Starbucks products because is served cleanly and hygienically" with an average value of 4.33 which shows that the mainstream of respondents settle with statement.

Table 2. Validity and Reliability Test Result

Var.	Validity Test				Reliability Test	
	Pearson Cor	*Sig. (2-tailed)*	R table	Result	*Cronbach's Alpha*	Result
$X_{1.1}$	0,684	0,000	0,185	Valid		
$X_{1.2}$	0,576	0,000	0,185	Valid	0,716	Reliable
$X_{1.3}$	0,613	0,000	0,185	Valid		
$X_{2.1}$	0,388	0,000	0,185	Valid		

Var.	Validity Test				Reliability Test	
	Pearson Cor	*Sig. (2-tailed)*	R table	Result	*Cronbach's Alpha*	Result
$X_{2.2}$	0,418	0,000	0,185	Valid	0,631	Reliable
$X_{2.3}$	0,458	0,000	0,185	Valid		
$X_{2.4}$	0,420	0,000	0,185	Valid		
$X_{2.5}$	0,538	0,000	0,185	Valid		
$X_{2.6}$	0,488	0,000	0,185	Valid		
$X_{3.1}$	0,668	0,000	0,185	Valid	0,702	Reliable
$X_{3.2}$	0,598	0,000	0,185	Valid		
$X_{3.3}$	0,629	0,000	0,185	Valid		
$X_{3.4}$	0,379	0,000	0,185	Valid		
$Y_{1.1}$	0,793	0,000	0,185	Valid	0,797	Reliable
$Y_{1.2}$	0,712	0,000	0,185	Valid		
$Y_{1.3}$	0,714	0,000	0,185	Valid		

Table 2 provides an overview of the validity and reliability tests conducted for the questionnaire statements. The analysis reveals that the significance values for all questionnaire items related to the variables—price perception, product quality, service quality, and consumer satisfaction—are less than the threshold of 0.05, specifically 0.000. This indicates that the statements for each variable are statistically valid and appropriately measure their respective constructs. In addition to validity testing, reliability study was conducted to measure the consistency of the measurement instruments. The outcomes display Cronbach's Alpha values of 0.716 for the Price Perception variable, 0.631 for Product Quality, 0.702 for Service Quality, and 0.797 for Consumer Satisfaction. All Cronbach's Alpha values exceed the tolerable threshold of 0.6, confirming that the scales used to measure these variables demonstrate satisfactory reliability and internal consistency. Moreover, the study conducted tests to ensure that the classical assumptions underlying the regression analysis were met. The normality test confirmed that the data were normally dispersed, while the multicollinearity test verified that there were no significant correlations among the independent variables that could distort the regression results. The heteroscedasticity test further demonstrated that the residuals were evenly distributed, indicating homoscedasticity. These findings collectively establish the robustness and appropriateness of the data for subsequent statistical examination

Table 3. Multiple Linear Regression Analysis

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	**Std. Error**	**Beta**		
1	*(Constant)*	3,091	1,701		1,817	0,072
	Price Perception (X_1)	0,200	0,094	0,197	2.138	0,035
	Product Quality (X_2)	0,176	0,076	0,220	2,314	0,023
	Service Quality (X_3)	0,144	0,081	0,178	1,779	0,078

Based on table 3, the multiple linear regression equation can be obtained as follows:

$$Y = 3,091 + 0,200X_1 + 0,176X_2 + 0,144X_3$$

Information:

X_1 = Price Perception
X_2 = Product Quality
X_3 = Service Quality
Y = Customer Satisfaction

Table 4. F-test Result

ANOVAª					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	71,085	3	23,695	8,671	0,000
Residual	297,853	109	2,733		
Total	368,938	112			

Table 4 indicates that the F-test yields a significance value of 0.000, which is under the edge of 0.05. This outcome demonstrates that Price Perception (X1), Product Quality (X2), and Service Quality (X3) collectively exert a statistically significant impact on Consumer Satisfaction (Y).

Table 5. T-test Result

Variabel	T	t table	Significant	Result
Price Perception (X₁)	2.138	1,982	0,035	Parcial significant
Product Quality (X₂)	2,314	1,982	0,023	Parcial significant
Seervice Quality (X₃)	1,779	1,982	0,078	Parsial insignificant

The analysis reveals that the significance value for the Price Perception variable (X1) is 0.035, and for the Product Quality variable (X2) is 0.023, both of which are below the threshold of 0.05. These findings indicate that Price Perception (X1) and Product Quality (X2) each have a statistically significant partial influence on Consumer Satisfaction (Y). Conversely, the significance value for the Service Quality variable (X3) is 0.078, which exceeds the 0.05 threshold. This result suggests that Service Quality (X3) does not exert a statistically significant outcome on Consumer Satisfaction (Y).

Table 6. Corelation Coefficient and Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,439	0,193	0,170	0,1653

The R value of 0.439 indicates a moderate correlation between the independent variables—Price Perception (X1), Product Quality (X2), and Service Quality (X3)—and the dependent variable, Consumer Satisfaction (Y). This suggests that there is a moderate linear relationship between the combined effects of the independent variables and the dependent variable. To further analyze the degree of this relationship, the coefficient of determination (R^2) was calculated. The coefficient of determination (R^2) provides a degree of the percentage of alteration in the dependent variable that can be attributed to the independent variables included in the model. An R^2 value closer to 1 indicates that the model has robust descriptive power, effectively capturing most of the inconsistency in the dependent variable. Conversely, an R^2 value further from 1 suggests that a significant portion of the variability remains unexplained by the independent variables.

In this study, the R^2 value is 0.193, which means that the independent variables—Price Perception (X1), Product Quality (X2), and Service Quality (X3)—explain 19.3% of the variability in Consumer Satisfaction (Y). This indicates that these variables have a limited impact in accounting for changes in Consumer Satisfaction (Y). The remaining 80.7% of the variance in Consumer Satisfaction is predisposed by other variables not involved in the current model. These factors could include external variables such as brand image, marketing strategies, customer preferences, or other elements that were not part of this study's scope. The comparatively low R^2 value explains the necessity to contemplate supplementary variables in upcoming study to achieve a more comprehensive understanding of the factors influencing Consumer Satisfaction. While the R value indicates a moderate relationship, the low R^2 value proposes that the independent variables in this research provide limited predictive power, emphasizing the complexity of consumer satisfaction as a multifaceted construct influenced by numerous factors.

DISCUSSION

The outcome of this research highlight the significant impact of Price Perception on Consumer Satisfaction with Starbucks products. The t-test revealed a significance value of 0.035, which is well underneath the established limit of 0.05, and a t-count of 2.138, exceeding the critical t-table value of 1.982. These findings substantiate the acceptance of the first hypothesis (H1), confirming that Price Perception has a positive and substantial influence on Consumer Satisfaction. Among the survey items, the statement "I buy Starbucks products because the price I pay matches the quality of the food I receive" achieved the highest mean score of 3.68. This score indicates strong consumer agreement that Starbucks pricing aligns with the perceived quality of its offerings. Moreover, this statement recorded the lowest standard deviation (0.848), suggesting high consistency in responses across participants. These outcomes imply that Starbucks's pricing strategy effectively meets consumer expectations by providing value commensurate with price. These findings align with prior research [21], which established a significant relationship between price perception and consumer satisfaction. Other studies [30] have similarly demonstrated that positive price perception directly enhances consumer satisfaction. Collectively, these results underscore the importance of pricing strategies in influencing consumer behavior and satisfaction levels.

The study also found that Product Quality exerts a significant positive effect on Consumer Satisfaction with Starbucks products. The t-test produced a significance value of 0.023, below the 0.05 threshold, with a t-count of 2.314 surpassing the critical t-table value of 1.982. These results

support the acceptance of the second assumption (H2), confirming the crucial role of product quality in shaping consumer satisfaction. Among the survey responses, the statement "I buy Starbucks products because they are served clean and hygienic" garnered the highest mean score of 4.33. This score reflects strong consumer agreement regarding the cleanliness and hygiene of Starbucks products, a key aspect of product quality. The low standard deviation of this statement, at 0.604, further indicates that responses were highly consistent among participants. These findings suggest that consumers value and prefer products that adhere to high cleanliness and hygiene standards, and these factors play a critical role in enhancing their satisfaction. Previous studies corroborate these findings, with research [29] identifying a positive connection connecting product quality and consumer satisfaction and loyalty. Furthermore, other scholars [30] have demonstrated that the quality of food and beverages significantly influences consumer satisfaction, a conclusion echoed by [28], who highlighted the essential function of food excellence in defining customer satisfaction. These results collectively highlight that Starbucks's focus on maintaining high product quality positively impacts consumer satisfaction, thereby reinforcing the value of investing in quality improvement initiatives.

In contrast, the findings suggest that Service Quality does not have a significant partial impact on Consumer Satisfaction. The t-test analysis revealed a significance value of 0.078, which exceeds the 0.05 threshold, and a t-count of 1.779, falling short of the critical t-table value of 1.982. These results lead to the rejection of the third hypothesis (H3), which proposed that Service Quality influences Consumer Satisfaction. This outcome suggests that the quality of service provided by Starbucks does not significantly contribute to the satisfaction of its customers. A potential explanation for this finding is that consumers may perceive Starbucks's response times as inadequate, possibly due to the high volume of customers served at its outlets. Such delays in service delivery may lead to dissatisfaction among consumers and overshadow the positive aspects of other service quality dimensions. This finding is particularly noteworthy, as it suggests that service quality improvements could present an opportunity for Starbucks to enhance overall consumer satisfaction. Addressing perceived shortcomings, such as response times, may help the company strengthen the function of service quality as a determinant of customer satisfaction. These insights emphasize the importance of constantly monitoring and filtering service quality to meet evolving consumer expectations and maintain competitive advantage.

In summary, the study provides valuable insights into the relationships between Price Perception, Product Quality, and Service Quality, and their respective effects on Consumer Satisfaction. While Price Perception and Product Quality are shown to have significant positive impacts, Service Quality appears to play a less critical role, likely due to specific operational challenges. These findings have practical implications for Starbucks and similar businesses, suggesting a need to focus on enhancing product quality and aligning pricing strategies with consumer expectations while also addressing potential service-related gaps to maximize customer satisfaction.

The Price Perception variable significantly impacts Consumer Satisfaction. This study's findings imply that the prices offered by Starbucks are favorably perceived by consumers, thereby contributing positively to their satisfaction. The Product Quality variable also significantly affects Consumer Satisfaction. The results suggest that consumers perceive Starbuck's product quality as high, which in turn positively influences their satisfaction levels. The Service Quality variable, however, does not have a substantial impact on Consumer Satisfaction.

CONCLUSION

The study has limitations, primarily in its reliance on self-reported data from consumers, which may introduce response bias. Additionally, the sample was restricted to Starbucks consumers in one store within a specific period, which may limit the generalizability of findings. Furthermore, only three variables (Price Perception, Product Quality, and Service Quality) were examined, whereas other factors influencing consumer satisfaction, such as brand image or emotional connection, were not considered. Future studies should expand the scope by including a broader range of variables, such as brand loyalty and emotional satisfaction, to better capture the drivers of consumer satisfaction in similar markets. Exploring additional service quality dimensions, particularly response time optimization and customer interaction quality, may provide insights for improving consumer satisfaction. Additionally, comparative studies across different brands and regions could further illuminate how cultural and contextual factors influence consumer satisfaction in the coffee shop industry

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