

THE IMPACT OF PRICE AND SERVICE QUALITY ON CUSTOMER SATISFACTION THROUGH BRAND TRUST AT CAFE AOLA LAMONGAN

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Abstract

Cafe Aola Lamongan, a renowned gastronomic establishment located in the Paciran coastal region, encounters difficulties in sustaining alignment between pricing, service delivery standards, and brand credibility, particularly during peak operating periods that result in patron dissatisfaction regarding delayed service and perceptions of inadequate value proposition. This investigation seeks to analyze the influence of pricing and service delivery on customer satisfaction through the intermediary function of brand trust at Cafe Aola Lamongan. The research employs a quantitative methodology utilizing survey instruments administered to 150 participants, chosen via purposive sampling techniques. Data examination was conducted using Smart PLS software to assess instrument validity and reliability, while evaluating structural connections among variables through path coefficient analysis, *t*-statistics, and *p*-value computations. The findings demonstrate that service delivery represents the predominant determinant affecting customer satisfaction, exhibiting a path coefficient of 0.647 and *F*-Square value of 0.484, whereas pricing constitutes the principal element for establishing brand trust with a coefficient of 0.630 and *F*-Square value of 0.552. Brand trust substantially mediates the connection between pricing and customer satisfaction with a coefficient of 0.165, and between service delivery and customer satisfaction with a coefficient of 0.087. The study suggests that Cafe Aola Lamongan should emphasize enhancing service delivery through continuous employee development programs, uphold stable pricing approaches to reinforce brand trust, and establish more effective customer flow management systems to guarantee continued patron satisfaction.

Keywords: Price, Service Quality, Customer Satisfaction, Brand Trust, Cafe Aola Lamongan.

INTRODUCTION

The food and beverage (F&B) sector plays a vital role in Indonesia's economic development, driven by stable demand and continuous growth as lifestyle changes encourage people to dine out or visit cafes and restaurants. According to data from the Ministry of Industry, the food and beverage subsector contributes about 39–41% to the non-oil and gas manufacturing GDP and approximately 6.47–6.55% to the national GDP, with a growth rate of 4.47% in 2023, expected to increase further to over 6% by 2025. This growth positions the F&B industry as a significant driver of the manufacturing sector in Indonesia. As such, the dynamics and competitiveness within this industry are not only important for businesses but also have notable macroeconomic implications.

The expansion of the F&B sector is also evident in the surge of cafes and coffee shops across major cities and smaller towns. Research by (Sutrisno & Yap, 2024) shows that the number of coffee shops in Indonesia nearly tripled between 2016 and 2019, from about 1,000 outlets to over 2,950, with the market value estimated at IDR 4.8 trillion per year. According to subsequent research, in 2023, the number of coffee shop outlets in Indonesia is expected to exceed 20,000, expanding not only in Jakarta, Surabaya, and Bandung but also in smaller cities. A study by (Pranitasari dkk., 2022) highlights that this massive expansion has led to

intense competition, requiring each cafe to offer a clear value proposition through factors such as comfort, atmosphere, and the perception of price and service quality that can meet customer expectations.

Customer satisfaction in the F&B industry refers to the perception customers have of the service quality provided by service providers or products after they make a purchase or consume a product (Hernikasari dkk., 2022). This concept is crucial as satisfied customers are more likely to return and recommend the place to others, thereby enhancing customer loyalty and retention. According to research by (Biarta & Telagawathi, 2022) customer satisfaction is influenced not only by the products received but also by the overall experience during the interaction with the cafe or restaurant. In the F&B context, satisfaction encompasses all aspects from the taste of the food, cleanliness, and service quality the customer experiences. High satisfaction will encourage repeat visits and build loyalty to the brand.

Price is a key factor that affects customer satisfaction, especially in the highly competitive F&B market. Setting the right price can serve as a major differentiator in influencing customer decisions when choosing a cafe or restaurant. Research by (Primadi, Tohir, & Annisa Lestari, 2023) indicates that competitive pricing can create a positive value perception in customers' minds, thereby increasing their satisfaction. However, it is important to note that pricing that is too low may reduce the perception of quality, while pricing that is too high can disappoint customers who do not feel the experience justifies the cost. In contrast, pricing that aligns with the quality of service and products can create better satisfaction. In this regard, customers are not just looking for low prices but also expect an experience that matches the amount they spend.

In addition to price, service quality also has a significant impact on customer satisfaction. Good service, including friendly, fast, and professional interactions, is a crucial factor that distinguishes one cafe from another. According to Zeithaml, Bitner, dan Gremler (2018) in a study by (Riyadi & Erdiansyah, 2023) customers who feel valued and attended to tend to provide positive assessments of the place. Service speed, staff friendliness, and ease of ordering and payment processes play an important role in creating a pleasant experience for customers. In the F&B industry, poor service, such as slow service or unfriendly staff, can tarnish the image of the restaurant or cafe even if the quality of the product is excellent. Therefore, service quality is key in ensuring sustained customer satisfaction and creating a positive experience that encourages customers to return.

Brand trust is the belief customers have in the quality and reliability of a brand based on experience, received information, and the brand's reputation (Wulandari & Lestari, 2022). In the F&B industry, brand trust includes customers' perceptions of the consistency and integrity of the products and services offered by a cafe or restaurant. Research by (Pratiwi dkk., 2022) suggests that brand trust serves as a bridge between other factors, such as price and service quality, and customer satisfaction. When customers have high trust in a brand, they are more likely to overlook minor imperfections in price or service because they believe

the brand can provide a consistent experience and meet their expectations. Therefore, brand trust is a vital element in building strong relationships with customers.

The role of brand trust in enhancing customer satisfaction is significant because it strengthens the relationship between price, service quality, and the level of satisfaction customers experience. A study by (Laili & Canggih, 2021) found that high brand trust not only improves the perception of price and service quality but also influences more frequent purchase decisions and stronger loyalty. Customers who trust a brand are more likely to accept a slightly higher price if they are confident they will receive matching quality and service. Moreover, brand trust reduces the perceived risks customers face when making purchase decisions, which ultimately contributes to their satisfaction and loyalty. This trust not only affects single purchase decisions but also increases the chances of customers becoming repeat customers who return to the cafe or restaurant in the future.

Cafe Aola Lamongan was chosen as the research object because of its representation of the dynamics of the cafe industry in the Lamongan area, especially in the rapidly developing Paciran coastal area as a culinary destination. Cafe Aola occupies a unique position because it offers not only menu items and a comfortable atmosphere but also a sea view and natural scenery as its main attraction, setting it apart from other cafes in the Pantura Lamongan area. This uniqueness makes Aola an iconic destination frequently visited by local and regional tourists, but at the same time, it also raises customer expectations higher than those for regular cafes. Research by (Putra & Seminari, 2020) shows that cafes connected to local identity and environmental attractions have a significant added value in shaping customer perceptions of quality and the experience of visiting. Therefore, this study is relevant for understanding how Cafe Aola leverages its strategic position to maintain customer satisfaction.

Despite its high popularity, Cafe Aola Lamongan faces complex challenges, particularly in maintaining consistency between price, service quality, and brand trust. Field phenomena indicate fluctuations in the number of visitors, which tend to increase during weekends or holidays, leading to complaints on Google Maps and social media about slow service and the perception that prices paid do not always align with the experience received. According to research by (Damayanti & Nainggolan, 2024) this challenge is common for developing cafes, where customers expect stable service quality even when visitor numbers rise. This situation underscores the need for Aola to maintain alignment between the prices offered, the quality of service, and efforts to strengthen brand trust, ensuring that the customer experience remains positive despite increasing competition in the Pantura Lamongan culinary tourism corridor.

The primary aim of this study is to deeply examine the impact of price and service quality on customer satisfaction at Cafe Aola Lamongan, with a focus on the mediating role of brand trust in this relationship. According to research by (Hernikasari dkk., 2022) brand trust plays a role in shaping customers' perceptions of the price and quality offered by a brand and its impact on customer satisfaction. This study aims to explore how price and service quality affect customer satisfaction at Cafe Aola Lamongan and to understand the

extent to which brand trust mediates the relationship between price, service quality, and customer satisfaction. Additionally, this study contributes significantly to the development of literature related to customer satisfaction, brand trust, and the F&B industry, providing deeper insights into how these elements are interconnected. Practical benefits that can be gained from this study for cafe owners and other F&B industry players include a clearer understanding of the factors that influence customer satisfaction and how to build brand trust that can improve customer loyalty, driving sustainable business growth for Cafe Aola Lamongan.

LITERATURE REVIEW

Price

Fandy Tjiptono (2008, p. 151) as cited in (Nuraini & Kusdiyanto, 2023) defines price as the monetary amount customers provide to acquire the advantages of possessing or utilizing a product or service, which may be established through buyer-seller negotiations or fixed pricing determined by vendors for all consumers. Price represents the sole component within the marketing mix that creates company revenue. Tjiptono elaborates that price fundamentally represents the monetary worth or alternative elements with particular utility needed to secure a product. Pricing additionally serves a crucial function in establishing organizational profitability.

(Al Aziz & Istikomah, 2024) assert that pricing constitutes a critical marketing element capable of affecting consumer purchasing decisions across multiple contexts. Economic considerations, including reasonable or competitive pricing structures, function as fundamental motivators for enhancing marketing effectiveness. Furthermore, Kotler and Armstrong referenced in (Putri dkk., 2023) characterize price as the monetary sum required to obtain a product or service. Additionally, price represents the comprehensive value consumers provide in exchange for receiving the advantages of possessing or utilizing goods and services.

Service Quality

Sinambela (2010) as referenced in (Saputra & Frinaldi, 2023) explains that the concept "service" derives from "layan," signifying assistance in fulfilling others' requirements. Public service represents governmental activities designed to address societal needs, which may not necessarily involve tangible products. Article 1 of Law No. 25 of 2009 concerning Public Services characterizes public service as coordinated activities designed to satisfy community requirements according to legal frameworks, encompassing goods, services, and administrative functions. Service quality represents efforts to satisfy customer expectations while delivering suitable services (Rachmawati & Setianto, 2022). The SERVQUAL framework, established by Parasuraman, Zeithaml, and Berry (1990), is frequently utilized for assessing service quality. This framework contrasts customer perceptions of received service with their anticipations. The five SERVQUAL dimensions include:

- a. Tangibles: Physical appearance of facilities, equipment, and personnel that influence customer service evaluations.
- b. Reliability: Organizational capacity to deliver services as pledged, with precision and dependability.
- c. Responsiveness: Organizational dedication to providing prompt service and customer assistance.
- d. Assurance: Organizational capability to establish customer confidence through employee expertise and professionalism.
- e. Empathy: Staff ability to communicate effectively concerning delivered services.

Customer Satisfaction

Kotler and Keller referenced in (Putra & Seminari, 2020) describe customer satisfaction as the emotional response of contentment or dissatisfaction resulting from evaluating perceived product/service performance against customer expectations. (Hidayat & Peridawaty, 2020) expand this by noting that customer satisfaction concerns consumer emotions regarding received service. Satisfaction develops when anticipated service and product quality corresponds with customer expectations. (Pratiwi dkk., 2022) highlight that customer satisfaction serves as a primary catalyst for customer loyalty and retention, representing a fundamental indicator of business performance. (Damayanti & Nainggolan, 2024) further explain that satisfaction emerges following expectation-outcome comparisons, potentially generating feelings of contentment or dissatisfaction. Customer satisfaction encompasses three key indicators: Performance-Expectation Congruence: Correspondence between anticipated performance and customer perceptions, Repurchase Intentions: Customer willingness to engage in future purchases, Recommendation Behavior: Customer inclination to suggest products to others.

Brand Trust

Brand trust represents customer confidence in a brand, developed through direct and indirect interactions, producing favorable customer outcomes and fostering loyalty. (Laili & Canggi, 2021) explain that brand trust develops from fulfilling experiences where customers connect the brand with anticipated quality standards. Brand trust incorporates credibility, integrity, and benevolence, demonstrating customer willingness to depend on the brand while expecting positive results. (Utami, 2024) notes that brand trust provides customers with security because they perceive the brand as dependable and accountable for their welfare.

Juwono Dwi Warusman (2016) as cited in (Primadi, Tohir, & Yoellitha, 2023) identifies six indicators for measuring brand trust: Brand Affinity: Customer preference for the brand, Brand Capability: Brand capacity to satisfy customer requirements and resolve issues, Brand Standing: Customer perceptions regarding brand image, Consistent Brand Quality: Brand assets and characteristics that enhance product or service value, Brand

Assurance: Impact on customer brand selection decisions, Brand Reliability: Customer confidence in brand offerings.

METHOD

This research employs a quantitative methodology utilizing questionnaires as the data collection tool from 150 patrons of Cafe Aola Lamongan. The study population comprises customers who have previously visited and conducted transactions at Cafe Aola Lamongan, particularly those with firsthand exposure to the cafe's offerings including products, services, and atmosphere. The research applies purposive sampling methodology, where participants are chosen according to predetermined criteria. Specifically, the criteria include patrons who have frequented and purchased items at Cafe Aola Lamongan a minimum of once within the preceding three months and are aged 17 years or above. The survey instrument is designed to measure the independent variables (Pricing and Service Quality), the mediating variable (Brand Trust), and the dependent variable (Customer Satisfaction). Data examination is conducted through Smart PLS (Partial Least Square) software incorporating various analytical approaches. The analytical process encompasses several phases: Descriptive Analysis: To characterize the respondent demographics and profiles, Outer Model Assessment: To examine the validity and reliability of measurement instruments utilizing factor loadings, Average Variance Extracted (AVE), and composite reliability metrics, Inner Model Assessment: To investigate the relationships between independent variables (Pricing and Service Quality) and the dependent variable (Customer Satisfaction), both through direct pathways and indirect pathways via the mediating variable (Brand Trust). This evaluation involves analyzing path coefficients, t-statistics, and p-values, Hypothesis testing aims to establish the degree to which each variable influences customer satisfaction and to determine the mediating role of brand trust within these relationships at Cafe Aola Lamongan. The proposed hypotheses for this investigation are:

- 1) H1: Price has a positive and significant effect on Customer Satisfaction at Cafe Aola Lamongan.
- 2) H2: Service Quality has a positive and significant effect on Customer Satisfaction at Cafe Aola Lamongan.
- 3) H3: Price has a positive and significant effect on Brand Trust at Cafe Aola Lamongan.
- 4) H4: Service Quality has a positive and significant effect on Brand Trust at Cafe Aola Lamongan.
- 5) H5: Brand Trust has a positive and significant effect on Customer Satisfaction at Cafe Aola Lamongan.
- 6) H6: Brand Trust mediates the effect of Price on Customer Satisfaction at Cafe Aola Lamongan.
- 7) H7: Brand Trust mediates the effect of Service Quality on Customer Satisfaction at Cafe Aola Lamongan.

RESULT AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Distribution Based on Gender

Gender	Frequency	Percentage
Male	87	58%
Female	63	42%
Total	150	100%

According to Table 1 data, male participants constitute the largest portion of the study sample, representing 87 individuals or 58% of respondents, whereas female participants comprise 63 individuals or 42% of the 150 total participants. This data reveals that Cafe Aola Lamongan's clientele is primarily composed of male customers, making their opinions and evaluations regarding pricing, service quality, customer satisfaction, and brand trust particularly significant for this research.

Table 2. Respondent Distribution Based on Age

Age Range	Frequency	Percentage
17–25 years	42	28%
26–35 years	83	55.3%
36–45 years	25	16.7%
Total	150	100%

The information presented in Table 2 demonstrates that participants aged 26–35 years constitute the largest segment, accounting for 83 individuals or 55.3% of the complete sample of 150 respondents. Participants in the 17–25 age bracket total 42 individuals (28%), while those in the 36–45 age category represent 25 individuals (16.7%). These results indicate that Cafe Aola Lamongan primarily attracts young adult customers, especially those in their most productive years, who typically maintain active lifestyles and frequently select cafes as venues for relaxation, professional activities, and social interaction.

Table 3. Respondent Distribution Based on Highest Education Level

Highest Education Level	Frequency	Percentage
High School/SMK	39	26%
Diploma	40	26.7%
Bachelor's Degree (S1)	67	44.7%
Master's Degree (S2)	4	2.7%
Total	150	100%

The data presented in Table 3 indicates that participants holding Bachelor's degrees (S1) represent the largest educational group in this research investigating "The Impact of Price and Service Quality on Customer Satisfaction through Brand Trust at Cafe Aola Lamongan," comprising 67 respondents or 44.7% of the total sample. Subsequently, 40 participants (26.7%) possess Diploma qualifications, while 39 participants (26%) have

completed High School/SMK education. Participants with Master's degrees (S2) constitute the smallest group, totaling 4 individuals or 2.7%.

Table 4. Respondent Distribution Based on Occupation

Occupation	Frequency	Percentage
Student/University	63	42%
Private Employee	26	17.3%
Civil Servant (PNS)	41	27.3%
Entrepreneur	20	13.3%
Total	150	100%

Table 4 data reveals that students and university affiliates represent the predominant occupational category, comprising 63 individuals or 42% of the total 150 participants. Following this group, civil servants (PNS) account for 41 individuals (27.3%), private sector employees constitute 26 individuals (17.3%), and entrepreneurs represent 20 individuals (13.3%). These findings indicate that Cafe Aola Lamongan's primary customer demographic consists of students and academic community members, demonstrating that younger demographics and educational institutions form the core visitor base that evaluates pricing, service quality, brand trust, and customer satisfaction at this establishment.

Table 5. Respondent Distribution Based on Visit Frequency

Visit Frequency	Frequency	Percentage
Once a month	49	32.7%
2–3 times a month	60	40%
Once a week	41	27.3%
Total	150	100%

The information in Table 5 shows that participants who frequent the establishment 2–3 times monthly constitute the largest group, totaling 60 individuals or 40% of the complete sample of 150 respondents. Additionally, 49 participants (32.7%) visit monthly, while 41 participants (27.3%) patronize the cafe weekly. These results suggest that Cafe Aola Lamongan's customer base primarily consists of patrons with moderate visitation patterns, typically attending the establishment 2–3 times per month.

Outer Model Test Results (Measurement Model Results)

a. Validity Test Results

1) Convergent Validity Test Results

The convergent validity assessment evaluates the strength of the connection between measurement indicators and their corresponding latent constructs. This evaluation was performed using outer loadings and Average Variance Extracted (AVE) metrics, where outer loading values must exceed 0.70 to demonstrate strong validity.

Table 6. Convergent Validity Test Results

	Price (X1)	Service Quality (X2)	Customer Satisfaction (Y)	Brand Trust (Z)
X1.1	0,906			
X1.2	0,908			
X1.3	0,895			
X1.4	0,900			
X2.1		0,918		
X2.2		0,881		
X2.3		0,912		
X2.4		0,892		
X2.5		0,856		
Y1			0,909	
Y2			0,868	
Y3			0,923	
Z1				0,833
Z2				0,891
Z3				0,798
Z4				0,872
Z5				0,870
Z6				0,866

The outer loading analysis presented in Table 6 demonstrates that every indicator achieves the minimum threshold of ≥ 0.70 for loading factors, confirming strong validity across all measurement items. Additionally, AVE values must exceed 0.60 to be deemed satisfactory, as lower values indicate that error variance contributes more than indicator variance.

Table 7. AVE Test Results

	<i>Average Variance Extracted I(AVE)</i>
Price (X1)	0,814
Service Quality (X2)	0,796
Customer Satisfaction (Y)	0,811
Brand Trust (Z)	0,732

The AVE assessment findings in Table 7 reveal that every indicator surpasses the 0.60 threshold, validating that all measurement items satisfy convergent validity requirements and demonstrate strong validity.

2) Discriminant Validity Test Results

The discriminant validity assessment ensures proper distinction between different latent constructs. Within SmartPLS, this evaluation employs Fornell-

Larcker criteria, cross loading analysis, or HTMT. This research utilizes cross loading analysis, requiring indicators to demonstrate their highest loading values on their intended constructs relative to other constructs.

Table 8. Cross Loading Test Results

	Price (X1)	Service Quality (X2)	Customer Satisfaction (Y)	Brand Trust (Z)
X1.1	0,906	0,814	0,852	0,852
X1.2	0,908	0,826	0,822	0,847
X1.3	0,895	0,868	0,841	0,847
X1.4	0,900	0,831	0,815	0,842
X2.1	0,876	0,918	0,888	0,832
X2.2	0,800	0,881	0,855	0,819
X2.3	0,864	0,912	0,870	0,852
X2.4	0,779	0,892	0,829	0,785
X2.5	0,805	0,856	0,779	0,796
Y1	0,836	0,859	0,909	0,827
Y2	0,772	0,829	0,868	0,801
Y3	0,883	0,870	0,923	0,868
Z1	0,762	0,744	0,758	0,833
Z2	0,852	0,860	0,865	0,891
Z3	0,702	0,671	0,678	0,798
Z4	0,837	0,817	0,848	0,872
Z5	0,817	0,765	0,769	0,870
Z6	0,836	0,829	0,808	0,866

The cross loading assessment findings in Table 8 reveal that every indicator exhibits its maximum loading value on its designated construct compared to alternative constructs, demonstrating that each measurement item better represents its intended latent variable than other variables. This validates discriminant validity, confirming that each latent construct in this investigation maintains distinctiveness.

Reliability Test Results

Reliability evaluation in SmartPLS 3.0 incorporates Cronbach's Alpha, R², Composite Reliability (CR), and AVE metrics. Cronbach's Alpha (≥ 0.70) assesses minimum reliability thresholds, while CR (> 0.60) evaluates internal consistency. The findings presented in Table 9 demonstrate that all constructs achieve reliability standards with Cronbach's Alpha ≥ 0.70 and CR > 0.70 .

Table 9. Construct Reliability Test Results

	Cronbach Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Price (X1)	0,924	0,924	0,946
Service Quality (X2)	0,936	0,937	0,951
Customer Satisfaction (Y)	0,883	0,885	0,928
Brand Trust (Z)	0,927	0,930	0,942

The construct reliability assessment outcomes in Table 9 demonstrate that all variables achieve Cronbach's Alpha ≥ 0.70 and Composite Reliability (rho_c) > 0.70 , confirming strong reliability for each construct. This indicates that the research instruments satisfy internal consistency standards and can be dependably utilized to measure each variable within the model.

Inner Model Test Results (Structural Model Results)

a. Model Fit Test Results

Model adequacy in SmartPLS is assessed using bootstrap procedures with SRMR and NFI metrics. SRMR helps identify model specification issues. A model demonstrates adequate fit when SRMR < 0.10 or 0.08 .

Table 10. Goodness of Fit Model Test Results

	Saturated Model	Estimated Model
SRMR	0,046	0,046

The model adequacy assessment results in Table 10 indicate that the SRMR value for the estimated model equals 0.046 (< 0.08), confirming that the model demonstrates satisfactory fit.

b. Direct Effect

1) F-Square Test

The Effect Size analysis quantifies the magnitude of relationships between variables. Values ranging from 0.02–0.14 represent small effects, 0.15–0.34 indicate moderate effects, and > 0.35 signify strong effects, while < 0.02 represents negligible effects.

Table 11. F-Square Test Results

	F-Square	Result
Price (X1) \rightarrow Brand Trust (Z)	0,552	Strong Effect
Service Quality (X2) \rightarrow Brand Trust (Z)	0,155	Moderate Effect
Price (X1) \rightarrow Customer Satisfaction (Y)	0,029	Low Effect
Service Quality (X2) \rightarrow Customer Satisfaction (Y)	0,484	Strong Effect

	F-Square	Result
Brand Trust (Z) → Customer Satisfaction (Y)	0,088	Low Effect

According to the Effect Size analysis findings in Table 11, the Price (X1) variable demonstrates a substantial influence on Brand Trust (Z) with a value of 0.552, whereas Service Quality (X2) also affects Brand Trust but with moderate intensity (0.155). Additionally, the impact of Price (X1) on Customer Satisfaction (Y) exhibits minimal effect (0.029), similar to Brand Trust (Z) influence on Customer Satisfaction (Y), which also demonstrates low impact (0.088). Conversely, Service Quality (X2) shows substantial influence on Customer Satisfaction (Y) with an F-Square value of 0.484.

These findings reveal that Price serves as a crucial factor in developing Brand Trust but has limited direct influence on Customer Satisfaction. Service Quality demonstrates predominant influence on Customer Satisfaction while contributing moderately to Brand Trust development. Brand Trust exhibits relatively modest influence on Customer Satisfaction, positioning it as a secondary factor in satisfaction enhancement within this investigation.

2) R-Square Test

Table 12. Pengujian R-Square

	R-Square	R-Square Adjusted
Customer Satisfaction (Y)	0,919	0,918
Brand Trust (Z)	0,897	0,895

According to Table 12, the R-Square coefficient for Brand Trust (Z) equals 0.897, demonstrating that 89.7% of Brand Trust variation can be accounted for by Price (X1) and Service Quality (X2) variables, while the remaining 10.3% results from factors beyond this study's scope. Furthermore, the R-Square coefficient for Customer Satisfaction (Y) equals 0.919, showing that 91.9% of Customer Satisfaction variation can be explained by Price (X1), Service Quality (X2), and Brand Trust (Z). The remaining 8.1% stems from other variables not examined in this model. Given these substantial R-Square values for both endogenous variables, the model demonstrates robust predictive power, indicating that the utilized variables can effectively explain variations in Brand Trust and Customer Satisfaction.

3) Path Coefficient and P-Value Test

The Path Coefficient analysis evaluates the significance and magnitude of construct relationships. Values span from -1 to +1, where values approaching +1 signify strong positive relationships, while values approaching -1 indicate strong negative relationships. Hypotheses are supported when T-Value > 1.96 and P-Value < 0.05.

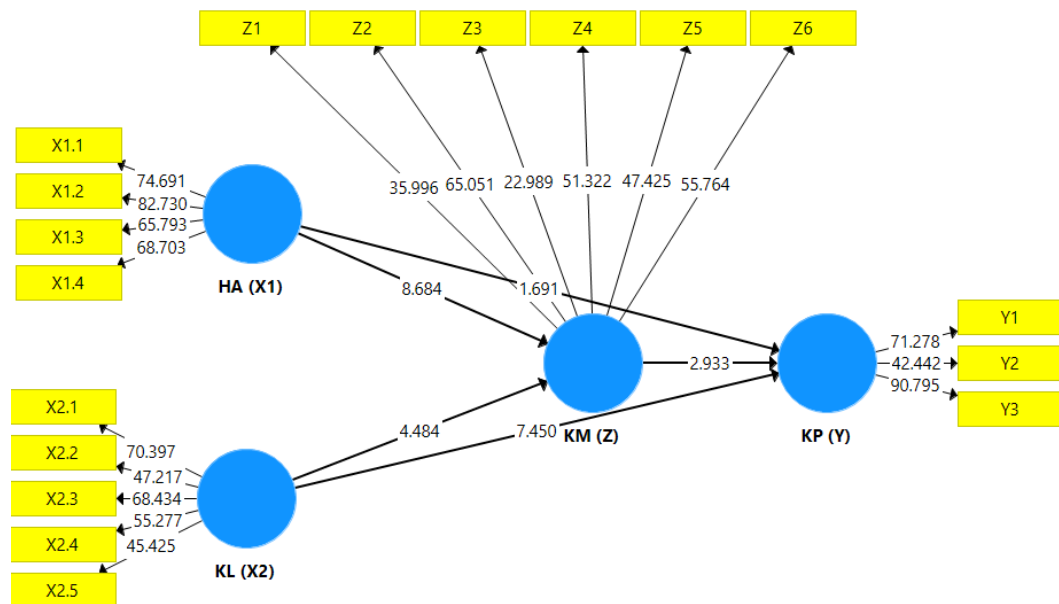


Figure 1. Path Coefficient Model

Figure 1 illustrates that all model variables display path coefficients with different magnitudes. This demonstrates that higher path coefficient values between variables indicate stronger influence of one variable on another.

Table 13. Path Coefficient Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values	Result
Price (X1) → Brand Trust (Z)	0.630	0.634	0.073	8.684	0.000	Accepted
Service Quality (X2) → Brand Trust (Z)	0.334	0.330	0.074	4.484	0.000	Accepted
Price (X1) → Customer Satisfaction (Y)	0.324	0.326	0.070	4.619	0.000	Accepted
Service Quality (X2) → Customer Satisfaction (Y)	0.647	0.646	0.070	9.307	0.000	Accepted
Customer Satisfaction (Y) → Brand Trust (Z)	0.262	0.258	0.089	2.933	0.004	Accepted
Price (X1) → Brand Trust (Z) → Customer Satisfaction (Y)	0.165	0.165	0.063	2.598	0.010	Accepted
Service Quality (X2) → Brand Trust (Z) → Customer Satisfaction (Y)	0.087	0.084	0.033	2.671	0.008	Accepted

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values	Result
Customer Satisfaction (Y)						

According to the path coefficient analysis findings in Table 13, the direct and indirect relationships regarding research hypotheses are as follows:

- Price (X1) → Brand Trust (Z) demonstrates significance: The T-Statistics value of 8.684 exceeds 1.96, and the P-Value of 0.000 is below 0.05, confirming that Price significantly influences Brand Trust.
- Service Quality (X2) → Brand Trust (Z) shows significance: With T-Statistics value of 4.484 and P-Value of 0.000, Service Quality significantly affects Brand Trust.
- Price (X1) → Customer Satisfaction (Y) exhibits significance: The T-Statistics value of 4.619 surpasses 1.96, and the P-Value of 0.000 falls below 0.05, indicating that Price significantly impacts Customer Satisfaction.
- Service Quality (X2) → Customer Satisfaction (Y) demonstrates significance: With T-Statistics value of 9.307 and P-Value of 0.000, Service Quality significantly influences Customer Satisfaction.
- Brand Trust (Z) → Customer Satisfaction (Y) shows significance: With T-Statistics value of 2.933 and P-Value of 0.004, Brand Trust significantly affects Customer Satisfaction.
- Mediated Effect of Price (X1) → Customer Satisfaction (Y) through Brand Trust (Z) exhibits significance: The T-Statistics value of 2.598 exceeds 1.96, and the P-Value of 0.010 is below 0.05, confirming that Brand Trust significantly mediates the Price-Customer Satisfaction relationship.
- Mediated Effect of Service Quality (X2) → Customer Satisfaction (Y) through Brand Trust (Z) demonstrates significance: With T-Statistics value of 2.671 and P-Value of 0.008, Brand Trust significantly mediates the Service Quality-Customer Satisfaction relationship.

Price on Customer Satisfaction at Cafe Aola Lamongan

The research findings demonstrate that Price (X1) significantly influences Customer Satisfaction (Y) with a path coefficient of 0.324, T-Statistics of $4.619 > 1.96$, and P-Values of $0.000 < 0.05$. Despite showing statistical significance, the F-Square value of 0.029 reveals a minimal impact, implying that pricing is not the primary driver of customer satisfaction. These results correspond with Kotler & Keller's (2016) findings cited in Sutrisno & Yap (2024) research, which emphasizes that although price constitutes a crucial component of the marketing mix, customers in the cafe sector place greater emphasis on experiential aspects and service delivery.

Service Quality on Customer Satisfaction at Cafe Aola Lamongan

The research demonstrates that Service Quality (X2) significantly and substantially influences Customer Satisfaction (Y) with the most prominent path coefficient of 0.647, T-Statistics of $9.307 > 1.96$, P-Values of 0.000, and F-Square of 0.484, establishing a robust impact. These results correspond with theoretical frameworks developed by Parasuraman et al. (1988) as referenced in Biarta & Telagawathi (2022) study, asserting that service quality serves as a fundamental determinant of customer satisfaction within service sectors. Zeithaml et al. (2018) further validate that service quality dimensions including reliability, responsiveness, and empathy persistently affect satisfaction levels in hospitality and food service industries. Given Cafe Aola's predominantly student clientele (42%) and patrons aged 26-35 years (55.3%), efficient and courteous service delivery becomes crucial for achieving customer satisfaction.

Price on Brand Trust at Cafe Aola Lamongan

The research findings reveal that Price (X1) significantly and substantially affects Brand Trust (Z) with the most notable path coefficient of 0.630, T-Statistics of $8.684 > 1.96$, P-Values of 0.000, and F-Square of 0.552, establishing that pricing serves as the predominant factor in brand trust development. These results correspond with Sholikhah & Hadita (2023) research, indicating that equitable and stable pricing strategies cultivate consumer trust by demonstrating dedication to providing value for money.

Service Quality on Brand Trust at Cafe Aola Lamongan

The research indicates that Service Quality (X2) significantly affects Brand Trust (Z) with a path coefficient of 0.334, T-Statistics of $4.484 > 1.96$, P-Values of 0.000, and F-Square of 0.155, demonstrating a moderate impact level. These findings correspond with Hernikasari et al. (2022) research, asserting that reliable service quality fosters trust through continuous positive customer experiences. Primadi, Tohir, & Annisa Lestari (2023) further confirmed that superior service interactions establish perceptions of dependability and brand credibility. At Cafe Aola, attentive and competent service delivery fosters customer confidence that the brand can reliably deliver fulfilling experiences.

Brand Trust on Customer Satisfaction at Cafe Aola Lamongan

The research reveals that Brand Trust (Z) significantly yet minimally influences Customer Satisfaction (Y) with a path coefficient of 0.262, T-Statistics of $2.933 > 1.96$, P-Values of 0.004, and F-Square of 0.088, establishing a limited impact. These findings contrast with Pratiwi et al. (2022) research, which positioned brand trust as a powerful predictor of sustained satisfaction. Wulandari & Lestari (2022) clarify that in service industries characterized by frequent transactions, satisfaction tends to be more influenced by immediate experiences rather than brand trust. This corresponds with Cafe Aola's respondent profile, where the majority patronize the establishment 2–3 times monthly (40%), suggesting that satisfaction derives primarily from tangible experiences during each visit.

Brand Trust Mediating the Effect of Price on Customer Satisfaction at Cafe Aola Lamongan

The research demonstrates that Brand Trust (Z) significantly mediates the relationship between Price (X1) and Customer Satisfaction (Y) with a path coefficient of 0.165, T-Statistics of $2.598 > 1.96$, and P-Values of $0.010 < 0.05$, suggesting that pricing affects satisfaction through initial brand trust development. These findings correspond with Wulandari & Lestari (2022) research, indicating that perceptions of reasonable pricing establish trust, subsequently enhancing satisfaction levels. Hidayat & Peridawaty (2020) elaborate that equitable pricing strategies generate favorable brand perceptions, strengthening satisfaction assessments. At Cafe Aola, customers who view pricing as reasonable develop confidence in the brand's credibility, consequently increasing their satisfaction levels.

Brand Trust Mediating the Effect of Service Quality on Customer Satisfaction at Cafe Aola Lamongan

The research demonstrates that Brand Trust (Z) significantly mediates the relationship between Service Quality (X2) and Customer Satisfaction (Y) with a path coefficient of 0.087, T-Statistics of $2.671 > 1.96$, and P-Values of $0.008 < 0.05$. Despite statistical significance, the minimal coefficient value suggests a limited mediating function, indicating that service quality exerts more immediate influence on satisfaction. These findings receive support from Rismayanti et al. (2022) research, stating that in high-interaction industries such as cafes, service quality demonstrates stronger direct effects on satisfaction. Biarta & Telagawathi (2022) clarify that dependable service quality cultivates brand trust, reinforcing sustained satisfaction. At Cafe Aola, superior service delivery generates immediate satisfaction while simultaneously developing brand trust as a long-term strategic advantage.

CONCLUSION

The findings of this investigation establish that service quality represents the most influential determinant in influencing customer satisfaction at Cafe Aola Lamongan, whereas pricing functions as the fundamental element for establishing brand trust. The study reveals that brand trust plays a significant mediating role in the relationships between pricing and service quality with customer satisfaction, although its immediate influence remains comparatively limited. The research framework exhibits exceptionally robust predictive strength, achieving an R-Square value of 0.919 for customer satisfaction and 0.897 for brand trust. Drawing from these results, Cafe Aola Lamongan should focus on enhancing service quality through consistent employee development programs, emphasizing rapid service delivery and courteous interactions. The establishment should also maintain steady pricing policies that are equitable and clear to reinforce brand trust. Additionally, implementing a more streamlined customer flow management system during peak periods would be beneficial, given that the primary clientele consists of students and young professionals aged 26-35 who frequent the establishment 2–3 times monthly. Subsequent research endeavors

should investigate additional factors such as atmospheric conditions, geographical positioning, and merchandise quality, which account for the remaining 8.1% of customer satisfaction variance not captured by the current model.

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