
**THE INFLUENCE OF PRODUCT QUALITY AND SERVICESCAPE TOWARDS
CUSTOMER SATISFACTION AT KOPI KOPI CAFÉ MANADO***PENGARUH KUALITAS PRODUK DAN SERVICESCAPE TERHADAP KEPUASAN PELANGGAN
DI KOPI KOPI CAFE MANADO*

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Abstract: This study examines the impact of product quality and servicescape on customer satisfaction, focusing on the mediating role of customer satisfaction. The findings indicate that both product quality and servicescape significantly influence customer satisfaction. Enhanced customer satisfaction is associated with high product quality and an appealing servicescape. The study concludes that improving these aspects can lead to higher customer satisfaction at Kopi Kopi Manado Café.

Keywords: Product Quality, Servicescape, Customer Satisfaction

Abstrak: Penelitian ini mengkaji dampak kualitas produk dan servicescape terhadap kepuasan pelanggan, dengan fokus pada peran mediasi kepuasan pelanggan. Hasil penelitian menunjukkan bahwa baik kualitas produk maupun layanan secara signifikan mempengaruhi kepuasan pelanggan. Kepuasan pelanggan yang meningkat terkait dengan kualitas produk yang tinggi dan layanan yang menarik. Penelitian ini menyimpulkan bahwa meningkatkan aspek-aspek ini dapat menghasilkan kepuasan pelanggan yang lebih tinggi di Kopi Kopi Manado Café.

Kata Kunci: Kualitas Produk, Servicescape, Kepuasan Pelanggan

INTRODUCTION**Research Background**

Marketing plays an important role in the success of a company, whether it operates in the trade or service sector. Efforts to maintain excellence and improve the quality of products and services by adopting attractive marketing strategies and improving product quality in accordance with consumer preferences are key to business continuity. Customer satisfaction is a feeling of pleasure or disappointed someone who arises after comparing between perceptions or his impression of the performance results of a product produced by the company (Rahayu, Ginting, and Fawzeaa, 2021).

Product quality is the level of good or bad of a product consisting of all factors inherent in goods or services. Product quality is the characteristics of goods or services that affect their ability to satisfy stated or implied needs. High quality products are needed so that customer desires can be fulfilled according to their expectations and make customer accept a product and even be loyal to the product (Kotler, 1997).

The servicescape is the physical facility setting in which the service takes place and which influences customer perceptions. Elements in the servicescape, such as perceived quality, influence customers' internal satisfaction and external purchase-related behavior. Servicescape design includes choosing a strategic location of the cafe, setting the atmosphere of the cafe, room layout, and placement of chairs and tables to ensure freedom of

movement for customers. In addition, employees who serve in a friendly, organized, and clean manner, as well as creating a comfortable cafe atmosphere, are able to influence customers' thoughts and feelings, so that they feel satisfied with the supportive atmosphere around them (McDonell and Hall, 2008).

One industry that is facing intense competition is the café business. Cafes have become a popular destination for coffee-seekers and have become part of lifestyle, especially for young people. As culture evolves, cafes have become widespread and become centers of social interaction where people can gather and pass the time. With so many cafes to choose from, customer expectations have risen, pushing café owners to be more creative in fulfilling customer desires so that they become loyal customers and come back for more. Cafe entrepreneurs make various efforts aimed at attracting customers to come to their cafe. This effort is made so that potential customers are more interested in their cafe than competitors' cafes because the customers are satisfied with what the cafe has to offer.

Coffee beans are the main basic ingredient in the manufacture of coffee beverages that are widely popular around the world. Before coffee beans are exported or imported, there are various processes and quality standards that must be met to ensure that the beans are fit for marketing and consumption. Coffee bean quality is a very crucial aspect of the coffee industry. From variety selection, post-harvest processing methods, to certification and packaging procedures, all stages must be carried out with great care to ensure that the exported or imported coffee beans meet high quality standards. By ensuring the quality of coffee beans, not only economic value is gained, but also the satisfaction of consumers who enjoy a cup of high-quality coffee.

Kopi Kopi Café Manado is a simple cafe that was established to introduce contemporary coffee shops in Manado, today's coffee shop has become a trendsetter of the coffee drinking lifestyle in Indonesia with fast service and a small outlet area and minimalist creative design display. Kopi Kopi Café Manado is suitable for those who want to enjoy coffee quickly. Besides that, Kopi Kopi Manado also has a variety of hot and cold coffee drinks, for example, some of the most famous drinks are avocado coffee, butterscotch coffee, and caramel macchiato. For those who don't like coffee, there is also a wide selection of teas and fruit-based drinks. The following is a list of competitors as well as a comparison of prices for cafes and some of the same menus on Sam Ratulangi Street

Table 1. Price Comparison

No	Café Name	Menu	Price
1	Kopi Kopi Manado	a. Americano b. Café Latte c. Thai Tea d. French Fries e. Yellow Rice	18.000 20.000 20.000 15.000 15.000
2.	Hanjan Café	a. Americano b. Café Latte c. Thai Tea d. French Fries e. Rice and egg	20.000 22.000 20.000 20.000 15.000
3.	Up Creative Space & Coffee	a. Americano b. Café Latte c. Thai Tea d. French Fries e. Cakalang Rice	20.000 25.000 23.000 23.000 27.000

Source: Data Processed (2024)

Table 1 shows that Kopi Cafe has lower prices compared to Hanjan Cafe and Up Creative Space & Coffee for the same types of drinks and food. This means that one can get the same variety of items at Kopi Kopi Cafe for less money. So, if one is looking for a more affordable place to enjoy similar menu options, Kopi Kopi Cafe is the best choice. Hanjan Cafe and Up Creative Space & Coffee are more expensive in comparison.

Research Objectives

The objectives of this research are:

1. To know the influence of product quality on customer satisfaction partially.
2. To know the influence of servicescape on customer satisfaction partially.

3. To know the influence of product quality and servicescape on customer satisfaction simultaneously.

THEORETICAL REVIEW

Product Quality

Product quality, according to Lupiyoadi (2015:175), is the degree to which a product satisfies its requirements. Consumers assess a product's worth based on its reliability, performance, and durability as well as its outward look and perception. The consumer will be happy if the evaluation's conclusions show that the product they are using is of high quality.

Servicescape

Servicescape refers to the physical environment's design and look as well as other elements that customers encounter during their experiences at service delivery venues. The consumer can only experience servicescape if they are physically present at the service delivery site, as it can only be perceived through the five senses.

Customer Satisfaction

Customer satisfaction is an indicator that expresses how content customers are with the goods, services, and abilities provided by a business. Effectively identifying, fulfilling, and satisfying consumer needs is a strategic approach for any business. In corporate discourse, customer happiness has emerged as a crucial term Tangkuman (2020).

Previous Research

Kawatu, Saerang, and Tielung (2023) determined the effect of price fairness and servicescape on customer satisfaction at UP Creative Space and Coffee Manado. This study uses quantitative methods and uses multiple linear regression tests to determine the effect of price fairness and servicescape on customer satisfaction. The sample of this research is 100 respondents. The sampling technique used is purposive sampling and the data collection method is in the form of a questionnaire run through the Google Form. Testing and the data analysis in this study using SPSS 25 software. The results of this study indicate that price fairness (X1) partially has a positive and significant effect on customer satisfaction (Y). servicescape (X2) partially has a positive and significant effect on customer satisfaction (Y). Price fairness (X1) and servicescape (X2) simultaneously have a positive and significant effect on customer satisfaction (Y).

Wongkar, Saerang, and Tumewu (2020) aimed to find out whether there is a comparison of product performance and servicescape at Starbucks and Coffee Bean & Tea Leaf Manado Town Square. This type of research in this research is comparative research. The sample of this research are 100 customers of both Starbucks and Coffee Bean & Tea Leaf in Manado Town Square. The data analysis technique in this study is the comparison test / different test. The results showed that: there were differences in Starbucks product performance and Coffee Bean & Tea Leaf product performance and there were differences in Starbucks servicescape and Coffee Bean & Tea Leaf servicescape.

Indah, Maulida, and Amanda (2018) aimed is to determine the influence of Servicescape on D'Barista Coffee Langsa consumer satisfaction. This research is a type of quantitative research. The number of samples used in this research was 96 people. The data analysis method used in this research is simple linear regression analysis, coefficient of determination (R²) and t test. The results shows that Servicescape has a significant effect on D'Barista Coffee Langsa consumer satisfaction.

Conceptual Framework

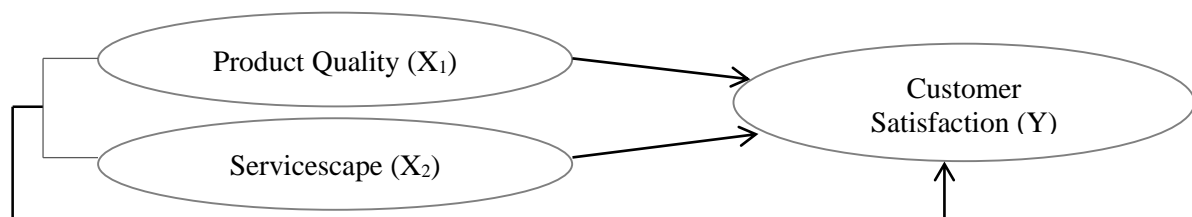


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

H₁: Product quality influence customer satisfaction partially.

H₂: Servicescape influence customer satisfaction partially.

H₃: Product quality and servicescape influence customer satisfaction simultaneously.

RESEARCH METHOD**Research Approach**

This study employed a quantitative research descriptive technique as its research methodology. Examining the link between study variables both independent and dependent is the goal of the associative approach. Sugiyono (2014:2) state that this research approach is a methodical approach to gathering data for certain applications and goals.

Population, Sample Size, and Sampling Technique

According to Sekaran and Bougie (2013), the population is the entire group of people, events, or things that the researcher wants to study. In this study, the population consists of customers of Kopi Kopi Manado Café who frequently visit or have visited at least once and purchased a product from the café. In order for this research to be more suitable, in this study, the sample was taken 100 people because the exact number of customers visiting Kopi Kopi Manado Café isn't known, the researcher used Lemeshow's (1997) method to calculate the minimum sample size needed. This study employs a non-probability sampling technique known as purposive sampling.

Type of Data and Data Source

Respondents were given questionnaires to complete in order to gather primary data. The impact of product quality and servicescape on customer satisfaction is measured using this questionnaire. Primary data for this study is gathered directly from consumers through the distribution of questionnaires, with the researchers collecting and analyzing the data themselves.

Data Collection Method

The questionnaire technique is a means of gathering data through the distribution of questionnaires that researchers have created in line with the goals. If the researcher is aware of who will be measuring the variable and what can be anticipated from the respondent, then the questionnaire is an effective tool for gathering data (Sugiyono, 2014).

Operational Definition and Indicators of Research Variables**Table 1. Operational Definition of Research Variables**

Variable	Definition	Indicators
Product Quality (X ₁)	Product quality refers to the extent to which Kopi Kopi Manado Cafe products meet specified requirements.	1. Performance 2. Product features 3. Reliability 4. Durability 5. Serviceability Sukmawati (2017)
Servicescape (X ₂)	Servicescape refers to the design, appearance, and other aspects of the physical environment that customers interact with during the service experience at Kopi Kopi Manado Cafe.	1. Ambience 2. Spatial layout 3. Functionality 4. Signs 5. Symbols and artifacts Hidayat (2016)
Customer Satisfaction (Y)	Kopi Kopi Manado Cafe customer satisfaction reflects how satisfied customers are with the products, services and overall performance provided by a business..	1. Product quality 2. Service quality 3. Emotional 4. Price 5. Cost Hidayat (2016)

Source: Data Processed, 2024

Testing of Research Instruments

Validity and Reliability Test

A questionnaire's validity is evaluated using the validity test. If the questionnaire or questionnaires can reveal anything that the questionnaire is going to assess, then the questionnaire is deemed legitimate. Person Correlation is used in this validity test to determine the correlation between the results derived from the questions. If the significance threshold is less than 0.05.

A technique for assessing surveys that are indicators of variables is the reliability test. If a respondent's response to a questionnaire is constant or consistent throughout time, it is considered dependable. If Cronbach's Alfa is 0.6, the questionnaire item is considered viable or trustworthy; if it is less than 0.6, it is considered unreliable (Ghozali, 2016). The formula used also is the r product-moment formula the complete set of questionnaire questions is deemed credible if $r_{count} > r_{table}$. To facilitate the analysis, the SPSS computer program is also used.

Data Analysis

Test of Classical Assumption

Normality Test

The normality test is a test to determine whether the data population is normally distributed or not. A good regression model is a model that has a normally distributed residual value. The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. If the residual value does not follow a normal distribution then the statistical test becomes invalid for small sample sizes according to Ghozali (2016:154).

Heteroscedasticity Test

Heteroscedasticity test is used to test whether in a regression model occurs inequality of variance of residuals from one observation to another observations. If the variance and residuals from one observation to another are constant, it is called homoscedasticity, and if the variance is different, it is called heteroscedasticity. variants are different, it is called heteroscedasticity. A good regression model is does not occur heteroscedasticity Ghozali (2016: 134).

Multicollinearity Test

Multicollinearity test is needed to find out whether there are independent variables that are similar to other independent variables in one model. other independent variables in one model.

Multiple Linear Regression Analysis

The purpose of this study is to determine if the variables are causally related to one another or to determine the degree to which product quality and servicescape affect the dependent variable, customer happiness. The equation employed in this study is:

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$

Description:

- Y = customer satisfaction
- X1 = product quality
- X2 = servicescape
- b0 = constant number
- b1,b2 = regression coefficient for each independent variable
- e = standart error

Coefficient of Determination (R²)

The R² value indicates how well the model explains the observed changes in the dependent variable. When the R² number is near 1, the independent variable tells us everything we need to know to predict changes in the dependent variable. Alternatively, if the value is tiny, the independent variable cannot account for the $Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$ Y = Dependent variable (Organizational Citizenship Behavior) α = Constant β_1 β_2 = regression coefficient (value of increase or decrease) X₁ = Perceived Organizational Support X₂ = Self-efficacy E = Error 46 variability in the dependent variable. The possible values of R² are 0 and 1 (Ghozali, 2016).

Hypothesis Testing**T-Test**

The capacity of each independent variable to (partially) explain the dependent variable on its own is assessed using the T statistical test (Ghozali, 2016).

F-Test

According to Ghozali (2016), The F statistical test basically indicates whether or not each independent and dependent variable in the model has a cumulative effect on the dependent or bound variable.

RESULT AND DISCUSSION**Result****Validity and Reliability Test****Table 2. Validity Test Result**

Variable	Rcalc	Rtable	Description
Product Quality (X1)			
X1.1	0,760	0,196	Valid
X1.2	0,595	0,196	Valid
X1.3	0,687	0,196	Valid
X1.4	0,708	0,196	Valid
X1.5	0,694	0,196	Valid
Servicescape (X2)			
X2.1	0,548	0,196	Valid
X2.2	0,725	0,196	Valid
X2.3	0,559	0,196	Valid
X2.4	0,632	0,196	Valid
X2.5	0,754	0,196	Valid
Customer Satisfaction (Y)			
Y1	0,663	0,196	Valid
Y2	0,750	0,196	Valid
Y3	0,512	0,196	Valid
Y4	0,720	0,196	Valid
Y5	0,724	0,196	Valid

Source: Data Processed, SPSS 25 (2024)

Based on the validity test on the table 2, it shows that all questions in variable X1, namely product quality, are valid. This is because the correlation value Rcalc is greater than Rtable, which is 0.196. Then the whole question in variable X2, namely Servicescape, is valid. This is because the correlation value Rcalc is greater than Rtable, which is 0.196. Then based on the validity test results in the table above, it shows that all questions on variable Y, namely Customer Satisfaction, are valid. This is because the correlation value Rcalc is greater than Rtable, which is 0.196.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Description
Product Quality (X ₁)	0,724	Reliable
Servicescape (X ₂)	0,652	Reliable
Customer Satisfaction (Y)	0,696	Reliable

Source: Data Processed, SPSS 26 (2024)

According to table 3, Cronbach's alpha for the following variables: Customer Satisfaction (Y), Product Quality (X₁), and Servicescape (X₂) are more than 0,6. In other words, the measurement device is accurate.

Results of Classical Assumption Testing**Normality Test**

Table 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.81589063
Most Extreme Differences	Absolute	.068
	Positive	.043
	Negative	-.068
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processed, SPSS 25 (2024)

Based on the table 4, the results of the normality test show that the Asymp Sig value. (2-tailed) obtained is 0.200, this value is greater than 0.05. Thus it can be interpreted that in this analysis the data is normally distributed.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	1.088	1.107		.983	.328
Product Quality	.029	.045	.075	.654	.515
Servicescape	-.012	.054	-.025	-.219	.827

a. Dependent Variable: Hetero

Source: Data Processed, SPSS 25 (2024)

Based on the results of the heteroscedasticity test through the Glejser test in the table 5, it can be seen that the sig. value of each variable which includes the product quality variable (X1) is 0.515, and the servicescape variable (X2) is 0.827. The value obtained is greater than 0.05. So it can be said that this analysis shows that there is no heteroscedasticity in the regression model.

Multicollinearity Test

Table 6. Multicollinearity Test Result

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Product Quality	.774	1.293
	Servicescape	.774	1.293

a. Dependent Variable: Customer Satisfaction

Source: Data Processed, SPSS 25 (2024)

Based on the table 6, it shows that the Tolerance value of the product quality variable (X1) and the servicescape variable (X2) have the same value, which is 0.774, this value is > 0.10. Meanwhile, the VIF value on the product quality variable (X1) and the servicescape variable (X2) also have the same value, which is 1.293, this value is < 10.00. So it can be concluded that in this analysis there are no symptoms of multicollinearity between the independent variables in the regression model.

Multiple Linear Regression Analysis**Table 7. Multiple Linear Regression Analysis Result**

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	6.832	1.880		3.634	.000
	Product Quality	.418	.076	.485	5.475	.000
	Servicescape	.260	.093	.249	2.811	.006

a. Dependent Variable: Customer Satisfaction

Source: Data Processed, SPSS 25 (2024)

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

$$Y = 6,832 + 0,418 X_1 + 0,260 X_2 + \epsilon$$

The interpretation of the equation is as follows:

1. Based on the above equation, the constant value (a) is 6.832, which means that if the product quality and servicescape variables have a value = 0, the value of customer satisfaction is 6.832.
2. The coefficient value of the product quality variable (X₁) is 0.418, which means that if the product quality increases by 1, customer satisfaction will increase by 0.418. The regression coefficient is positive between product quality and customer satisfaction. This shows that if product quality increases, customer satisfaction will also increase.
3. The coefficient value of the servicescape variable (X₂) is 0.260, which means that if the servicescape increases by 1, customer satisfaction will increase by 0.260. The regression coefficient is positive between servicescape and customer satisfaction. This shows that if the servicescape increases, the customer satisfaction will also increase.

Coefficient of Determination (R²)**Table 8. Coefficient of Determination (R²) Test Result**

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.412	.400	1.83452

a. Predictors: (Constant), Servicescape, Product Quality

b. Dependent Variable: Customer Satisfaction

Source: Data Processed, SPSS 26 (2024)

Based on the table 8, the coefficient of determination (R²) can be seen in the R Square column, which is 0.412. This value explains that the magnitude of the influence of product quality and servicescape variables on customer satisfaction is 0.412 (41.2%) while 58.8% is influenced by other variables outside of the research model.

Hypothesis Test Results**T-Test (Partial Test)**

Table 7 shows that:

1. The tcount value is 5.475 and the t table is 1.984 so it can be concluded that $T_{calc} > T_{table}$ and a significant value of $0.000 < 0.05$ is obtained. Based on the hypothesis, it can be interpreted that H₁ is accepted H₀ is rejected. Thus the product quality variable partially has a positive and significant effect on customer satisfaction.
2. The tcount value is 2.811 and the t table is 1.984 so it can be concluded that $T_{calc} > T_{table}$ and a significant value of $0.006 < 0.05$ is obtained. Based on the hypothesis, it can be interpreted that H₂ is accepted H₀ is rejected. Thus the servicescape variable partially has a positive and significant effect on customer satisfaction.

Hypothesis Test Results**F-Test**

Based on the table 9, it can be seen that with $df(n_1) = 1$, $df(n_2) = 98$, F_{table} is obtained at 3.938. So that the results of the simultaneous test or F test obtained an F_{calc} value of 33.956 and an F_{table} value of 3.938. Then this value shows $F_{calc} > F_{table}$ with a significance level of $0.000 < \alpha 0.05$. Based on the hypothesis, it means that

H0 is rejected and H1 is accepted, so that overall the independent variables, namely product quality and servicescape, have an influence on customer satisfaction as the dependent variable.

Table 9. F-Test Result

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	228.552	2	114.276	33.956	.000 ^b
	Residual	326.448	97	3.365		
	Total	555.000	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Servicescape, Product Quality

Source: Data Processed, SPSS 26 (2024)

Discussion

The Influence of Product Quality and Customer Satisfaction

In this study, product quality is proven to affect the increase in customer satisfaction at Kopi Kopi Manado Café. This can be seen from the result of hypothesis testing which shows that product quality (X1) has a positive and significant effect on customer satisfaction (Y). Product quality in this study was measured using indicators, performance, product features, reliability, durability, and serviceability. This result shows that product quality in Kopi Kopi Manado Café have a significant effect on customer satisfaction. The characteristic of respondent customer, who came from young people at the age between 15-25 years old and dominated by female customer by 53.7% and male 46.3% and has a work as a students and entrepreneurs, with an affordable price, Kopi Kopi Manado Café products are more easily accepted by all circles. Thus, hypothesis 1, product quality has a partial effect on customer satisfaction. Kopi Kopi Manado Café is proven in accordance with the theory hypothesis 1, namely product quality has a positive effect on customer satisfaction. The result of this study are in line with research conducted by Shafarina and Sari (2023) found that product quality has a significant and positive impact on customer satisfaction at PT. Unilever, Tbk Amurang branch. Another research by Cahaya et al. (2023) among Shopee app users in Central Jakarta also indicated that product quality significantly affects consumer satisfaction. The research shows that Kopi Kopi Manado Café needs to focus on improving product quality to keep customers happy. This means making products better, adding new features, and making them more reliable and easier to maintain. High quality will ensure satisfied and loyal customers.

The Influence of Servicescape and Customer Satisfaction

Servicescape is a term used to describe the physical space where a service is provided. It includes everything that makes up the environment in which customers interact with the service. Think of it as the stage for a performance, where every detail can affect the audience's experience. A well-designed and appealing physical environment can enhance the customer experience, ultimately leading to higher satisfaction levels. Therefore, businesses and service providers must prioritize the design and management of their servicescape to ensure that the service environment promotes a positive customer experience. This approach not only helps in attracting customers but also in retaining them by providing a satisfying and memorable service encounter. The results of this research show that the servicescape variable has a significant influence on customer satisfaction at Kopi Kopi Manado Cafe. This means that customer satisfaction is affected by the servicescape. The results of this research are consistent with previous findings by Kawatu, Saerang, and Tielung (2023) that servicescape significantly impacts customer satisfaction at UP Creative Space and Coffee Manado and Tatangin, Ogi and Loindong (2023) that servicescape and product quality both significantly affect customer satisfaction at Mie Medan 99 Manado Restaurant. These studies confirm the importance of servicescape in determining customer satisfaction. A good and attractive physical environment can enhance the customer experience, which in turn can increase their level of satisfaction. Therefore, companies and service providers should focus on the design and management of the servicescape to ensure that the environment in which they provide services supports a positive experience for customers.

The Influence of Product Quality & Servicescape On Customer Satisfaction

Product quality and servicescape are two key factors that greatly affect customer satisfaction. Research shows that both the quality of the product and the physical environment where services are provided have a strong link to how satisfied customers are. When high-quality products are offered in a pleasant and comfortable

environment, customers tend to have a better experience and feel more satisfied. High-quality products meet or even exceed customer expectations, providing the value that customers are looking for. Meanwhile, a good servicescape, which includes the design, ambiance, and overall feel of the service environment, makes the experience more enjoyable and comfortable. Combining high-quality products with an excellent servicescape creates a powerful effect that boosts customer satisfaction. When customers receive great products in a well-designed and inviting environment, their overall experience improves significantly. This leads to higher levels of satisfaction, increased loyalty, and more repeat business. Research at Kopi Kopi Manado Café shows that the combination of good product quality and a comfortable environment ensures that customers are satisfied with their experience. This positive setting can make the entire service process more pleasant and effective. Combining high-quality products with an excellent servicescape creates a powerful effect that boosts customer satisfaction. When customers receive great products in a well-designed and inviting environment, their overall experience improves significantly. This leads to higher levels of satisfaction, increased loyalty, and more repeat business. In short, businesses that focus on both product quality and servicescape are more likely to make their customers happy and succeed in the long run. In summary, the combination of high-quality products and a well-maintained servicescape significantly enhances customer satisfaction at Kopi Kopi Manado Café. This dual focus on product quality and environment design is crucial for achieving high levels of customer satisfaction, loyalty, and repeat business.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Based on the results of hypothesis testing, product quality has a positive and significant effect on customer satisfaction. Product quality is measured using indicators such as performance, product features, reliability, durability, and serviceability. This shows that product quality at Kopi Kopi Manado Café significantly affects customer satisfaction.
2. Based on the results of hypothesis testing, servicescape are provided also found to have a significant influence on customer satisfaction. The comfortable environment and good arrangement at Kopi Kopi Manado Café contribute positively to customer satisfaction.
3. Product quality and servicescape have a simultaneous and significant effect on customer satisfaction. The combination of good product quality and a comfortable environment at Kopi Kopi Manado Café ensures customers feel satisfied with their experience.

Recommendation

1. Future researchers is recommended that they expand the research by including other factors such as service quality and price and use the interview method to gain deeper insights.
2. Entrepreneur is recommended to regularly update and improve product quality based on customer feedback. This could involve experimenting with new coffee blends or offering seasonal products to keep the menu dynamic and interesting.

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