

Servicecape Integration in Consumer Satisfaction Modeling Based on Price and Service Quality on Kalenan Cafe & Resto Nganjuk

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Article Information		Abstract
Submission date	4 February 2026	Research Aim : This study aims to analyze the effect of price and service quality on customer satisfaction and to examine the moderating role of servicescape in the relationship between price, service quality, and customer satisfaction at Kalenan Cafe & Resto Nganjuk. Design/Method/Approach : This research employs an explanatory quantitative approach using a survey method. Primary data were collected through questionnaires distributed to customers who had visited Kalenan Cafe & Resto Nganjuk. The sampling technique used was purposive sampling. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS version 4.1.0.9 to test direct and moderating effects. Research Finding : The results indicate that price has a positive and significant effect on customer satisfaction ($\beta = 0.254$; $p = 0.008$), and service quality has a stronger positive and significant effect on customer satisfaction ($\beta = 0.392$; $p = 0.000$). Servicescape does not moderate the relationship between price and customer satisfaction ($p = 0.123$), but it significantly moderates the relationship between service quality and customer satisfaction ($\beta = 0.201$; $p = 0.049$). The model explains 51.2% of the variance in customer satisfaction. Theoretical contribution/Originality : This study contributes to service marketing literature by positioning servicescape as a moderating variable rather than solely as an independent variable. The originality lies in examining the moderating role of servicescape within a local café context that emphasizes a nature-based experience, which has been relatively underexplored in previous studies. Practitioner/Policy implication : The findings suggest that café managers should prioritize improving service quality supported by a well-managed servicescape to enhance customer satisfaction. Pricing strategies should remain fair and transparent, as servicescape alone cannot offset negative price perceptions. Research limitation : This study is limited to a single café and uses a
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cross-sectional design, which may restrict generalizability and causal inference. Future research is recommended to involve multiple cafés, apply longitudinal designs, or include additional variables such as customer loyalty or perceived value.

Keywords : Price; Service Quality; Servicescape; Customer Satisfaction; Café Industry.

1. Introduction

Food and beverage industry in Indonesia recorded rapid growth, solidifying its position as a fundamental contributor to national economic growth. A clear indication of this growth is the surge in the number of new entrants operating businesses in the food and beverage sector. The Central Statistics Agency (BPS) reports that the F&B industry grew by 7% in 2023, an increase from the 3.6% growth recorded in 2022 [1]. This increase indicates the public's growing purchasing power for culinary products and services. The F&B sector also contributes more than 10% to Indonesia's Gross Domestic Product (GDP). Over the past five years periode, the sector has recorded an average growth rate of 5%. These conditions demonstrate that the F&B industry holds promising prospects and is relevant for academic study [2].

The rapid growth of the F&B sector has led to increased competition among businesses. In East Java Province, the number of food and beverage establishments reached 193,335 units in 2023 [3]. This high number reflects the increasingly intense competition within the culinary industry. Businesses are required to possess a competitive edge to survive and thrive. This edge stems not only from the product but also from service strategies and the customer experience. Intense competition drives businesses to become more customer-centric. Therefore, understanding consumer behavior is a key factor in the success of the culinary business [4].

One sub-sector experiencing rapid growth is the café business. Cafés now serve not only as places to enjoy food and drinks but also as social spaces and reflections of modern lifestyles. Many café owners introduce unique and creative concepts to attract diverse consumer segments. The expansion of the café business has also reached small towns and tourist areas. This phenomenon is supported by the ease of obtaining business permits from local governments. Generally, a café is a place that serves various beverages such as coffee and light snacks like bread and pastries. This venue is often used as a spot to relax, socialize, or work, while enjoying the available dishes. Cafés typically offer a comfortable and relaxed atmosphere, complemented by captivating decor [5].

Kalanan Cafe & Resto is one of the cafes in Nganjuk Regency that embraces a nature-inspired experience. Located on the slopes of Mount Wilis, this cafe offers panoramic mountain views and the cool, crisp air characteristic of highland regions. The main attraction of Kalenan Cafe & Resto lies in the blend of natural beauty with Swiss-style architectural design. In addition to serving as a cafe and restaurant, the venue also provides meeting facilities and a wedding venue. The cafe can accommodate approximately 80 guests across indoor, outdoor, and glamping areas. Daily visitor numbers range from 100 to 400 people, with a significant increase on weekends. This indicates that Kalenan Cafe & Resto holds great potential in the experience-based culinary industry..

Customer satisfaction is an emotional response that arises after customers compare their expectations with the experience they receive. This satisfaction is formed through a cognitive evaluation process of the product, service, and physical environment [6]. In the context of the

service industry, customer satisfaction serves as the primary indicator of a company's success. Satisfied customers are more likely to return and provide positive recommendations. Therefore, companies are required to have the capability to comprehensively identify and analyze customer preferences and expectations. The physical environment, or servicescape, is one of the aspects that influences consumer responses and behavior. In restaurants and cafes, the servicescape is the tangible manifestation of the service directly experienced by customers [7].

In addition to the servicescape, price is a key factor influencing customer satisfaction. Price represents the economic sacrifice made by consumers whether in material form or other forms of value to obtain ownership of or benefit from a product or service. Price perception is influenced not only by economic value but also by psychological factors and the perceived value of benefits [8]. Consumers will feel satisfied if the price paid is commensurate with the quality received. Conversely, a price considered too high can lead to dissatisfaction [9]. At Kalenan Cafe & Resto, the minimum spending policy and additional fees for camera use have sparked complaints from some consumers. This situation has the potential to lower visitor satisfaction levels.

Service quality is a crucial determining factor for achieving optimal customer satisfaction. Service quality serves as the primary indicator of a company's capability to align its operational standards to consistently meet consumer expectations. In other words, service quality is measured by how well a company maintains the relevance between what is promised and what customers actually receive. The gap between expectations and service reality can lead to dissatisfaction [8]. Some customers of Kalenan Cafe & Resto have expressed complaints regarding service speed and staff friendliness. Dissatisfaction with service can negatively impact the company's image. Disappointed customers may spread negative experiences to other potential customers. Conversely, high quality service can enhance customer loyalty and recommendations.

In the era of the experience economy, consumers do not merely purchase products but seek a holistic experience. The servicescape aspect profoundly influences the formation of opinions and user satisfaction. The quality of the physical environment provided by the company directly contributes to how consumers assess and perceive the value of the service [10]. The servicescape encompasses design, spatial layout, ambiance, and other physical elements experienced by customers. Current literature has demonstrated the influence of price, service quality, and servicescape on consumer satisfaction, although the conclusions drawn from various studies remain inconsistent. This diversity of results serves as a crucial basis for researchers to re-evaluate the relationships among these variables [11]. Although Kalenan Café & Resto has strengths in the physical environment (servicescape), this alone cannot fully guarantee visitor satisfaction. Based on a pre-survey of 10 consumers, approximately 30% of respondents expressed dissatisfaction with service quality and pricing policies, while the remaining 70% expressed satisfaction. This is because perceptions of price and service quality play a crucial role. Some consumers expressed dissatisfaction with service quality, including complaints regarding serving speed and staff friendliness. Additionally, the implementation of a minimum spending requirement in certain areas such as glamping, as well as charges for the use of professional cameras, are factors considered inappropriate and contribute to lowering visitor satisfaction levels.

Some studies treat the servicescape as an independent variable rather than a moderating variable. However, the servicescape has the potential to strengthen or weaken the influence of price and service quality. Therefore, research is needed to examine the role of the servicescape

as a moderating variable. This study focuses on a local nature-based experience café, namely Kalenan Cafe & Resto Nganjuk, which has rarely been empirically studied.

1.1. Statement of Problem

The high growth rate of the Food & Beverage (F&B) sector in Indonesia has intensified competition among café and restaurant operators. In the era of the experience economy, consumers consider not only products and prices but also service quality and the physical environment where services are provided. Although Kalenan Cafe & Resto Nganjuk possesses a competitive advantage in the form of a nature-based servicescape that distinguishes it from competitors, this advantage does not fully guarantee customer satisfaction. A number of consumers expressed dissatisfaction regarding service speed, staff friendliness, and pricing policies such as minimum spending requirements and certain additional fees. This situation indicates a gap between consumer expectations and the perceived value received. Previous research findings indicate that price and service quality influence consumer satisfaction; however, findings regarding the role of the servicescape remain inconsistent. Furthermore, most previous studies treated the servicescape as an independent variable rather than a moderating variable. Therefore, there is a need to re-examine the role of the servicescape as a moderating variable in the relationship between price, service quality, and customer satisfaction within the context of a local nature-based experience café such as Kalenan Cafe & Resto Nganjuk.

1.2. Research Objectives

This study was conducted to identify the significant factors influencing consumer satisfaction at Kalenan Cafe & Resto Nganjuk. Specifically, this study aims to determine how price affects consumer satisfaction at the study site, Kalenan Cafe & Resto Nganjuk. Furthermore, this research is designed to test the extent to which service quality makes a tangible contribution to consumer satisfaction. Additionally, this study seeks to demonstrate whether the servicescape functions as a significant moderating variable in the correlation between price and consumer satisfaction. Finally, this study aims to demonstrate the significance of the servicescape in moderating the influence of service quality on consumer satisfaction at Kalenan Cafe & Resto Nganjuk.

2. Method

To achieve the established research objectives, this study employs an explanatory quantitative research method. This method is applied to evaluate the influence of price and service quality on consumer satisfaction, while also testing the significance of the servicescape in its capacity as a moderating variable. The study's target population includes all consumers of Kalenan Cafe & Resto Nganjuk who have visited and utilized the cafe's services. The population in this study is infinite. The sampling technique used is non-probability sampling via the purposive sampling method. In this method, respondents are not selected randomly but are determined based on meeting specific criteria previously established by the researcher, namely gender, age, visit frequency, and estimated expenditure per visit at Kalenan Cafe & Resto Nganjuk. The determination of the sample size in this study was based on the analysis criteria applicable in Structural Equation Modeling-Partial Least Squares (SEM-PLS). Referring to these criteria, a representative sample size is 5 to 10 times the total number of indicators used in the research model. The data source used was primary data, which was collected independently through the distribution of questionnaires to relevant respondents

online using Google Forms, where respondents were provided with statements and answer options to fill out.

Data processing and analysis were conducted using the SmartPLS version 4.1.0.9 software via the SEM-PLS approach, as this method is suitable for analyzing latent constructs and research models involving moderating variables. The data analysis procedure began with an evaluation of the measurement model (outer model) to verify the quality of the research data. This stage serves as a filter to ensure that each item in the questionnaire is truly valid and reliable before hypothesis testing is conducted. Convergent validity in this study was assessed using factor loadings and Average Variance Extracted (AVE). Meanwhile, to ensure that each variable possesses distinct uniqueness, discriminant validity was tested using the *Fornell-Larcker* criteria and *cross-loadings*. The final stage of evaluation involves reliability testing using Cronbach's Alpha and Composite Reliability to confirm the internal consistency of the indicators in measuring the construct. The next step after ensuring data quality is structural equation modeling (SEM). This analysis is applied to confirm relationships among variables and measure the magnitude of functional influences occurring within the research model to address the proposed hypotheses [12] and [13].

The research variables are classified into three main categories: price (X1) and service quality (X2) as independent variables, consumer satisfaction (Y) as the dependent variable, and servicescape (Z) as the moderating variable. The price variable is measured through aspects of affordability, price alignment with quality and benefits, price competitiveness, and overall price reasonableness. The service quality variable is measured using the five dimensions of SERVQUAL: reliability, responsiveness, assurance, empathy, and tangibles. Servicescape is measured through indicators of environmental conditions, spatial layout and functionality, and the use of signs, symbols, and artifacts. Meanwhile, consumer satisfaction is measured through the alignment of expectations and performance, intention to revisit, willingness to recommend, minimal complaints, and consumer loyalty. Based on the relationships among these variables, the researcher developed a conceptual framework for the study as the basis for hypothesis testing. This conceptual framework serves as a logical guide in to predict the research outcomes to be achieved and to explain the causal relationships among the variables under study.

3. Results and Discussion

This study successfully gathered participation from 210 respondents, whose demographic characteristics are summarized in detail in Table 1. In terms of composition, the respondent profile was dominated by women, accounting for 62.7%, while male respondents contributed 37.3% of the total collected sample. In terms of age, the majority of respondents were in the 31–40 age range (31.4%). In terms of visit frequency, most respondents visited Kalenan Café & Resto 1–3 times per month (46.4%), with the highest expenditure per visit ranging from Rp100,000 to Rp150,000 (39.1%).

Table 1. Respondent Demographic Data

Demographics	Category	Frequency (N)	Percentage (%)
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Gender	Male	78	37,1
	Women	132	62,9
Age	< 20 years old	30	14,3
	21 – 25 years old	58	27,6
	26 – 30 years old	56	26,7
	31 – 40 years old	66	31,4
Frequency of Visits	First time	23	11,0
	1 – 3 times/month	97	46,2
	4 – 8 times/month	90	42,8
Expenses per Visit	< IDR50,000	39	18,6
	IDR 50,000 – IDR 100,000	75	35,7
	IDR100,000 – IDR150,000	82	39,0
	> Rp150.000	14	6,7

Measurement Model (*Outer Model*)

The purpose of *the Outer Model* is to verify the validity of the research instrument so that it can represent the latent construct consistently and accurately [14].

Convergent Validity

The evaluation of convergent validity serves to measure the level of correlation between indicators and their latent constructs. This is determined through an analysis of factor loadings, where high values indicate that the indicators have clustered and consistently represent the same dimension. According to technical standards, an indicator is considered to meet validity criteria if it has an absolute loading factor value above 0.70. If, during the testing process, an indicator is found to fail to meet this threshold, the step that must be taken is to eliminate or remove that indicator from the research model [15].

Table 2. Outer Loading

	Pricing	Quality of Service	Consumer Satisfaction	Servicescape
X1.1	0,747			
X1.2	0,818			
X1.3	0,756			
X1.4	0,861			
X1.5	0,774			
X2.1		0,754		
X2.2		0,832		
X2.3		0,799		
X2.4		0,784		
X2.5		0,801		
Y1.1			0,738	

Y1.2	0,784
Y1.3	0,742
Y1.4	0,763
Y1.5	0,775
Z1.1	0,785
Z1.2	0,831
Z1.3	0,801

Based on the test results presented in Table 2, it can be concluded that all indicators for the variables of price, service quality, servicescape, and customer satisfaction are valid. This is evidenced by the factor loading values obtained for each indicator, which are consistently above 0.70.

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) serves as a key indicator to affirm the discriminant validity among constructs. For discriminant validity to be met, it must be ensured that the square root of the AVE value is greater than the correlation between constructs, in addition to the requirement that the AVE value is recommended to exceed the threshold of 0.5 [16].

Table 3. Average Variance Extracted (AVE)

	Nilai AVE
Pricing	0,627
Quality of Service	0,631
Servicescape	0,650
Consumer Satisfaction	0,579

The results of the data analysis presented in Table 3 above show that the AVE values for the variables of price, service quality, servicescape, and consumer satisfaction are > 0.50 ; therefore, it can be concluded that the indicators used to measure the variables of price, service quality, servicescape, and consumer satisfaction are valid.

Discriminant Validity

Discriminant Validity is used to test whether the indicators of a construct show a high correlation with the indicators of a different construct. A construct is considered to have adequate discriminant validity if the correlation coefficients between the construct and its constituent indicators have higher values than its correlations with other constructs in the model. This indicates that the indicators are specific and unique in representing their own latent variables. This indicates that the latent construct is better able to predict its own measurement items than to predict the measurement items of other construct blocks [17].

Table 4. Fornell Larcker Criterion

	Pricing	Consumer Satisfaction	Quality of Service	Servicescape
Pricing	0,792			
Consumer Satisfaction	0,614	0,761		
Quality of Service	0,667	0,643	0,795	
Servicescape	0,536	0,468	0,424	0,806

The results of the data analysis presented in Table 4 show that the AVE values (note the diagonal) for the variables of price, service quality, service capacity, and customer satisfaction are greater than the correlation coefficients of these variables with the other variables. These results provide a strong basis for concluding that the variables of price, service quality, service capacity, and customer satisfaction are discriminant valid.

Cross Loading

Table 5. Cross Loading

	Pricing	Quality of Service	Consumer Satisfaction	Servicescape
X1.1	0,747	0,471	0,358	0,298
X1.2	0,818	0,527	0,526	0,496
X1.3	0,756	0,606	0,519	0,491
X1.4	0,861	0,538	0,534	0,489
X1.5	0,774	0,483	0,458	0,301
X2.1	0,469	0,754	0,457	0,335
X2.2	0,582	0,832	0,532	0,349
X2.3	0,515	0,799	0,487	0,333
X2.4	0,544	0,784	0,527	0,266
X2.5	0,530	0,801	0,543	0,400
Y1.1	0,430	0,385	0,738	0,236
Y1.2	0,510	0,517	0,784	0,409
Y1.3	0,456	0,553	0,742	0,408
Y1.4	0,457	0,468	0,763	0,383
Y1.5	0,476	0,496	0,775	0,314
Z1.1	0,410	0,283	0,368	0,785
Z1.2	0,482	0,366	0,377	0,831
Z1.3	0,406	0,375	0,386	0,801

The table above confirms that each indicator has a stronger correlation with its original construct than its cross-loading values with other variables. These results provide empirical

evidence that the indicators for price, service quality, *servicescape*, and customer satisfaction are unique and specific, thereby demonstrating that this research instrument meets the criteria for discriminant validity.

Reliability Test

To evaluate the consistency of indicators in measuring a variable, the Composite Reliability and Cronbach's Alpha criteria were used. According to Ghazali (2016), a variable is considered reliable if the values of both statistics exceed 0.05. The reliability test results show that the Cronbach's Alpha and Composite Reliability values for all variables met the criteria of being above 0.70; therefore, it can be concluded that all variables in this study are reliable and possess consistent measurement accuracy [18]. Composite Reliability is an instrument used to evaluate the level of consistency or reliability of a latent variable. A construct is considered to have adequate reliability and to be reliable within a research model if the resulting Composite Reliability value is greater than 0.7 [19].

Table 6. Composite Reliability dan Cronbach Alpha

	Cronbach's alpha	Composite reliability
Pricing	0,852	0,894
Quality of Service	0,854	0,895
Servicescape	0,730	0,848
Consumer Satisfaction	0,818	0,873

Based on the data in the table, the variables of price, service quality, *servicescape*, and customer satisfaction consistently show *Cronbach's Alpha* and *Composite Reliability* values above 0.70. Thus, it can be concluded that all variables in this study have a high level of internal consistency and are deemed reliable.

Structural Model (*Inner Model*)

The evaluation of the Inner Model (Structural Model) was conducted with the primary objective of testing and evaluating the significance of the relationships among latent constructs within the proposed model framework. One of the key instruments in evaluating *the Inner Model* is the R^2 (*R-square*) value. This value serves to measure the extent to which the independent variables collectively explain the variation in the dependent variable [20].

R-Square Test (R^2)

R^2 (*R-square*) is used to test the extent to which endogenous (independent) variables contribute to explaining the variation in exogenous (dependent) variables. The quality of a research or predictive model increases as the R^2 value rises. According to Chin (1998), there are specific criteria for evaluating R^2 for the dependent variable in a structural model: an R^2 value of 0.67 represents a model with a strong (*substantial*) predictive power, a value of 0.33 indicates a moderate category, while a value of 0.19 indicates a weak contribution of influence [18].

Table 7. R-square

	R-square
Consumer Satisfaction	0,512

The results of the above analysis show that the R-square value obtained for the consumer satisfaction variable is 0.512, indicating that 51.2% of the variation in consumer satisfaction is explained by the variables of price, service quality, and service capacity. The remaining 48.8% is explained by other variables not included in this study.

Effect Size Test (F^2)

F^2 is used to evaluate the strength of the influence between one variable and another in the model, as measured by the effect size. Chin (1998) established the following criteria for evaluating F^2 : the effect is considered weak if the F^2 value reaches 0.02, moderate if it reaches 0.15, and large if it reaches 0.35 [18].

Table 8. F-square

	Consumer Satisfaction
Pricing	0,057
Quality of Service	0,172
Servicescape x Pricing	0,036
Servicescape x Quality of Service	0,035

Based on the results of the analysis above, it can be seen that price has a small effect on consumer satisfaction, as indicated by the f^2 value of 0.057. Service quality has a moderate effect on customer satisfaction, as indicated by the f^2 value of 0.172. The interaction between servicescape and price has a small effect on consumer satisfaction, as indicated by the f^2 value of 0.036. The interaction between servicescape and service quality has a small effect on consumer satisfaction, as indicated by the f^2 value of 0.035.

Predictive Relevance Test (Q^2)

According to Marlina (2020), a model's predictive capability is measured via Q^2 (*Q-Square*) or Predictive Relevance. This test involves a *blindfolding* procedure to assess how well the model can accurately reconstruct observed values. If the Q^2 value is greater than 0 ($Q^2 > 0$), the model is said to have good observational values or adequate predictive relevance. Conversely, if the Q^2 value is equal to or less than 0 ($Q^2 \leq 0$), the observational values are deemed poor due to insufficient predictive relevance [21].

Table 9. Q^2 Result

	SSO	SSE	Q ² (=1-SSE/SSO)
Consumer Satisfaction	900,000	657,810	0,269

The data analysis yields Q² sebesar 0,269 > 0, so it can be concluded that the structural model in this study has adequate predictive relevance.

Hypothesis Testing

Hypothesis testing aims to assess the significance of relationships between latent constructs in the model. The hypothesis testing process relies on parameter coefficients and t-statistics extracted through bootstrapping analysis. The results in the Path Coefficients output are used to verify whether the relationships between constructs in the model are sufficiently significant. Overall, hypothesis testing serves to evaluate the strength and direction of the relationships between latent variables in the structural model [20]. Statistically, a hypothesis Declared accepted if it meets the following significance criteria:

- P-value < 0,05, indicating that the relationship between constructs has strong statistical significance at a 95% confidence level;
- or $[t\text{-statistics}] > 1,96$ (two-tailed) atau $> 1,64$ (one-tailed);
- The path coefficient serves as an indicator of the direction of the relationship between latent constructs, whether positive or negative, in accordance with the hypothesis formulation. Conversely, if the p-value is ≥ 0.05 or the t-statistic falls below the critical threshold, the hypothesis is not significant and is rejected, as the relationship between the latent variables is not statistically proven.

Table 10. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Price -> Consumer Satisfaction	0,254	0,260	0,096	2,649	0,008
Quality of Service - > Consumer Satisfaction	0,392	0,393	0,088	4,466	0,000
Servicescape x Price -> Consumer Satisfaction	-0,162	-0,172	0,105	1,544	0,123
Servicescape x Quality of Service -> Customer Satisfaction	0,201	0,208	0,102	1,970	0,049

Table 10 above yields the following results:

- The first hypothesis test yields a statistical t-value of $2.649 > 1.96$ and a p-value of $0.008 < 0.05$; H1 is proven, and it can be concluded that the price affects consumer satisfaction at Kalenan Cafe & Resto Nganjuk.
- In The second hypothesis test, the t-statistic was $4.466 > 1.96$ and the p-value was $0.000 < 0.05$; therefore, H2 was accepted, leading to the conclusion that service quality influences satisfaction of Kalenan Cafe & Resto Nganjuk consumers.

3. The test third hypothesis test yields a t-statistical value of $1.544 < 1.96$ and a p-value of $0.123 > 0.05$; H3 is rejected, leading to the conclusion that price does not influence customer satisfaction with servicescape as a moderating variable at Kalenan Cafe & Resto Nganjuk.
4. The test of the fourth hypothesis test yields a t-statistical of $1.970 > 1.96$ and a p-value of $0.049 < 0.05$; H4 is accepted, leading to the conclusion that service quality influences customer satisfaction with servicescape as a moderating variable at Kalenan Cafe & Resto Nganjuk.

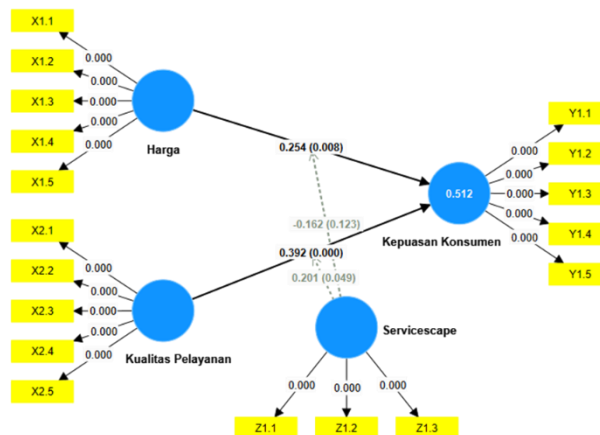


Figure 1. Conceptual framework

Source: SmartPLS processing data, 2026

Discussion

The Effect of Price on Consumer Satisfaction (H1)

The results of the statistical tests confirm that price has a positive and significant effect on customer satisfaction at Kalenan Cafe & Resto Nganjuk; therefore, the first hypothesis (H1) is accepted. This finding is supported by a path coefficient of 0.254, a *t-statistic* of 2.649, and a *p-value* of 0.008, which empirically meet the criteria for statistical significance ($p < 0.05$ and $t > 1.96$). These values indicate that an increase in positive perceptions of price will be followed by an increase in customer satisfaction. Thus, price is a factor that directly influences the satisfaction of cafe patrons.

In terms of the strength of influence, the price variable has an effect size (f^2) of 0.057, which is categorized as a small effect. Nevertheless, this small effect remains statistically significant and indicates that price remains an important consideration for consumers. In the context of Kalenan Cafe & Resto, consumers not only enjoy the natural experience but also evaluate the reasonableness of prices, including minimum spending policies and additional

fees. This suggests that a unique experience does not entirely eliminate consumers' sensitivity to price.

These findings align with empirical evidence from Café J'Kopi Pati, which shows a positive and significant influence of the price variable on consumer satisfaction [22]. Similarly, a study at Toko Leker Dara Beji Depok found that price significantly influences customer satisfaction [23]. In the context of Kalenan Cafe & Resto, although this café offers a unique natural experience, consumers still make rational evaluations of pricing policies such as minimum spending and additional fees. This indicates that atmosphere-based experiences do not entirely eliminate price sensitivity.

The Effect of Service Quality on Consumer Satisfaction (H2)

Statistical analysis confirms that service quality has a positive and significant effect on consumer satisfaction, thus the second hypothesis (H2) is accepted. This finding is supported by a path coefficient of 0.392, a t-statistic of 4.466, and a p-value of 0.000, representing a very strong level of significance in this research model. These values indicate that service quality has a greater influence than price in shaping consumer satisfaction.

In terms of the strength of influence, service quality has an effect size (f^2) of 0.172, which falls into the category of moderate influence. This indicates that service quality is a dominant factor in the research model. This finding is relevant to field conditions, where consumer complaints are often related to service speed and employee friendliness. When service quality improves, consumer satisfaction also increases significantly even in the presence of specific pricing policies.

These findings align with the results of a previous study at Senada Café, Garo City, Kampar, which confirmed that service quality has a positive and significant influence on consumer satisfaction [24]. Additionally, research at Café Kopi Sore states that service quality has a positive and significant influence on consumer satisfaction [2]. In the context of Kalenan Cafe & Resto, consumer complaints regarding service speed and staff friendliness indicate that service quality remains a critical area that significantly influences satisfaction perceptions.

The Role of Servicescape in Moderating the Influence of Price on Consumer Satisfaction (H3)

Based on the results of the third hypothesis test, it was found that servicescape was not proven to act as a moderating variable in the relationship between price and consumer satisfaction; therefore, H3 was rejected. This is evidenced by an interaction coefficient of -0.162 , a t-statistic of 1.544, and a p-value of 0.123, which do not meet the criteria for statistical significance ($p > 0.05$ and $t < 1.96$). Thus, statistically, servicescape is unable to strengthen or weaken the influence of price on consumer satisfaction.

Additionally, the effect size (f^2) of the interaction between servicescape and price is 0.036, which falls into the category of small effects. This value indicates that the moderating contribution of servicescape to the relationship between price and consumer satisfaction is relatively weak. This means that even though Kalenan Cafe & Resto has an attractive, nature-based physical environment, consumers still evaluate prices rationally and independently of the servicescape conditions.

These results align with research on Interaction Space, which found that the servicescape does not significantly influence consumer satisfaction [9]. Consumers remain sensitive to perceptions of price fairness even when in an attractive physical environment. In

the context of Kalenan Cafe & Resto, the natural scenery is not fully capable of compensating for dissatisfaction if prices are perceived as inappropriate.

The Role of Servicescape in Moderating the Influence of Service Quality on Consumer Satisfaction (H4)

Unlike the moderation effect on price, the research results indicate that the servicescape plays a significant role in moderating the relationship between service quality and consumer satisfaction, thus accepting the fourth hypothesis (H4). This is evidenced by an interaction coefficient of 0.201, a t-statistic of 1.970, and a p-value of 0.049, which meet the criteria for statistical significance. This finding indicates that the servicescape has a moderating role that strengthens the influence of service quality on consumer satisfaction.

The effect size (f^2) of the interaction between servicescape and service quality is 0.035, which is classified as small but remains statistically significant. This indicates that although the moderating contribution of servicescape is not large, its presence remains important in enhancing the service experience. A comfortable and attractive physical environment makes consumers appreciate the quality of service provided more.

These findings are consistent with a study at Villa Kurara Forest, which found that servicescape, service quality, and price each have a positive and significant effect on customer satisfaction [25]. Similarly, a study at The Cups & Co in Medan confirms that servicescape and service quality have a significant effect on consumer satisfaction, both individually and collectively [26].

4. Conclusion

Based on the presentation of results and the interpretation of data outlined above, the conclusions of this study can be formulated as follows:

1. Price was found to have a positive and significant effect on consumer satisfaction of Kalenan Cafe & Resto Nganjuk, with a coefficient of 0.254, t-statistics of 2.649, and a p-value of 0.008, so that H1 was accepted. Although the strength of its effect is relatively small ($f^2 = 0.057$), price remains an important factor in shaping consumer satisfaction.
2. The quality of service has a positive and significant effect on consumer satisfaction with a coefficient of 0.392, a t-statistics of 4.466, and a p-value of 0.000, so H2 is accepted. This variable has the most dominant influence with a moderate effect size ($f^2 = 0.172$) compared to other variables.
3. Servicescape was not found to moderate the influence of price on consumer satisfaction with a coefficient of -0.162 , t-statistics 1.544, and p-value of 0.123, so H3 was rejected. The f^2 value of 0.036 indicates that the contribution of servicescape moderation to this relationship is weak.
4. Servicescape was found to significantly moderate the influence of service quality on customer satisfaction with a coefficient of 0.201, t-statistics of 1.970, and p-value of 0.049, so that H4 is accepted. Although it has a small effect size ($f^2 = 0.035$), servicescape is clearly capable of enhancing the effectiveness of service in creating satisfaction for consumers.

Content Attribution (If Using AI Assistance)

The author utilized several artificial intelligence technologies, namely Google Gemini and Perplexity AI. Google Gemini is an AI-based language model developed by Google. The use of this AI was limited to refining the writing, such as correcting sentence structure and grammar, as well as assisting with initial research on concepts related to servicescape, price, service quality, and customer satisfaction. Google Gemini is also used to paraphrase certain sections of text while preserving the original meaning, but presented with different word choices and sentence structures. Meanwhile, Perplexity AI is utilized as an AI-powered search engine to identify credible references in the form of journals and scientific articles that have a DOI (Digital Object Identifier) a permanent identifier for digital scientific articles used as sources in research. None of the results generated by AI are used directly without verification; instead, they have been reviewed, corrected, and adjusted by the author to ensure accuracy, originality, and adherence to scientific standards. The entire process from data analysis and presentation of research results to drawing conclusions is fully conducted by the author based on data obtained from the research subjects. Thus, the author remains the primary decision maker, while artificial intelligence serves only as a tool to enhance the quality and efficiency of the writing process.

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