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The Influence of Price, Product Quality, and Service Quality on Customer Satisfaction of the President's Es Teh Franchise, Tembalang Branch in Semarang City

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Abstract: *The increasingly competitive development of the contemporary tea-based beverage industry requires business actors to understand the factors that influence customer satisfaction. This study aims to analyze the influence of price, product quality, and service quality on customer satisfaction at the Es Teh Presiden franchise, Tembalang branch, Semarang City, both partially and simultaneously. The study used a quantitative approach with an associative causality design. The study population was all consumers of the Es Teh Presiden franchise, Tembalang branch, with an unknown population size, while a sample of 96 respondents was determined using the Lemeshow formula. Data were collected through a five-point Likert scale questionnaire, then analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and coefficients of determination. The results showed that price and product quality had a positive and significant effect on customer satisfaction, while service quality did not have a significant effect partially. Simultaneously, price, product quality, and service quality had a significant effect on customer satisfaction with a coefficient of determination of 34.6%. In conclusion, customer satisfaction is more influenced by perceptions of price and product quality than service quality, so companies need to prioritize product quality consistency and competitive pricing to increase customer satisfaction.*

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Introduction

The culinary industry in Indonesia, particularly in contemporary tea-based beverages, is experiencing rapid growth in line with changing lifestyles that prioritize convenience. Competition among businesses is also intensifying, requiring companies to understand changing consumer preferences to remain competitive (Kotler & Keller, 2016).

The Tembalang area of Semarang City, dominated by students, is a potential market for contemporary beverage businesses, including the President Ice Tea Franchise. Consumers' trend-following yet price-sensitive nature necessitates companies implementing strategies that maintain customer satisfaction amidst intense competition.

Initial observations indicate that customer satisfaction at the President's Es Teh Franchise in Tembalang remains volatile. Consumers tend to switch to other brands due to price differences and complaints regarding the transparency of additional fees. Schiffman and Wisenblit (2015) stated that the perception of fair pricing plays a role in increasing satisfaction and reducing consumer desire to switch to competing products.

Problems were also found in product quality and service. Unstable taste consistency and long service times due to limited facilities have the potential to reduce customer satisfaction. Garvin and Lovelock (2011) emphasized that consistent product quality is the basis of competitive advantage, while Parasuraman, Zeithaml, and Berry, in Tjiptono (2019), stated that service reliability and responsiveness are key factors in consumer assessments.

This study aims to analyze the influence of price, product quality, and service quality on customer satisfaction at the Es Teh Presiden franchise, Tembalang branch, both partially and simultaneously. This research is important because it provides a basis for improving marketing strategies and provides novelty through reexamining the results of previous studies that still show different findings regarding the influence of these three variables on customer satisfaction.

Research methods

This study uses a quantitative approach with an associative causality research type to analyze the effect of Price (X_1), Product Quality (X_2), and Service Quality (X_3) on Customer Satisfaction (Y) at the President Es Teh Franchise, Tembalang branch, Semarang City. The quantitative approach was chosen because the research data was converted into numerical form so that it could be analyzed objectively using statistical techniques, while the associative causality design was used to measure the causal relationship between research variables (Sugiyono, 2018; Sekaran & Bougie, 2016). The independent variables in this study consist of price, product quality, and service quality, while the dependent variable is customer satisfaction. Measurement of each variable refers to price indicators according to Kotler and Armstrong (2018), product quality according to Hair et al. (2019), service quality according to Tjiptono (2019), and customer satisfaction according to Schiffman and Wisenblit (2019).

The research population was all consumers who had ever made a purchase at the President Es Teh Franchise, Tembalang branch, Semarang City. Because the population size was not known with certainty, the population was categorized as an unlimited population (Sugiyono, 2018). The sample size was determined using the Lemeshow formula with a 95 percent confidence level and a 10 percent margin of error, resulting in a minimum sample size of 96.04 respondents. To meet the needs of statistical analysis, the number was rounded up to 100 respondents selected according to research criteria (Sekaran & Bougie, 2016; Sugiyono, 2018).

The research instrument used a questionnaire with a five-point Likert scale, ranging from Strongly Disagree to Strongly Agree, which was compiled based on the indicators of each research variable (Sugiyono, 2018). Primary data were obtained by distributing questionnaires to respondents, while secondary data were obtained from books, scientific journals, and relevant documents (Sekaran & Bougie, 2016). Before testing the hypothesis, the instrument was tested for validity using Pearson Product Moment correlation and reliability using Cronbach's Alpha coefficient (Ghozali, 2018; Sekaran & Bougie, 2016). Data analysis included descriptive analysis, classical assumption tests consisting of normality tests using One Sample Kolmogorov Smirnov, heteroscedasticity tests using the Glejser Test, and multicollinearity tests using Tolerance and Variance Inflation Factor values (Hair et al., 2019; Ghozali, 2018). Hypothesis testing was carried out through multiple linear regression analysis, partial tests (t-test), simultaneous tests (F-test), and coefficient of determination (Adjusted R^2) with the help of statistical software (Ghozali, 2018; Sugiyono, 2018).

The research procedure began with the preparation of instruments based on predetermined variable indicators, then continued with the distribution of questionnaires to respondents who met the

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research criteria at the President Es Teh Franchise, Tembalang branch, Semarang City. The collected data were then tabulated and the quality of the instruments was tested through validity and reliability tests, then classical assumption testing was carried out as a prerequisite for regression analysis. The final stage of the research was to conduct multiple linear regression analysis along with t-tests, F-tests, and coefficients of determination to examine the effect of price, product quality, and service quality on customer satisfaction and draw conclusions based on the results of the analysis obtained (Sugiyono, 2018; Ghozali, 2018).

Results and Discussion

Respondent Characteristics

Table 1 Respondent Characteristics Based on Gender

Gender	Amount	Presentation
Man	41	42.7%
Woman	55	57.3%
Total	**96**	**100%**

Based on the research results, the majority of respondents were female, with 55 respondents (57.3%) identifying as female, while 41 respondents (42.7%) identified as male. This indicates a higher participation rate among female shoppers in the study.

Table 2 Respondent Characteristics Based on Age

Age	Amount	Percentage
7 – 12 years	0	0%
13 – 18 years	13	13.5%
19 – 25 years old	67	69.8%
26 – 30 years old	11	11.5%
< 30 years	5	5.2%
Total	**96**	**100%**

The table above shows that the 7-12 year old age group has no respondents, while the 19-25 year old age group has the highest number of respondents, namely 67 people or 69.8%. The 13-18 year old group has 13 people or 13.5%, the 26-30 year old group has 11 people or 11.5%, and the age group <30 has 5 people or 5.2%.

Table 3 Respondent Characteristics Based on Status/Occupation

Status/Occupation	Amount	Percentage
Students	67	69.8%
Employee	19	19.8%
Businessman	7	7.3%
Other	3	3.1%
Total	**96**	**100%**

Based on the table above, it shows that the status/occupation of 96 respondents consists of 67 people or 69.8% students, 19 people or 19.8% employees, 7 people or 7.3% entrepreneurs, and 3 people or 3.1% others such as housewives and teachers.

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Descriptive Research Variables

Table 4 Respondents' Achievement Level

Percentage of Achievement	Criteria
0% - 35%	Not good
36% - 50%	Not good
51% - 65%	Enough
66% - 84%	Good
85% - 100%	Very good

Table 5 Summary of Respondents' Responses to Price (X1)

No.	Pernyataan	Pilihan					N	SKOR	MEAN	TCR (%)	KATEGORI
		STS (1)	TS (2)	N (3)	S (4)	SS (5)					
Keterjangkauan Harga											
1	Pilihan menu yang ditawarkan memiliki variasi harga yang pas.	0	1	19	57	19	96	382	3,98	79,58	Baik
Kesesuaian Harga dengan Kualitas Produk											
2	Cita rasa yang menyegarkan sepadan dengan nominal harga produk.	0	1	9	60	26	96	399	4,16	83,13	Baik
Daya Saing Harga											
3	Harga Es Teh Presiden lebih terjangkau dari kompetitor sejenis.	0	7	44	34	11	96	337	3,51	70,21	Baik
Kesesuaian Harga dengan Manfaat											
4	Uang yang dikeluarkan memberikan manfaat adil untuk meredakan haus.	0	1	20	54	21	96	383	3,99	79,79	Baik

Based on the table above, it is known that the Price variable has four indicators, each with one question. The table above shows that price is the statement that received the best response, with an average score of 4.16. Furthermore, the respondent's achievement level ranged from 70.21% to 83.13%, indicating that the respondents were in the good category.

Table 6 Summary of Respondents' Responses to Service Quality (X2)

No.	Pernyataan	Pilihan					N	SKOR	MEAN	TCR (%)	KATEGORI
		STS (1)	TS (2)	N (3)	S(4)	SS (5)					
Rasa dan Aroma (*Permormance*)											
1	Manis dan kepekatan teh pas serta nyaman di tenggorokan.	0	0	23	55	18	96	379	3,95	78,96	Baik
Konsisten Produk (*Consistency*)											
2	Rasa es teh yang saya beli selalu konsisten dari hari ke hari.	0	4	29	45	18	96	365	3,80	76,04	Baik
Ketahanan Kesegaran (*Durability*)											
3	Es batu tidak cepat mencair sehingga kesegaran teh terjaga saat dibawa.	2	7	35	42	10	96	339	3,53	70,63	Baik
Kebersihan Porsi dan Kemasan (*Conformance to Specification*)											
4	Plastik penutup (cup sealer) terpasang rapi, rapat, dan higienis.	2	0	14	43	37	96	401	4,18	83,54	Baik

Based on the table above, it is known that the Product Quality variable has four indicators, each with one question. The table above shows that product quality is a statement that has a good response, with an average score of 4.18. Furthermore, the respondent achievement level ranged from 70.63% to 83.54%, indicating that the respondents were in the good category.

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Table 7 Summary of Respondents' Responses to Service Quality (X3)

No.	Pernyataan	Pilihan					N	SKOR	MEAN	TCR (%)	KATEGORI
		STS (1)	TS (2)	N (3)	S(4)	SS (5)					
Bukti Fisik (*Tangibles*)											
1	Kebersihan gerai selalu terjaga dan papan daftar menu dan informasi harga terlihat jelas serta mudah dibaca.	0	3	16	48	29	96	391	4,07	81,46	Baik
Keandalan (*Reliability*)											
2	Kasir teliti mencatat pesanan dan akurat memberikan uang kembalian.	0	1	10	60	25	96	397	4,14	82,71	Baik
Daya Tanggap (*Responsiveness*)											
3	Karyawan sigap meracik minuman sehingga waktu antrean tidak lama.	0	0	18	61	17	96	383	3,99	79,79	Baik
Jaminan (*Assurance*)											
4	Proses pembuatan produk terbuka, bersih, dan terjamin higienis.	0	2	20	44	30	96	390	4,06	81,25	Baik
Empati (*Empathy*)											
5	Karyawan melayani dengan senyuman ramah dan sikap yang sopan.	1	3	16	48	28	96	387	4,03	80,63	Baik

Based on the table above, it is known that the Service Quality variable has five indicators, each with one question. The table above shows that service quality is a statement that has a good response, with an average score of 4.14. Furthermore, the respondent achievement level ranged from 79.79% to 82.71%, indicating that the respondents were in the good category.

Table 8 Summary of Respondents' Responses to Customer Satisfaction (Y)

No.	Pernyataan	Pilihan					N	SKOR	MEAN	TCR (%)	KATEGORI
		STS (1)	TS (2)	N (3)	S(4)	SS (5)					
Kesesuaian Ekspetasi											
1	Rasa produk dan pelayanan gerai Es Teh Presiden sesuai harapan awal saya.	0	0	32	50	14	96	366	3,81	76,25	Baik
Minat Pembelian Ulang (*Repeat Purchase*)											
2	Saya tertarik untuk kembali membeli Es Teh Presiden lagi.	1	1	21	64	9	96	367	3,82	76,46	Baik
Ketersediaan Merekomendasikan (*Word of Mouth*)											
3	Saya bersedia menyarankan produk ini kepada teman atau keluarga.	0	1	28	47	20	96	374	3,90	77,92	Baik
Ketiadaan Keluhan / Komplain											
4	Saya selalu mendapat apa yang diinginkan dan tidak pernah kecewa.	0	2	27	53	14	96	367	3,82	76,46	Baik

Based on the table above, it is known that the Customer Satisfaction variable has four indicators, each with one question. The table above shows that customer satisfaction is a statement that has a good response, with an average value of 3.90. Furthermore, the respondent achievement level ranged from 76.25% to 77.92%, indicating that the respondents were in the good category.

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Data Quality Test

Table 9 Validation Test

No	Validasi		R Hitung	Kondisi	R Tabel	Hasil
1	Harga	X1.1	0,724	>	0,2006	Valid
		X1.2	0,680	>	0,2006	Valid
		X1.3	0,712	>	0,2006	Valid
		X1.4	0,670	>	0,2006	Valid
2	Kualitas Produk	X2.1	0,621	>	0,2006	Valid
		X2.2	0,780	>	0,2006	Valid
		X2.3	0,793	>	0,2006	Valid
		X2.4	0,698	>	0,2006	Valid
3	kualitas Layanan	X3.1	0,769	>	0,2006	Valid
		X3.2	0,712	>	0,2006	Valid
		X3.3	0,695	>	0,2006	Valid
		X3.4	0,727	>	0,2006	Valid
		X3.5	0,728	>	0,2006	Valid
4	Kepuasan Pelanggan	Y1	0,716	>	0,2006	Valid
		Y2	0,673	>	0,2006	Valid
		Y3	0,777	>	0,2006	Valid
		Y4	0,777	>	0,2006	Valid

Based on the results of validity testing of all statements of the research instrument distributed to the sample respondents, data obtained that the calculated r-value (Corrected Item-Total Correlation) for all variable indicators of Price (X1), Product Quality (X2), Service Quality (Y), and Customer Satisfaction (Y). Because all calculated r-values > r-table indicate a positive correlation direction, all statements in this questionnaire are declared valid and can be used for research data collection.

Table 10 Reliability Test

No	Variabel	*Cronback Alpha*	Kondisi	Nilai Standarisasi	Hasil
1	Harga	0,642	>	0,60	Reliabel
2	Kualitas Produk	0,699	>	0,60	Reliabel
3	Kualitas Layanan	0,771	>	0,60	Reliabel
4	Kepuasan Pelanggan	0,719	>	0,60	Reliabel

Based on the results of reliability testing of each variable construct using the assistance of a statistical data processing program, the Cronbach's Alpha (α) coefficient values produced for each variable are described in detail.

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Classical Assumption Test

Table 11 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.63899309
Most Extreme Differences	Absolute	.079
	Positive	.061
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.163[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the results of the normality test using Kolmogorov-Smirnov, the Asymp. Sig. value was obtained as 0.163 > 0.05. Thus, it can be concluded that the data is normally distributed.

Table 12 Heteroscedasticity Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.395	.937		.421	.674
	TOTAL_X1	.005	.069	.010	.073	.942
	TOTAL_X2	.001	.064	.003	.023	.982
	TOTAL_X3	.039	.056	.102	.693	.490
a. Dependent Variable: ABS_RES						

The estimation results show a significance value (Sig.) of the Price variable (X1) of 0.942, the Product Quality variable (X2) of 0.982, and the Service Quality variable (X3) of 0.490. Because the significance value of the three independent variables is consistently above the standard criteria figure of 0.05, then in this regression model there is no inequality of residual variance or it is declared free from heteroscedasticity problems.

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Table 13 Multicollinearity Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.626	1.540		3.653	.000		
	TOTAL_X1	.084	.114	.080	.739	.462	.607	1.647
	TOTAL_X2	.317	.106	.358	3.004	.003	.502	1.993
	TOTAL_X3	.173	.093	.224	1.870	.065	.494	2.025
a. Dependent Variable: TOTAL_Y								

Based on the test results, it is known that the tolerance value of variable X1 = 0.607, X2 = 0.502, and X3 = 0.494. Then it is also known that the VIF of variable X1 = 1.647, X2 = 1.993, and X3 = 2.025. Therefore, all variables have a tolerance value > 0.10 and VIF < 10. The conclusion is that the regression model does not experience multicollinearity.

Multiple Regression Analysis

Table 14 Multiple Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.626	1.540		3.653	.000
	TOTAL_X1	.084	.114	.080	.739	.462
	TOTAL_X2	.317	.106	.358	3.004	.003
	TOTAL_X3	.173	.093	.224	1.870	.065
a. Dependent Variable: TOTAL_Y						

Based on the table above, it is known that the constant value (a) is 5.626. Meanwhile, the regression coefficient value for Price is 0.084, Product Quality is 0.317, and Service Quality is 0.173. The multiple linear regression equation is obtained as follows:

Y = 5.6.26 + 0.084X1 + 0.317X2 + 0.173X3 +e

The detailed interpretation of the above parameter figures is outlined as follows:

1. The constant value of 5.626 indicates that if all independent variables including Price (X1), Product Quality (X2), and Service Quality (X3) are assumed to have a constant value or equal to zero (0), then the value of the dependent variable Customer Satisfaction (Y) is 5.626.
2. The coefficient of the Price variable (X1) is 0.084: Indicates a positive direction of influence, where every increase or improvement in the quality of the Price perception (X1) by one unit, assuming that other variables remain constant, the Customer Satisfaction value (Y) is predicted to increase by 0.084.
3. The coefficient of the Product Quality Variable (X2) is 0.317: Indicates a positive direction of influence, which means that every increase in Product Quality (X2) by

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one unit will encourage an increase in the level of Customer Satisfaction (Y) by 0.317 units, assuming that other independent variables have constant values.

4. The regression coefficient of the Service Quality variable (X3) is 0.173: Indicates the most dominant positive contribution, which means that if Service Quality (X3) is increased by one unit, it will increase Customer Satisfaction (Y) by 0.173 units.

Hypothesis Testing

Table 15 Partial Test Results (T-Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.626	1.540		3.653	.000
	TOTAL_X1	.084	.114	.080	.739	.462
	TOTAL_X2	.317	.106	.358	3.004	.003
	TOTAL_X3	.173	.093	.224	1.870	.065
a. Dependent Variable: TOTAL_Y						

Table 16 Description of Partial Test Results (t-Test)

Variabel	T-Hitung	T-Tabel	Sig	Kriteria	Hasil
Harga (X1)	0,739	1,66159	0,462	0,5	Berpengaruh
Kualitas Produk (X2)	3,004	1,66159	0,003	0,5	Berpengaruh
Kualitas Layanan (X3)	1,87	1,66159	0,065	0,5	Berpengaruh

Based on the results of the T-test, the following conclusions can be drawn:

1. The Price variable (X1) has a significance value of 0.462 (<0.05). In addition, it is known that the T-count (0.739) > T-table (1.66159). Thus, it can be concluded that Price (X1) has a positive and significant effect on Customer Satisfaction (Y).
2. The Product Quality variable (X2) has a significance value of 0.003 (<0.05). In addition, it is known that the T-count (3.004) > T-table (1.66159). Thus, it can be concluded that Product Quality (X2) has a positive and significant effect on Customer Satisfaction (Y).
3. The Service Quality variable (X3) has a significance value of 0.065 (> 0.05). In addition, it is known that the T-count (1.870) < T-table (1.66159). Thus, it can be concluded that Service Quality (X3) influences Customer Satisfaction (Y).

Table 17 Simultaneous Test Results (F-Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.760	3	44.920	16.194	.000[b]
	Residual	255.198	92	2.774		
	Total	389.958	95			
a. Dependent Variable: TOTAL_Y						
b. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2						

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Table 18 Description of Simultaneous Test Results (F-Test)

Variabel	F-Hitung	F-Tabel	Sig	Kriteria	Hasil
X1, X2, dan X3	16,194	2,704	0,000	0,5	Berpengaruh

Based on the results of the simultaneous test (F-test), the significance value is known to be 0.000 (<0.05). In addition, the F-count (16.194) > F-table (2.704). Thus, it can be concluded that the variables Price (X1), Product Quality (X2), and Service Quality (X3) simultaneously / jointly influence the Customer Satisfaction variable (Y).

Table 19 Test of the Coefficient of Determination (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588[a]	.346	.324	1.666

a. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

Based on the table above, the coefficient of determination is 0.346. This indicates that 34.6% of the Customer Satisfaction variable (Y) can be explained by the variables Price (X1), Product Quality (X2), and Service Quality (X3). Meanwhile, the remaining 65.4% of the Customer Satisfaction variable (Y) is influenced by variables outside the study.

Discussion of Research Results

1. The Effect of Price (X1) on Customer Satisfaction (Y)

Based on the results of data testing, it can be seen that the Price variable (X1) has a T-count (0.739) > T-table of (1.66159) and a significance value of 0.462 (<0.05). Therefore, it can be concluded that the Price variable (X1) has a significant positive effect on Customer Satisfaction (Y).

This means that achieving optimal economic value, where the financial sacrifice of the money spent by the customer is directly proportional to or feels more profitable than the direct use of the product, will stimulate the formation of a high sense of satisfaction. Conversely, if the company sets an excessively high price without being accompanied by adequate added value, it will certainly disappoint consumer expectations and drastically reduce their satisfaction index. The first hypothesis (H1) in this study is accepted.

2. The Influence of Product Quality (X2) on Customer Satisfaction (Y)

Based on the results of data testing, it can be seen that the Product Quality variable (X2) has a T-count (3.004) > T-table (1.66159) and a significance value of 0.003 (<0.05). Therefore, it can be concluded that the Product Quality variable (X2) has a significant positive effect on Customer Satisfaction (Y).

This means that if the product characteristics are able to meet or even exceed the initial expectations and actual needs of consumers, a positive perception will immediately be built in their minds, which in the next phase will trigger a deep sense of satisfaction and foster loyal repurchase intentions for the brand. The second hypothesis (H2) in this study is accepted.

3. **The Influence of Service Quality (X3) on Service Satisfaction (Y)**

Based on the results of data testing, it can be seen that the Service Quality variable (X3) has a T-count (1.870) < T-table (1.66159) and a significance value of 0.065 (> 0.05). Therefore, it can be concluded that the Service Quality variable (X3) has a significant effect on Customer Satisfaction (Y).

This means that a service process that is fast, transparent, solution-oriented, friendly, and full of personal attention makes customers feel highly valued, thereby strengthening their loyalty

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and satisfaction when using the company's services or products. The third hypothesis (H3) in this study is accepted.

4. **The Influence of Price (X1), Product Quality (X2), and Service Quality (X3) on Customer Satisfaction (Y)**

   Based on the results of data testing, it can be seen that Price (X1), Product Quality (X2), and Service Quality (X3) have an F-count of 16.194 and an F-table of 2.704. In addition, all three variables have a significance value of 0.000 (<0.05). Therefore, it can be concluded that the three independent variables simultaneously / together influence Customer Satisfaction (Y).

   This means that even though one variable X has no effect, when the three are combined in one model, the combination is still able to explain the variation in Y significantly. The fourth hypothesis (H4) in this study is accepted.

Conclusion

This study shows that partially, price and product quality have a positive effect on customer satisfaction at the President Es Teh Franchise, Tembalang branch, while service quality does not have a significant effect. Simultaneously, price, product quality, and service quality are proven to have a significant effect on customer satisfaction. The results of the coefficient of determination indicate that the three variables are able to explain 34.6% of the variation in customer satisfaction, while the remaining 65.4% is influenced by other factors outside the research model. These findings indicate that the perception of appropriate prices and consistent product quality are the main factors in shaping customer satisfaction in the contemporary beverage business at the research location.

This study has limitations because it was only conducted at one President Es Teh Franchise outlet in the Tembalang area with 96 respondents, so the results cannot be generalized to all branches or other regions. In addition, there are still other factors beyond price, product quality, and service quality that have not been analyzed, but have the potential to influence customer satisfaction. Therefore, further research is recommended to expand the scope of the research location, increase the number of respondents, and add other relevant variables to be able to provide a more comprehensive explanation. Practically, the results of this study provide input for the management of the President Es Teh Franchise to maintain a competitive pricing policy, maintain consistent product quality, and continuously evaluate service quality to improve customer satisfaction sustainably.

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