

The Effect of Price Perception, the Physical Evidence Dimension, and the Responsiveness Dimension on Customer Satisfaction at Ah Pek Kopitiam in Depok

Titiek Irewati

Universitas Gunadarma Depok, Indonesia

Email: titiekirewati2@gmail.com

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Abstract

The rapid growth of the culinary industry in Indonesia, particularly the increasing popularity of Kopitiam establishments, has intensified competition. To succeed, businesses like Ah Pek Kopitiam must understand the key drivers of customer satisfaction. Objective: This study aims to analyze the effect of price perception, the physical evidence dimension, and the responsiveness dimension on customer satisfaction at Ah Pek Kopitiam, Depok. Methods: This research employs a quantitative approach with a causal design. A sample of 100 respondents was selected using a convenience sampling technique. Data were collected through a structured questionnaire using a Likert scale and analyzed using multiple linear regression. Findings: The results show that price perception (X1), physical evidence (X2), and responsiveness (X3) each have a partial and significant positive effect on customer satisfaction. The regression model is $Y = 6.439 + 0.221X1 + 0.225X2 + 0.233X3$. Simultaneously, these three variables have a significant effect on customer satisfaction, with an R^2 value of 0.452. This indicates that 45.2% of customer satisfaction can be explained by these three variables, while the remaining 54.8% is influenced by other factors not examined in this study. Conclusion and Implication: This study confirms that price perception, physical evidence, and responsiveness are important determinants of customer satisfaction at Ah Pek Kopitiam. To enhance customer satisfaction, the management should focus on improving the speed of service, optimizing competitive pricing, and maintaining the quality of the physical environment, as these aspects are highly valued by customers. Keywords: Price Perception, Physical Evidence, Responsiveness, Customer Satisfaction, Kopitiam.

INTRODUCTION

Indonesian people are people who have a penchant for gathering, having fun while eating fun food and drinks. This craze makes the culinary business in Indonesia always grow. Data from the Central Bureau of Statistics states that until 2024 there will be around 5.3 million culinary businesses (restaurants and restaurants), which is an increase of 25% compared to 2016. The culinary business also plays a major role in providing jobs with a total of nearly 10 million workers and a turnover of 1007 T rupiah in this culinary sector (BPS, 2025). One of the culinary businesses that is active in Indonesia is Ah Pek Kopitiam. Kopitiam is a Hokkien term for a coffee shop with a classic interior and Peranakan food. Nowadays, this coffee shop not only offers coffee and *tarik* tea but also Peranakan *Chinese food* such as noodles, laksa, *claypot* and *dimsum* (Hidayat, 2026).

The large number of business actors in the culinary sector makes Ah Pek Kopitiam determine the price and quality of service as a competitive advantage (Azman et al., 2025; Zainol et al., 2015). The Ayang Café: From crew to kopitiam owner. In today's tight economic conditions, price conformity tends to affect people's choice to consume something (Sitompul and Gultom, 2025). Price strategies significantly affect customer satisfaction (Farensia and Ritonga, 2025). Culinary business is a business related to the service offered to consumers, consumer perception of service affects loyalty which plays a role in the business continuity of a coffee shop (Atmaja and Adiwinata, 2013).

According to Wilson, Zeithml, Bitner and Gremler (2016), service quality consists of five dimensions that support each other to cause customer satisfaction with a product or service. The five dimensions are: (1) reliability (2) responsiveness (3) assurance (4) empathy (5) physical evidence.

The optimization of the five dimensions of service quality is expected to make consumers feel satisfied and make them loyal customers (Chen et al., 2019; Gupta et al., 2023). Boesroh (2024) stated that service quality has a significant effect with a positive direction on consumer satisfaction.

In this study, the researcher chose to focus on the influence of the physical evidence dimension on consumer satisfaction of Ah Pek Kopitiam. At this time, the Ah Pek Kopitiam shop which originated in Surabaya has spread across several major cities and the location of the shop that became the object of observation is the Ah Pek Kopitiam shop on Jalan Margonda Raya 291, Depok city.

Often consumers visit a culinary location because they feel that the place is fun (Amerta & Madhavi, 2023; Singh et al., 2023). Attractive interior design, comfortable layout, cleanliness and available amenities have the potential to create a sense of pleasure for consumers. The atmosphere of the dining place also affects consumer satisfaction (Najhan et al., 2022; Putri and Dana, 2026; To & Leung, 2023).

The dimension of the responsiveness of the business premises to consumer desires is also one of the aspects that want to be observed (Ngah et al., 2022; Rathnasiri et al., 2025). Consumers' positive perception of the tavern's ability to respond to wants and preferences is expected to make the reputation of the tavern even better.

This research is novel as it applies these three variables specifically to the Ah Pek Kopitiam at Margonda Raya 291, Depok. While previous studies have examined elements of service quality in various café settings, the unique combination of price perception with the physical evidence and responsiveness dimensions in a Peranakan-themed restaurant context in Depok is less explored.

The urgency of this research lies in the need to provide data-driven insights for the management of Ah Pek Kopitiam to understand the specific drivers of satisfaction for its customer base. The research objectives are to determine: (1) the partial effect of price perception, physical evidence, and responsiveness on customer satisfaction; and (2) the simultaneous effect of these three variables on customer satisfaction at Ah Pek Kopitiam, Depok. The contribution of this research is to provide actionable insights for management to improve their marketing and operational strategies and to enrich the academic literature on service marketing in the culinary

METHOD

This study aims to determine the influence of perception on price, the dimension of physical evidence and the dimension of responsiveness on consumer satisfaction of customers of the Ah Pek Kopitiam coffee shop located on Jalan Margonda 291, Depok city. In this study, the research subjects were customers who have used services or products from the Ah Pek Kopitiam coffee shop.

The source of data in this study is primary data, namely by distributing questionnaires to consumers randomly at the location, from May 10 to May 31, 2026. The distribution of this questionnaire is to obtain an adequate number of respondents according to the calculation of the number of samples used in this study, namely:

Number of samples (n) = $1 / \alpha^2$

(Kazmier and Pohl, 1987)

This formula is used because there is no information about the population so it only uses the level of data trust as the standard. The confidence level of the data used is 90% so that the alpha value (α) = 10%. According to the formula, the minimum number of respondents is 100 respondents.

Research Variables

Research variables are anything that is researched, measured or controlled in research to analyze the influence or relationship between factors.

Independent variables/independent variables: independent variables or independent variables are variables that are thought to affect dependent variables. In this study, the independent variables are:

X1 = price perception

X2 = perception of the dimension of physical evidence

X3 = perception of responsiveness dimension

Dependent / bound variable: dependent or bound variable is a variable that is the target of the influence of independent variables. In this study, the dependent variables are:

Y = customer satisfaction

Data Processing

The questionnaire in this survey is a closed question with a qualitative choice of answers, namely strongly agree (SS), agree (S), neutral (N), disagree (TS) and strongly disagree (STS). To facilitate data processing, the answer options are scored as follows:

Table 1. Scoring the answer choice

Answer Options	Score
Strongly agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly disagree (STS)	1

Source: Adapted from Likert (1932).

The data analysis method to answer the research objectives by using Multiple Linear Regression by fulfilling the classical assumption test of statistical tests: normality, multicollinearity, and heteroscedasticity test.

Data processing with the help of the SPSS 25 program.

RESULTS AND DISCUSSION

Respondent Profile

Based on the results of the distribution of the questionnaire to Ah Pek Kopitiam consumers, the profile conditions of the respondents were obtained as follows:

Respondent Age Profile

Table 2. Respondent Age Profile

Age	Quantity
< 18 years old	9
18 - 25 years old	21
– 35 years old	36
>35 years	34
Total	100

(Source: Survey Data Processed, 2026)

Table 2 shows respondents who filled out the questionnaire more/the majority of young people and adults (18 years and older).

Respondent Frequency Profile

Table 3. Frequency of Visits

Frequency of Visits	Quantity
1 time/month	43
– 3 times /month	51
More than 3 times/month	6
Total	100

(Data source: Survey data processed, 2026)

The majority of respondents visit 1 to 3 times per month; this is because culinary activities are usually on weekends.

Respondent Gender Profile

Table 4. Gender Respondents

Gender	Quantity (%)
Men	46
Women	54
Total	100

(Data source: Survey data processed, 2026)

Table 4 shows the relatively balanced gender of the questionnaire fillers between men and women.

Validity Test

The validity test process of the questionnaire is important to assess whether the questionnaire as an instrument in this survey research can be measured according to the purpose of the research. The calculated r value was compared with the table r value at the free degree of 23 (because $n = 25$) and the test level was 5%.

Table 5. Validity Test Results for 25 Respondents Price Perception Variable (X1)

No.	Price Perception Questionnaire (X1)	Calculated value	r-	Results when compared to r table (5% = 0.396)
1.	X1 .1	0,535		Valid
2.	X1 .2	0,579		Valid
3.	X1 .3	0,671		Valid
4.	X1. 4	0,657		Valid
5.	X1. 5	0,668		Valid
6.	X1. 6	0,563		Valid

(Source: Survey Data Processed, 2026)

Table 6. Validity test results for 25 respondents Physical Evidence Dimension Variable (X2)

No.	Physical Dimension Questionnaire (X2)	Proof	Calculated value	r-	Results when compared to r table (5% = 0.396)
1.	X 2. 1		0,604		Valid
2.	X 2. 2		0,583		Valid
3.	X 2. 3		0,590		Valid
4.	X 2. 4		0,700		Valid
5.	X 2.5		0,711		Valid

(Source: Survey Data Processed, 2026)

Table 7. Validity Test Results for 25 Respondents Responsiveness Dimension Variable (X3)

No.	Responsiveness Dimension Questionnaire (X3)	Calculated value	r-	Results when compared to r table (5%) = 0.396
1.	X 3.1	0,659		Valid
2.	X 3.2	0,622		Valid
3.	X 3.3	0,648		Valid
4.	X 3.4	0,589		Valid
5.	X 3.5	0,642		Valid

(Source: Survey Data Processed)

Table 8. Validity test results for 25 respondentsCustomer Satisfaction Variable (Y)

No.	Customer satisfaction questionnaire (Y)	Calculated r-value	Results compared to r table (5%) = 0.396
1.	Y. 1	0,629	Valid
2.	Y. 2	0,633	Valid
3.	Y. 3	0,666	Valid
4.	Y. 4	0,601	Valid
5.	Y. 5	0,634	Valid

(Source: Survey Data Processed)

Tables 5, 6, 7 and 8 show the validity of the questionnaire questionnaire created to explore consumer perception.

Reliability Test Results The reliability test in the survey research was carried out to be able to determine the consistency of respondents' answers.

Table 9. Reliability Test Results for Observation Variables

Variable	Cronbach's Alpha Values	Results compared to the Alpha standard of 0.60
Price perception	0,664	Reliable
Dimensions of physical evidence	0,635	Reliable
Responsive dimensions	0,624	Reliable
Customer satisfaction	0,618	Reliable

(source: Survey data processed, 2026)

The data in table 9 shows the consistency of the respondents' answers so that The results of this data collection can be considered reliable.

Linear Regression Assumption Test

The use of linear regression requires that the data must meet certain assumptions, so that the observational data obtained is tested on several classical assumption tests.

Normality Test

Table 10. Normality Test Results with Kolmogornov Smirnov (1 population)

N	100
Normal parameters	Mean .000 Std. Dev 1,599
Most extreme differences	Absolute 0.080 Positive 0.064 Negative -0.080
Test Stat.	0.080 0.117

N	100
Asymp.sign. (2 tailed)	

Source: IBM SPSS Statistics output, processed by the author.

The results of the data normality test in the two-tailed test obtained a significant probability value = 0.117 which at the acceptance of H0, which means that the data is normally distributed so that the data can use a linear regression model.

Multicollinearity Test

Table 11. Multicollinearity Test Results

1	Collinearity Tolerance	Variable	Statistics VIF
	0,455	Price perception	2,199
	0,442	Physical Evidence Dimensions	2,261
	0,497	Responsive dimensions	2,011

Source: Author's calculations using IBM SPSS Statistics (Version 29).

In table 11, the VIF (Variance Inflation Factor) value for the three variables is less than 5, so there is no strong linear relationship between the three independent variables. Each variable can stand alone and be analyzed separately.

Heteroscedasticity Test

Table 12. Heteroscedasticity Test

	T value	Prob. Significant
Constant	2,105	0,037
Price perception	0,415	0,647
Dimensions of physical evidence	0,206	0,815
Responsive dimensions	0,325	0,746

Source: Author's calculations using IBM SPSS Statistics (Version 29).

The results of the Glejser method heteroscedasticity test for each independent variable had a significant probability value of more than 0.05 so that it was concluded that the data obtained was widespread and heteroscedasticity did not occur.

Multiple Linear Regression Test

Survey data

Respondents' responses to the questionnaire for each variable tended to lead to a distribution of strongly agree (SS), agree (S) and Neutral (N) choices.

Table 13. Price Perception Variable (X1)

No.	Quizzes	SS	S	N	TS	STS	Σ
1.	The price of the product is commensurate with the quality of the material.	35	47	17		0	100
2.	Promotional or discounted price quotes interest me	51	35	14	0	0	100
3.	The price offered is acceptable to all circles	45	42	13	0	0	100
4.	I would be willing to pay more for improved product quality.	48	31	21	0	0	100
5.	The price of the product in the store affects the frequency of visits	54	37	9	0	0	100
6.	The prices in this store are on par with other similar places	49	40	11	0	0	100

(Source: Survey Data Processed, 2026)

Table 13 shows the tendency of respondents to relate prices to visits to shops (item 5), which is 91% agree. Likewise, respondents are more cautious if there is a price increase (only 79% at least agree) even for quality improvement.

Table 14. Physical Evidence Dimension Variable (X2)

No.	Quizzes	SS	S	N	TS	STS	Σ
1.	The layout of the tables and chairs has made the atmosphere of the shop comfortable	34	50	15	1	0	100
2.	The tableware served is kept clean	51	39	10	0	0	100
3.	The condition of the toilets in the shop is kept clean	53	35	11	1	0	100
4.	The appearance of employees is always neat and good	55	36	9	0	0	100
5.	The parking area in the shop is quite adequate	56	40	4	0	0	100

(Source: Survey Data Processed, 2026)

Table 14 shows the respondents' enthusiasm to agree to the adequate parking area questionnaire. This is because Ah Pek Kopitiam Margonda uses the entire ground floor area to park its visitors' vehicles.

Table 15. Responsiveness Dimension Variable (X3)

No.	Quizzes	SS	S	N	TS	STS	Σ
1.	The wait time for orders to be ready is relatively fast	37	40	22	1	0	100
2.	Shop employees are quick to serve visitors	42	37	21	0	0	100
3.	Waiting time to be served is always fast	40	40	18	2	0	100
4.	The shopkeeper employees are always friendly to respond to customers.	45	43	12	0	0	100
5.	Employees always provide information quickly	50	38	11	1	0	100

(Source: Survey Data Processed, 2026)

The data in Table 15 shows that consumer perception that employees are relatively better at providing information (88%) (questionnaire no.5) but it turns out that 22% of respondents still cannot approve of the Ah Pek kopitiam service relatively quickly.

Table 16. Customer Satisfaction Variable (Y)

No.	Quizzes	SS	S	N	TS	STS	Σ
1.	I am satisfied with the service provided	49	38	13	0	0	100
2.	I'm satisfied with the employee's ability to respond to orders	50	38	12	0	0	100
3.	I am satisfied with the price quote given	55	33	12	0	0	100
4.	I am satisfied with the cleanliness of the facilities provided	53	36	11	0	0	100
5	I am satisfied with the comfort of the place	54	38	8	0	0	100

(Source: Survey Data Processed, 2026)

Table 16 shows that respondents are relatively more satisfied with the comfort of the atmosphere of the place (92% agree) than satisfaction with other dimensions of service quality.

Formation of Regression Models

Multiple linear regression analysis is used to find out quantitatively, how the variables of price perception (X1), physical evidence dimension (X2) and response dimension (X3) affect the Y variable, namely customer satisfaction.

Table 17 next shows the magnitude of the regression coefficient and its significance condition based on the significant probability value.

Table 17. Multiple Linear Regression Model

	B	Std. Error	T Count	Prob.significant
Constant	6,439	1,720	3,743	.0000
Price Perception	0,221	0,087	2,552	.0012
Dimensions of physical evidence	0,225	0,109	2,062	0,032
Responsiveness dimension	0,233	0,092	2,505	0,015

Source: Author's calculations using IBM SPSS Statistics (Version 29).

Dependent variable: consumer satisfaction

Based on table 17, the multiple linear regression model is

$$Y = 6.439 + 0.221 X_1 + 0.225 X_2 + 0.233 X_3.$$

The equation shows the cut-off point of the line with the Y-axis expressed by the value of the constant 6.439. The cut-off point of the regression line with the Y-axis is at point (0; 6.439). The coefficients for the variables X1 (price perception), X2 (physical proof dimension) and X3 (responsiveness dimension) have a positive direction and a significant probability value that is smaller than 0.05, meaning that the three variables have a significant effect (each) partially on Y, namely Ah Pek Kopitiam Margonda consumer satisfaction.

The coefficient of the coefficient in the regression model states:

- If the price perception increases by 1 unit, consumer satisfaction increases by 0.221 units (with other variables considered fixed).
- If the dimension of physical evidence increases by 1 unit, consumer satisfaction also increases by 0.225 units.
- If the responsiveness dimension score increases by 1 unit, consumer satisfaction increases by 0.233 units.

F Test (Anova) against the Regression Model

The presence or absence of simultaneous influence of the three independent variables can be seen in table 18, namely the results of the F test. With an F value of 28.25 with a significant probability of less than 0.05 (test level), it can be concluded that a regression model that is significantly formed states that there is a simultaneous influence of the three independent variables on the bound variable.

Table 18. F/Anova Test Results

	Sum Squares	Df	Mean square	F value	Prob sign
Regression	223,53	3	74,51	28,25	.000
Residual / error	253,22	96	2,64		

Source: Author's calculations using IBM SPSS Statistics (Version 29).

Coefficient of Determination (R²)

Calculation and test of the value of the determination coefficient to find out how much influence the three independent variables simultaneously have on the bound variables.

Table 19. Coefficient Determination Test

R (correlation)	R ² (coefficient determination)	Adjusted R ²	Standard error of Estimate
0,685	0,469	0,452	1,624

Source: Author's calculations using IBM SPSS Statistics (Version 29).

Table 19 shows the level of tightness of the relationship between the free and bound variables of 0.685 so that the value of the determination coefficient is 0.469 and the value of the adjusted determination coefficient is 0.452.

The value of 0.452 shows that the three independent variables, namely price perception, physical evidence dimension and responsiveness dimension explain that Ah Pek Kopitiam consumer satisfaction is only 45.2% while the remaining 54.8% is influenced by other aspects that have not been observed in this study.

CONCLUSION

Based on the data from the results of research and testing, it can be seen that partially the variables of price perception, the perception variables of the physical evidence dimension and the variable of the responsiveness dimension have a significant effect on the consumer satisfaction of visitors to Ah Pek Kopitiam Margonda, Depok. Simultaneously, these three variables also have a significant effect on consumer satisfaction of visitors to Ah Pek Kopitiam Margonda, Depok. In this study, the variables of price perception, the physical evidence dimension and the responsiveness dimension only explained consumer satisfaction by 45.2% and there are still 54.8% that have not been explained. The data from the study also shows the appreciation of respondents for Ah Pek Kopitiam's efforts to make it easier to park vehicles and the ability of employees to provide information, but Kopitiam should be able to further increase consumer satisfaction by making benches/chairs more comfortable and faster food service but at a competitive price.

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