

Analysis of Consumer Behavior, Price Perception and Product Quality on Customer Satisfaction at Vida Cafe Medan

Anita Br Sinambela, Yana Diana, Yossie Rossanty

Abstract

This research aims to test and find out more clearly how Consumer Behavior Analysis, Price Perception and Product Quality Affect Customer Satisfaction. This research was conducted at Vida Café Medan. The number of samples in this study was 97 respondents. This study uses a quantitative method. The data obtained was analyzed using a statistical formula, namely with the SPSS v.26 program. The results of this study show that Consumer Behavior partially has a positive and significant effect on customer satisfaction at Vida Café Medan. Consumer behavior partially does not have a significant effect on customer satisfaction at Vida Café Medan (tcal value > table, $0.760 < 1.661$ at sig. $0.000 < 0.05$) so that the H1 hypothesis is rejected. Price perception partially did not have a significant effect on customer satisfaction at Vida Cafe Medan (tcal value > table, $0.608 < 1.661$ at sig. $0.000 < 0.05$) so the H2 hypothesis was rejected. The quality of the product partially had a positive and significant effect on customer satisfaction at Vida Café Medan (tcal value > table, $2.252 > 1.661$ at sig. $0.000 < 0.05$) so that the H3 hypothesis was accepted. This can be seen from the analysis of multiple linear regression through the positive marked F test with a value of $F_{cal} > F_{table}$, $9.647 > 3.09$ at sig. $0.000 < 0.05$ so that the H4 research hypothesis is accepted. The R² (R Square) value generated by 29.3% of customer satisfaction can be obtained or explained by consumer behavior, price perception and product quality, while the remaining 70.7% is explained or influenced by other variables that were not studied in this study.

Keywords: Consumer Behavior, Price Perception, Product Quality, Customer Satisfaction

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Introduction

The rapid growth of the food and beverage (F&B) industry in Indonesia has intensified competition among cafés and restaurants, particularly in urban areas such as Medan. The emergence of lifestyle-oriented cafés has shifted consumer preferences from merely seeking food and beverages to pursuing experiential value, ambience, and service quality. In this competitive environment, understanding customer satisfaction becomes a strategic priority for business sustainability. Customer satisfaction is widely recognized as a key determinant of customer loyalty, repurchase intention, and positive word-of-mouth communication [1], [2].

Consumer behavior plays a fundamental role in shaping purchasing decisions and satisfaction levels. Consumer behavior refers to the processes individuals use in selecting, purchasing, using, and evaluating products or services to satisfy their needs and desires [3]. In the café industry, consumer behavior is influenced by cultural, social, personal, and psychological factors, including lifestyle trends, social media exposure, peer influence, and perceived value [4]. Understanding these behavioral patterns enables businesses to design offerings that align with customer expectations, thereby increasing satisfaction levels. Price perception is another critical factor affecting customer satisfaction. Price perception refers to how customers interpret and evaluate the fairness, affordability, and value of a product's price relative to its benefits [5]. Customers do not merely assess the nominal price but also compare it with perceived quality and competing alternatives. Research indicates that perceived price fairness significantly influences satisfaction and repurchase intention [6]. In the café context, customers often evaluate whether menu prices correspond to portion size, taste quality, ambience, and service experience. If customers perceive the price as reasonable and aligned with value received, satisfaction levels are likely to increase.

Product quality also plays a central role in determining customer satisfaction. Product quality refers to the ability of a product to perform its functions, including reliability, durability, taste consistency, presentation, and overall excellence [7]. In the F&B sector, product quality encompasses taste, freshness of ingredients, hygiene standards, menu variety, and visual appeal. High product quality enhances perceived value and strengthens customer trust [8]. Empirical studies have consistently shown that product quality has a positive and significant effect on customer satisfaction across various service industries [9]. Customer satisfaction itself can be defined as a customer's evaluation of a product or service in terms of whether it meets or exceeds expectations [10]. According to expectation-disconfirmation theory, satisfaction occurs when perceived performance matches or surpasses prior expectations [11]. In the café business, satisfaction may arise from a combination of delicious food, comfortable atmosphere, fair pricing, and positive service interactions. Conversely, dissatisfaction may result from inconsistencies in taste, overpriced menus, or experiences that fail to meet expectations. Vida Cafe Medan operates in a highly competitive local market where numerous cafés compete to attract similar target segments, particularly young adults and working professionals. As consumer preferences evolve rapidly, it is essential for Vida Cafe to evaluate the factors influencing customer satisfaction to maintain competitiveness. Although many studies have examined customer satisfaction in the F&B industry, limited research specifically integrates consumer behavior, price perception, and product quality simultaneously within the local café context in Medan. Therefore, this study aims to analyze the influence of consumer behavior, price perception, and product quality on customer satisfaction at Vida Cafe Medan.

Based on the theoretical and empirical background described above, this research seeks to contribute both theoretically and practically. Theoretically, it enriches the literature on customer satisfaction determinants in the café industry. Practically, the findings are expected to provide managerial insights for improving strategic decisions related to pricing, product development, and customer engagement strategies at Vida Cafe Medan.

1.2. Problem Identification

- 1) There are variations in customer purchasing patterns at Vida Cafe Medan, influenced by lifestyle trends, social media exposure, and peer recommendations.
- 2) Customers may have different perceptions regarding the fairness and affordability of menu prices at Vida Cafe Medan.
- 3) Product quality in terms of taste consistency, presentation, freshness, and menu quality may influence customer evaluations.
- 4) Customer satisfaction levels may fluctuate depending on the alignment between expectations and perceived performance.

Literature Review 1. Consumer Behavior

Consumer behavior refers to the study of how individuals select, purchase, use, and evaluate goods and services to satisfy their needs and desires [1]. According to Kotler and Keller [2], consumer behavior is influenced by cultural, social, personal, and psychological factors that shape purchasing decisions. In the context of the café industry, consumer behavior is often driven by lifestyle trends, social interaction needs, brand image, and experiential consumption.

Schiffman and Wisenblit [3] explain that consumer behavior involves decision-making processes consisting of need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase evaluation. In modern café businesses, digital exposure through social media platforms significantly affects customer preferences and visit intentions. Solomon [4] further emphasizes that experiential consumption plays an important role in service industries, where customers seek emotional and symbolic value beyond functional benefits.

Indicators of consumer behavior in service-based businesses generally include purchasing frequency, brand preference, information search behavior, lifestyle compatibility, and postpurchase evaluation. Previous empirical studies indicate that positive consumer behavior, reflected in strong purchase intentions and favorable evaluations, contributes significantly to customer satisfaction [5].

2. Price Perception

Price perception refers to how customers interpret and evaluate the fairness, affordability, and value of a product's price relative to the benefits received [6]. Zeithaml [6] explains that perceived value is the consumer's overall assessment of a product based on perceptions of what is received and what is given. Therefore, price is not merely a monetary amount but also a signal of quality and value.

Xia, Monroe, and Cox [7] introduce the concept of price fairness, which suggests that customers evaluate whether a price is reasonable compared to competitors and the benefits offered. If customers perceive the price as fair, satisfaction levels tend to increase. Conversely, perceived unfair pricing may lead to dissatisfaction and negative word-of-mouth.

In the café industry, price perception may be influenced by portion size, taste quality, ambience, service experience, and brand positioning. Indicators of price perception typically include price affordability, price fairness, price competitiveness, and value for money [8]. Empirical evidence suggests that positive price perception significantly influences customer satisfaction and repurchase intention [9].

3. Product Quality

Product quality refers to the ability of a product to perform its intended function and meet customer expectations [10]. Garvin [10] identifies several dimensions of quality, including performance, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. In the food and beverage sector, product quality encompasses taste, freshness, hygiene,

consistency, and presentation. Parasuraman, Zeithaml, and Berry [11] highlight that service and product quality are closely related in service-based businesses, as customers evaluate tangible and intangible elements simultaneously. In café operations, consistent taste, attractive presentation, and high-quality ingredients are essential to maintaining customer satisfaction.

Cronin and Taylor [12] found that perceived quality directly affects customer satisfaction and behavioral intentions. When customers perceive product quality as high, they are more likely to experience satisfaction and develop loyalty. Therefore, maintaining high product standards is a critical factor for business sustainability in competitive markets.

4. Customer Satisfaction

Customer satisfaction is defined as a customer's evaluation of whether a product or service meets or exceeds expectations [13]. Oliver's Expectation-Disconfirmation Theory [14] explains that satisfaction occurs when perceived performance matches or surpasses expectations, while dissatisfaction arises when performance falls short. In the service industry, customer satisfaction is influenced by multiple factors, including product quality, price fairness, service quality, and overall experience [2]. Satisfied customers tend to exhibit positive behaviors such as repeat purchases, loyalty, and positive word-of-mouth communication [1].

Indicators of customer satisfaction commonly include overall satisfaction, confirmation of expectations, intention to revisit, and willingness to recommend [15]. In the café context, satisfaction may result from a combination of taste quality, fair pricing, comfortable atmosphere, and positive service interactions.

5. Conceptual Relationship Between Variables

Based on the theoretical framework, consumer behavior influences how customers evaluate their experiences and satisfaction levels. Price perception affects whether customers feel they receive value for their money. Product quality directly impacts customer evaluation of performance. Therefore, it can be hypothesized that consumer behavior, price perception, and product quality have both partial and simultaneous effects on customer satisfaction.

This study integrates these three independent variables to analyze their influence on customer satisfaction at Vida Cafe Medan, contributing to a more comprehensive understanding of satisfaction determinants in the café industry.

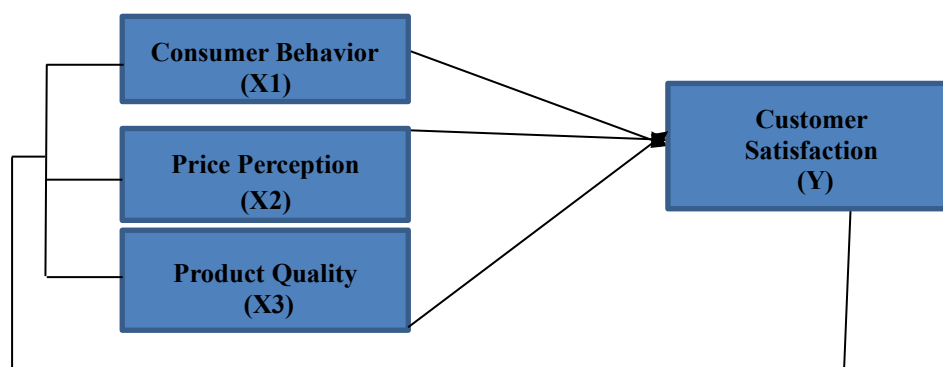


Figure 1. Conceptual Framework
Source: 2026

2.4 Research Hypothesis

According to Suharsimi Arikunto in (Hardani et al., 2020), the hypothesis is a temporary answer to the research problem, until proven through the collected data.

H1: Consumer Behavior Partially has a positive and significant effect on Customer Satisfaction at Vida Café Medan.

H2: Price Perception Partially has a positive and significant effect on Customer Satisfaction at Vida Café Medan.

H3: Product Quality has a positive and significant effect on Customer Satisfaction at Vida Café Medan.

H4: Consumer Behavior, Price Perception, Product Quality have a positive and significant effect on Customer Satisfaction at Vida Café Medan.

Research Methodology Research Design

The approach in this study is a quantitative approach. According to [16], quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing the established hypothesis. Quantitative research has three characteristics in the field, namely research from beginning to end is fixed, so that it will experience the same title of research report. Develop previously discovered problems. And the problem will be different when in the field because it has been confirmed with the reality found [17].

Population and Samples/Data Types and Sources

The concept of population is a general domain that includes: an object/element with certain properties and characteristics [18]. The researcher conducted research and drew conclusions that population is not just the number of objects or objects studied, but includes all characteristics or characteristics of the subject or object of the population of this study is consumers of Vida Cafe Medan, a total of 3,600 people in one day and three months, 40 people x 90 days = 3,600 people population size, the researcher used the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{3.600}{1 + 3.600 (0.1)^2}$$

$$n = \frac{3.600}{37} = 97$$

Description:

n : Sample size / size

N : Size / magnitude of the population.

Sample

The sample used in this study consisted of 97 consumers. The research sampling technique used random sampling; The sampling technique was carried out with respondents who happened to be at the location (object) studied.

Data Collection Techniques

Data collection techniques are carried out through [19]:

- a. Questionnaire (Questionnaire); Contains statements that are measured using a Likert scale to assess respondents' perceptions of each variable.
- b. Observation; Directly see the conditions of the work environment and employee discipline behavior.
- c. Documentation; Collect company profile data, organizational structure, and employee attendance records.

Data Analysis Model 1. Types of Analysis

The type of analysis used in this study is quantitative analysis with an inferential approach. Quantitative analysis was chosen because this study aims to examine the influence of intervariables empirically and measurably, namely the influence of leadership style and organizational culture on human resource (HR) development.[20]

2. Multiple Linear Regression Model (Without Moderation)

The basic regression model to see the direct influence of Leadership Style (X_1) and Organizational Culture (X_2) on HR Development (Y) is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e \quad \text{Description:}$$

Y = HR Development α = Constant β_1, β_2 =

Regression coefficient for X_1 and X_2

X_1 = Leadership Style X_2 =

Organizational Culture e =

Error (error factor)

This model is used to determine the direct influence of each independent variable on human resource development.

3. Hypothesis Testing Criteria a. Partial Test (t-test)

It is used to determine the influence of each independent variable on the dependent variable.

$H_0: \beta = 0$ (no significant influence)

$H_1: \beta \neq 0$ (there is a significant influence) Criteria: If $\text{sig} < 0.05$ then H_0 is rejected $\rightarrow$ the variable has a significant effect on Y .

b. Simultaneous Test (F Test)

Used to determine the joint influence of the variables X_1 and X_2 on Y .

Criteria: If the $\text{sig} < 0.05$ then H_0 is rejected $\rightarrow$ there is a significant simultaneous influence.

c. Determination Coefficient Test (R^2)

It is used to determine the amount of contribution of independent variables to dependent variables. The higher the R^2 value, the greater the model's ability to explain the variation in HR Development.

4. Analysis Tools

All statistical tests are carried out with the help of SPSS software version 26 to ensure more accurate analysis results.

5. Interpretation of Analysis Results

1. **The value of the Regression Coefficient (β)** indicates the direction and strength of the influence between variables. β positive $\rightarrow$ a one-way influence (the higher X , the higher the Y).
 β negative $\rightarrow$ opposite influence (the higher X , the lower Y).
2. **The p-value** indicates whether the relationship is statistically significant.
3. **The R^2 value** indicates the large influence of the combined independent variables on HR Development.

Results Validity and Reliability Tests a. Validity Test

The validity test is carried out with the aim of testing the validity of each question item on the questionnaire that has been designed. A question item is said to be valid if the correlation value (R calculated) of the question item $>$ R table (0.3). Table 4.1 presents the results of the validity test for each question item from the questionnaire.

Table 1. Validity Test of Questionnaire Question Items

	Item-Total Statistics			
	Scale	Scale if Variance Corrected		
	Mean	Cronbach's		
	Item Deleted	if Item Deleted	Item-Total Correlation	Alpha if Item Deleted
X1.1	18.9485	5.091	.390	.542
X1.2	18.9588	5.207	.431	.530
X1.3	19.1340	5.138	.379	.547
X1.4	19.0515	5.237	.283	.590
X1.5	19.0722	5.568	.283	.585
X1.6	19.1134	5.310	.295	.582

Source: Data processed with SPSS v.26, 2026 shows that using SPSS v.26 data management with a value of 6 items, the statement can be explained that the value Corrected Item-Total Correlation The average can be seen to be greater than >0.30 , then from the consumer behavior variables it is declared valid or valid and can be continued

Table 2. Price Perception Validity Test (X2)

	Item-Total Statistics			
	Scale	Scale	Corrected	Cronbach's
	Mean if	Variance if	Item-	
	Item Deleted	Item Deleted	Total Correlation	
X2.1	26.5052	9.732	.384	.645
X2.2	26.7216	10.120	.342	.655
X2.3	26.6701	9.744	.386	.644
X2.4	26.7216	9.786	.297	.667
X2.5	26.5773	9.413	.339	.658
X2.6	26.6495	9.480	.408	.639
X2.7	26.6186	9.384	.465	.626
X2.8	26.5670	9.873	.347	.653

Source: Data processed with SPSS v.26, 2026

b. Reliability Test

Reliability tests should be performed only on questions that already have or meet the validity test, so if they do not meet the validity test requirements then there is no need to proceed for the reliability test. The following are the results of the reliability test on valid question items.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Results
Leadership Style (X1)	.969	Reliable
Organizational Culture		

(X2)	.977	Reliable
Human Resources		
Development (Y)	.940	Reliable

shows that using SPSS v.26 data management with a value of 8 statement items, it can be explained that the value Corrected Item-Total Correlation The average can be seen to be greater than >0.30 , then from the price perception variable it is declared valid or valid and can be continued..

Table 4. Product Quality Validity Test (X3)

Item-Total Statistics				
	Scale	Item-	Corrected	
	Mean	Variance	Total	Cronbach's
	if Item	if Item	Correlatio	Alpha if
	Deleted	Deleted	n	Item Deleted
X3.1	34.6701	17.973	.475	.732
X3.2	34.9278	18.068	.453	.735
X3.3	34.7835	17.734	.515	.727
X3.4	34.9278	17.422	.484	.730
X3.5	34.9794	18.354	.393	.743
X3.6	35.0619	18.288	.308	.758
X3.7	34.8969	18.843	.341	.750
X3.8	34.8247	17.854	.455	.734
X3.9	34.9278	18.463	.364	.747
X3.10	34.8660	18.201	.455	.735

Source: Data processed with SPSS v.26, 2026

Shows that using SPSS v.26 data management with a value of 10 statement items, it can be explained that the value Corrected Item-Total Correlation The average can be seen to be greater than >0.30 , then from the product quality variable it is declared valid or valid and can be continued.

Table 5. Customer Satisfaction Validity Test (Y)

Item-Total Statistics				
	Scale	Scale		
	Mean if	Variance	Corrected	Cronbach's
	Item	if Item	Item-Total	Alpha if Item
	Deleted	Deleted	Correlation	Deleted
Y.1	18.9485	5.091	.390	.542
Y.2	18.9588	5.207	.431	.530
Y.3	19.1340	5.138	.379	.547
Y.4	19.0515	5.237	.283	.590
Y.5	19.0722	5.568	.283	.585
Y.6	19.1134	5.310	.295	.582

Source: Data processed with SPSS v.26, 2026

Shows that using SPSS v.26 data management with a value of 6 statement items, it can be explained that the value Corrected Item-Total Correlation The average can be seen to be greater than >0.30 , then from the customer satisfaction variable it is declared valid or valid and can be continued.

1. Classic Assumption Test a. Normality Test Results

Normality test is a test that aims to assess the distribution of data in a set of data or variables, regardless of whether the distribution of data is normally distributed or not.

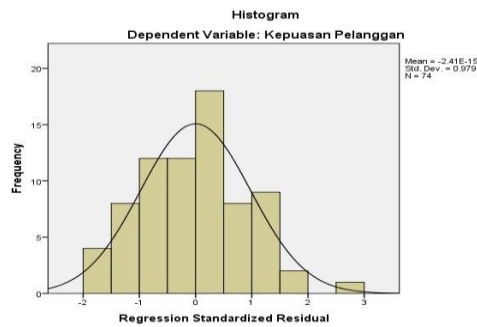


Figure 2. Normality Test Results of Histogram Graph Method
Source: Data processed with SPSS v.26, 2026

1) Histogram

The figure above shows that the lines in the regression model form a curved bell line along the Y axis, so it can be concluded that the data is normally distributed and meets the assumption of normality.

2) P-P PLOT

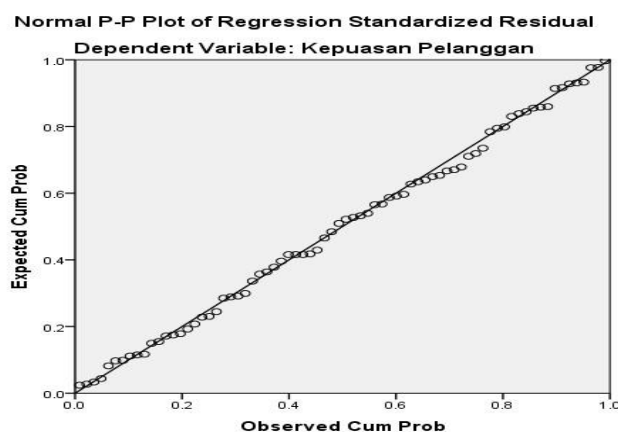


Figure 3. Normality Test Results of the P-P PLOT Graph Method
Source: Data processed with SPSS v.26, 2026

The figure above shows that the points in the regression model are evenly distributed and along the diagonal line and close together so that it can be said that they can be distributed normally and meet the assumption of normality.

3) Kolmogorov Smirnov Table Normality Test Results

Table 6. One-Sample Kolmogorv-Smirnov Test

	Unstandardized Residual
N	97
Normal Parametersab Mean	.0000000
Std. Deviation	1.64618807
Most Extreme Differences Absolute	.077
Positive	.077

Negatives	-.049
Test Statistic	.077
Asymp. Sig. (2-tailed)	.200c,o

- Test distribution is Normal
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

Source: Data processed with SPSS v.26, 2026

Based on table 4.15 above, the results of the Kolmogorov Smirnov test have a significant value (Asymp. Sig-2-tailed) is 0.200 so that the significance value is $0.200 > 0.05$, then it can be concluded that the residual value is normally distributed and meets the assumption of normality.

b. Multicollinearity Test Results

The following is presented from the multicollinearity test from the tabulation processing of respondent answers in the following table:

Table 7. Multicollinearity Test Results

Models	Coefficient	
	Collinearity Statistics	Tolerance
1 (Constant)		
Consumer Behavior	.345	2.899
Price Perception	.314	3.188
Product Quality	.421	2.374

a. Dependent Variable: Customer Satisfaction

Source: Data processed with SPSS v.26, 2026

Based on Table 4.16 above, it is shown that consumer behavior, price perception, product quality and customer satisfaction have a tolerance value of >0.01 and n ilii VIF <10 , so it can be concluded that the above regression model does not occur any multicollinearity which means that there is no correlation with each other between independent variables.

Table 8. Heteroscedasticity Test Results

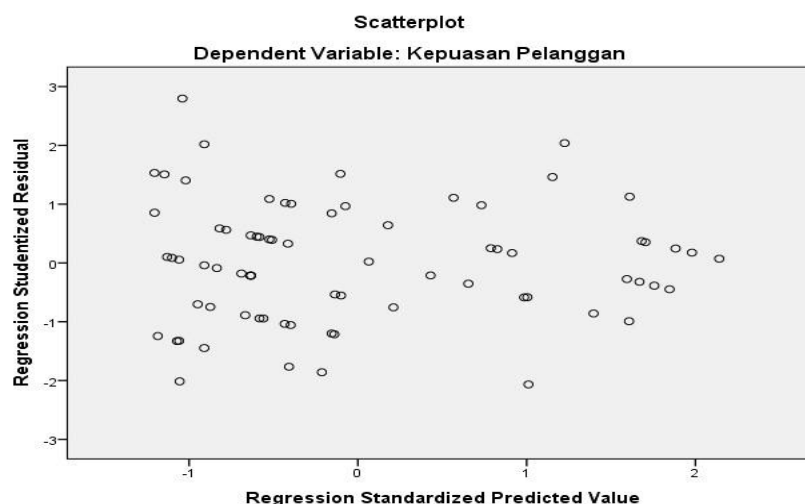


Figure 4. Heteroscedasticity Test Results of the Scatterplot Method

Source: Data processed with SPSS v.26, 2026

According to the figure above, it can be seen that the points in the regression model are scattered randomly on the Y axis, so that they do not form a clear and irregular wave pattern, from this, it can be concluded that heteroscedasticity does not occur.

2. Multiple Linear Regression

The following can be presented the results of multiple linear regression testing between consumer behavior, price perception and product quality on customer satisfaction at Vida Café Medan.

Table 9. Multiple Linear Regression Test Results
Coefficient

Models	Unstandardized		Standardize		Sig.
	B	Error Coefficients	Beta	t	
1 (Constant)	13.57				
		1.617		8.395	.000
	5				
Consumer Behavior	.084	.111	.130	.760	.450
Price Perception	.051	.084	.109	.608	.545
Product Quality	.121	.054	.349	2.252	.027

a. Dependent Variable: Customer Satisfaction Source: Data processed with SPSS v.26, 2026

Based on the table above, the results of multiple linear regression are shown with the results, namely: $Y = 13.575 + 0.084X_1 + 0.051X_2 + 0.121X_3$. The following is the description:

- A value (constant) is 13.575 and a positive value means that customer satisfaction will increase by 13.575 assuming that the variables of work behavior, price perception and product quality have a fixed coefficient value (zero).
- Consumer Behavior has a value of 0.084 and is positive, meaning that if there is an increase in one unit, customer satisfaction will increase by 0.084 (8.4%).
- The price perception has a value of 0.051 and is positive, which means that if there is an increase in one unit, customer satisfaction will increase by 0.051 (5.1%).
- Product quality has a value of 0.121 and is positive, which means that if there is an increase in one unit, customer satisfaction will increase by 0.121 (12.1%).

3. Hypothesis Test a. Partial Test Results (t-Test)

The following can be presented the results of partial testing between consumer behavior, price perception and product quality on customer satisfaction at Vida Café Medan.

Table 10. Partial Test Results

Models	Coefficient		Standardize		
	Unstandardized		Beta	t	Sig.
	Coefficients	Std. Error			
1 (Constant)	13.575	1.617		8.395	.000
Consumer Behavior	.084	.111	.130	.760	.450
Price Perception	.051	.084	.109	.608	.545
Product Quality	.121	.054	.349	2.252	.027

a. Dependent Variable: Customer Satisfaction

Source: Data processed with SPSS v.26, 2026

In this study, the number of research samples was $n = 97$ so that $t_{table} = 1.661$ was obtained at sig 0.05. From the table above, the results of the partial testing can be described as follows:

- Consumer behavior partially did not have a significant effect on customer satisfaction at Vida Café Medan ($t_{table} \text{ value} >, 0.760 < 1.661$ at sig. $0.000 < 0.05$) so the H1 hypothesis was rejected.
- Price perception partially had no significant effect on customer satisfaction at Vida Cfe Medan ($t_{table} > \text{value of } 0.608 < 1.661$ at sig. $0.000 < 0.05$) so the H2 hypothesis was rejected.
- The quality of the product partially had a positive and significant effect on customer satisfaction at Vida Café Medan ($t_{cal} \text{ value} > \text{table}, 2.252 > 1.661$ at sig. $0.000 < 0.05$) so that the H3 hypothesis was accepted.

b. Simultaneous Test Results (F-Test)

The following can be presented the results of simultaneous testing between consumer behavior, price perception and product quality and customer satisfaction which can be presented in the following table:

Table 11. Simultaneous Test Results

		NEW ERA				
Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.279	3	21.093	9.647	.000b
	Residual	153.059	70	2.187		
	Total	216.338	73			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Product Quality, Consumer Behavior, Price Perception Source: Data processed with SPSS v.26, 2026

In this study, the number of samples $n=97$, where the value $df(1) k-1 = 3-1 = 2$ and the value $df(2) n-k = 97 - 3 = 94$, then $F_{table} = 3.09$ in sig. 0.05. While the value of $F_{cal} = 9.647$ pasa

sig. 0.000. from the table above, it can be concluded that consumer behavior, price perception, and product quality together (simultaneously) have a positive and significant effect on customer satisfaction at Diva Café Medan ($F_{cal} \text{ value} > F_{table} = 9.647 > 3.09$ at sig. $0.000 < 0.05$) so that the H4 research hypothesis is accepted.

4. Determination Coefficient Test Results (R²)

The following are presented the results of the determination test between consumer behavior, price perception and product quality on customer satisfaction at Vida Café Medan as follows:

Table 12. Determination Coefficient Test Results (R²)

Model Summary ^b				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.541a	.293	.262	1.47870
a.	Predictors: (Constant), Product Quality, Consumer Behavior, Price Perception			
b.	Dependent Variable: Customer Satisfaction			

Source: Data processed with SPSS v.26, 2026

Based on the table above, the number R² (R Square) at the determination coefficient of 0.293 or 29.3% was obtained. These results show that consumer behavior (X1), price perception (X2) and product quality (X3) on customer satisfaction (Y) at Vida Café Medan was 29.3% while the remaining 70.7% were explained or influenced by other variables that were not studied in this study.

Discussion 1. The Influence of Consumer Behavior on Customer Satisfaction at Vida Café Medan

Based on the results of statistical testing, it was submitted that consumer behavior partially did not have a significant effect on customer satisfaction at Vida Café Medan ($t_{table} \text{ value} > 0.760 < 1.661$ at sig. $0.000 < 0.05$) so the H1 research hypothesis was rejected. This shows that consumer behavior does not play an important role for customers. This shows that consumer behavior is very necessary in order to achieve success for customer satisfaction at Vida Café Medan. So for business owners to provide an atmosphere that makes customers feel relaxed and happy, and business owners can consider suggestions from customers for Vida Café Medan.

2. The Effect of Price Perception on Customer Satisfaction at Vida Café Medan

Based on the results of statistical testing, it was stated that the partial price perception did not have a significant effect on customer satisfaction at Vida Café Medan ($t_{cal} \text{ value} > t_{table}$, $0.608 < 1.661$ at sig. $0.000 < 0.05$) so the H2 research hypothesis was rejected. This shows that price perception does not play an important role for customers. That way, the business owner so that the price for each menu at Vida Café Medan is adjusted to the customer's finances, for example providing an economical package for price-sensitive customers, a standard package for price balance and a premium package for customers who care about convenience without caring too much about price.

3. The Influence of Product Quality on Customer Satisfaction at Vida Café Medan

Based on the results of statistical testing, it was conveyed that product quality partially had a positive and significant effect on customer satisfaction at Vida Café Medan ($t_{cal} \text{ value} > t_{table}$, $2.252 > 1.661$ at sig. $0.000 < 0.05$) so that the H3 research hypothesis was accepted. This shows that the products provided by Vida Café Medan form customer satisfaction. So the business owner should pay attention to the maturity

of the food and drinks served, maybe the business owner can pay more attention to the texture precision of the food, temperature and flavor extraction in the drink.

Conclusion

The following can be conveyed the conclusions of the research conducted as follows:

- a. Consumer behavior partially did not have a significant effect on customer satisfaction at Vida Café Medan (ttable value $>$, $0.760 < 1.661$ at sig. $0.000 < 0.05$) so the H1 hypothesis was rejected.
- b. Price perception partially did not have a significant effect on customer satisfaction at Vida Café Medan (tcal value $>$ table, $0.608 < 1.661$ at sig. $0.000 < 0.05$) so the H2 hypothesis was rejected.
- c. The quality of the product partially had a positive and significant effect on customer satisfaction at Vida Café Medan (tcal value $>$ table, $2.252 > 1.661$ at sig. $0.000 < 0.05$) so that the H3 hypothesis was accepted.
- d. Fcal value $>$ Ftable, $9.647 > 3.09$ at sig. $0.000 < 0.05$, then the H4 hypothesis is accepted, so it can be concluded that consumer behavior, price perception and product quality simultaneously (together) do not have a significant effect on customer satisfaction.

Suggestions

The suggestions that can be conveyed are:

- a. Based on the lowest mean value on the consumer behavior variable, it is recommended for business owners to provide an atmosphere that makes customers feel relaxed and happy, and business owners can consider suggestions from customers for Vida Café Medan.
- b. Based on the lowest mean value in the price perception variable, it is recommended to the business owner that the price for each menu at Vida Café Medan be adjusted to the customer's finances, for example providing an economical package for customers who are sensitive to price, a standard package for a balance between prices and packages Premium for customers who care about convenience without caring too much about price.
- c. Based on the lowest mean value in the product quality variable, it is recommended for business owners to pay attention to the maturity of the food and beverages served, maybe the business owner can pay more attention to the texture precision of food, temperature and flavor extraction in drinks.

Based on the lowest mean value in the customer satisfaction variable, it is recommended to the business owner to build service loyalty that gives a deep impression to customers so that they want to return to sleep at a later time, it can be by giving a welcome and also a memorable farewell.

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