

# Service Quality, Price Perception, and Attraction Image as Determinants of Customer Satisfaction: The Moderating Role of Gender

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**Abstract** - Customer satisfaction has become an important factor in sustaining coffee shop businesses amid increasingly intense competition. Factors influencing customer satisfaction include Service Quality, Price Perception, and Attraction Image. Previous studies have generally examined these variables separately, while studies integrating these variables with Gender as a moderating variable remain limited. Therefore, this study aims to analyze the effects of Service Quality, Price Perception, and Attraction Image on Customer Satisfaction, with Gender serving as a moderating variable among customers of Kopi Bajawa Bekasi City. A quantitative approach was employed using a survey method through questionnaire distribution to 100 customers. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results indicate that Service Quality, Price Perception, and Attraction Image have positive and significant effects on Customer Satisfaction. Gender moderates the relationship between Price Perception and Customer Satisfaction but does not moderate the relationships between Service Quality and Customer Satisfaction or between Attraction Image and Customer Satisfaction. These findings highlight the importance of improving service quality, pricing strategies, and attraction image to enhance customer satisfaction in the coffee shop industry.

**Keywords:** Service Quality; Price Perception; Attraction Image; Gender; Customer Satisfaction.

## I. INTRODUCTION

In recent years, the food and beverage industry in Indonesia, including the coffee shop business in Bekasi City, has experienced significant growth in line with changes in people's lifestyles and the increasing consumer interest in coffee consumption culture (Az-zahra et al., 2026). Changes in lifestyle, the growing coffee consumption culture, and the increasing demand for social spaces and flexible workplaces have transformed coffee shops from merely being places to purchase beverages into venues that provide customer experiences (Rahmallah et al., 2025). This condition has intensified competition among coffee shop businesses, including those operating in Bekasi City, which is one of the metropolitan satellite cities characterized by high levels of community activity. The increasingly competitive business environment requires coffee shop operators to understand the factors that can enhance customer satisfaction.

Customer satisfaction has become an important indicator in measuring a company's success in creating value for consumers (Rahmallah et al., 2025) (Raintung, 2021) (J et al., 2024). Customers who gain positive experiences tend to have stronger intentions to repurchase, recommend the business to others, and establish long-term relationships with the company (Rahmawati & Utomo, 2025). A high level of customer satisfaction also contributes to strengthening a company's competitiveness in facing dynamic market competition. Conversely, low customer satisfaction may increase the likelihood of customers switching to competitors perceived as offering greater benefits.

Service quality is one of the factors frequently associated with the development of customer satisfaction (Agung et al., 2023). Service quality reflects a company's ability to meet customer expectations through the services provided (Rahmawati & Utomo, 2025). Fast, friendly, responsive, and customer-oriented services can improve customers' positive perceptions of a company. Within the coffee shop business environment, service quality is particularly important because customers not only purchase products but also seek enjoyable experiences while spending time at the establishment. The better the quality of service provided,

the more likely customers are to gain positive experiences, which can ultimately enhance customer satisfaction. Previous studies have also demonstrated that service quality significantly influences customer satisfaction through a company's ability to deliver experiences that align with consumer expectations. Based on the above discussion, the following hypothesis is proposed:

***H1: Service quality has a positive effect on customer satisfaction.***

Price perception plays an important role in shaping customer satisfaction (Selebes, 2025) (Jannah, 2024) (Nuraini, 2024). Price perception refers to customers' evaluation of the appropriateness between the price paid and the benefits received. Customers' assessments of price are not solely influenced by the monetary cost incurred but are also affected by product quality, service quality, and the overall experience obtained.

The level of congruence between the price and the perceived benefits can enhance customers' positive evaluations of a product or service (Selebes, 2025). When customers perceive that the price paid is consistent with the benefits received, they are more likely to feel satisfied with the product or service obtained. Conversely, a mismatch between the price paid and the perceived benefits may reduce customer satisfaction. Based on the above discussion, the following hypothesis is proposed:

***H2: Price perception has a positive effect on customer satisfaction.***

Attraction image is another factor that may influence customer satisfaction levels (J et al., 2024) (Anggreani, 2025). Attraction image reflects customers' perceptions of the characteristics, identity, and uniqueness possessed by a coffee shop. These aspects may include interior design, store concept, atmosphere, comfort, and the overall experience provided to customers. Increasing business competition has led customers to consider not only functional aspects but also emotional aspects that can create distinctive experiences. A positive attraction image can generate favorable impressions among customers and enhance their overall experience during their visit.

Customers who perceive a comfortable atmosphere, an appealing store concept, and enjoyable experiences tend to demonstrate higher levels of satisfaction. Therefore, the stronger the attraction image of a coffee shop, the higher the level of customer satisfaction that can be achieved. Based on the above discussion, the following hypothesis is proposed:

***H3: Attraction image has a positive effect on customer satisfaction.***

Gender is one of the demographic characteristics that may influence consumer behavior in evaluating products and services received. Differences in characteristics between male and female consumers may lead to variations in how they assess consumption experiences. Female consumers tend to place greater emphasis on emotional aspects, quality of interaction, empathy, and personal attention provided through services, whereas male consumers are generally more oriented toward functional aspects such as efficiency, speed, and the benefits obtained from the services provided. These differences suggest that service quality may not exert the same level of influence on customer satisfaction across different gender groups.

In the context of the coffee shop industry, service quality is not only associated with the process of delivering products to customers but also encompasses the overall experience perceived by customers during their visit. The quality of interactions with employees, service speed, responsiveness to customer needs, and the overall service atmosphere may generate different perceptions between male and female customers. Previous studies have indicated that gender may moderate the relationship between service quality and customer satisfaction (Zailani, 2022). Gender is expected to play a role in strengthening or weakening the relationship between service quality and customer satisfaction. Based on the above discussion, the following hypothesis is proposed:

***H4: Gender moderates the relationship between service quality and customer satisfaction.***

Gender is one of the demographic factors that may influence how consumers evaluate the price of a product or service. Gender differences may affect individuals' responses to the services they receive, including the formation of expectations and perceptions regarding service quality (Sofyan et al., 2024). Psychological and social differences between male and female consumers may result in variations in decision-making processes and assessments of product value. Female consumers generally tend to pay greater attention to the congruence between the price paid and the benefits received, including product quality, consumption experiences, and

emotional value. In contrast, male consumers tend to focus more on utilitarian aspects, such as efficiency and the functional benefits of the products or services purchased.

In the context of the coffee shop business, price perception is not only related to the monetary amount paid by customers but also includes evaluations of the overall experience obtained, such as product quality, store atmosphere, service quality, and perceived benefits during their visit to the coffee shop. Differences in how male and female customers evaluate the congruence between price and perceived benefits may lead to variations in customer satisfaction levels. Based on the above discussion, the following hypothesis is proposed:

*H5: Gender moderates the relationship between price perception and customer satisfaction.*

Gender is one of the demographic characteristics that may influence customers' perceptions and preferences regarding product or service attributes. Female consumers tend to place greater emphasis on emotional aspects, aesthetics, atmosphere, and environmental comfort, whereas male consumers are generally more oriented toward functional aspects and the benefits obtained. These differences in characteristics may lead to variations in perceptions of a place's attractiveness.

In the context of the coffee shop business, attraction image is not only related to physical aspects but also encompasses identity, atmosphere, interior design, comfort, facilities, and the overall experience perceived by customers during their visit. A positive attraction image can create enjoyable experiences and enhance customer satisfaction. However, differences in characteristics between male and female customers may result in variations in the evaluation of a coffee shop's attractiveness. Female customers may pay greater attention to aspects such as atmosphere and aesthetics, whereas male customers may be more likely to consider comfort and practical benefits. Gender is expected to play a role in strengthening or weakening the relationship between attraction image and customer satisfaction (Sebatu, 2018). Based on the above discussion, the following hypothesis is proposed:

*H6: Gender moderates the relationship between attraction image and customer satisfaction.*

Previous studies have mainly examined Service Quality and Price Perception as direct predictors of Customer Satisfaction. Studies investigating Attraction Image in the coffee shop context remain limited, while research integrating these variables with Gender as a moderating variable is still scarce. Therefore, limited evidence exists regarding how gender differences may influence the relationships among these variables within the coffee shop industry. Gender has the potential to influence consumer behavior in decision-making processes, as differences between male and female consumers may lead to variations in price sensitivity, service quality evaluation, and perceptions of attractiveness (Utami & Rahayu, 2025). This study addresses this gap by integrating Service Quality, Price Perception, and Attraction Image into a unified model with Gender as a moderating variable in explaining Customer Satisfaction within the coffee shop context.

The novelty of this study lies in extending customer satisfaction research by integrating Service Quality, Price Perception, and Attraction Image into a unified model while simultaneously examining the moderating role of Gender within the coffee shop industry. Furthermore, this study adapts the dimensions of Attraction Image, commonly applied in tourism destination studies, into the coffee shop context.

The conceptual model developed based on the research hypotheses is presented in Figure 1. According to (Sekaran, U., & Bougie, 2016), a theoretical framework serves as the primary foundation underlying the entire research process. Based on this framework, hypotheses are formulated and empirically tested to determine the validity of relationships among variables. Drawing upon theories and previous studies, relationships were identified among Service Quality, Price Perception, Attraction Image, and Customer Satisfaction, with Gender functioning as a moderating variable. Therefore, the research model is developed as illustrated in Figure 1:

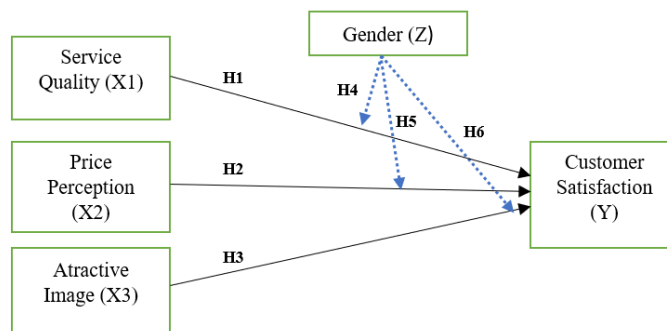


Figure 1. Research Model

II. METHOD

This study employed a quantitative approach with a causal research design (explanatory research) to analyze the effects of service quality, price perception, and attraction image on customer satisfaction, with gender serving as a moderating variable. The research object consisted of customers of Kopi Bajawa Bekasi, with the population including all customers who had made transactions at the coffee shop. The respondents were selected from various backgrounds based on the following criteria: (1) at least 17 years of age, (2) had purchased products at least once at Kopi Bajawa Bekasi, and (3) were willing to complete the questionnaire in full.

The sampling technique used in this study was convenience sampling, which was selected due to the accessibility of respondents and the exploratory nature of this study. Data collection was conducted through an online questionnaire. The sample size was determined based on the guideline proposed by (Hair, J. F., Black, W. C., Babin, B. J., & Anderson, 2010), which suggests a minimum sample size of 5–10 times the number of research indicators. With a total of 20 indicators, the minimum sample size ranged from 100 to 200 respondents. This study involved 100 respondents, which met the minimum sample requirement.

The research instrument employed a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS software. The analysis process involved testing the outer model and inner model to examine the relationships among variables and test the proposed research hypotheses.

III. RESULT AND DISCUSSION

Respondent characteristics were analyzed to provide an overview of the demographic profile of participants involved in this study. A total of 100 respondents participated in this research, consisting of customers of Kopi Bajawa Bekasi City who met the predetermined criteria. Since Gender was employed as a moderating variable in the proposed research model, respondent characteristics based on gender were analyzed to describe the sample composition and ensure adequate representation of both gender groups. Table 1 presents the distribution of respondents based on gender characteristics.

Table 1. Respondent Characteristics Based on Gender

Gender	Frequency	Percentage
Male	45	45%
Female	55	55%
Total	100	100

Based on Table 1, the majority of respondents were female customers (55%), while male customers accounted for 45% of the total sample. The findings indicate that the distribution of respondents across gender categories was relatively balanced, although female respondents slightly dominated the sample. Such a distribution suggests that customer perceptions regarding Service Quality, Price Perception, Attraction Image, and Customer Satisfaction were represented by both gender groups. Moreover, since Gender served as a moderating variable in this study, the representation of both male and female respondents provides an appropriate basis for examining potential differences in customer evaluations across gender categories.

Quantitative data analysis in this study was conducted using the Partial Least Squares (PLS) method. The PLS analysis process was carried out through two main stages, namely the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model).

1. Outer Model Evaluation

The outer model evaluation was conducted to assess the validity and reliability of the indicators used to measure each research construct. Convergent validity was assessed by examining the loading factor values, where indicators are considered valid if they have loading factor values greater than 0.70 (Hair, Jr. et al., 2022). The results indicate that all indicators for the variables of Service Quality (SQ1–SQ6), Price Perception (PP1–PP4), Attraction Image (AI1–AI5), and Customer Satisfaction (CS1–CS5) met the required criteria, as presented in Figure 2 below:

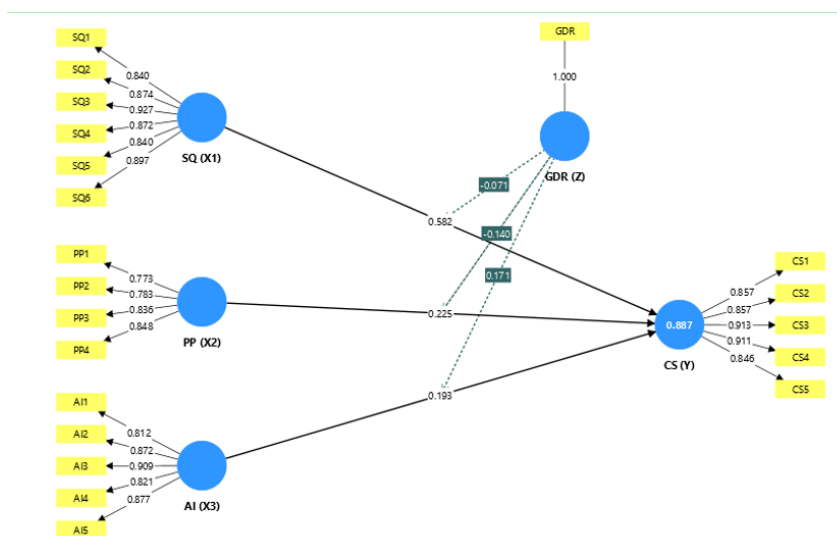


Figure 2. Results of the Outer Model Evaluation

Based on Figure 2, all indicators of the variables Service Quality (SQ1–SQ6), Price Perception (PP1–PP4), Attraction Image (AI1–AI5), and Customer Satisfaction (CS1–CS5) have loading factor values greater than 0.70. Therefore, all indicators are considered valid and capable of adequately representing the constructs being measured.

The highest loading factor value for the Service Quality variable was found in indicator SQ3, with a value of 0.927, indicating that this indicator contributed the most to shaping customers’ perceptions of service quality. The Price Perception variable showed the highest loading factor value for indicator PP4 at 0.848, while the Attraction Image variable had its strongest indicator in AI3 with a value of 0.909. For the Customer Satisfaction variable, indicator CS3 had the highest loading factor value at 0.913. These findings indicate that all indicators satisfied the convergent validity criteria and were therefore appropriate for subsequent analysis.

The reliability of the research instrument was assessed using Cronbach’s Alpha, where variables are considered reliable if they achieve a Cronbach’s Alpha value greater than 0.70 (Hair Jr. et al., 2022). The results of the reliability testing using SmartPLS are presented as follows:

Table 2. Construct Reliability and Validity Assessment

	Cronbach's Alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average Variance Extracted (AVE)
AI (X3)	0.911	0.917	0.934	0.738
CS (Y)	0.925	0.926	0.944	0.770
PP (X2)	0.827	0.838	0.885	0.657
SQ (X1)	0.939	0.941	0.952	0.766

Based on Table 2, construct reliability and validity were evaluated using Cronbach’s Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The reliability criterion is achieved when Cronbach’s

Alpha and Composite Reliability (CR) values exceed 0.70, while convergent validity is established when the AVE value exceeds 0.50. The findings reveal that all constructs satisfied the recommended thresholds, indicating satisfactory internal consistency and convergent validity. Therefore, all measurement constructs were deemed reliable and valid for further analysis.

## 2. Structural Model Evaluation (Inner Model)

The structural model (inner model) evaluation was conducted to examine the relationships among the latent constructs formulated in the research hypotheses. The analysis was performed by evaluating the path coefficients and their significance levels through the bootstrapping procedure in SmartPLS. The explanatory power of the exogenous latent variables toward the endogenous latent variable was assessed using the Adjusted R-Square value, while the direction and magnitude of the relationships among constructs were represented by the path coefficient values. The results of the analysis are presented in the following tables. Table 3 presents the results of the coefficient of determination ( $R^2$ ) assessment:

**Table 3.** Results of the Coefficient of Determination ( $R^2$ ) Assessment

	R Square	R Square Adjusted
CS (Y)	0.887	0.879

Based on Table 3, the Adjusted R-Square value obtained was 0.879. This value indicates that 87.9% of the variance in customer satisfaction can be explained by service quality, price perception, attraction image, gender, and the moderating effects of gender, while the remaining 12.1% is explained by other variables outside the research model.

In addition to the coefficient of determination ( $R^2$ ) assessment, the structural model evaluation was also conducted through effect size ( $f^2$ ) analysis. The effect size assessment aims to determine the magnitude of the contribution of each exogenous variable to the endogenous variable in the research model. According to (Hair, Jr. et al., 2022) the  $f^2$  value is used to measure the strength of the effect of one variable on another, where values of 0.02, 0.15, and 0.35 indicate small, medium, and large effect sizes, respectively. The results of the effect size ( $f^2$ ) assessment in this study are presented in Table 4 as follows:

**Table 4.** Results of the Effect Size ( $f^2$ ) Assessment

	CS (Y)
AI (X3)	0.075
CS (Y)	
GDR (Z)	0.006
PP (X2)	0.115
SQ (X1)	0.688
GDR (Z) X SQ (X1)	0.011
GDR (Z) X PP (X2)	0.048
GDR (Z) X AI (X3)	0.062

Based on Table 4, the effect size ( $f^2$ ) assessment was conducted to determine the contribution of each exogenous variable to Customer Satisfaction in the structural model. According to Hair et al. (2022),  $f^2$  values of 0.02, 0.15, and 0.35 indicate small, medium, and large effect sizes, respectively.

The results indicate that Service Quality (SQ) demonstrated the largest contribution to Customer Satisfaction with an  $f^2$  value of 0.688, indicating a large effect size. This finding suggests that Service Quality is the strongest predictor in the model and has a substantial impact on improving customer satisfaction at Kopi Bajawa Bekasi City.

Meanwhile, Price Perception (PP) and Attraction Image (AI) obtained  $f^2$  values of 0.115 and 0.075, respectively, indicating small effect sizes. Although both variables significantly influence Customer Satisfaction, their practical contribution to the model is relatively lower compared to Service Quality.

Regarding the moderating effects, the interaction terms between Gender and Service Quality (GDR  $\times$  SQ), Gender and Price Perception (GDR  $\times$  PP), and Gender and Attraction Image (GDR  $\times$  AI) showed  $f^2$  values of 0.011, 0.048, and 0.062, respectively, which are categorized as small effects. In addition, the direct effect of Gender (GDR) on Customer Satisfaction yielded an  $f^2$  value of 0.006, indicating a negligible effect.

These findings suggest that Service Quality plays the most dominant role in influencing Customer Satisfaction, while the moderating role of Gender contributes relatively limited practical influence to the model. Furthermore, although certain moderating relationships may achieve statistical significance, their practical contribution in explaining Customer Satisfaction remains relatively weak. The findings further imply that improving service quality should become a strategic priority for coffee shop management, as it contributes the greatest impact on enhancing customer satisfaction compared to other variables included in the research model.

Hypothesis testing was conducted to examine the relationships among the latent variables formulated in the research model. The analysis was performed using the bootstrapping procedure in SmartPLS by evaluating the path coefficient, t-statistics, and p-values. A hypothesis is considered supported if it meets the criteria of t-statistics > 1.96 and p-values < 0.05 at a significance level of 5%.

Based on the results of the data analysis, the path coefficient and t-statistics values were obtained through the bootstrapping procedure. The results of the hypothesis testing are presented in Figure 3 as follows:

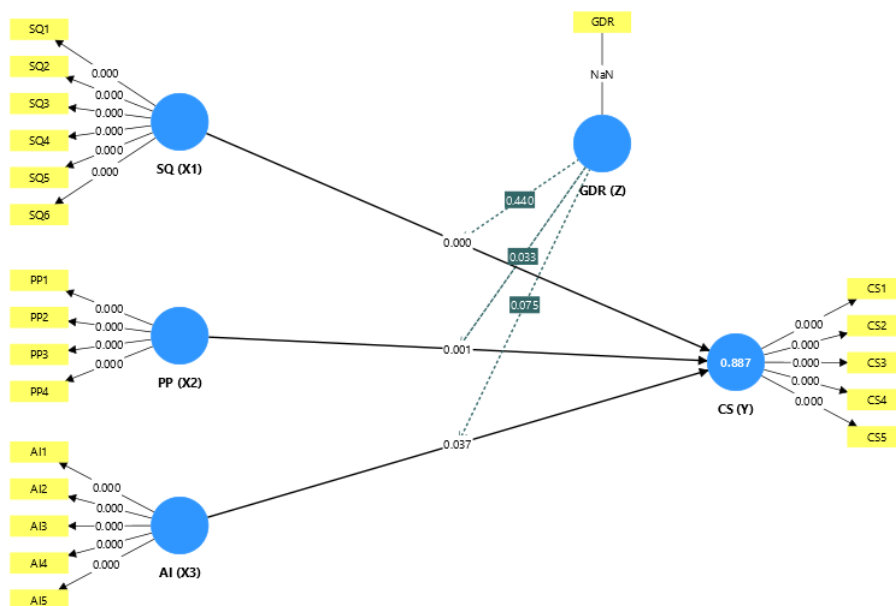


Figure 3. Bootstrapping Results

Based on Figure 3, the structural model was evaluated using the bootstrapping procedure to examine the significance of the proposed relationships among constructs. The bootstrapping results provide information regarding the significance of both direct and moderating effects within the research model.

The coefficient of determination ( $R^2$ ) for Customer Satisfaction (CS) was 0.887, indicating that Service Quality (SQ), Price Perception (PP), Attraction Image (AI), Gender (GDR), and the interaction effects involving Gender collectively explained 88.7% of the variance in Customer Satisfaction, while the remaining 11.3% was explained by other variables outside the research model. According to Hair et al. (2022), an  $R^2$  value above 0.75 indicates substantial explanatory power, suggesting that the proposed model demonstrates strong predictive capability.

The direct effect analysis showed that Service Quality significantly influenced Customer Satisfaction ( $p = 0.000$ ), indicating that improvements in service quality contribute positively to customer satisfaction. Similarly, Price Perception significantly affected Customer Satisfaction ( $p = 0.001$ ), suggesting that favorable customer perceptions regarding price increase customer satisfaction levels. Furthermore, Attraction Image significantly influenced Customer Satisfaction ( $p = 0.037$ ), indicating that a positive image contributes to enhancing customer satisfaction.

Regarding the moderating effects, the interaction between Gender and Price Perception significantly influenced Customer Satisfaction ( $p = 0.033$ ), suggesting that Gender moderates the relationship between Price Perception and Customer Satisfaction. The negative moderating coefficient obtained in the structural model indicates that Gender weakens the influence of Price Perception on Customer Satisfaction. Meanwhile, the interaction effects between Gender and Service Quality ( $p = 0.440$ ) and between Gender and Attraction Image

( $p = 0.075$ ) were not statistically significant. Therefore, Gender only acted as a moderator in the relationship between Price Perception and Customer Satisfaction.

Overall, the results indicate that Service Quality emerged as the strongest predictor of Customer Satisfaction, while the moderating role of Gender was only partially supported within the research model. Based on the data analysis using SmartPLS, the path coefficient values obtained are presented in Table 5 as follows:

**Table 5.** Path Coefficients and Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
AI (X3) → CS (Y)	0.193	0.214	0.093	2.086	0.037
GDR (Z) → CS (Y)	-0.026	-0.024	0.037	0.698	0.485
GDR (Z) x AI (X3) → CS (Y)	0.171	0.153	0.096	1.782	0.075
GDR (Z) x PP (X2) → CS (Y)	-0.140	-0.148	0.066	2.135	0.033
GDR (Z) x SQ (X1) → CS (Y)	-0.071	-0.044	0.092	0.773	0.440
PP (X2) → CS (Y)	0.225	0.234	0.066	3.418	0.001
SQ (X1) → CS (Y)	0.582	0.554	0.089	6.511	0.000

To provide a clearer overview of the hypothesis testing outcomes, a summary of the results was developed based on the path coefficients, t-statistics, and p-values obtained from the bootstrapping procedure. The summary table presents the status of each proposed hypothesis, indicating whether the hypothesis is supported or not supported based on the established significance criteria (T-statistics > 1.96 and p-values < 0.05). The results of the hypothesis summary are presented in Table 6.

**Table 6.** Hypothesis Summary

Hypothesis	Relationship	$\beta$	t-value	p-value	Result
H1	Service Quality → Customer Satisfaction	0.582	6.511	0.000	Supported
H2	Price Perception → Customer Satisfaction	0.225	3.418	0.001	Supported
H3	Attraction Image → Customer Satisfaction	0.193	2.086	0.037	Supported
H4	Gender × Service Quality → Customer Satisfaction	-0.071	0.773	0.440	Not Supported
H5	Gender × Price Perception → Customer Satisfaction	-0.140	2.135	0.033	Supported
H6	Gender × Attraction Image → Customer Satisfaction	0.171	1.782	0.075	Not Supported

Based on Table 5 and Table 6, hypothesis testing was conducted by evaluating the path coefficients, t-statistics, and p-values obtained from the bootstrapping procedure. A relationship is considered significant when the t-statistic exceeds 1.96 and the p-value is below 0.05. Table 5 presents the detailed statistical results of the path coefficients, while Table 6 provides a summary of the status of each proposed hypothesis.

The results showed that Service Quality (SQ) had a significant positive effect on Customer Satisfaction ( $\beta = 0.582$ ;  $T = 6.511$ ;  $p = 0.000$ ). This finding indicates that improving service quality increases customer satisfaction. Among all independent variables, Service Quality demonstrated the strongest influence on Customer Satisfaction.

Furthermore, Price Perception (PP) significantly influenced Customer Satisfaction ( $\beta = 0.225$ ;  $T = 3.418$ ;  $p = 0.001$ ), suggesting that customers who perceive prices as fair and beneficial tend to experience higher levels of satisfaction. Similarly, Attraction Image (AI) showed a significant positive effect on Customer Satisfaction ( $\beta = 0.193$ ;  $T = 2.086$ ;  $p = 0.037$ ), indicating that a positive image contributes to improving customer satisfaction.

Regarding the moderating role of Gender (GDR), the interaction between Gender and Price Perception significantly affected Customer Satisfaction ( $\beta = -0.140$ ;  $T = 2.135$ ;  $p = 0.033$ ). The negative coefficient indicates that Gender weakens the relationship between Price Perception and Customer Satisfaction. Meanwhile, the interaction effect between Gender and Attraction Image was not significant ( $\beta = 0.171$ ;  $T = 1.782$ ;  $p =$

0.075), and the interaction effect between Gender and Service Quality was also not significant ( $\beta = -0.071$ ;  $T = 0.773$ ;  $p = 0.440$ ).

Additionally, the direct effect of Gender on Customer Satisfaction was not significant ( $\beta = -0.026$ ;  $T = 0.698$ ;  $p = 0.485$ ), indicating that Gender itself does not directly influence Customer Satisfaction. Overall, the findings indicate that H1, H2, H3, and H5 were supported, while H4 and H6 were not supported. Therefore, Service Quality, Price Perception, and Attraction Image significantly influence Customer Satisfaction, whereas the moderating role of Gender was only partially supported in the proposed research model.

### ***H1: Service Quality has an effect on Customer Satisfaction.***

The results of hypothesis testing indicate that Service Quality has a significant positive effect on Customer Satisfaction with a path coefficient ( $\beta$ ) of 0.582, t-statistic = 6.511, and p-value = 0.000. Since the t-statistic exceeds the threshold value of 1.96 and the p-value is lower than 0.05, H1 is accepted.

The positive coefficient indicates that an improvement in service quality leads to an increase in customer satisfaction. This finding suggests that customers tend to experience higher satisfaction when they perceive the services provided as reliable, responsive, and capable of meeting their expectations. Moreover, among all independent variables included in the model, Service Quality demonstrated the strongest influence on Customer Satisfaction, as indicated by the highest path coefficient value ( $\beta = 0.582$ ).

Therefore, Service Quality can be considered a key factor in enhancing customer satisfaction. These findings support the SERVQUAL theory, which explains that service quality is an important factor in shaping customer perceptions and evaluations of the services received. The results are also consistent with previous studies conducted by (Martins & Alao, 2023) (Putta, 2023) (Nabila & Nazri, 2022) (Pandiangan, 2024) which found that service quality significantly influences customer satisfaction in the coffee shop industry.

### ***H2: Price Perception has an effect on Customer Satisfaction.***

Based on the test results, a t-statistics value of 3.418 and a p-value of 0.001 were obtained. These values satisfy the criteria of t-statistics  $> 1.96$  and p-value  $< 0.05$ , indicating that Price Perception has a positive and significant effect on Customer Satisfaction. Therefore, H2 is supported. These findings are consistent with previous studies by (Genadi et al., 2024) (Fitriana, 2023) (Palelu et al., 2022) (Nabil, 2024), (Pandiangan, 2024) which reported that price perception significantly influences customer satisfaction.

The results of this study indicate that a more favorable Price Perception perceived by customers leads to a higher level of Customer Satisfaction at Kopi Bajawa Bekasi City. In this study, Price Perception includes dimensions such as price affordability, price-quality congruence, price competitiveness, and price-benefit congruence. Customers tend to be more satisfied when product prices are perceived as affordable, aligned with the quality received, competitive compared to available alternatives, and proportional to the benefits obtained. Such conditions create positive perceptions regarding the value received, which consequently enhance customer satisfaction.

The positive path coefficient value ( $\beta = 0.225$ ) further indicates that an increase in Price Perception contributes positively to Customer Satisfaction. Although the effect size of Price Perception is smaller than that of Service Quality, it remains an important determinant in shaping customer satisfaction.

These findings support the Perceived Value Theory, which suggests that customers evaluate products or services based on a comparison between the benefits received and the sacrifices incurred. The more customers perceive that the price paid is proportional to the quality and benefits obtained, the greater the level of satisfaction experienced. The findings further indicate that in the coffee shop context, customers consider not only the monetary aspect of price but also the overall value derived from the experience, product quality, and services received.

### ***H3: Attraction Image has an effect on Customer Satisfaction.***

Based on the test results, a t-statistics value of 2.086 and a p-value of 0.037 were obtained. These values satisfy the criteria of t-statistics  $> 1.96$  and p-value  $< 0.05$ , indicating that Attraction Image has a positive and significant effect on Customer Satisfaction. Therefore, H3 is supported. These findings are consistent with previous studies by (Mardhova, 2024) (Wulandari, 2025), which reported that Attraction Image significantly influences Customer Satisfaction.

The results of this study indicate that the more favorable the Attraction Image of Kopi Bajawa Bekasi City, the higher the level of Customer Satisfaction. In this study, Attraction Image includes the dimensions of attractions, accessibility, and facilities. Attractive features can create memorable experiences for customers, good accessibility facilitates customers in reaching the location, while adequate facilities enhance customer

comfort during their visits to the coffee shop. The combination of these three aspects creates positive customer perceptions of the place visited, thereby increasing the level of satisfaction experienced.

The positive path coefficient value ( $\beta = 0.193$ ) further indicates that improvements in Attraction Image contribute positively to Customer Satisfaction. Although the magnitude of the effect is smaller than that of Service Quality and Price Perception, Attraction Image remains an important factor in shaping customer satisfaction.

These findings support consumer behavior theory, which suggests that customers' perceptions of the attributes and characteristics of a place influence their evaluation of the experiences received. The more positive the image formed, the greater the likelihood that customers will provide favorable evaluations of the services and experiences obtained. The findings also indicate that within the coffee shop industry, customers consider not only product-related aspects but also the overall experience, atmosphere, and comfort offered as important factors in shaping customer satisfaction.

#### ***H4: Gender moderates the relationship between Service Quality and Customer Satisfaction.***

Based on the test results, a t-statistics value of 0.773 and a p-value of 0.440 were obtained. These values do not meet the required criteria because t-statistics  $< 1.96$  and p-value  $> 0.05$ , indicating that Gender does not moderate the relationship between Service Quality and Customer Satisfaction. Therefore, H4 is not supported.

The findings of this study indicate that gender differences neither strengthen nor weaken the relationship between Service Quality and Customer Satisfaction at Kopi Bajawa Bekasi City. This finding suggests that both male and female customers have relatively similar perceptions regarding the service quality provided. The dimensions of service quality, including tangibles, reliability, responsiveness, assurance, and empathy, are perceived as important aspects by all customers regardless of gender differences. Therefore, improvements in service quality tend to generate relatively similar effects on customer satisfaction levels among both male and female customers.

The interaction coefficient value ( $\beta = -0.071$ ) indicates a negative relationship; however, since the effect is statistically insignificant, the direction of the relationship cannot be interpreted as having a meaningful moderating role. This suggests that gender differences do not substantially alter the influence of service quality on customer satisfaction.

These findings suggest that service quality is considered a fundamental aspect of customer experience that is valued similarly across gender groups. As a result, customer satisfaction appears to be influenced more by the quality of services delivered rather than by demographic characteristics such as gender. Such findings imply that improving service quality remains an essential strategy for enhancing customer satisfaction irrespective of customer gender differences.

#### ***H5: Gender moderates the relationship between Price Perception and Customer Satisfaction.***

Based on the test results, a t-statistics value of 2.135 and a p-value of 0.033 were obtained. These values satisfy the required criteria because t-statistics  $> 1.96$  and p-value  $< 0.05$ , indicating that Gender moderates the relationship between Price Perception and Customer Satisfaction. Therefore, H5 is supported.

The findings of this study indicate that Gender plays a role in influencing the relationship between Price Perception and Customer Satisfaction at Kopi Bajawa Bekasi City. This finding suggests that differences in customer characteristics based on gender may lead to variations in how customers evaluate the value received from the prices paid. Female customers may place greater emphasis on value congruence and emotional benefits associated with the price paid, whereas male customers may focus more on functional utility and practical considerations. Consequently, these differences may explain variations in the influence of Price Perception on Customer Satisfaction across gender groups.

Price Perception in this study includes dimensions such as price affordability, price-quality congruence, price competitiveness, and price-benefit congruence, which may be interpreted differently by male and female customers. Customers tend to evaluate prices not only from a financial perspective but also based on whether the price is perceived as fair and aligned with the benefits and experiences received. Such differences in evaluation patterns may result in variations in the perceived value obtained by customers.

Furthermore, the negative moderating coefficient ( $\beta = -0.140$ ) indicates that the moderating effect of Gender weakens the relationship between Price Perception and Customer Satisfaction. This finding suggests that the positive effect of Price Perception on Customer Satisfaction becomes relatively weaker across certain gender groups. In other words, although Price Perception remains an important determinant of Customer Satisfaction, the magnitude of its influence may vary depending on gender differences.

These findings support consumer behavior theory, which suggests that demographic characteristics can shape customer evaluations and decision-making processes. The results further indicate that within the coffee shop industry, demographic aspects such as Gender may contribute to differences in customer perceptions regarding pricing decisions and value assessments, which consequently influence customer satisfaction levels.

***H6: Gender moderates the relationship between Attraction Image and Customer Satisfaction.***

Based on the test results, a t-statistics value of 1.782 and a p-value of 0.075 were obtained. These values do not meet the required criteria because t-statistics < 1.96 and p-value > 0.05, indicating that Gender does not moderate the relationship between Attraction Image and Customer Satisfaction. Therefore, H6 is not supported.

The findings of this study indicate that gender differences neither strengthen nor weaken the relationship between Attraction Image and Customer Satisfaction at Kopi Bajawa Bekasi City. This finding suggests that both male and female customers have relatively similar evaluations regarding the attraction image of the coffee shop. In this study, Attraction Image includes the dimensions of attractions, accessibility, and facilities, which are perceived to have relatively similar levels of importance among customers regardless of gender differences.

The interaction coefficient value ( $\beta = 0.171$ ) indicates a positive relationship; however, since the relationship is statistically insignificant, the moderating effect cannot be interpreted as having a meaningful influence. This suggests that the influence of Attraction Image on Customer Satisfaction remains relatively consistent across gender groups.

These findings indicate that improvements in Attraction Image tend to generate relatively similar effects on customer satisfaction among customers, regardless of gender differences. This suggests that customer evaluations of attraction-related aspects are driven more by the overall experience and characteristics of the coffee shop rather than by demographic characteristics such as Gender.

Furthermore, these findings support consumer behavior theory, which suggests that customers evaluate experiences based on perceptions of environmental attributes and service experiences rather than solely on demographic characteristics. The results imply that creating a positive attraction image through appealing facilities, convenient accessibility, and memorable experiences can enhance customer satisfaction equally across different customer groups.

#### IV. CONCLUSION

This study aimed to examine the effects of Service Quality, Price Perception, and Attraction Image on Customer Satisfaction, as well as the moderating role of Gender among customers of Kopi Bajawa Bekasi City. The findings revealed that Service Quality, Price Perception, and Attraction Image significantly and positively influence Customer Satisfaction. Among these variables, Service Quality emerged as the strongest predictor, indicating that improvements in service-related aspects contribute substantially to increasing customer satisfaction.

The results further demonstrated that the proposed structural model possesses strong explanatory power, as indicated by the  $R^2$  value of 0.887, meaning that 88.7% of the variation in Customer Satisfaction can be explained by Service Quality, Price Perception, Attraction Image, Gender, and the moderating effects included in the model. This finding suggests that the proposed model effectively explains customer satisfaction behavior in the coffee shop context.

Regarding the moderating effects, the findings indicated that Gender only significantly moderated the relationship between Price Perception and Customer Satisfaction, whereas no significant moderating effects were found in the relationships between Service Quality and Customer Satisfaction and between Attraction Image and Customer Satisfaction. The negative moderating coefficient obtained in the relationship between Gender and Price Perception suggests that the influence of Price Perception on Customer Satisfaction becomes weaker across certain gender groups, indicating differences in how customers evaluate pricing and perceived value.

The findings of this study provide practical implications for coffee shop managers in developing strategies to enhance customer satisfaction. Service Quality should become a strategic priority because it demonstrated the strongest contribution to Customer Satisfaction. Coffee shop managers are encouraged to continuously improve service quality through responsive services, employee competence, reliability, and customer-oriented interactions. Furthermore, maintaining appropriate pricing strategies and strengthening Attraction Image through attractive facilities, convenient accessibility, and enjoyable customer experiences may also contribute positively to customer satisfaction.

This study has several limitations. First, the sample was limited to customers of a single coffee shop in Bekasi City, which may restrict the generalizability of the findings. Second, this study only examined Service Quality, Price Perception, Attraction Image, and Gender, while other factors potentially influencing Customer Satisfaction were not included in the research model.

Future studies are recommended to include additional variables such as customer loyalty, customer experience, brand image, purchasing behavior, or customer trust, and involve broader research settings with larger sample sizes to improve the generalizability and robustness of the findings.

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