The Influence of Service Quality on Perceived Value and Perceived Risk as Mediation and its Impact on Customer Satisfaction at Bento Café in Tasikmalaya

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Abstract: This study aims to analyze the effect of Service Quality on Perceived Value and Perceived Risk as mediation, and its impact on Customer Satisfaction, with the object of research being the customers of Kafe Bento Tasikmalaya. The research method used is the self-administrated survey method using a questionnaire on a scale of 1-10 and the number of research samples is 235 respondents using purpose sampling. The analysis tool used is Structural Equation Modeling (SEM) with AMOS software. The results show that Service Quality has a positive effect on Perceived Value, but a negative effect on Perceived Risk. Furthermore, Perceived Value has a positive effect on Customer Satisfaction, while Perceived Risk has a negative effect on Customer Satisfaction.

Keyword: Service Quality, Perceived Value, Perceived Risk, Customer Satisfaction

INTRODUCTION

In the era of increasingly competitive service industry competition, coffee shops have experienced rapid development in recent years. This is marked by the emergence of various stylish coffee shops popping up everywhere. Coffee shops are not just a place to enjoy coffee, but as a social space, a place to work, or as a place to refresh yourself or just relax. Economic actors must think creatively and innovatively to improve their services as a result of the tight competition (Lestari et al., 2024). With increasingly tight competition, in order to maintain market share, coffee shops do not only focus on coffee, but on the best and superior service aspects provided to consumers in maintaining and increasing customer satisfaction and loyalty (Djatola & Hilal, 2023).

Service quality is considered very important for customer satisfaction, customers expect easy access and responsive service. The quality of food and drinks served is also very important, and if the quality is poor, consumers will not return to the coffee shop (Ayu R, Habib B & M, 2024) . Customer satisfaction is influenced by good service quality because of the interaction between the company and the customer. In accordance with the concept of customer satisfaction according to Rizqi & Syafarudin, (2021) states that customer satisfaction can be achieved when consumer expectations are comparable to the performance or results felt. The good or bad service provided by the coffee shop greatly affects customer satisfaction. Good

service quality affects customer satisfaction. Customers who are satisfied with the service at the coffee shop tend to have the intention to return, recommend the place to others, and show higher loyalty. Therefore, coffee shops that are able to meet customer expectations through quality service can create a sustainable competitive advantage.

Customers' perception of the level of service can affect their satisfaction. Customers compare the service with their expectations and the cost they spend on this service. If customers value the service more than the cost, then satisfaction will occur (Yi et al., 2021) . Therefore, customer perceived value is considered a significant predictor of customer satisfaction.

In this study, perceived value becomes an important variable that plays a role in mediating the relationship between service quality and customer satisfaction. According to Pratiwi (2022) perception is customer acceptance of the response around them through the process of understanding, interpreting, assessing, and viewing customers towards an object in the surrounding environment through the five senses, experiences, and activities. Perceived value refers to the comparison between consumer costs or sacrifices with the benefits obtained from a product or service (Lalu Izam Hikmawan & Ismunandar, 2023) . In the study of Suariedewi & Sulistyawati (2016) stated that perceived value significantly mediates the effect of service quality on consumer satisfaction. This statement shows that the perceived value variable indirectly affects consumer satisfaction. Providing good service quality such as coffee quality, atmosphere, comfort of the place and friendliness of the staff will have an impact on customer satisfaction.

Although several studies have explored service quality on perceived value, Asti & Ayuningtyas, (2020) stated that previous studies often ignore the negative effects of service quality, such as perceived risk, so this study can provide a different perspective on the consequences of the quality of service received. This study provides an update by exploring the relationship between service quality not only on perceived value, but also on perceived risk, which is an aspect that has not been widely studied before.

A study conducted by Aulia et al., (2022) stated that in addition to perceived value, there are other factors that influence customer satisfaction, namely perceived risk, but there have not been many studies that examine risk factors that can influence consumer satisfaction in coffee shops. According to Suryani (2008), perceived risk can be said to be something that consumers will face, namely uncertainty, when consumers cannot know what will happen after deciding to purchase. Perceived risk will prevent someone from making a purchase, thereby delaying satisfaction.

Based on previous study references, the findings of this study aim to broaden our understanding of the dual influence of service quality which has so far only focused on positive impacts such as perceived value. Thus, this study highlights the importance of managing service quality to minimize perceived risk and increase perceived value felt by customers in creating a satisfying customer experience. The findings of this study are expected to contribute knowledge in developing more effective marketing and service strategies to improve increasingly complex customer satisfaction.

METHOD
This study uses Kafe Bento Tasikmalaya as an application in the study. Kafe Bento was chosen because it is one of the coffee shops engaged in the *food and beverage sector*. In addition, Kafe Bento was chosen because it utilizes *Service Quality* in achieving customer satisfaction. Thus, this study adopts a *survey research method* where closed questionnaires are distributed to respondents. The following is the operationalization of the variables used in the study:

Table 1. Operationalization of Research Variables

Variables	Dimensions	Indicator	Information
Service Quality (Kotler & Keller, 2015:442)	Physical evidence (Tangible)	Customers assess the cafe's facilities aspect	SQ1
	Empathy	Feel the attention from employees	SQ2
	Trustworthy (Reliability)	How reliable is the company?	SQ3
	Responsive	Employee willingness to respond	SQ4
	Assurance	The ability of employees to make customers feel safe and confident	SQ5
Perceived Value (Sweeney & Souter, 2001)	Product quality value (Quality Value)	Assessment of product quality	PV1
	Emotional Value	Customers' emotional feelings while in the cafe	PV2
	Social value/image	Customers influence social image or status	PV3
	Financial Value	Customer perception of product prices	PV4
	Experience value	Customer perceived value experience perception	PV5
Perceived Risk (Aulia et al., 2022)	Functional risk	Concern that a product or service does not meet expectations	PR1
	Financial risk	Price mismatch with quality	PR2
	Time risk	Wasting customer time when ordering	PR3
	Psychological risk (Physichological Risk)	Negative emotional impact felt towards service	PR4
	Social risks	Negative concerns about customers' social image	PR5
	Physical risks	Negative feelings when interacting in public spaces	PR6
Customer Satisfaction (Kotler, 2015)	Customer Loyalty	Customers consistently choose products	CS1
	Repurchase product (Repurchase Intention)	Repurchase of products/coffee	CS2
	Trust	Trust in product quality	CS3
	WOM (Word of Mouth)	Customers recommend to other potential customers	CS4

Source: Developed for Research, 2024

The population in this study were customers of Bento Cafe in Tasikmalaya City. This study used a *non-probability sampling technique* with a *purposive sampling type* by considering the following criteria: (1) Respondents who have visited Bento Cafe Tasikmalaya; (2) Have purchased products at Bento Cafe Tasikmalaya; and (3) Respondents aged over 15 years. Each respondent was asked to indicate the level of perception for each statement with a scale of 1-10. A score of 1-5 means Disagree. A score of 6-10 means Agree. The minimum number of samples in this study was 235. The following is the calculation of the number of samples:

Estimated parameter = number of indicators x 2 + number of errors of variable y + direction of structural arrow

$$= 20 \times 2 + 3 + 4$$
$$= 47$$

In determining the number of samples to be used, referring to Roscoe (1975) quoted in the book "Research Methods of Business" by Bougie (2016) , a representative sample size is a sample size that is greater than 30 and less than 500 respondents with a minimum good sample of 5 to 10 times the number of indicators of all variables. The number of *estimated parameters*

in this study is 47. Thus, the minimum number of samples in this study is 5 times *the estimated parameters* or 47 x 5 = 235

Structural Equation Modeling (SEM) method of data analysis. *Structural Equation Modeling* (SEM) is described as an analysis that combines several approaches, namely factor analysis, structural model, and path analysis (Suliyanto, 2011). AMOS *software* version 22 was used to perform data analysis. *Analysis of Moment Structures* (AMOS) is SEM software for performing multivariate analysis or regression equation systems.

In the author's research, the relationship between one variable and another is described. In this study, four variables were used, namely *Service Quality, Perceived Value, Perceived Risk* and *Customer Satisfaction*. The following is the research model used as follows:

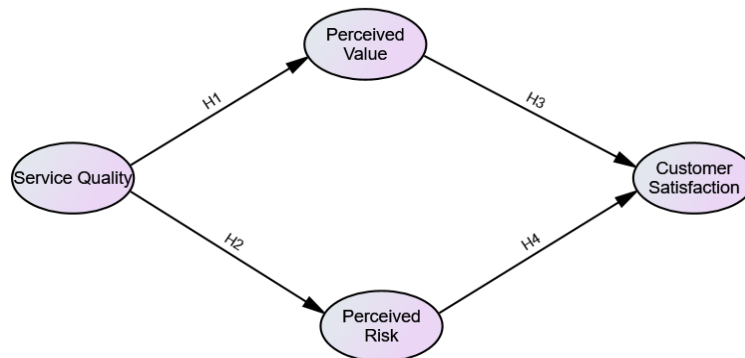**Figure 1. Research Model**
Source: Developed for Research, 2024

RESULTS AND DISCUSSION

Data obtained from 235 respondents who were known to have visited and purchased products at Kafe Bento Tasikmalaya, consisting of 104 male customers and 131 female customers, who were predominantly domiciled in Tasikmalaya City.

The results of the normality test show that the research data has been normally distributed, because the multivariate kurtosis value of all indicators is in the interval <2.58, in the research the data meets the normal assumption because the value of 1.918 is in the range of ± 2.58.

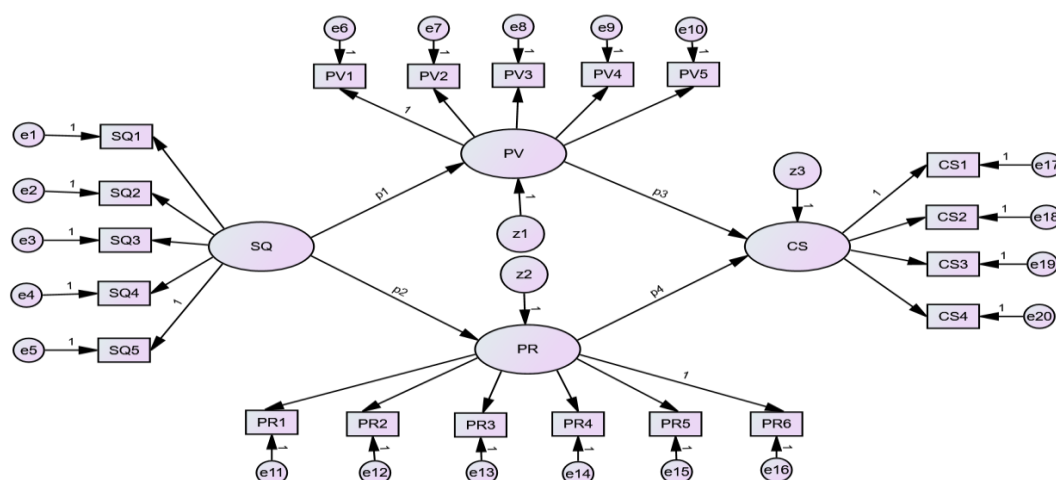To test the feasibility of a structural model, look at several *goodness of fit criteria* as follows:

Figure 2. Measurement Model Path Diagram

Validity Test

Table 2. Validity Test Results

Variables	Indicator	S.Loading Estimate	AVE	Information
SQ	SQ1	0.704		
	SQ2	0.684		
	SQ3	0.593	0.620	Valid
	SQ4	0.617		
	SQ5	0.664		
PV	PV1	0.774		
	PV2	0.718		
	PV3	0.676	0.667	Valid
	PV4	0.715		
	PV5	0.746		
PR	PR1	0.892		
	PR2	0.902		
	PR3	0.857	0.772	Valid
	PR4	0.758		
	PR5	0.801		
	PR6	0.783		
CS	CS1	0.622		
	CS2	0.662		
	CS3	0.727	0.623	Valid
	CS4	0.655		

Source: AMOS output results, 2024

To measure validity, it is necessary to test the relationship between the variables, namely Discriminant Validity and Average Variance Extracted (AVE) with the expected AVE value> 0.5 (Andreas Wijaya, 2019: 101). Based on the results presented in the table, the results of the validity test show that the variables in this study are declared "Valid". Judging from the AVE (Average Variance Extracted) value for each variable that is above 0.5.

Reliability Test

Table 3. Reliability Test Results

Variables	Reliability Test Criteria	Composite Reliability	Information
SQ	0.890	≥ 0.60	Reliable
PV	0.909	≥ 0.60	Reliable
PR	0.952	≥ 0.60	Reliable
CS	0.868	≥ 0.60	Reliable

Source: AMOS output results, 2024

Based on the results of the Reliability Test presented in the table, the variables in this study are declared "Reliable". Judging from the Composite Reliability value for each variable which is above 0.6. According to Hair et al., (2014), a Composite Reliability value greater than 0.6 indicates that all variables have good reliability. Composite Reliability is a measure used to assess the internal consistency of a set of items that is more accurate than Cronbach's Alpha.

Normality Test

Table 4. Assessment of normality (Group number 1)

Variable	Min	max	skew	cr	kurtosis	cr
PR1	4,000	9,000	1.385	8,671	2,610	8.167
PR2	4,000	9,000	1,829	11,444	3,730	11,671
PR3	4,000	9,000	1.165	7.291	1,800	5.633
PR4	4,000	9,000	.978	6.120	1,020	3.192
PR5	4,000	9,000	1,466	9.177	2,609	8.164

Variable	Min	max	skew	cr	kurtosis	cr
PR6	4,000	9,000	1.259	7,880	2,571	8,046
CS4	6,000	10,000	-.034	-.211	.158	.496
CS3	6,000	10,000	-.194	-1.215	.022	.069
CS2	6,000	10,000	.080	.503	.334	1,044
CS1	6,000	10,000	.080	.503	.072	.226
PV5	4,000	10,000	-.501	-3.133	1.131	3,540
PV4	4,000	10,000	-.616	-3.856	.967	3.025
PV3	4,000	10,000	-.438	-2,742	1.284	4.017
PV2	4,000	10,000	-.402	-2.516	.879	2,749
PV1	4,000	10,000	-.593	-3,711	.901	2,820
SQ1	6,000	9,000	-.506	-3.166	-.688	-2.154
SQ2	6,000	9,000	-.590	-3.693	-.653	-2.042
SQ3	6,000	9,000	-.408	-2.552	-.662	-2,071
SQ4	6,000	9,000	-.384	-2.404	-.628	-1.967
SQ5	6,000	9,000	-.406	-2,538	-.566	-1,770
Multivariate					**-9.165**	**-2.368**

Source: AMOS output results, 2024

Data is said to be normal if the critical ratio value is not more than $\pm$ 2.58 at $p < 0.05$ or not more than $\pm$ 1.96 at $p < 0.01$ (Hair et al., 2010: 73). Based on the normality test table, it shows that the univariate normality test is mostly normally distributed because the *critical ratio* (CR) value for kurtosis (sharpness) and *skewness* (skewness) is in the range of $\pm$ 2.58. While in multivariate data meets the normal assumption because the value of -2.368 is in the range of $\pm$ 2.58.

Goodness of Fit Criteria

Table 5. Goodness of Fit Criteria Results

Goodness Of Fit	Cut Off Value	Research result	Model
Chi-Square	Expected small	207,563	*Marginal Fit*
Probability	≥ 0.05	0.016	*Marginal Fit*
CMIN/DF	≤ 2.00	1,250	*Good Fit*
RMSEA	≤ 0.08	0.033	*Good Fit*
GFI	≥ 0.90	0.919	*Good Fit*
AGFI	≥ 0.90	0.898	*Marginal Fit*
TLI	≥ 0.95	0.977	*Good Fit*
CFI	≥ 0.95	0.980	*Good Fit*

Source: AMOS output results, 2024

Based on the results of the table above, it can be seen that most of the research models have a level of suitability that meets the criteria (good fit). Of the eight *Goodness of Fit criteria, there are five analysis results that meet the Goodness of Fit* criteria, including CMIN/DF, RMSEA, GFI, TLI, CFI.

Direct Effect Hypothesis Test
Regression Weights: (Group number 1 – Default model)

Table 6. Direct Effect Hypothesis Test Results

	Estimate	SE	CR	P	Results
PV <--- SQ	0.274	0.109	2,522	0.012	Accepted
PR <--- SQ	-0.270	0.108	-2,506	0.012	Accepted
CS <--- PV	0.128	0.061	2,084	0.037	Accepted
CS <--- PR	-0.134	0.057	-2.375	0.018	Accepted

Source: AMOS output results, 2024

Based on the analysis results table presented, the following hypothesis test results were obtained:

H1. Service Quality has a positive effect on the Perceived Value variable.
Based on the results above, the CR value is 2,522 and the P value is 0.012, so it can meet the criteria for the influence of the relationship between variables. So the results conclude that this hypothesis is accepted.

H2. Service Quality has a negative effect on the Perceived Risk variable.
Based on the results above, the CR value is -2.506 and the P value is 0.012, so it can meet the criteria for the influence of the relationship between variables. So the results conclude that this hypothesis is accepted.

H3. Perceived Value has a positive effect on the Customer Satisfaction variable.
Based on the results above, the CR value is 2,084 and the P value is 0.037, so it can meet the criteria for the influence of the relationship between variables. So the results conclude that this hypothesis is accepted.

H4. Perceived Risk has a negative effect on the Customer Satisfaction variable.
Based on the results above, the CR value is -2.375 and the P value is 0.018, so it can meet the criteria for the influence of the relationship between variables. So the results conclude that this hypothesis is accepted.

Based on the results of the analysis of the hypothesis test, it shows that there is a significant positive and negative influence between variables with the criteria of a CR value >1.96 and a significance level of $p < 0.05$ (Ghozali, 2018).

Mediation Hypothesis Test
User-defined estimates: (Group number 1 – Default model)

Table 7. Mediation Hypothesis Test Results

Parameter	Estimate	Lower	Upper	P
PIE1	0.031	0.002	0.096	0.026
PIE2	0.032	0.004	0.100	0.021

Source: AMOS output results, 2024

H5. Perceived Value mediate the relationship between Service Quality and Customer Satisfaction.
Perceived Value can mediate the relationship between Service Quality and Customer Satisfaction shows that the indirect effect through the mediation variable has an estimated value of 0.031 and is statistically significant (p-value = 0.026). Because the *p-value* obtained is <0.05, this hypothesis is accepted.

H6. Perceived Risk mediate the relationship between Service Quality and Customer Satisfaction
Perceived Risk can mediate the relationship between Service Quality and Customer Satisfaction also shows that the specific indirect effect through the mediation variable has an estimated value of 0.032 and is statistically significant (p-value = 0.021). Because the *p-value* obtained is <0.05, this hypothesis is accepted.

CONCLUSION
Based on the results of the analysis that has been carried out, this study produces a model regarding Service Quality having a positive effect on Perceived Value, meaning that the better

the Service Quality provided by Bento Cafe to customers, the higher the level of perceived value. that customers feel.

Service Quality has a negative effect on Perceived Risk, explaining that the more the quality of service provided by Bento Cafe improves, the lower the perception of risk felt by customers. Responsive and friendly service can make customers feel appreciated, thus reducing the worry about social and psychological risks of customers.

Perceived Value has a positive effect on Customer Satisfaction, meaning that an increase in aspects of perceived value felt by customers such as good product quality, a comfortable cafe atmosphere, prices that match the services provided by Bento Cafe are the main keys to meeting expectations and increasing customer satisfaction.

Perceived Risk has a negative effect on Customer Satisfaction. This means that when Kafe Bento Tasikmalaya minimizes Perceived Risk such as maintaining the cleanliness of the cafe and setting prices that are in accordance with product quality, then customers will not feel disappointed. Therefore, low risk experiences and perceptions tend to result in higher customer satisfaction.

Perceived Value can mediate the relationship between Service Quality and Customer Satisfaction. In this case, Service Quality can increase Perceived Value, which in turn increases Customer Satisfaction. That is, Perceived Value connects service quality to customer satisfaction by strengthening customer perceptions of perceived perceptions commensurate with the effort or cost incurred. If Perceived Value is high, then the positive effect of Service Quality on Customer Satisfaction becomes stronger. Perceived Risk can mediate the relationship between Service Quality and Customer Satisfaction, indicating that Perceived Risk plays a significant role in mediating the relationship between Service Quality and Customer Satisfaction . By reducing the level of Perceived Risk , the positive impact of service quality on customer satisfaction becomes stronger. When the risk perceived by customers can be minimized such as increasing transaction security, providing clear information to customers, or providing additional guarantees, service quality will be more effective in increasing satisfaction. Ultimately, Perceived Risk will form negative consumer perceptions of customer satisfaction.

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