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Research Paper

The Influence of Product Quality, Service Quality and Consumer Satisfaction on Competitive Advantage in the Development of Start Up Coffee Shops

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ABSTRACT *This study investigates the effect of product quality, promotion targets and customer satisfaction services on start-up development, using SPSS 21.0 analysis, the results of this study partially and simultaneously determine the variables studied.*
Where partially obtained the results that product quality variables have no effect on consumer satisfaction, and service quality does not affect consumer satisfaction, then consumer satisfaction affects competitive advantage, then product quality affects competitive advantage, and service quality variables affect competitive advantage. While simultaneously product quality and service quality have no effect on consumer satisfaction, product quality and service quality affect competitive advantage and product quality, service quality and customer satisfaction simultaneously affect competitive advantage.
KEYWORDS*: Product Quality, Service Quality, Consumer Satisfaction and Competitive Advantage.*

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I. INTRODUCTION

Currently, the demand for coffee drinks has become a lifestyle that is accompanied by the daily activities of modern society in a very fast time. Indonesian coffee production ranks fourth in the world. Indonesian coffee has a very important history and role in Indonesia's economic growth. Indonesia has a favorable geographical location and is very suitable for coffee cultivation. Based on this, home coffee consumption provides an attractive market share for entrepreneurs because it provides excellent business opportunities and prospects. Talking about today's modern lifestyle, where coffee is not just an ordinary drink anymore, but has presented a Coffee Shop which is a place for people's entertainment today.

Based on the changing lifestyle of today's society and the reality that is happening now and the rapidly growing emergence of cafes that have many facilities in Bekasi, this is evidenced by the emergence of several new coffee shops that offer and have a unique concept of their coffee drink products. offer for coffee connoisseurs. Besides that, many people are more selective in choosing a coffee shop just to enjoy a cup of quality coffee.

Bekasi City is one of the cities located in West Java, Indonesia,Bekasi City has an area of about 210.49 km². In 2020 Bekasi City has a population of 2,464,719 people (Source Wikipedia). Which means that the city of Bekasi is a city that is very rapidly growing in its community growth, both urban and its original inhabitants, not only that, the city of Bekasi is a satellite city and is a part of a metropolitan city located in Greater Jakarta.

Several well-known Coffee Shop shops in Bekasi City which are competitors of Coffee Cofitoj in the Kalimalang area have mushroomed even though every year the Coffee Shop has developed quite rapidly, this encourages Coffee Cofitoj to be able to innovate from product quality and service quality, as follows Coffee Shop located in KalimalangBekasi:

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Table 1.1 Table of Competitors for CofeeCofitoj

No.	Name of Coffee Shop	Address
1.	Bangi Kopi Kalimalang	Kayuringin Jaya, Kec. Bekasi Sel., Kota Bks, West Java 17144
2.	Kopi RemanKalimalang	Jl. Cemara Raya Jl. Raya Kalimalang
3.	Kopi Promise Soul Kalimalang	Jl. KH. Noer Ali No.5a, RT.002/RW.003, Jakasampurna
4.	JekopiKalimalang	Jl. Lele 11 No.185, RT.008/RW.005, Kayuringin Jaya

Sumber (*Google Maps* 2021)

From the four Coffee Shops above, the coffee sales competition is very tight where each shop has advantages and disadvantages in running the coffee shop business, in it is also that Coffee Cofitoj plays an important role in creating high quality coffee beverage products, because most tourists are more likely to order coffee drinks, so baristas must be trained properly to prepare coffee.

The management of COFITOJ plays an important role in creating quality coffee drink products because most of the visitors tend to order coffee drinks so that the baristas must be well trained to prepare the coffee.

In the case of making coffee drinks, such as the placement of the main raw material, namely coffee beans and the dosage of other ingredients must be appropriate so that it can produce a quality cup of coffee.

Coffee Shop management must also maintain the taste of their beverage products, by maintaining the quality of the coffee drink because there are several factors that can affect the decline in product quality, one of which is if the dose is not in accordance with existing standards. diners because they will complain that their drinks are not up to their expectations. And the management of the Coffee Shop will suffer losses. The problem that occurred in 2014 where there was a decrease in coffee shop visitors was because some consumers were not satisfied with the coffee products served and the baristas employed did not meet the standards which caused the quality of the coffee drink to decrease.

The results of this study can be used as data for the reopening of Cafe Cofitoj in the Ruko Sentra Niaga area of KalimalangBekasi. By looking at the conditions of the problems that have occurred, the researchers are very interested in making a study with the title: "*The Effect of Product Quality, Service Quality and Consumer Satisfaction on Competitive Advantage in the Development of Start Up Coffee Shops* ".

Problem Formulation

Based on the background above, the researcher will discuss several problems as follows:

1. Does Product Quality have an influence on Consumer Satisfaction at Start Up Coffee Cofitoj.?
2. Does Service Quality Have an Influence on Consumer Satisfaction at Start Up Coffee Cofitoj.?
3. Does Product Quality have an influence on Competitive Advantage at Start Up Coffee Cofitoj.?
4. Does the quality of service have an influence on the Competitive Advantage at Start Up Coffee Cofitoj.?
5. Does Consumer Satisfaction have an influence on Competitive Advantage at Start Up Coffee Cofitoj.?

Research Objectives

This research has the following objectives:

1. To determine the quality of the product on consumer satisfaction at Start Up Coffee Cofitoj.
2. To find out Service Quality on Consumer Satisfaction at Start Up Coffee Cofitoj.
3. To determine Product Quality against Competitive Advantage at Start Up Coffee Cofitoj
4. To determine Service Quality to Competitive Advantage at Start Up Coffee Cofitoj.
5. To find out Consumer Satisfaction with Competitive Advantage at Start Up Coffee Cofitoj.

II. LITERATURE REVIEW

Definition of Start Up Development Start Up

is the act or process of starting a process, new organization or new business venture.

Start up is a company that is still starting its business career that was founded so that it is still in the research and development phase to get the right target market, the current development of Start Ups is very influential because at this time companies that are Start Ups are very close and related to the development of this very fast era, which is driven by technology such as the internet, websites, their company accounts which reduce marketing costs to introduce their products.

Definition of Competitive Advantage Competitive

advantage is a condition in which a company is superior to its competitors. The company has successfully implemented a value creation strategy. And, competitors cannot or it is too expensive to duplicate this advantage.

According to [1] Competitive advantage is an advantage that the company has gains in competition by lowering product prices or providing additional benefits and better services to provide more value to consumers. This is

also stated in the journal (Hosseini et al., 2018: 2) Competitive advantage is the increased level of attractiveness offered by the company compared to competitors from the customer's point of view.

Definition of Quality Improvement Quality is
meaningful in a product or service which has an advantage on the level of consumer needs or expectations. The increase is driven by providing products or services that have standards of expectations for consumers as measured by customer satisfaction.
According to [3] Quality improvement contains many definitions and meanings, because different people will interpret it differently, such as meeting requirements or requirements, suitable for continuous improvement, not being affected by damage or defects, meeting customer needs, and doing everything with pleasure.

Product definition Product
is one part of the company which will get an income to be sold, the The product is also one of the characteristics of every company in an effort to carry out its business which provides added value for the views of consumers.

Understanding Product Quality Product
Quality is a physical condition based on the level of quality by looking at the suitability of the repairs made to the components of a product that have been made to meet the satisfaction and needs of consumers.
According to [4] Brand quality is defined as an acknowledgment of product quality that influences consumer buying behavior.

Understanding Service Quality Service
is an attitude for providers of goods or services in providing services to consumers, so that consumers feel more comfortable and cared for in their every purchase of products sold by producers.
According to (Chakrabarty, Whitten & Green, 2007). In the journal [5] Service satisfaction is the conformity of customer requirements with the services provided. In general, it is widely accepted that service satisfaction depends on the degree of actual service performance in meeting customer needs and expectations.

Understanding Consumer Satisfaction Consumer
The definition of satisfaction is a person's level of feeling in comparing the quality of the expected product or service, the level of feeling that will be generated if they feel happy for sure where they will return to a place that offers the suitability of their expectations or recommend to some of their friends to feel the product or service that they have felt, on the contrary if they feel disappointed, they will certainly tell other colleagues not to buy or feel the service on what they feel.

According to Philip Kotler and Kevin Lane Keller in the journal [6] defines, in general, Satisfaction is a feeling of pleasure or disappointment caused by a person by comparing the perceived performance (or outcome) of a product with his expectations.

III. RESEARCH METHODOLOGY

DesignResearch
This research uses quantitative which limits the formulation of the problem by using the theory on SPSS 21.0 to answer it, according to Kurniawan (2014: 67) stating that the research design is made according to the pattern depicted or written in the problem formulation and the hypothesis to be tested, the problem formulation becomes things that are important (crucial), become the starting point for forming hypotheses.

Place and Time of
Research This research takes place at COFITOJ which is located in the Bekasi area of West Java, especially at Ruko Sentra NiagaKalimalangBekasi.

Population and Research Sample The
The population that researchers use is consumers who have purchased Coffee Cofitojproducts, the application of the sample is using *random sampling.* where each element has the same probability, then each possible sample of a certain size has the same possibility to be selected, the sample used is 167 consumers who have enjoyed Coffee at Cofitoj as many as 167 people. These are the most loyal consumers who visit and enjoy Cofitoj more than 2 times and then testing the instrument as many as 57 people.

Data Analysis
The method in this research is as a procedure to achieve the final result in the process of processing the data obtained, this research is quantitative where the preparation uses *random sampling* and to find out the

assumptions derived from the stated hypothesis, using SPSS *(statistical product). and service solution)* version 21.

Validity Test

According to [7] Validity refers to the accuracy of the instrument's measurement. When testing data collection tools, effectiveness is divided into factor effectiveness and project effectiveness. When determining the suitability of the items used, if there is a significant correlation on the total score, a valid significance test is usually used. In SPSS there is a technique used as a test of validity, namely *Bivariate Pearson correlation* (Pearson Moment Product) and *Corrected Item-Total Correlation*.

Reliability Test

According to [7] Reliability testing is useful to determine the consistency of measuring instruments, it is ensured that the measuring instruments used are reliable and consistent during the repeated measurement process. There are many methods for reliability testing, including the retest method, the Flanagan formula, Cronbach's Alpha, the KR (Kuder-Richardson) -20 formula method, the KR-21 method and the Anova Hoyt method. The method that is always used in a research is the Cronbach's Alpha method. This method is very suitable for dichotomous scores (0 and 1), and will use the KR-20 and Hoyt Anova methods to get the same calculation results. Reliability means being able to be trusted, the measuring tool can get the right results.

Classical Assumption Test The

use of correlation analysis is carried out in order to find out valid or unusual relationships, Therefore, it is necessary to test the classical hypothesis on the regression model used, including:

1. Normality

Test to check whether confounding variables or residuals are distributed in the regression model. A regression model is a good model if it has a residual value that follows a normal distribution.

The valid value of *Asym Sig. two tailed*> 0.05 means that the data is normally distributed, whereas the valid value of *Asym Sig. two*< 0.05 means that the data is not normally distributed.

2. Heteroscedasticity

The heteroscedasticity hypothesis test is designed to test whether or not there is unequal variance in the residuals from one study to another in a regression model (Ghozali, 2011). The residual variance in one study to another is called homoscedasticity. If a variance differs between one observation and another, it is called heteroscedasticity (Ocean et al., 2017).

Heteroscedasticity was detected by using the Spearman correlation coefficient testing technique, which relates the independent variable to the residual. This test standard uses the sig level. 0.05 in the two-tailed test. If the correlation between the independent variable and the residual variable is significantly greater than 0.05, it can be concluded that there is no heteroscedasticity problem. (Akila, 2017).

3. Multicollinearity

The multicollinearity test aims to test whether the regression model is correlated with the independent variables. In a good return model, there should be no correlation between the independent variables. The multicollinearity test method can be seen from the tolerance value of Variance Inflation Factor (VIF). If VIF > 10 or tolerance value < 0.1, multicollinearity will occur. If VIF < 10 or tolerance value > 0.1, then there is no multicollinearity.(Akila, 2017).

T test (Partial)

The effect of variable X1 partially on Y is used t test, the results of the hypothesis are if the value of Thit< T table or sig > 0.05 then H0 is accepted meaning (H1 is rejected) so that there is no partial effect of X1 on Y.

1. Comparing between t count with t table :

a. If t count < t table, so it can be concluded that the independent variable has no effect on the dependent variable.

b. If t count < t table, so it can be concluded that the independent variable has an influence on the dependent variable.

2. Based on profitability

If profitability > 0.05 (α), then the independent variable partially affects the risk. Meanwhile, if profitability <0.05 (α), then the independent variables simultaneously have an influence on risk.

The F (simultaneous) test of

Variables X1, X2, and X3 are determined by using the F test to influence the Y variable simultaneously. The hypothesis is that if the F count value < Ftable with a sig value > 0.05 then H0 is accepted (H1 is rejected)

which means that there is no effect between the X1 and X2 variables simultaneously on Y, on the contrary if theF count value > Ftable with a sign of0.05then H0 is rejected, meaning (H1 is accepted). So that there is an effect of X1,X2, and X3 simultaneously on Y.

1. Comparing between F count and F table

a. If F count < F table, it can be concluded that simultaneously the independent variables have no effect on the dependent variable.

b. If F count > F table, it can be concluded that simultaneously the independent variables have an influence on the dependent variable.

IV. RESULTS AND DISCUSSION

Validity Test Results

In the instrument test, a questionnaire was distributed, by giving 20 statement items. For the r-table with the number of samples (N) = 167, with an error rate of 5% or 0.05. Comparing the results of r calculations with r tables where df = N-2 is 167-2 = 165. The results obtained for r tables are 0.1277. It can be seen in the following table:

Table 4.5 Validity Test Results Competitive Advantage

No	Item	r-count	r-table	Information
1	Y^1.1	0.806	0.1277	*Valid*
2	Y^1.2	0.798	0.1277	*Valid*
3	Y^1.3	0.759	0.1277	*Valid*
4	Y^1.4	0.668	0.1277	*Valid*
5	Y^1.5	0.811	0.1277	*Valid*

Source: Data processed in SPSS version 21 Year 2021

Table 4.6 validity of Test Results Product Quality

No.	Item	count	r-r-table	Description
1	X^1.1	0.901	0.1277	*Valid*
2	X1.2	0,880	0.1277	*Valid*
3	X^1.3	0.907	0.1277	*Valid*
4	X^1.4	0.881	0.1277	*Valid*
5	X^1.5	0.908	0.1277	*Valid*

Source: Data processed in SPSS version 21 Year 2021

Table 4.7 validity of Test Results Quality of Service

No.	Item	r-count	r-table	Information
1	X^2.1	0.853	0.1277	*Valid*
2	X^2.2	0.887	0.1277	*Valid*
3	X^2.3	0.780	0.1277	*Valid*
4	X^2.4	0.877	0.1277	*Valid*
5	X^2.5	0.850	0.1277	*Valid*

Source: Data processed in SPSS Version 21 of 2021

Table 4.8 Validity Test Results of Consumer Satisfaction

No	Item	r-count	r-table	Information
1	Z^1.1	0.840	0.1277	*Valid*
2	Z^1.2	0.904	0.1277	*Valid*
3	Z^1.3	0.879	0.1277	*Valid*
4	Z^1.4	0.891	0.1277	*Valid*
5	Z^1.5	0.921	0.1277	*Valid*

Source: Data processed in SPSS version 21 Year 2021

If seen from the results of the analysis sample values obtained rtabel (N) = 0.1277 of test validity that as many all instruments produce a value (rCount) > than the rTable of 0.1277, seen from the total variables Y^1, X^1, X^2, Z^1 which produces numbers greater than rTable, Thus it can be concluded that variables of competitive advantage, product quality, service quality and customer satisfaction in this study are valid and worthy of research.

Reliability Test Results The

results of the research instrument reliability test show that all research variables are reliable, this can be seen by looking at research variables that have a reliability coefficient or *Cronbach's alpha* greater than 0.6. The following results of data processing were made:

Table 4.9 Results of reliability test of Competitive Advantage (Y1)

Reliability Statistics			
Cronbach Alpha's	***Cronbach's Alpha***	**N of Items**	**Description**
0.60	0.825	5	*reliabe*l

Source: Data processed in SPSS version 21 Year 2021

Table 4.10 Test Results of reliability Quality products (X1)

Reliability Statistics			
Cronbach Alpha's	***Cronbach's Alpha***	**N of Items**	**Description**
0.60	0.938	5	*reliabe*l

Source: Data processed in SPSS version 21 Year 2021

Table 4.11 Results of testing the reliability of Quality of Service (X2)

Reliability Statistics			
Cronbach Alpha's	***Cronbach's Alpha***	**N of Items**	**Description**
0.60	0.904	5	*reliabe*l

Source: Data processed in SPSS version 21 Year 2021

Table 4.12 Results of reliability test Customer Satisfaction (Z1)

Reliability Statistics			
Cronbach Alpha's	***Cronbach's Alpha***	**N of Items**	**Description**
0.60	0.931	5	*reliabe*l

Source: Data processed in SPSS version 21 Year 2021

Seen from table 4.9, 4.10, 4.11, 4.12, the results of the reliability test are obtained at the output of *Reliability Statistics*. Values were *Cronbach's Alpha* 0.825, 0.938, 0.904 and 0.931. According to the criteria, this value is greater than 0.60, so the results of the questionnaire on the variables of competitive advantage, product quality, service quality and customer satisfaction that are distributed have a good level of reliability, or in other words, the data from the questionnaires distributed can be trusted.

Normality Test Results Normality

Normality test is a test that is run with the aim of assessing a data that is shared in a group of data or variables, Prove whether the data is normally distributed. As the standard value of sig. > 0.05, Here are the results of the normality test from this study.

Table 4.13 Normality Test Results (*Kolmorgorov-Smirnov Test*)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		167
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.83509928
Most Extreme Differences	Absolute	.091
	Positive	.054
	Negative	-.091
Kolmogorov-Smirnov Z		1.179
Asymp. Sig. (2-tailed)		.124

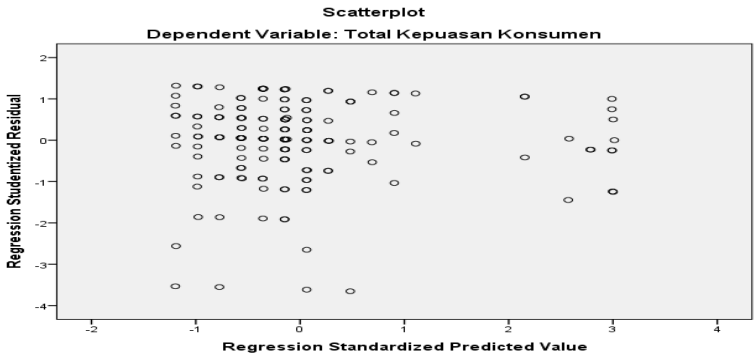
a. Test distribution is Normal.
b. Calculated from data.

Source: Data processed in SPSS Version 21 of 2021

It can be seen from the results of the normality test in table 4.13 above, gives the probability results of*Asymp*sig. = 0.124. Thus the significance value is greater than research trials (Sig> α is 0.124> 0.05), so that it can be concluded that the data is normally distributed and has met the requirements for further analysis.

Heteroscedasticity Test Results TheHeteroscedasticity

Heteroscedasticity test is a useful test to assess the presence or absence of residual variance inequality in all studies in linear regression models. This test is one of the classical assumption tests that must be carried out on linear regression following the results of the research conducted.

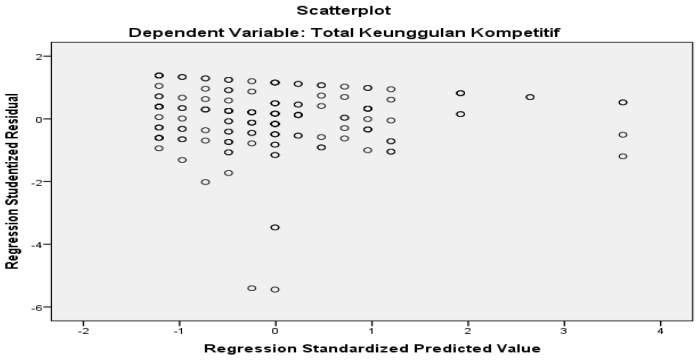


Source: Data processed in SPSS Version 21 of 2021

Figure 4.5 Results of Consumer Satisfaction Heteroscedasticity Test

From Figure 4.5 it can be seen that the *scatterplots* shows that the points are randomly distributed both above and below the number 0, the points do not only collect above or below, and the spread unpatterned data points. It can be said that the regression model does not occur heteroscedasticity, so that the regression model can be used to see customer satisfaction according to the variables that influence it, namely product quality and service quality.

In the picture of the heteroscedasticity test between product quality and service quality variables on competitive advantage, the following results are obtained:

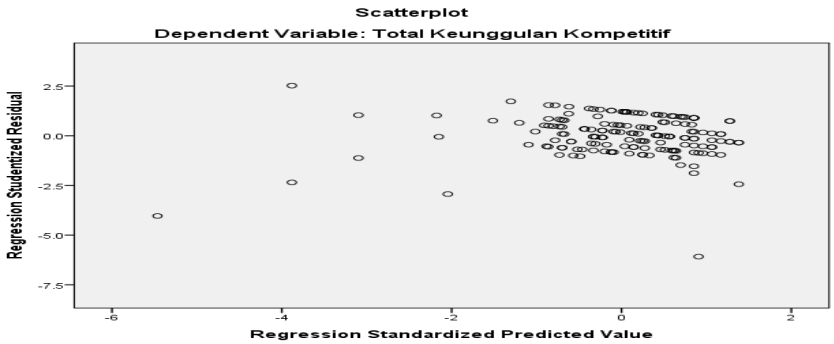


Source: Data processed in SPSS Version 21 of 2021

Figure 4.6 Results of Competitive Advantage Heteroscedasticity Test

From Figure 4.6it can be seen that the *scatterplots* shows that the points are randomly distributed both above and below the number 0, and there are several points that collect above, but the spread of the data points is not patterned. It can be said that there is no heteroscedasticity in the regression model, it can be said that the regression model is suitable for determining competitive advantage according to the variables that influence it, namely product quality and service quality.

While on the intervening variable between consumer satisfaction and competitive advantage, the results of the heteroscedasticity test image are as follows:

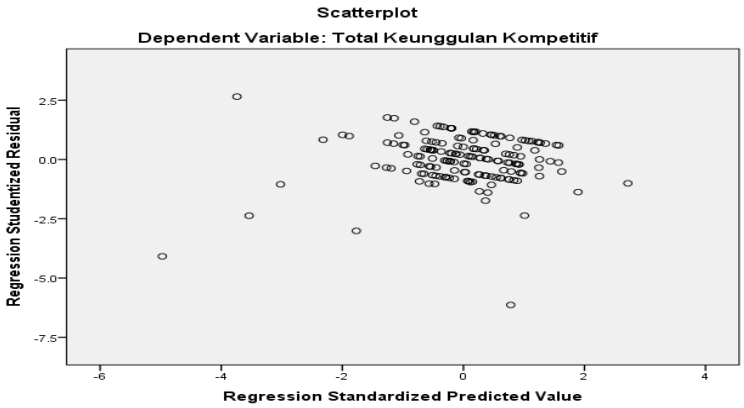


Source: Data processed in SPSS Version 21 of 2021

Figure 4.7 Results of Intervening Heteroscedasticity Test Competitive Advantage

From Figure 4.7it can be seen that the *scatterplots* shows that the points are randomly distributed both above and below the number 0, the points do not only collect above or below, and the spread of data points is not patterned. It can be concluded that the regression model does not occur heteroscedasticity, so that the regression model can be used to see customer satisfaction based on the variables that influence it, namely customer satisfaction.

And the last heteroscedasticity test is a combination of independent and intervening variables on the following dependent variables, which are the results of research conducted.



Source: Data processed in SPSS Version 21 of 2021

Figure 4.8 Simultaneous Competitive Advantage Heteroscedasticity Test Results

From Figure 4.8it can be seen that the *scatterplots* shows that the points are randomly distributed both above and below the number 0, and there are several points gathering above, but the spread unpatterned data points. Since we can conclude that the regression model does not have heteroscedasticity, the regression model can be used to determine competitive advantage based on variables that affect product quality, service quality, and customer satisfaction.

Multicollinearity Test Results

Having the aim to test whether there is a correlation between the independent variables in the regression model, it can be said that a model is good if there is no multicollinearity found. This test is done by checking the VIF value and tolerance. The overall value used to ensure the presence or absence of multicollinearity is the tolerance value < 0.10, which means that there is no multicollinearity or correlation between variables. Or if the value of VIF < 10 then it can be said that there is no multicollinearity. On the other hand, if the VIF value is > 10, it can be said that multicollinearity occurs. The results of the multicollinearity test can be seen in the following table:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	21.355	2.340		9.128	.000		
	Total Product Quality	-.072	.068	-.082	-1.054	.294	.990	1.011
	Total Quality of Service	.000	.094	.000	-.004	.997	.990	1.011

a. Dependent Variable: Total Customer Statisfaction

Table 4.14 Multicollinearity Test Results for Independent Variables on Intervening

Source: Data processed in SPSS Version 21 of 2021

Table 4.15Multicollinearity Test Results of Independent Variables on Dependent Variables

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.682	1.629		8.399	.000		
	Total Product Quality	.115	.047	.178	2.429	.016	.990	1.011
	Total Quality of Service	.258	.066	.288	3.918	.000	.990	1.011

a. Dependent Variable: Total Competitive Advantege

Source: Data processed in SPSS Version 21 of 2021

Based on table 4.14 and table 4.15 above, the multicollinearity test results for each variable have a VIF value above 0.10 which consists of Product Quality variable 1.011, Service Quality variable 1.011, which means that the multicollinearity regression analysis has no problem with the correlation between the independent variables, namely consumer satisfaction and competitive advantage in this study.

Table 4.16Multicollinearity Test Results Intervening Variables on Dependent Variables

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	24.127	1.159		20.823	.000		
	Customer Satisfaction	-.132	.057	-.178	-2.323	.021	1.000	1.000

a. Dependent Variable: Total Competitive Advantege

Source: Data processed in SPSS Version 21 of 2021

Seen in table 4.16 above, the results of the multicollinearity test for each variable with a VIF value above 0.10, which consists of the Consumer Satisfaction variable of 1,000, which means that the analysis on multicollinearity regression does not has a problem with the correlation between the independent variables, namely competitive advantage in this study.

Table 4.17Multicollinearity Test Results Independent Variables, Intervening Variables on Dependent Variables

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16.246	1.977		8.219	.000		
	Total Product Quality	.106	.047	.165	2.267	.025	.983	1.017
	Total Quality of Service	.258	.065	.288	3.965	.000	.990	1.011
	Customer Satisfaction	-.120	.054	-.162	-2.235	.027	.993	1.007

a. Dependent Variable: Total Competitive Advantage

Source: Data processed in SPSS Version 21 of 2021

Seen in table 4.17 above, the results of the multicollinearity test for each variable with a VIF value above 0.10, which consists of a Product Quality variable of 1.017, Service Quality variable 1.011 and customer satisfaction variable 1.007, which means that the multicollinearity regression analysis has no problem with the correlation between the independent variables, namely competitive advantage in this study.

Path Analysis Results

Path analysis was carried out to determine whether there was a direct influence of the independent variable on the mediating variable and the indirect effect of the independent variable on the dependent variable and the dependent variable on the dependent variable, this is a strategy with SPSS21. *causal step* and *product of coefficient*. In the causal step strategy, if sig. <0.05 for the simultaneous direct effect (F count) or partial acceptance of the hypothesis criteria (Ha) and look at the t value to see the partial effect, namely t count > t table. Here are the results of the path analysis test:

The following are the results of the data processing of the path coefficient model I of the idependent variable to the intervening variable as follows:

Table 4.18 Path Test Results of the Idependent Variable Analysis of the Intervening

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21,355	2,340		9,128	000
	Total Product Quality	-.072	.068	-.082	-1,054	.294
	Total Quality of Service	.000	.094	.000	-.004	.997

a. Dependent Variable: Total Consumer Satisfaction

Source: Data processed in SPSS Version 21 of 2021

Based on the results of the regression model I in Table 4.18, it can be seen that the significance value of two variables, namely product quality is 0.294, and service quality is 0.997, which is greater than 0.05, which means that these results indicate that the regression model I is the variable product quality and service quality does not significantly affect the intermediary variable, namely customer satisfaction.

Table 4.19 Path Test Results Analysis of Independent Variables on Dependent Variables

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

13,6828,399 .000		1,629			(Constant)
	.047 .178.016			2,429	.115
Total Quality Products 1					
	.066.000		.288	3,918	.258
Total Quality Service					

a. Dependent Variable: Total Competitive Advantage
Source: Data processed in SPSS Version 21 of 2021

Based on the regression output of model I in table 4.19, it can be seen that the significance value of the two variables, namely Product Quality is 0.016 and Service Quality 0.000 is smaller than 0.05, which means this result gives the conclusion that the regression model I, namely the Product Quality and Service Quality variables have a significant effect on the dependent variable, namely Competitive Advantage.

Table 4.20 Path Test Results Intervening Variable Analysis on Dependent Variable

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
24,12720,823 .000		1,159			(Constant)
1 Total Customer Satisfaction	-.132	.057	-.178	-2323	.021

a. Dependent Variable: Total Competitive Advantage
Source: Data processed in SPSS Version 21 of 2021

Referring to the output of the regression model I in table 4.20 it can be seen that the significance value of the Intervening variable, namely Consumer Satisfaction 0.021 is smaller than 0.05, so it can be concluded that the regression model I, that the Consumer Satisfaction variable has a significant influence on the dependent variable, namely Competitive Advantage.

Table 4.21 Path Test Results Analysis of Independent Variables, Intervening Variables on Dependent Variables

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
16,246.000		1,977		8,219	(Constant)
Total Quality Products	.047 .165.025			2,267	.106
1					
Total Quality Service	.065.000		.288	3,965	.258
Total Customer Satisfaction	-.120	.054	-.162	-2235	.027

a. Dependent Variable: Total Competitive Advantage
Source: Data processed in SPSS Version 21 of 2021

Referring to the output of the regression model I in table 4.21, it can be seen that the significance value of the three variables, namely Product Quality 0.025, Service Quality 0.000 and Consumer Satisfaction 0.027 is smaller than 0.05 which means These results conclude that the regression model I, namely the variable Product Quality, Service Quality and Consumer Satisfaction has a significant effect on the dependent variable, namely Competitive Advantage.

Test Results Test Results The coefficient of determination (R^2)

The coefficient of determination has a purpose to understand how big the percentage of the influence of independent variables simultaneously on the dependent variable. The following is the result of the coefficient of determination:

Table 4.22 Test Results of the coefficient of determination (R^2) Independent Variable to Intervening

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.082[a]	.007	-.005	4.159	1.752

a. Predictors: (Constant), Total Service Quality, Total Product Quality

b. Dependent Variable: Total Consumer Satisfaction

Source: Data processed in SPSS Version 21 of 2021

Referring to table 4.22 above, the value of the coefficient of determination or R square is 0.007. This shows that the value of providing Product Quality and Service Quality variables to Consumer Satisfaction is only 7%, while the remaining 93% is influenced by other variables not included in the study, meanwhile the value of 1 = (1-0.007) = 0.993, thus found that the path diagram of model I between the Independent variable and the intervening variable is 0.993.

Test Results Table 4.23 coefficient of determination (R^2) of the Dependent Variables Independent Variables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.354[a]	.125	.114	2.896	1.752

a. Predictors: (Constant), Total Service Quality, Total Product Quality

b. Dependent Variable: Total Competitive Advantage

Source: Data processed in SPSS Version 21 of 2021

Referring to table 4.23 above, the value of the coefficient of determination or R square is 0.125. This shows that the value of providing Product Quality and Service Quality variables to Consumer Satisfaction is only 12.5% while the remaining 87.5% is influenced by other variables not included in the study, meanwhile the value of 2 = (1-0.125) = 0.875 , thus the path diagram of model I between the Independent variable and the Dependent variable is found to be 0.875.

Test Results Table 4.24 coefficient of determination ($R^{2)}$of the intervening variableDependent Variable

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.178[a]	.032	.026	3.037	1.844

a. Predictors: (Constant), Total Customer Satisfaction

b. Dependent Variable: Total Competitive Advantage

Source: Data processed in SPSS Version 21 of 2021

Referring to table 4.24 above, the value of the coefficient of determination or R square is 0.032. This shows that the value of giving the Consumer Satisfaction variable to Competitive Advantage is only 3.2% while the remaining 96.8% is influenced by other variables not included in the study, meanwhile the value of ε2 = (1-0.032) = 0.968 thus obtained path diagram of model I between the Intervening variable and the Dependent variable of 0.968.

Table 4.25 Test Results for the coefficient of determination (R^2) Independent Variables and Intervening Variables on the Dependent

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.389[a]	.151	.135	2.861	1.780

a. Predictors: (Constant), Total Customer Satisfaction, Total Quality Service, Total Quality Products
b. Dependent Variable: Total Competitive Advantage
Source: Data processed in SPSS version 21 Year 2021

Referring to table 4.25 above, the value of the coefficient of determination or R square is 0.151. This shows that the value of giving the variables of Product Quality, Service Quality and Consumer Satisfaction to Competitive Advantage is only 15.1% while the remaining 84.9% is in other variables not included in the study, meanwhile the value of 2 = (1- 0.151) = 0.849, thus the path diagram of model I between the Intervening variable and the Dependent variable is 0.849.

T-Test Results (Partial)

Table 4.26 T-Test Results (Partial) Independent Variables to Intervening Variables

No	Variabel	Nilai T Tabel	Nilai T Hitung	Nilai sig
1	KualitasProduk	1.65426	-1.054	0.294
2	KualitasLayanan	1.65426	-0.004	0.997

a. Dependent Variable: Total Consumer Satisfactio.
Source: Data processed in SPSS Version 21 of 2021

a. Product Quality T Test ResultsOn Consumer Satisfaction

Referring to the results of the partial t test in table 4.26 above, the Product Quality variable X^1 was found to have a t-count value of -1.054. While the statistics table (t table) and hypothesis testing with = 5%. With the degree of freedom of the test is n – k = 167 - 4 = 163 then the value of t table is 1.65426, t count -1.054 t table 1.65426, means that the value of t count < value of t table, so it is concluded that the independent variable Product Quality X^1 partially has no effect on Consumer Satisfaction Z.

b. Results of the t-test of Service Quality on Consumer Satisfaction

Referring to the results of the partial t test in table 4.26 above, the Service Quality variable X^2 was found to have a t-count value of -0.004. While the statistics table (t table) and hypothesis testing with = 5%. With the degree of freedom of the test is n – k = 167 - 4 = 163 then the value of t table is 1.65426, t count is -0.004 t table is 1.65426 means that the value of t table > t arithmetic value, so it can be concluded that the independent variable X^2 Service Quality partially has no effect on Consumer Satisfaction Z.

T Table 4:27 Test Results (partial) Idendepent against Dependent variable variable

No	Variabel	Nilai T Tabel	Nilai T Hitung	Nilai sig
1	KualitasProduk	1.65426	2.429	0.016
2	KualitasLayanan	1.65426	3.918	0.000

a. Dependent Variable: Total Competitive Advantage
Source: Data processed in SPSS Version 21 of 2021

c. Product Quality T Test ResultsAgainst Competitive Advantage

Referring to the results of the partial t test in table 4.27 above, it can be seen that the Product Quality variable X^1 was found to have a t-count value of 2,429. While the statistics table (t table) and hypothesis testing with = 5%. With the degree of freedom of the test is n – k = 167 - 4 = 163 then the value of t table is 1.65426, t count is 2.429 t table is 1.65426 means that the value of t count > the value of t table, so it is concluded that the independent variable Product Quality X^1 partially has an influence on Competitive Advantage Y.

d. Results of Service Quality T Test Against Competitive Advantage

Referring to the results of the partial t test in table 4.27 above, it can be seen that the X^2 Service Quality variable was found to have a t-count value of 3.918. While the statistics table (t table) and hypothesis testing with = 5%. With the degree of freedom of the test is n – k = 167 - 4 = 163 then the value of t table is 1.65426, t count is 3.918 t table is 1.65426 means that the value of t table < value of t arithmetic, so it is concluded that the independent variable Service Quality X^2 partially has an influence on Competitive Advantage Y.

Table 4.28 T-Test Results (Partial) Intervening Variables on Dependent

No	Variabel	Nilai T Tabel	Nilai T Hitung	Nilai sig
1	KepuasanKonsumen	1.65426	-2.323	0.021

a. Dependent Variable: Total Competitive Advantage
Source: Data processed in SPSS Version 21 of 2021

e. Test Results T Consumer Satisfaction Excellence Competitive Advantage

Referring to the results of the partial t test in table 4.28 above, it can be seen that the Consumer Satisfaction variable Z1 was found to have a t-count value of -2.323. While the statistics table (t table) and hypothesis testing with = 5%. With the degree of freedom of the test is n – k = 167 - 4 = 163 then the value of t table is 1.65426, t count is -2.323 t table is 1.65426 means that the value of t table < value of t arithmetic, so it can be concluded that the independent variable Consumer Satisfaction Z1 partially has a negative influence on Competitive Advantage Y.

The results of the F test (simultaneous)

F test to prove that the product quality (X^1), and the service quality variable (X^2), have a direct positive effect on consumer satisfaction (Z^1) Simultaneous (together) and also to prove that Product Quality (X^1), Service Quality (X^2), and Consumer Satisfaction (Z^1) have a direct positive effect on Competitive Advantage (Y).

Table 4.29 F Test Results (Simultaneous) Independent Variables on Intervening Variables

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.415	2	9.708	.561	.572[b]
	Residual	2836.369	164	17.295		
	Total	2855.784	166			

a. Dependent Variable: Total Customer Satisfaction
b. Predictors: (Constant), Total Product Service, Total Product Quality
Source: Data processed in SPSS Version 21 of 2021

Referring to table 4.29, it is found that the calculated F value is 0.561 and the F table value is 2.43, it shows that the calculated F ≤ F table (0.561 ≤ 2.43), therefore it is concluded that the independent variable is Product Quality (X^1), and the Service Quality variable (X^2), (simultaneously) has no effect on the dependent variable, namely Consumer Satisfaction (Z). Table 4.29 also shows the Sig value of 0.572 (Sig. > 0.05), so Ho is accepted or the independent variables, namely Product Quality (X^1), and Service Quality (X^2), do not have a significant effect on Consumer Satisfaction (Z).

Table 4.30 F Test Results (Simultaneous) Independent Variables on Dependent Variables

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	196.574	2	98.287	11.722	.000[b]
	Residual	1375.162	164	8.385		
	Total	1571.737	166			

a. Dependent Variable: Total Competitive Advantage
b. Predictors: (Constant), Total Product Service, Total Product Quality
Source: Data processed in SPSS Version 21 of 2021

Referring to table 4.30, it is found that the calculated F value is 11.722 and the F table value is 2.43, it shows that the calculated F ≥ Ftable (11.722 ≥2.43), therefore it is concluded that the independent variable is Product Quality (X^1), and the Service Quality variable (X^2), (simultaneously) has an influence on the dependent variable, namely Competitive Advantage (Y). Table 4.30 also shows the Sig value of 0.000 (Sig. < 0.05), so Ha is accepted or the independent variables, namely Product Quality (X^1), and Service Quality (X^2), have a significant influence on Competitive Advantage (Y).

Table 4.31 F Test Results (Simultaneous) Independent Variables and Intervening Variables on Dependent Variables

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237.464	3	79.155	9.670	.000[b]
	Residual	1334.273	163	8.186		
	Total	1571.737	166			

a. Dependent Variable: Total Competitive Advantage

b. Predictors: (Constant), Total Consumer Satisfaction, Total Service Quality, Total Product Quality
Source: Data processed in SPSS Version 21 in 2021

Referring to table 4.31, it is found that the calculated F value is 9.670 and the F table value is 2.43, it shows that F arithmetic ≥F table (9.670 ≥ 2.43), therefore it is concluded that the independent variable is Product Quality (X^1), Service Quality variable (X^2), and the Consumer Satisfaction variable (Z) (simultaneously) has an influence on the dependent variable, namely Competitive Advantage (Y). Table 4.31 also shows the Sig value of 0.000 (Sig. < 0.05), so Ha is accepted or the independent variables, namely Product Quality (X^1), Service Quality (X^2), Consumer Satisfaction (Z) have a significant influence on Excellence. Competitive (Y).

Discussion of
Product Quality VariablesOn Consumer Satisfaction

In the results obtained from the T test table partially, it can be seen that product quality has no effect on consumer satisfaction, the results in the t-table obtained a value of 1.65426 while the t-count is -1.054, from these results it is known that Coffee Cofitoj several times changing the coffee blending barista who makes the taste of each coffee always change, therefore consumers who come to Coffee Cofitoj complain because the taste of the coffee they drink is not always the same as the coffee blend they usually drink, This is in line with the results of research conducted by [8] where the quality of batik products has no effect on satisfaction, which shows that standard batik raw materials so that consumers feel normal except for written batik can affect product quality.

Service Quality VariablesOn Consumer Satisfaction

In the results obtained from the T test table partially, it can be seen that Service Quality has no influence on Consumer Satisfaction, the results in the t table obtained a value of 1.65426 while the t count is -0.004, from this result it is known that Cofitoj is still not optimal In terms of providing good service to customer satisfaction, this problem is because Cofitoj workers are still lacking in terms of service in terms of baristas only Cofitoj often replaces which results in product quality having no effect on consumer satisfaction as well as the quality of services provided to consumers is still lacking. lack of good service resulting in the quality of services provided does not affect consumer satisfaction, with these results in line with the research conducted by [9] where the results are on the service quality variable. The research results suggest that service quality partially has no significant effect on Starbucks customer loyalty at Starbucks. Therefore, if you only focus on improving service quality to increase customer loyalty without being followed by improving other aspects of customer loyalty, it will certainly fail. Therefore, the quality of service will be important, if simultaneously there is an increase in other factors.

Product Quality VariableAgainst Competitive Advantage

In the results obtained from the T test table partially, it can be seen that product quality has an effect on competitive advantage where the results in the t table are obtained a value of 1.65426 while the t count is 2.429, from these results it is obtained that Coffee Cofitoj provides product quality that varies in terms of taste and quality of coffee which is a favorite for people everywhere, therefore these two variables have a significant influence with this result obtained the same result as done by [10] product quality has a significant positive effect on the competitive advantage variable directly.

Service Quality VariablesAgainst Competitive Advantage

In the results obtained from the T test table partially, it can be seen that the quality of service affects competitive advantage where the results in the t table are obtained a value of 1.65426 while the t count is obtained at 3.918, from this result that Coffee Cofitoj is a Coffee Shop that uses modern services where consumers are required to provide their orders through themselves, this encourages an increase in competitive advantage which will save salary costs for employees and will become a passion that will be used by similar coffee shops because the results are the same as research [11] stated that the quality of service in East Java SMEs can significantly increase competitive advantage. Based on these results, it can be concluded that service quality makes a positive contribution to competitive advantage.

Consumer Satisfaction VariableAgainst Competitive Advantage

In the results obtained from the T test table partially, it can be seen that product quality has an effect on competitive advantage where the results in the t table are obtained a value of 1.65426 while the t count is -2.323, the results obtained are consumer satisfaction has a negative effect This competitive advantage can be seen from the wishes of Cofitoj consumers where they want to provide input where Cofitoj provides easily affordable prices with the quality of the products provided are other Coffee Shop standards which will result in very little

profit on Cofitoj therefore the influence of consumer satisfaction has a significant influence. negatively significant, this is the same as research [12] Competitive advantage has a positive and significant effect on visitor satisfaction both partially.

Product Quality Variables, Service Quality on Consumer Satisfaction

In the results obtained from the F test table simultaneously it can be seen that product quality and service quality have no influence on consumer satisfaction where the results in table f obtained a value of 2.43 while the F count is 0.561, this is the same as in the partial test each product quality and service quality do not have the same effect even together these two variables still have no significant effect, this is in line with research [13]

There is a positive influence between product quality, quality service and price on purchasing decisions at Kedai Digital 23 Semarang. The influence given by the variables of product quality, service quality and price on purchasing decisions is 73.2%.

Product Quality Variables, Service Quality Against Competitive Advantage

In the results obtained from the F test table simultaneously it can be seen that product quality and service quality have an influence on competitive advantage where the results in table f obtained a value of 2.43 while f count is 11.722, p. This is the same as in the partial test, each product quality and service quality have the same effect, even together these two variables still have a significant effect.

Variables of Product Quality, Service Quality and Consumer Satisfaction on Competitive Advantage

In the results obtained from the F test table simultaneously it can be seen that product quality, service quality and customer satisfaction have an influence on competitive advantage where the results in table f obtained a value of 2.43 while f The count obtained is 9.670, this is in this simultaneous test all the independent variables studied have a joint effect on competitive advantage, meaning that the coffee products available at Cofitoj, the services provided and consumer satisfaction together can affect the competitive advantage at Coffee Cofitoj.

V. CONCLUSION

Conclusions

This research is an attempt to answer research problems as mentioned in Chapter I where the research problem in this study is: "The Influence of Product Quality, Service Quality and Consumer Satisfaction on Competitive Advantage in the Development of Start Up Coffee Shops". From the analysis that has been carried out, it can be seen that the variables that affect competitive advantage have a negative relationship and some have a positive relationship, with the results being combined simultaneously from the two variables, positive results are obtained. This study proves that these variables have an influence on competitive advantage as the goal of a business unit.

1. Product quality has no effect on consumer satisfaction where the Cofitoj Coffee Shop product quality is still far from consumer satisfaction which resulted in Cofitoj experiencing a temporary closure which will be reopened as seen from the results obtained.
2. Service quality has no effect on customer satisfaction where Cofitoj Coffee Shop does not have many employees to provide orders for consumers.
3. Product quality has an effect on competitive advantage, in terms of the coffee provided for sale where the coffees in Cofitoj do not yet exist in other Coffee Shops, thereby increasing the added value of the products sold at Cofitoj.
4. Service quality has an effect on competitive advantage,Cofitoj has different services from similar coffee shops because it uses an existing system that has been used by restaurants abroad.
5. Consumer satisfaction has a negative effect on competitive advantage, in this case consumer satisfaction judges that competitive advantage is only with promos that must be given to consumers which results in very minimal profit value.
6. Product quality and service quality have no effect on consumer satisfaction. Together, the two independent variables have no effect on the intervening variable, namely consumer satisfaction, because consumers consider that consumer satisfaction will have an effect by using other variables not examined.
7. Product quality, service quality and customer satisfaction have a significant effect on competitive advantage, of the three variables that affect competitive advantage.

Suggestions

Based on the results of research and discussion, it can be suggested as follows: The

1. quality of the products in Cofitoj is expected to be able to increase customer satisfaction which will get added value for consumers.
2. Cofitoj must add one employee who is dedicated to the aspect of customer order services which will add value to the benefits and sense of comfort when staying at Cofitoj.
3. Consumer satisfaction must be accommodated by Cofitoj in order to have a competitive advantage over its competitors.

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