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The Effect Location And Service On Customer Satisfaction at Warung Bakso Barokah Bloksongo

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Abstract

This study aims to analyze the effect of location and service on customer satisfaction at Warung Bakso Barokah Bloksongo. The problems faced by this business include limited parking space and inconsistent service when the number of customers increases. In addition, the location of the food stall has a unique characteristic, namely a simple exterior appearance but a comfortable and well-organized interior atmosphere. This research uses a quantitative method with descriptive and associative approaches. Data were collected through questionnaires distributed to customers and analyzed using SPSS version 25. The results of the study indicate that partially the location variable does not have a significant effect on customer satisfaction. This occurs because the majority of respondents are regular customers who do not highly consider location factors when deciding to visit. On the other hand, the service variable partially has a significant effect on customer satisfaction. Simultaneously, location and service together have a significant effect on customer satisfaction. Therefore, it can be concluded that service is the most dominant factor influencing customer satisfaction at Warung Bakso Barokah Bloksongo.

Keywords: *location, service, customer satisfaction.*

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INTRODUCTION

Warung Bakso Barokah is a well-known culinary business in rural areas, particularly in Bloksongo. As a culinary business, an easily accessible location and excellent service are crucial factors in attracting customers and increasing customer satisfaction. A strategic location makes it easy for customers to visit, while excellent service ensures a comfortable and positive experience.

Warung Bakso Barokah still faces several challenges, such as limited parking and inconsistent service as customer numbers increase. These conditions demonstrate that location and service quality play a crucial role in influencing customer satisfaction, especially in the face of increasingly competitive culinary businesses.

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Interestingly, Warung Bakso Barokah in Bloksongo has a unique location. From the outside, the stall appears unassuming, sometimes not immediately attracting new customers who simply glance at it while passing by. However, once customers enter, the atmosphere is very comfortable, with a neat and clean layout and a variety of seating options, including a lesehan (a place to sit on the floor) and regular tables. This contrast between the simple exterior and the surprisingly comfortable interior creates an interesting phenomenon that can influence customers' initial perceptions of the location. Although the indoor facilities are quite adequate, first impressions of the exterior can be a significant factor in deciding whether to visit. This phenomenon merits further research as it can influence overall customer satisfaction.

Several previous studies have examined the influence of location and service quality on customer satisfaction. Research conducted by Fawzy, Saidah, and Sumowo (2023), Susilowati (2022), and Aryani and Wahyono (2024) demonstrated that strategic location and quality service play a significant role in increasing customer satisfaction in culinary businesses. However, each region has its own distinct characteristics, particularly between urban and non-urban areas. Differences in culture, consumption habits, and the level of available facilities mean that research results in one region may not fully reflect conditions in other regions, including Bloksongo, a non-urban area.

Many studies have been conducted on customer satisfaction in culinary businesses, but the results show that each business has different characteristics. Warung Bakso Barokah Bloksongo is a culinary business located in a non-urban area with a business location and service system that is directly delivered to customers. These differences in characteristics indicate that location and service quality factors require further investigation to determine their influence on customer satisfaction. Therefore, this study is important to obtain a clearer picture of the level of customer satisfaction at Warung Bakso Barokah Bloksongo.

This research is expected to provide practical benefits for culinary business owners, particularly Warung Bakso Barokah, in their efforts to improve service quality and organize their business premises to make them more comfortable, clean, and easily accessible to customers. Furthermore, the results are also expected to provide academic benefits as a reference for further research addressing customer satisfaction in culinary businesses, particularly those related to location and service.

METHODOLOGY

Types and Approaches of Research

This study employed quantitative research with descriptive and associative approaches. The descriptive approach was used to describe the location, service, and customer satisfaction at Warung Bakso Barokah Bloksongo, while the associative approach was used to determine the influence of location and service variables on customer satisfaction. The quantitative method was chosen because it presents numerical data that can be statistically processed using SPSS version 25.0.

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Location and Time of Research

This research was conducted at the Barokah meatball stall in Bloksongo, South Labuhanbatu Regency. The research was planned to last approximately one month after Chapters I and III were declared feasible and approved by the supervising lecturer.

Population and Sample

The population in this study was all customers visiting Warung Bakso Barokah, located in Bloksono, South Labuhanbatu Regency. To determine the population size, the researchers conducted initial interviews with the stall owner regarding the average daily number of customers. Based on these interviews, data on the average number of visitors to Warung Bakso Barokah over the past few years was obtained, as shown in the following table.

Table 1. Development of the number of visitors to the Bakso Barokah

Year	Average Number of Visitors per Day	Number of Visitors per Month (×30 days)	Number of Visitors per Year (×12 months)
2023	300 people	9,000 people	108,000 people
2024	400 people	12,000 people	144,000 people
2025	450 people	13,500 people	162,000 people

Source: Results of interviews with the owner (2025)

Based on initial interviews with the owner of Warung Bakso Barokah Bloksono, it was discovered that the number of visitors had increased in recent years. In 2023, the average number of visitors was around 300 per day. Then, in 2024, this number increased to around 400 per day, and in 2025, the average number of visitors reached around 450 per day.

Therefore, this study used an average number of visitors of 450 people per day as the basis for calculating the study population because it was the most recent data at the time of the study. Based on the table above, the number of visitors in 2025 is estimated at 13,500 consumers per month (450 × 30 days) or approximately 162,000 consumers per year (13,500 × 12 months). Thus, the population in this study is estimated at 13,500 consumers per month.

The sample size in this study was determined using the Slovin formula, with an error tolerance of 10%, which is considered adequate for social research. This error tolerance was chosen because this is a quantitative social research study aimed at observing trends and relationships between variables, not making high-precision generalizations. According to Sugiyono (2021), a 10% error tolerance is still acceptable in social research with large populations and heterogeneous respondent characteristics, ensuring that the sample size remains representative of the general population.

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Slovin's formula:

$$n = N / (1 + N(e^2))$$

Information:

n = number of samples

N = population size

e = error rate (10%)

Calculation:

$$n = 13{,}500 / (1 + 13{,}500(0.1^2))$$

$$n = 13{,}500 / 136$$

$$n = 99.26$$

Based on the results of these calculations, the number of samples used in this study was 100 respondents.

Sampling techniques

The sampling technique used in this study was accidental sampling, involving respondents who happened to come to Warung Bakso Barokah and agreed to participate in filling out questionnaires during the study. The Slovin formula is widely used in social research to determine sample sizes from large populations, particularly in consumer satisfaction and micro-enterprise research. Several previous studies have used the Slovin formula to determine the number of respondents because it is considered practical and able to provide a general overview of the research population.

Data Types and Sources

The type of data used in this study is quantitative data, namely data obtained from the results of respondents filling out questionnaires.

The research data sources consist of:

1. Primary data, namely data collected directly from respondents via an online questionnaire (Google Form) to Warung Bakso Barokah consumers.
2. Supporting data, namely initial data obtained through interviews with shop owners regarding the number of consumers and business conditions.

Data collection techniques

The data collection technique used in this study was an initial interview to obtain data on the number of consumers and business conditions. The instrument used was a questionnaire with a Likert scale of 1-5 designed to measure the variables of location, service, and customer satisfaction.

Operational Definition of Variables

This research consists of three variables, namely:

1) Location (X_1), measured using the following indicators: accessibility, visibility, safe and comfortable place, expansion, and environment(Tjiptono 2022).
2) Service (X_2), measured using the following indicators: reliability, responsiveness, assurance, empathy, and tangibles.(Bakti and Septijantini Alie 2020).

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3) Customer Satisfaction (Y), measured using indicators: Overall customer satisfaction, customer assessment, confirmation of expectations, intention to return, availability to recommend.

Table 1. Operational Variable

Variables	Operational Definition	Indicator	Code	Scale
Location (X_1)	The location is the business premises of Warung Bakso Barokah which makes it easy for customers to access, find, and feel comfortable when visiting.	Accessibility	L1	Likert 1–5
		Visibility	L2	Likert 1–5
		Safe and comfortable place	L3	Likert 1–5
		Expansion	L4	Likert 1–5
		Environment	L5	Likert 1–5
Service (X_2)	Service is an effort made by Warung Bakso Barokah employees to fulfill customer needs according to expectations.	Reliability	P1	Likert 1–5
		Responsiveness	P2	Likert 1–5
		Guarantee and certainty (Assurance)	P3	Likert 1–5
		Empathy	P4	Likert 1–5
		Physical evidence (Tangibles)	P5	Likert 1–5
Customer Satisfaction (Y)	Customer satisfaction is the level of feeling of pleasure or disappointment after comparing expectations with the experience received.	Overall satisfaction	K1	Likert 1–5
		Customer ratings	K2	Likert 1–5
		Confirmation of expectations	K3	Likert 1–5
		Repurchase interest	K4	Likert 1–5
		Willingness to recommend	K5	Likert 1–5

Data Analysis Techniques

Data analysis was carried out using SPSS version 25.0 with the following stages:

1. Validity and reliability tests to ensure the instrument is feasible and consistent. The basis for making decisions on validity tests is: If r count > r table, then the statement item is valid. If r count < r table, then the statement item is invalid. The calculated r value can be seen in the Correlations table, namely the Pearson Correlation value between the question item and the total score of the variable.

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The basis for making decisions on reliability tests is: If Cronbach's Alpha > 0.70 then the variable is reliable. If Cronbach's Alpha < 0.70 then the variable is unreliable.

2. Classical assumption tests include normality, multicollinearity, and heteroscedasticity. The normality test aims to determine whether the data is normally distributed. Data is said to be normal if the significance value is > 0.05. The multicollinearity test aims to determine whether there is a correlation between independent variables. The regression model is declared not to experience multicollinearity if the tolerance value is > 0.10 and VIF < 10. The heteroscedasticity test aims to determine whether there is inequality of variance in the regression model. The regression model is declared not to experience heteroscedasticity if the significance value is > 0.05.
3. Multiple linear regression is used to determine the extent of the influence of independent variables on the dependent variable. The multiple linear regression equation in this study is: Y = a + b1X1 + b2X2

   Information :

   a = Constant Y = Customer satisfaction

   X1 = Location b1 = First regression coefficient

   X2 = Service b2 = Second regression coefficient

4. The coefficient of determination (R^2) is used to determine the proportion of the independent variable's contribution to the dependent variable. This value can be seen in the Model Summary table in the R Square section. Interpretation: The greater the R Square value, the greater the influence of the independent variable on the dependent variable.
5. Partial T-Test to see the partial influence of each variable. Basis for decision making: If Sig < 0.05 → the variable has a significant effect. If Sig > 0.05 → the variable does not have a significant effect. This value is seen in the Coefficients table in the SPSS output.
6. The F-test (Simultaneous) is used to determine whether the independent variables simultaneously influence the dependent variable. The basis for decision-making: If Sig < 0.05, the independent variables simultaneously influence the dependent variable. If Sig > 0.05, there is no effect. This value is shown in the ANOVA table.

RESULT AND DISCUSSION

Based on the results of distributing questionnaires to 100 respondents, the characteristics of respondents were obtained based on age and gender. Based on the age diagram, respondents were dominated by the young age group, with the highest number being in the age range of around 21–22 years, where the age of 22 years was the most numerous at 17 respondents (15.9%), followed by the age of 20 years at 13 respondents (12.1%) and the age of 21 years at 9 respondents (8.4%). This shows that the majority of customers are in the productive age category. Meanwhile, based on

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gender, respondents were dominated by women at 75.7%, while men were 24.3%. This composition shows that the customers who participated in the study were mostly women and in the young age group, thus reflecting the main characteristics of consumers in this study.

Research Instrument Testing

Validity Test

Table 2. Validity Test Results

Variables	Indicator	r Count	r Table	Information
Location (X1)	L1	0.549	0.196	Valid
	L2	0.565	0.196	Valid
	L3	0.608	0.196	Valid
	L4	0.616	0.196	Valid
	L5	0.645	0.196	Valid
	L6	0.676	0.196	Valid
	L7	0.742	0.196	Valid
	L8	0.706	0.196	Valid
	L9	0.729	0.196	Valid
	L10	0.772	0.196	Valid
	L11	0.699	0.196	Valid
	L12	0.740	0.196	Valid
	L13	0.690	0.196	Valid
	L14	0.664	0.196	Valid
	L15	0.552	0.196	Valid
	L16	0.645	0.196	Valid
	L17	0.613	0.196	Valid
	L18	0.646	0.196	Valid
	L19	0.576	0.196	Valid
	L20	0.652	0.196	Valid
Service (X2)	P21	0.718	0.196	Valid
	P22	0.712	0.196	Valid
	P23	0.702	0.196	Valid
	P24	0.753	0.196	Valid
	P25	0.653	0.196	Valid
	P26	0.699	0.196	Valid
	P27	0.665	0.196	Valid
	P28	0.642	0.196	Valid
	P29	0.664	0.196	Valid
	P30	0.812	0.196	Valid
	P31	0.644	0.196	Valid
	P32	0.715	0.196	Valid
	P33	0.674	0.196	Valid
	P34	0.657	0.196	Valid
	P35	0.703	0.196	Valid
	P36	0.679	0.196	Valid

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	P37	0.597	0.196	Valid
	P38	0.543	0.196	Valid
	P39	0.624	0.196	Valid
	P40	0.715	0.196	Valid
Customer Satisfaction (Y)	KP41	0.605	0.196	Valid
	KP42	0.671	0.196	Valid
	KP43	0.638	0.196	Valid
	KP44	0.631	0.196	Valid
	KP45	0.686	0.196	Valid
	KP46	0.729	0.196	Valid
	KP47	0.724	0.196	Valid
	KP48	0.694	0.196	Valid
	KP49	0.740	0.196	Valid
	KP50	0.723	0.196	Valid
	KP51	0.854	0.196	Valid
	KP52	0.734	0.196	Valid
	KP53	0.736	0.196	Valid
	KP54	0.746	0.196	Valid
	KP55	0.690	0.196	Valid
	KP56	0.566	0.196	Valid
	KP57	0.553	0.196	Valid
	KP58	0.671	0.196	Valid
	KP59	0.632	0.196	Valid
	KP60	0.651	0.196	Valid

Source: Primary data processed by SPSS (2026)

Based on the results of data processing, all items in the variables Location (X1), Service (X2), and Customer Satisfaction (Y) have a calculated r value greater than the r table (0.196) and a significance value of 0.000 which is smaller than 0.05. The correlation values obtained are also classified as strong because most are above 0.50 and some even reach above 0.80.

This indicates that each item in the questionnaire has a significant relationship with the total score of its variable. Therefore, all items are declared valid and suitable for use as a measurement tool in this study. Overall, the validity test results demonstrate that the research instrument meets the measurement eligibility requirements, allowing it to be used for further analysis, such as reliability testing and hypothesis testing.

Reliability Test

Reliability testing aims to measure the level of internal consistency of research instruments. Testing was conducted using the Cronbach's Alpha method, with reliability criteria defined as an Alpha value > 0.70.

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Table 3. Reliability Test Results

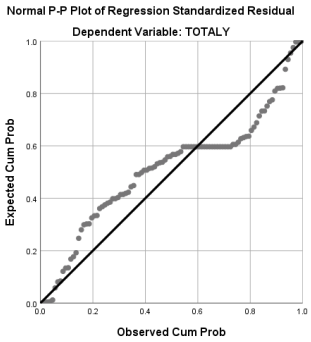
Variables	Cronbach's Alpha	Reliability Standards	Information
Location (X1)	0.930	0.70	Reliable
Service (X2)	0.937	0.70	Reliable
Customer Satisfaction (Y)	0.946	0.70	Reliable

Source: Primary data processed by SPSS (2026)

Based on the reliability test results presented in the table above, the Cronbach's Alpha value for the Location (X1) variable was 0.930, Service (X2) was 0.937, and Customer Satisfaction (Y) was 0.946, each consisting of 20 statement items. All Cronbach's Alpha values were above the minimum criterion of 0.60, indicating that the research instrument had a very good level of internal consistency. Thus, the questionnaire used in this study was declared reliable and suitable for use as a data collection tool in hypothesis testing and further statistical analysis.

Classical Assumption Test

Figure 1. Normality Test Results



Source: Primary data processed by SPSS (2026)

Based on the analysis results, the points on the P–P Plot graph are spread around the diagonal line and follow the direction of the line. Although there are slight deviations at some points from the diagonal line, the overall distribution pattern follows the line, indicating a distribution close to normal. Therefore, it can be concluded that the residuals in the regression model are normally distributed and the assumption of normality is met, making the model suitable for further analysis.

Table 4. Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	TOTAL X1	.278	3,600

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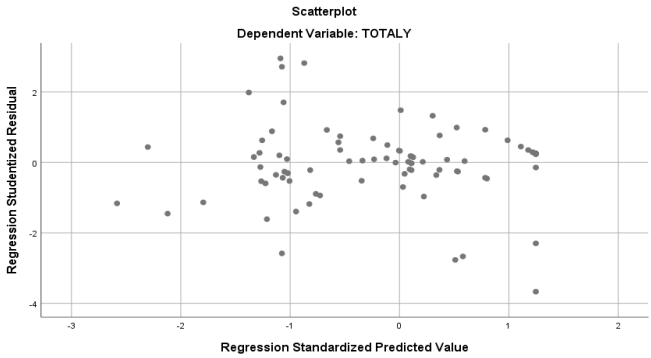
TOTAL X2	.278	3,600

Source: Primary data processed by SPSS (2026)

Based on the table above, the Tolerance value for the Location (X1) and Service (X2) variables is 0.278, which is greater than 0.10, and the VIF value is 3.600, which is less than 10. These results indicate that there is no high correlation between the independent variables. Thus, it can be concluded that the regression model in this study does not experience multicollinearity and meets one of the classic assumptions of multiple linear regression..

Figure 3. Heteroscedasticity Test Results



Source: Primary data processed by SPSS (2026)

A heteroscedasticity test was performed to determine whether there was inequality in the residual variances in the regression model. The test was performed by examining a scatterplot graph between the residual and predicted values. Based on the SPSS output, the points on the scatterplot graph were randomly distributed and did not form a specific pattern, either conical or wide. This indicates that there were no symptoms of heteroscedasticity in the regression model. Thus, the regression model met the assumption of homoscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine how much influence the Location and Service variables have on Customer Satisfaction, both partially and simultaneously.

Table 5. Multiple linear regression results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,617	5,308		2,377	.019
	TOTAL X1	.059	.103	.062	.571	.569

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TOTAL X2	.803	.112	.775	7,173	.000

Source: Primary data processed by SPSS (2026)

Based on the results of data processing, the following regression equation was obtained:

Y=12.617+0.059X1+0.803X2

The interpretation of this equation is:

1. The constant of 12.617 indicates the baseline value of Customer Satisfaction when the Location and Service variables are considered constant.
2. The location regression coefficient of 0.059 indicates a positive relationship, meaning that increasing location quality tends to increase customer satisfaction, although the effect is relatively small.
3. The Service regression coefficient of 0.803 indicates a fairly strong positive effect. This means that improving service quality will significantly increase Customer Satisfaction.

From the size of the coefficient, it can be seen that Service is a more dominant variable in influencing Customer Satisfaction than Location.

Test of Determination Coefficient

Table 6. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.828a	.686	.679	5,178
a. Dependent Variable: TOTAL				
b. All requested variables entered.				

Source: Primary data processed by SPSS (2026)

Based on table 5, the R value is 0.828, which indicates a strong relationship between the variables Location (X1) and Service (X2) on Customer Satisfaction (Y). The R Square value of 0.686 indicates that 68.6% of the variation in Customer Satisfaction can be explained by the two independent variables in the model, while the remaining 31.4% is influenced by other factors outside this study. In line with that, the Adjusted R Square value of 0.679 indicates that after considering the number of variables used, the regression model is still able to explain variations in Customer Satisfaction consistently.

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T-Test (Partial)

Table 7. Results of the T-Test (Partial)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,617	5,308		2,377	.019
	TOTAL X1	.059	.103	.062	.571	.569
	TOTAL X2	.803	.112	.775	7,173	.000

Source: Primary data processed by SPSS (2026)

Based on table 6, the Location variable (X1) has a calculated t value of 0.571 < t table 1.660 and a significance value of 0.569 > 0.05. so it can be concluded that H1 is rejected, meaning that partially Location does not have a significant effect on Customer Satisfaction. Meanwhile, the Service variable (X2) has a calculated t value of 7.173 > t table 1.660 and a significance value of 0.000 < 0.05. Thus, H2 is accepted, meaning that service has a positive and significant effect on Customer Satisfaction. Thus, in this study only the Service variable is proven to have a significant effect individually on Customer Satisfaction.

F Test (Simultaneous)

Table 8. F-Test Results (Simultaneous)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5670.161	2	2835.080	105,736	.000b
	Residual	2600.839	97	26,813		
	Total	8271,000	99			

Source: Primary data processed by SPSS (2026)

Based on the results of the F test, the calculated F value was 105.736 with a significance value of 0.000 <0.05. Because the calculated F (105.736) > from the F table (3.939) and the significance value was 0.000 <0.05. Then H3 is accepted, which means that the variables Location (X1) and Service (X2) simultaneously have a significant effect on Customer Satisfaction (Y). Thus, the regression model used in this study is feasible and can be used to explain the relationship between the independent variables and the dependent variable.

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The influence of location on customer satisfaction

Location is one of the important factors in business activities because it is related to the ease of consumer access to reach the business premises. Theoretically, a strategic location can provide comfort for customers so that it has the potential to increase their level of satisfaction. Ease of access, proximity to consumers, and supportive business environment conditions are often considered by customers in choosing a place to make a purchase. However, based on the results of hypothesis testing in this study, it shows that the Location variable (X1) does not have a significant influence on Customer Satisfaction (Y). The t table value is obtained based on the significance level of α = 5% with a degree of freedom of df1 = (k – 1) = 2 -1 = 1 and df2 = (n – k - 1) = 100 – 2 -1 = 97. So the calculated t value is 0.571 which is smaller than the t table of 1.660, and the significance value is 0.569 which is greater than 0.05. Thus, it can be concluded that H1 is rejected, which means that partially the location does not have a significant effect on customer satisfaction. The results of the study indicate that location does not have a significant effect on customer satisfaction. This indicates that location is not a primary factor influencing customer satisfaction. This may be because most of the respondents who completed the questionnaire were regular customers who frequently visited the business, so they were familiar with and familiar with the business location. Therefore, customers tend to pay more attention to other factors such as service quality and the experience they receive during transactions. The results of this study also align with previous research that found location does not significantly influence customer satisfaction. This finding aligns with research conducted by(Ifan Fawzy 2023)which states that location has no significant effect on customer satisfaction. This research shows that customer satisfaction is more influenced by other factors such as price and the quality of service provided by the company.

The influence of service on customer satisfaction

Service is a very important factor in creating a positive experience for customers. Good service can provide a sense of comfort, increase customer trust, and create a positive impression of a business. In the business world, service quality is often one of the main aspects that influence the level of customer satisfaction. Based on the results of hypothesis testing in this study, the Service variable (X2) is proven to have a positive and significant influence on Customer Satisfaction (Y). The t table value is obtained based on the significance level of α = 5% with a degree of freedom of df1 = (k – 1) = 2 -1 = 1 and df2 = (n – k - 1) = 100 – 2 -1 = 97. This is indicated by the calculated t value of 7.173 which is greater than the t table of 1.660 and a significance value of 0.000 which is smaller than 0.05. Thus, it can be concluded that H2 is accepted, which means that service has a significant effect on customer satisfaction. The results of this study indicate that the better the quality of service provided to customers, the higher the level of satisfaction felt by customers. Friendly, fast, and responsive service can provide a pleasant experience for customers, making them feel valued and cared for. This can increase customer satisfaction with the products or services they consume. The findings of this study align with research conducted by(Mesak Yamres Awang1 2022)which states bthat service quality has a positive and

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significant influence on customer satisfaction. The study explains that good service can increase customers' positive perceptions of a business, thus resulting in increased(Mesak Yamres Awang1 2022)customer satisfaction level.

The influence of location and service on customer satisfaction

Based on the results of the analysis that has been done, it is known that the location and service variables together have an influence on customer satisfaction. This can be seen from the R value of 0.828 which indicates a strong relationship between the location and service variables on customer satisfaction. The R Square value of 0.686 indicates that 68.6% of the variation in customer satisfaction can be explained by the location and service variables, while the remaining 31.4% is influenced by other factors outside this study. In addition, the Adjusted R Square value of 0.679 indicates that the regression model in this study is still able to explain variations in customer satisfaction consistently. Based on the results of the F test, the calculated F value is 105.736 with a significance value of 0.000. This value is greater than the F table of 3.939 and has a significance value smaller than 0.05. Thus, it can be concluded that H3 is accepted, which means that the location and service variables simultaneously have a significant effect on customer satisfaction. These results show that customer satisfaction is not only influenced by one factor, but is the result of a combination of several interrelated factors, such as ease of access to the location and the quality of service provided to customers.

CONCLUSION

Based on the results of data analysis and discussion regarding the influence of Location and Service on Customer Satisfaction, the following conclusions can be drawn:

1. Partially, the Location variable (X1) does not have a significant effect on Customer Satisfaction. This is indicated by a significance value of 0.569 > 0.05.
2. Partially, the Service variable (X2) has a positive and significant effect on Customer Satisfaction, with a significance value of 0.000 < 0.05.
3. Simultaneously, the Location and Service variables have a significant effect on Customer Satisfaction, as indicated by the F test significance value of 0.000 < 0.05.
4. The coefficient of determination (R Square) value of 0.686 shows that 68.6% of the variation in Customer Satisfaction can be explained by the Location and Service variables, while the remaining 31.4% is influenced by other factors outside the research model.
5. Thus, it can be concluded that in this study the Service factor is the most dominant variable in influencing Customer Satisfaction.

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