

Perception of Product Strategy, Pricing and Customer Satisfaction Towards Competitive Position Strategy in Sri Ayu Coffee and Eatery

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ABSTRACT

The purpose of this research is to examine how Sri Ayu Coffee and Eatery's competitive position strategy is affected by product strategy, price, and customer happiness in Tegal Regency. One hundred participants, chosen by means of purposive sampling, were interviewed and/or given questionnaires as part of this quantitative study's data gathering procedures. Using SPSS version 22, the data was examined using a battery of tests, including validity, reliability, classical assumption, multiple linear regression, t-tests, F-tests, and coefficients of determination. The findings indicated that product strategy significantly impacted competitive position in a favorable way, with a significance level of $0.002 < 0.05$. Pricing significantly impacted competitive position in a favorable way, with a significance level of $0.000 < 0.05$. Furthermore, competitive position was positively and significantly impacted by customer satisfaction ($p < 0.05$). The simultaneous influence of product strategy, pricing, and customer pleasure on competitive position was significant (F-value: 23.058, $p < 0.05$). With an Adjusted R Squared value of 0.401, we can see that the three independent variables can only explain 40.1% of the variation in competitive position, while extraneous factors influence the other 59.9%. Product strategy, pricing, and customer pleasure might help Sri Ayu Coffee and Eatery increase its competitive position.

INTRODUCTION

Tegal Regency is a regency in the northwest of Central Java Province, Indonesia, with its capital in Slawi District. There are many businesses that can be found in Tegal Regency, one of which is the business venture. Sri Ayu Coffee and Eatery. A cafe is a place where people can buy drinks and food in a relaxed atmosphere. Cafes have become an integral part of everyday life in modern society, serving not only as a place to spend leisure time but also as a place to socialize, work, or simply relax. Cafes also play an important social role, not only as a place to buy drinks and food, but also as a place or center that facilitates social interaction and other activities.

In order to compete effectively, Sri Ayu Coffee and Eatery. It is necessary to understand how product strategy, pricing policy, and customer satisfaction contribute to its competitive positioning strategy. Product strategy is the elaboration of market needs served by various product offerings. Generally, a company's overall strategy is dominated by product strategy and market strategy. (Tjiptono, 2019:240).

Furthermore, Among the many crucial marketing considerations is pricing. While product, distribution, and promotion all contribute to a company's bottom line, price is the only marketing mix component that really makes money. (Tjiptono, 2019).

Contemporary marketing theory and practice center on three pillars: product strategy, price, and consumer happiness. If a business can attract and keep clients, then its marketing efforts will have been fruitful. (Tjiptono, 2019:45).

Table 1 Sriayu Cafe Sales in Tegal Regency

Year	2022	2023	2024
Income	Rp. 793,861,000	Rp. 433,401,050	Rp1,221,545,100

Source: Sriayu cafe

Based on this data, it can be assumed that Cafe Sriayu will begin product innovation and improve its marketing strategy in 2024, thereby recapturing consumer interest. This also indicates that appropriate product strategies – such as new menu variations, improved taste quality, and attractive presentation – have a positive impact on increasing sales. Furthermore, a pricing policy that aligns with consumer purchasing power and increased customer satisfaction with the cafe's service and atmosphere also strengthen Cafe Sriayu's competitive position compared to its competitors.

Based on the business phenomena above, the objectives of this research are as follows: 1) To determine the influence of product strategy on Competitive Positioning Strategy at Sriayu Cafe. 2) To determine the effect of pricing on Competitive Positioning Strategy at Sriayu Cafe. 3) To determine the influence of ease of transactions on Competitive Position Strategy at Sriayu Cafe.

LITERATURE REVIEW

Competitive Positioning Strategy

Whatever a producer can provide that the market will notice, request, seek, buy, utilize, or consume as a means to satisfy the demands and wants of that market is their competitive position plan.(Tjiptono, 2019:473).

Product Strategy

From a consumer perspective, a product is anything a customer receives from an exchange with a marketer. Product strategy is the elaboration of market needs served by various product offerings. Generally, a company's overall strategy is dominated by product strategy and market strategy.(Tjiptono, 2019:240).

H1: Product strategy influences competitive position strategy

Pricing

Among the many crucial marketing considerations is pricing. A company's bottom line is positively affected by price, but negatively impacted by product, distribution, and promotion—the other three pillars of the marketing mix. From the buyer's point of view, however, the perceived worth of a product or service is often associated with its price. Perceived advantages divided by price is one definition of value.(Tjiptono, 2019).

H2 : Pricing influences competitive position strategy

Customer satisfaction

The core principle of contemporary marketing is customer pleasure. A company's ability to attract and keep consumers determines its competitiveness.(Tjiptono, 2019:45).

H3: Customer satisfaction influences competitive position strategy

PREVIOUS RESEARCH

The relationship between independent factors consisting of pricing variables (X2), customer satisfaction (X3), and product strategy (X1) can be characterized based on theory, framework of thought and previous research.

H1: The Influence of Product Strategy on Competitive Position

Study "The Role of Product Design Strategy and Quality in Forecasting Demand for Bintang Collection Tegal Women's Clothing". Carried out in 2023 by(Sari Wiyanti et al., 2023) Product design influences demand forecasting in a favorable and statistically significant way, according to the t-test findings. The significance level is $0.019 < 0.05$, and the t-value is 1.850, indicating that the t-count is larger than the t-table, with $1.850 > 1.661$. Therefore, we accept H1 and state that product strategy has an influence on demand forecasting. Therefore, the higher the product's design, the greater the likelihood that customers will want to buy it again.

H2: The Effect of Price onCompetitive Position

Study ""The Influence of Perceived Service Quality, Perceived Brand Image, Perceived Price, and Perceived Product Features on Purchasing Decisions". Conducted in 2024 byRaubet et al (2024)With a t-value of 1.375 and a significance value of $0.172 > 0.05$, this means that H1 is rejected, meaning H0 is accepted. This

indicates that the price perception variable has a negative or no positive influence on purchasing decisions for GPS Trackers at Kiswara Technology, Tegal Branch. This means that if the price is higher, the purchasing decision will decrease.

H3: The Influence of Customer Satisfaction on Competitive Position

Study "Analysis of the Influence of Store Atmosphere, Price Perception, and Product Quality on Customer Satisfaction at Cafe Basabasi Yogyakarta". Carried out in 2024 by Raubet et al (2024) The t-test in Table 9 yields a sig value of 0.035. This sig value is less than 0.05. This indicates that the price perception variable has a positive effect on customer satisfaction. Affordable prices lead to increased customer satisfaction.

RESEARCH METHODS

This type of research is quantitative and uses SPSS Ver. 22 as well as questionnaires and interviews as data collection tools. Sri Ayu Coffee And Eatery is used as the research location. Consider factors such as product strategy, price, customer satisfaction, and competitive strategy. In this research, purposive sampling using consumer criteria is used to sample the population. For this purpose, a 5-point Likert scale is used. The technique for assessing research instruments includes validity and reliability tests. Following data collection, the analysis of the collected information makes use of classical assumption tests, multiple linear regression, hypothesis testing, and coefficient of determination.

RESULTS AND DISCUSSION

Instrument Test Results

Normality Test

In a regression model, the normality test seeks to ascertain whether the dependent (bound) and independent (free) variables follow a normal distribution. (Suliyanto, 2012:69).

Here is Kolmogorov-Smirnov:

Table 2 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	,98473193
Most Extreme Differences	Absolute	,064
	Positive	,064
	Negative	-,049
Test Statistics		,064
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Primary data processed by SPSS version 22

Based on the table above, the probability value or Asymp. Sig. (2-tailed) is 0.114. Because the probability value p is 0.114, it is greater than the significance level of 0.05, so the regression model is suitable for use.

Multicollinearity Test

Table 3 Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,113	3,749		,564	,574		
	Product Perception	,271	,085	,247	3,174	,002	,999	1,001
	Pricing	,535	,074	,565	7,252	,000	,997	1,003
	Consumer Satisfaction	,214	,105	,159	2,044	,044	,997	1,003

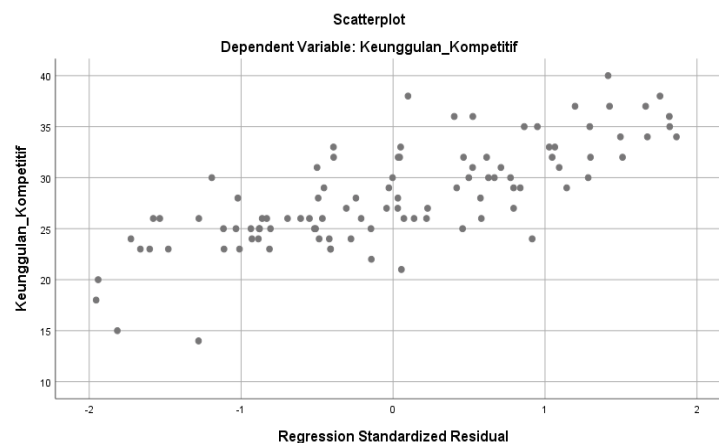
a. Dependent Variable: Competitive Position

Source: Primary data processed by SPSS version 22

Based on the results of the multicollinearity test on the regression model, as shown in the table above, the obtained data shows that the tolerance values for the product perception, pricing, and customer satisfaction variables are 0.999, 0.997, and 0.997, respectively. A tolerance value of less than 0.10 is present in all of the variables. Product perception, price, and customer satisfaction all have VIF values of 1.001, 1.003, and 1.003, respectively. The VIF readings are all less than 10.00. It follows that multicollinearity is not an issue with the regression model used in this research.

Heteroscedasticity Test

Figure 2 Heteroscedasticity Test Results



Source: Primary data processed by SPSS version 22

There is a lack of regularity in the data, as shown in the scatterplot graph up top, with dots distributed both above and below the Y-axis value

of 0. The absence of heteroscedasticity in the regression model is shown by this.

Multiple Linear Regression Analysis

Table 3 Results of Multiple Linear Regression Analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,113	3,749		,564	,574
	Product Perception	,271	,085	,247	3,174	,002
	Pricing	,535	,074	,565	7,252	,000
	Consumer Satisfaction	,214	,105	,159	2,044	,044
a. Dependent Variable: Competitive Position						

Source: Primary data processed by SPSS version 22

Based on the SPSS output results above, the constant value obtained is 2.113, the X1 coefficient is 0.271, the X2 coefficient is 0.535, and the X3 coefficient is 0.214. So the multiple linear regression equation is as follows:

$$\hat{Y} = 2.113 + 0.271 X_1 + 0.535 X_2 + 0.214 X_3$$

Based on the equation of the multiple linear regression model, it can be concluded that:

- Constant value = 2.113. That the constant value of the existing competitive position equation (Y) is influenced by product perception (X1), pricing (X2) and consumer satisfaction (X3).
- The regression coefficient β_1 is 0.271. A positive coefficient indicates that product perception has a positive influence on Sri Ayu Coffee and Eatery's competitive position.
- The regression coefficient β_2 is 0.535. A positive coefficient means there is an influence. positive pricing against competitive position at Ayu Coffee And Eatery.
- The regression coefficient β_3 is 0.214. A positive coefficient indicates that consumer satisfaction has an influence on competitive strategy at Ayu Coffee and Eatery.

t-test (Partial)

Table 4 Partial Test Results (t-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,113	3,749		,564	,574
	Product Perception	,271	,085	,247	3,174	,002
	Pricing	,535	,074	,565	7,252	,000
	Consumer Satisfaction	,214	,105	,159	2,044	,044

a. Dependent Variable: Competitive Position

The Influence of Product Perception on Competitive Position

Based on the table above, a significance value of 0.013 was obtained. The significance value is $0.002 < 0.05$, which means H_0 is rejected and H_1 is accepted. Therefore, in conclusion, there is a significant influence of product perception on competitive position at Sri Ayu Coffee And Eatery.

The Impact of Pricing on Competitive Position

A 0.000 significance level was determined using the data in the table above. H_0 is rejected and H_1 is accepted when the significance value is less than 0.05 (0.000). Sri Ayu Coffee and Eatery's competitive position is significantly affected by price, as a result.

The Influence of Consumer Satisfaction on Competitive Position

Based on the table above, a significance value of 0.004 was obtained. The significance value is $0.044 < 0.05$, which means H_0 is rejected and H_1 is accepted. So, in conclusion, there is a significant influence of consumer satisfaction on the competitive position of Sri Ayu Coffee And Eatery.

Simultaneous Test (F Test)

Table 5 Simultaneous Test Results (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1026,981	3	342,327	23,058	,000b
	Residual	1425,259	96	14,846		
	Total	2452,240	99			

a. Dependent Variable: Competitive Position

b. Predictors: (Constant), Consumer Satisfaction, Product Perception, Pricing

Source: Primary data processed by SPSS version 22

Effects of Product Perception, Pricing and Consumer Satisfaction on Physical and Competitive Position. Based on the results of the simultaneous significance test, which are shown in the table above, we may conclude that H_4 is accepted since the F-count value of 23.058 is more

than the F-table value of 2.70, and the significance level is $0.000 < 0.05$. Therefore, it is safe to say that there is a major impact happening all at once. product perception, pricing and consumer satisfaction on the competitive position at Sri Ayu Coffee And Eatery.

Table 6 Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,647a	,419	,401	3,853
a. Predictors: (Constant), Consumer Satisfaction, Product Perception, Pricing				

Source: Primary data processed by SPSS version 22

Based on the table above, the coefficient value of the Adjusted R Square produced is 0.401. The equation for the degree of determination coefficient formed is $KD = R^2 \times 100\% = 0.401 \times 100\% = 40.1\%$. So it can be concluded that the contribution of the variable product perception, pricing and consumer satisfaction on the competitive position of Sri Ayu Coffee And Eatery by 40.1% and the remaining 59.9% is influenced by other variables not examined in this study.

CONCLUSION

1. Based on the results of the first hypothesis test, Product strategy has a positive and significant impact on competitive position. This is demonstrated by the t-test results with a significance value of $0.002 < 0.05$. This means that the better customer perceptions of product quality, menu variety, and presentation at Cafe Sri Ayu, the stronger the cafe's competitive position in the market.
2. Based on the results of the second hypothesis test, Pricing has a positive and significant impact on competitive position, as evidenced by the significance value of $0.000 < 0.05$. Pricing that aligns with consumer purchasing power and balances product quality has been shown to increase Cafe Sri Ayu's competitiveness compared to its competitors.
3. Based on the results of the third hypothesis test, Customer satisfaction has a positive and significant impact on competitive position. With a significance value of $0.044 < 0.05$, it can be concluded that good service, a comfortable atmosphere, and positive customer experiences contribute to improving Cafe Sri Ayu's competitive position.
4. The fourth hypothesis test found that Cafe Sri Ayu's competitive position is significantly affected by product strategy, price, and customer happiness all at once. The significance level of $0.000 < 0.05$ and the F count value of 23.058 in the F test demonstrate this.
5. Cafe Sri Ayu's competitive position is significantly impacted by product strategy, price, and customer happiness all at once. Product strategy, pricing, and customer satisfaction account for 40.1% of the variance in competitive

position (as indicated by the Adjusted R Square value of 0.401), while other variables like promotion, location, cafe atmosphere, and overall service quality account for the remaining 59.9% (though they were not included in the study).

SUGGESTION

It is recommended that future researchers continue this research with different objects. And further researchers may also consider developing or adding relevant variables, such as the variable promotions, location, cafe atmosphere, and overall service quality. More in-depth and specific measurements of these variables can also be extended.

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