



**THE EFFECT OF SECURITY, INFORMATION
AVAILABILITY, PRICE, SHIPPING, QUALITY, AND
TIME ON CUSTOMER SATISFACTION: A STUDY ON
SPASICO CAFE AND MEETINGS**

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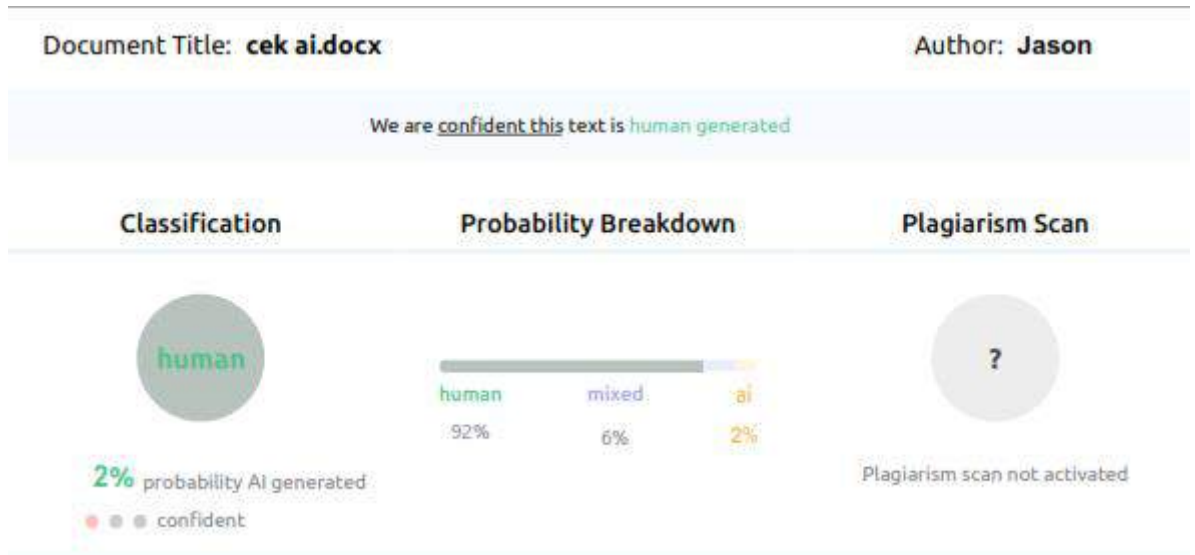
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ABSTRACT

Purpose - This research aims to examine the influence of security, information availability, price, shipping, quality and time on customer satisfaction among Spasico Cafe and Meetings customers.

Design/Method - This research uses quantitative research methods by developing a questionnaire as a research instrument and then collecting data using purposive sampling techniques. A total of 350 data were collected from Spasico Cafe and Meetings customers. The data collected in this research was analyzed using the Partial Least Squares Structural Equation Model (PLS-SEM).

Findings - The results of this research are pricing, shipping, information availability, time, and security variables have a very significant influence on customer satisfaction, while quality has a significant influence, although not as substantial as the other variables.

Practical Implications - In increasing customer satisfaction, Spasico Cafe and Meetings must focus on several key aspects, namely security, information availability, price, delivery order, quality, and time. Maintaining data security and privacy is critical to building trust. Providing complete and easily accessible product information as well as fair and transparent pricing increases customer satisfaction. Reliable and on-time delivery ensures goods arrive in good condition and as expected. Consistent product and service quality will have an impact on customer satisfaction.

Keywords - Pricing, Shipping, Information Availability, Security, Quality, Time, Customer Satisfaction, Coffe Shop, Spasico Cafe and Meetings.

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