

Customer Satisfaction in The Digital Era Study on The Influence of Product Quality, Online Promotion, and Service Quality ast Muda Mudi Coffee Shop Tuban

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Abstract

This research is about Customer Satisfaction in the Digital Era. The purpose of this research is to analyze the influence of Product Quality, Online Promotion, and Service Quality on consumer satisfaction both partially and simultaneously. The ex post facto method is used in this research. The data collection technique used closed questionnaires distributed via Google Forms. The population of this study consists of consumers/customers who visit Toko Kopi Muda-Mudi Tuban. The research sample of 100 respondents was taken using the accidental sampling method. The collected data were analyzed using multiple linear regression. The research results show that Product Quality, Online Promotion, and Service Quality have an impact on consumer satisfaction both partially and simultaneously.

Keywords: Product Quality, Online Promotion, Service Quality, and Customer Satisfaction

1. Introduction

Consumer satisfaction is one of the main factors determining the success of a business, including in the increasingly competitive coffee industry today. Consumers do not only evaluate a product from a functional aspect, but also pay attention to other elements such as service quality and the overall experience. Therefore, in the food and beverage industry, consumer satisfaction is influenced by various factors, one of which is product quality, promotion, and service quality (Agustina, 2024).

Product quality is one of the crucial factors that influence consumer satisfaction, especially in the coffee industry. High-quality flavor reflects a brand's ability to deliver products that meet or exceed consumer expectations. Kotler and Keller (2020) state that product quality is the consumer's perception of the product's ability to meet their needs. In the context of Toko Kopi Muda Mudi Tuban, the quality of the coffee's flavor offered becomes the main attraction for consumers (Maysaroh, 2022).

Promotion becomes a means to enhance consumer knowledge about a product and ultimately influence perception and purchasing decisions. According to (Ma & Du, 2018),

promotion is all communication activities carried out by the company to influence consumers. Effective promotion not only provides information but also shapes a positive image and encourages consumers to make purchases (Afandi et al., 2019).

Data from Indonesian coffee shops in 2025 indicates that around 82% of consumers stated that they are more loyal to coffee shop brands that offer quality products with consistent flavors, while 58% of consumers stated that attractive promotions influence their purchasing decisions. However, 70% of consumers emphasized that good service quality is the determining factor for whether they will return to the coffee shop (Netanya, S. A. 2025).

Service quality is an effort to meet customer needs and desires as well as the accuracy of service delivery aimed at achieving customer satisfaction. Building quality is not only related to the development stage and production process, but also by listening to the voice (Aeni, C 2020). Service is the key to success in various businesses or activities that are service-oriented; its role becomes more significant and decisive when there is competence in the effort to capture the market or customers. With the presence of service quality, it can be monitored whether the quality of service provided meets consumer expectations. Additionally, in the effort to face competition, companies must have better strategies than their existing competitors. For companies operating in the service sector, one tool to support a better competitive strategy is to have good service quality. If the service provided by a company is good and meets customer expectations, customer satisfaction will be achieved. However, if the quality of service provided is low, customers will be dissatisfied (Aeni, C 2020). The service quality model used as a reference in marketing research is the SERVQUAL (service quality) model. explains that service quality consists of five main dimensions: tangibility (physical evidence), reliability (dependability), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy). A good combination of these elements can create high satisfaction (Permatasari et al., 2021).

Toko Kopi Muda Mudi Tuban is one of the cafes located in Tuban City, specifically on Jalan Veteran, Tuban District, Tuban Regency. Toko Kopi Muda Mudi Tuban is one of the developing cafes. This cafe provides facilities and services to its visitors, including dine-in, delivery order, drive-through, free Wi-Fi, comfortable seating, and clean restrooms. This café is known for its quality local coffee and a comfortable atmosphere for visitors from various segments, including students, workers, and tourists. Muda Mudi Tuban Coffee Shop offers a variety of drinks made from coffee, mixology, and flavors. The comfortable and relaxed atmosphere is perfect for hanging out or gathering.

One of the main elements that attract consumers to Muda Mudi Coffee Shop in Tuban is the quality of its products, especially the taste of the coffee. Consumers tend to seek a consistent and authentic coffee flavor. Their signature coffee includes Arabica and Robusta, processed using manual brewing techniques. Based on research (Wardhana,

2024), the quality of coffee flavor plays an important role in the satisfaction of café consumers in Indonesia, where consumer satisfaction is greatly influenced by perceptions of product quality, including aroma, thickness, and freshness of the served coffee.

Research by (Mariansyah & Syarif, 2020) found that good service quality significantly affects customer satisfaction in cafes in Indonesia. In the context of Toko Kopi Muda Mudi Tuban, service quality can be the most dominant factor influencing satisfaction levels beside product quality and promotion, in affecting consumer satisfaction, as supported by the SERVQUAL theory, which highlights five main dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Improvements in these dimensions will strengthen overall consumer satisfaction.

Based on the background above, this research aims to measure the extent to which Product Quality (Taste), Online Promotion, and Service Quality affect customer satisfaction at Toko Kopi Muda Mudi Tuban. The influence of Product Quality (Taste), Promotion, and Service Quality on customer satisfaction is examined both partially and simultaneously.

2. Research Method

This research is conducted using the ex post facto method. The term "ex post facto" comes from Latin, meaning "from after the fact," indicating that the research is conducted with variations in natural occurrences or facts that have already happened without any treatment or experiment. Ex post facto research is a study conducted to investigate events that have occurred and then look back to identify the factors that may have caused those events (Rukaesih, 2015).

The data collection technique used in this research is a questionnaire, where the researcher provides a number of statements for respondents to choose their answers from several provided options and calculated using a Likert scale. The distribution of the questionnaire in this research was done thru Google Forms and presented to the respondents.

According to Sugiyono (in Quantitative, 2016), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then concluded. Meanwhile, according to Arikunto (2017:173), population is the entire object of research. The population is the subject of research that will be subjected to generalization from the research results. In this study, the population consists of consumers/customers who visit Toko Kopi Muda-Mudi Tuban. The research sampling technique uses the accidental sampling method. Accidental sampling is a sampling technique based on chance, meaning anyone who happens to meet the researcher can be used as a sample.

The instrument used in this research is a questionnaire. The type of questionnaire used is a closed questionnaire, where respondents are given limited answer choices. The closed questionnaire serves as a research instrument that presents questions with clear and limited answer options.

The data analysis technique in this study includes multiple linear regression analysis, classical assumption tests, t-test (partial), f-test (simultaneous), and coefficient of determination (R²) test using the IBM SPSS for Windows 23 program.

3. Results And Discussion

Based on the results of the questionnaire distribution, the following results were obtained:

3.1. Validity Test Results

To test the validity in this study, the researcher focused on 4 main variables, namely Product Quality, Online Promotion, Service Quality, and Customer Satisfaction. The validity criteria are established by comparing the calculated *r* of each item with the table *r*. Referring to the significance level of 0.05 and a sample size of 100, the table value of *r* is set at 0.1966. This means that an item or indicator is considered valid if its calculated *r* is greater than 0.1966. Based on calculations using SPSS 23, all indicators of social media usage, product creativity, and competitive advantage are declared valid because the calculated values of each question are greater than the *r*-table value.

3.2. Reliability Test Results

Table 1. Reliability Test Results

Variable	<i>Cronbach Alpha</i>	N of Item	Remarks
Product Quality (X1)	0,830	10	Reliable
Online Promotion (X2)	0,908	10	Reliable
Service Quality (X3)	0,784	10	Reliable
Customer Satisfaction (Y)	0,867	10	Reliable

It can be seen from the table above that the Cronbach Alpha values for the variables of Product Quality, Online Promotion, Service Quality, and Customer Satisfaction all exceed 0.06. This indicates that all variables in this study are reliable.

3.3. *Results of the Classical Assumption Test*

- Normality Test

Table 2. Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test

	Product Quality (taste)	Online Promotion Information Technology	Service Quality	Customer Satisfaction
N	100	100	100	100
Poisson Parameter ^{a,b} Mean	39,50	36,65	38,42	40,86
Most Extreme Differences	Absolute	,103	,090	,057
	Positive	,066	,085	,041
	Negative	-,103	-,090	-,057
Kolmogorov-Smirnov Z	1,029	,899	,572	1,356
Asymp. Sig. (2-tailed)	,240	,395	,899	,051

Table 2. Shows the results of the Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value obtained > 0.05 , so it can be concluded that the research variables are normally distributed.

- Multicollinearity Test

Table 3. Results of the Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Product Quality	,630	1,588
	Online Promotion	,855	1,170
	Service Quality	,691	1,448

a. Dependent Variable: Customer Satisfaction

Based on the results of the multicollinearity test, the VIF values for the three independent variables show that all independent variables have tolerance values greater than 0.10 and VIF values less than 10. Based on the VIF values < 10 and

tolerance values > 0.10 , it can be concluded that there is no significant multicollinearity affecting the independent variables in this regression model.

- Heteroscedasticity Test

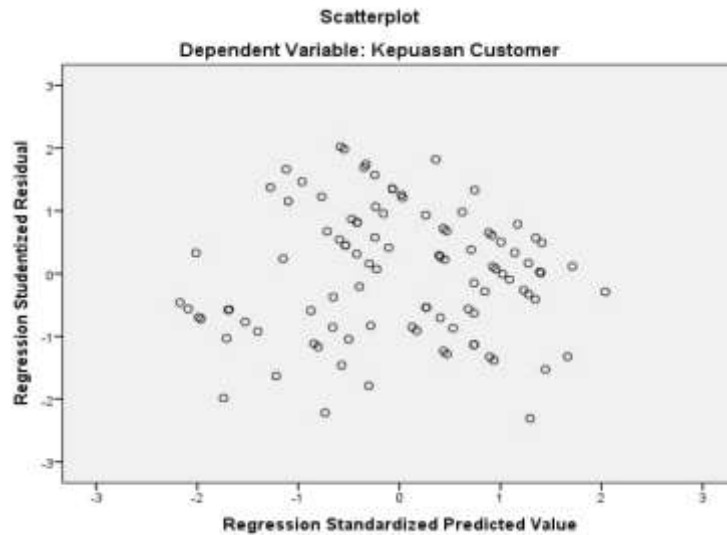


Figure 1. Scatterplot

Based on the scatterplot in the image, the points do not form a clear pattern. As can be seen, the points are scattered above and below the zero mark on the Y-axis. Therefore, it can be concluded that there is no heteroskedasticity in the regression model.

3.4 Multiple Linear Regression Results

Table 4. Results of Multiple Linear Regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1						
	(Constant)	2,684	3,269		,821	,414
	Product Quality	,527	,084	,507	6,281	,000
	Online Promotion	,206	,068	,210	3,029	,003
	Service Quality	,255	,080	,245	3,182	,002

a. Dependent Variable: Customer Satisfaction

Based on the analysis results, the multiple linear regression model is as follows:
 $Y = 2.684 + 0.527X_1 + 0.206X_2 + 0.255X_3$

Based on the multiple linear regression equation above, it can be interpreted as follows:

- A constant of 2.684 means that if product quality, online promotion, and service quality are absent, customer satisfaction would be 2.684.
- The regression coefficient X₁ of 0.527 means that every one-unit increase in product quality will increase customer satisfaction by 0.527, and conversely, every one-unit decrease in product quality (taste) will decrease customer satisfaction by 0.527, assuming X₂ and X₃ remain constant.
- The regression coefficient of X₂ is 0.206, meaning that every increase of one unit in online promotion will increase customer satisfaction by 0.206, and conversely, every decrease of one unit in online promotion will decrease customer satisfaction by 0.206, assuming that X₁ and X₃ remain constant.
- The regression coefficient of X₃ is 0.255, meaning that every one-unit increase in service quality will increase customer satisfaction by 0.255, and conversely, every one-unit decrease in service quality will decrease customer satisfaction by 0.255, assuming X₁ and X₂ remain constant.

3.5 Partial T-Test Results

Table 5. T-Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,684	3,269		,821	,414
	Product Quality	,527	,084	,507	6,281	,000
	Online Promotion	,206	,068	,210	3,029	,003
	Service Quality	,255	,080	,245	3,182	,002

a. Dependent Variable: Customer Satisfaction

- The results of the t-test above can be concluded that on the independent variable of product quality (X₁) as shown in table 4.6 above, the t-value obtained is 6.281, which is above the t-table value (100-4) = 1.985, and the probability value of the t-value is 0.000, which is below 0.05. Because the t-value > t-table (6.281 > 1.985) and sig (0.000 < 0.05), H₁ is accepted, which means there is a significant partial effect

between the product quality variable and customer satisfaction at Toko Kopi Muda-Mudi Tuban.

- The results of the t-test above can be concluded that for the independent variable of online promotion (X2) as shown in table 4.6 above, the t-value obtained is 3.029, which is above the t-table value $(100-4) = 1.985$, and the probability value of the t-value is 0.003, which is below 0.05. Because the t-value $>$ t-table $(3.029 > 1.985)$ and sig $(0.003 < 0.05)$, H2 is accepted, which means there is a significant partial effect between the online promotion variable and customer satisfaction at Toko Kopi Muda-Mudi Tuban.
- The results of the t-test above can be concluded that on the independent variable of service quality (X3) as shown in table 4.6 above, a t-value of 3.182 was obtained, which is above the t-table value $(100-4) = 1.985$, and a t-value probability of 0.002, which is below 0.05. Because the t-value $>$ t-table $(3.182 > 1.985)$ and sig $(0.002 < 0.05)$, H3 is accepted, meaning there is a significant partial effect between the service quality variable and customer satisfaction

3.6. Result of the F Test (Simultaneous)

Table 6. F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2540,303	3	846,768	49,155	.000 ^b
	Residual	1653,737	96	17,226		
	Total	4194,040	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Product Quality, Online Promotion, Service Quality

The results of the SPSS analysis show that the F-value (49.155) is greater than the F-table value (0.000) at the significance level $\alpha = 0.05$. This means that the independent variables, namely Product Quality, Online Promotion, and Service Quality, simultaneously have a significant effect on the dependent variable, Customer Satisfaction, so H3 is accepted, which states that there is a simultaneous effect.

3.7 Result of the Coefficient of Determination (R2)

Table 7. Determination Coefficient (R2) Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.606	.593	4.150

a. Predictors: (Constant), Product Quality, Online Promotion, Service Quality

Based on the results of the Determination Coefficient test in the table above, the R2 value is 0.606, meaning the percentage contribution of the variables Product Quality, Online Promotion, and Service Quality to Customer Satisfaction at Toko Kopi Muda-Mudi Tuban is 60.6%, while the remaining 39.4% is influenced by other variables not included in this model.

3.8 Discussion

- The Influence of Product Quality on Customer Satisfaction at Toko Muda Mudi Tuban

Based on the results of the test on the product quality variable against customer satisfaction at Toko Kopi Muda-Mudi Tuban, the product quality value (X1) is t-counted at 6.281, which is above the t-table value of 1.985, and the t-counted probability value is 0.000, which is below 0.05. Therefore, H1 is accepted, meaning there is a significant partial effect between the product quality variable and customer satisfaction at Toko Kopi Muda-Mudi Tuban. The contribution of the product quality influence on customer satisfaction at Toko Kopi Muda-Mudi Tuban is 0.507 (standardized coefficients) or 50.7% of the product quality in influencing customer satisfaction at Toko Kopi Muda-Mudi Tuban.

The results of this study support previous research by (Tamon et al., 2021) titled “The Influence of Product Quality on Customer Satisfaction at CV. DEFMELE Leilem,” which states that if the Product Quality variable (X) increases, Customer Satisfaction will also increase. The coefficient is positive, meaning that Product Quality (X) affects Customer Satisfaction (Y); as Product Quality increases, Customer Satisfaction also increases.

- The Influence of Online Promotion on Customer Satisfaction at Toko Muda Mudi Tuban

Based on the research results, the online promotion variable on customer satisfaction at Toko Kopi Muda-Mudi Tuban obtained an online promotion value

(X2) of t-count 3.029, which is above the t-table value of 1.985, and a t-count probability value of 0.003, which is below 0.05. Therefore, H2 is accepted, meaning there is a significant partial effect between the online promotion variable and customer satisfaction at Toko Kopi Muda-Mudi Tuban. The contribution of the online promotion's influence on customer satisfaction at Toko Kopi Muda-Mudi Tuban is 0.210 (standardized coefficients), or 21% of online promotion in influencing customer satisfaction at Toko Kopi Muda-Mudi Tuban.

The results of this study support previous research by (Rindy, 2024) titled "The Influence of Online Promotion and Perception of Ease on Customer Satisfaction of E-Money Users (Case Study: Go-Pay Users in Medan Selayang District)," which states that the results of this study indicate that there is an influence of online promotion on customer satisfaction of Go-Pay e-money with a t-value of $3.681 > 1.661$ t-table with a significance value of $0.000 < 0.10$.

- The Influence of Service Quality on Customer Satisfaction at Muda Mudi Store Tuban.

Based on the research results, the service quality variable on customer satisfaction at Toko Kopi Muda-Mudi Tuban obtained a service quality value (X3) of t-count 3.446, which is above the t-table value of 2.000, and a t-count probability value of 0.001, which is below 0.05. Therefore, H3 is accepted, meaning there is a significant partial effect between the service quality variable and customer satisfaction at Toko Kopi Muda-Mudi Tuban. The contribution of the service quality effect on customer satisfaction at Toko Kopi Muda-Mudi Tuban is 0.245 (standardized coefficients) or 24.5% of service quality in influencing customer satisfaction at Toko Kopi Muda-Mudi Tuban.

The results of this study support previous research by (Tampanguma et al., 2022) titled "The Influence of Service Quality on Customer Satisfaction at Rumah Es Miangas, Bahu, Manado City," which states that service quality affects customer satisfaction. Thru the determination test, it was found that service quality has an influence of 52.0% on customer satisfaction, and the remaining percentage is influenced by other variables not examined in this study. Meanwhile, thru the correlation coefficient test, it was found that the level of relationship between service quality and customer satisfaction is moderate/quite strong.

- The Influence of Product Quality, Online Promotion, and Service Quality on Customer Satisfaction at Toko Muda Mudi Tuban

The results of the test on the variables of Product Quality, Online Promotion, and Service Quality on customer satisfaction at Toko Kopi Muda-Mudi Tuban obtained an F value of 49.155 with a probability of 0.000, which is below 0.05.

This indicates that all independent variables, namely Product Quality, Online Promotion, and Service Quality, have a significant simultaneous effect on customer satisfaction at Toko Kopi Muda-Mudi Tuban. Therefore, H4 is accepted, meaning there is a significant simultaneous effect between the variables of Product Quality, Online Promotion, and Service Quality on customer satisfaction at Toko Kopi Muda-Mudi Tuban. The magnitude of the influence of Product Quality, Online Promotion, and Service Quality on customer satisfaction at Toko Kopi Muda-Mudi Tuban is 60.6%. This means that the higher the Product Quality, Online Promotion, and Service Quality, the more customer satisfaction tends to increase.

The results of this study support previous research by (Nurlia & Mahmud, 2021) titled "The Influence of Product Quality, Promotion, and Service Quality on Customer Satisfaction at KIYOMI JEANS Store in ITC Cempaka Mas, Central Jakarta." The data processing conducted yielded $r = 0.568$ with a multiple determination of 29.6%, and the remaining 70.4% indicates the contribution of other factors. For the multiple regression value, $Y = 6.950 + 0.432X_1 + 0.224X_2 + 0.221X_3$ was obtained, and for the hypothesis test H1, $t_{\text{count}} = 4.713 > t_{\text{table}} = 1.990$, thus H1 is accepted, concluding that Product Quality (X1) has a significant influence on Customer Satisfaction (Y). The hypothesis test H2 yielded $t_{\text{count}} = 2.705 > t_{\text{table}} = 1.990$, thus H2 is accepted, concluding that Promotion (X2) has a significant influence on Customer Satisfaction (Y). The hypothesis test yielded $t_{\text{count}} = 2.497 > t_{\text{table}} = 1.990$, thus H3 is accepted, concluding that Service Quality (X3) has a significant influence on Customer Satisfaction (Y). The hypothesis test H4 yielded $F_{\text{count}} = 12.237 > F_{\text{table}} = 2.72$, thus H4 is accepted, concluding that Product Quality (X1), Online Promotion (X2), and Service Quality (X3) together have a significant influence on Customer Satisfaction (Y).

4 Conclusion

Based on the discussion above, it can be concluded that Product Quality, Online Promotion, and Service Quality have a positive and significant impact on consumer satisfaction both partially and simultaneously. Therefore, entrepreneurs must always improve the quality of products and services and promote them online to increase consumer satisfaction, thereby winning the competition.

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