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The Effect of Product Quality, Service Quality and Promotion on Customer Satisfaction

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Abstract: This research aims to determine whether there is an influence of the independent variables, namely product quality (X1), service quality (X2), and promotion (X3) on the dependent variable, namely customer satisfaction (Y). The population in this study were customers of Kopi Dari Hati Petrocafe, Penukal Abab Lematang Ilir Regency, South Sumatra. The data source obtained by the research was through distributing questionnaires and secondary data. This questionnaire was distributed to 130 people as research samples. The analytical tool used to process this research data is SPSS version 25. The results of this research show that product quality, service quality and promotion have a significant effect on customer satisfaction of Kopi Dari Hati Petrocafe, Penukal Abab Lematang Ilir Regency, South Sumatra.

Keywords: Product Quality, Service Quality, Promotion

INTRODUCTION

Since ancient times, coffee has been synonymous with drinking and is believed to be able to eliminate drowsiness. For this reason, many people like to drink coffee when they want to stay up late or when just hanging out with friends. Everyone has a different way to enjoy coffee. This method can be by choosing a beautiful coffee shop with luxurious service, with the hope that customers will feel satisfied after they have sacrificed a large amount of money in a luxurious coffee shop. In addition, there are those who choose to enjoy coffee in ordinary coffee shops with relatively cheap prices but provide satisfaction with the taste of the coffee they enjoy, coffee is no longer only a drink consumed by men, but is also in demand by women. The development of the increasingly crowded coffee shop business. Making or making coffee is one of the needs and lifestyles of the people of Penukal Abab Lematang Ilir Regency today.

Along with the development of coffee drinking places, both traditional and modern coffee shops can be found in various corners of Penukal Abab Lematang Ilir Regency. One of the contemporary coffee shops is Kopi Dari Hati Petrocafe which is a coffee drink that uses a high quality mixture composition. The coffee used is of high quality because it uses original coffee from Indonesia purchased directly from farmers. Processed carefully, the presentation also uses the fresh to cup concept with Indonesian Local coffee This study looks at the level of customer satisfaction in paying attention to product quality, service quality, and promotion which are important things in determining the choice of a product by customers. The product offered must be a product that is good in terms of quality because customers will prioritize the quality of the product itself. Customers will prefer and choose products that have the best quality compared to

products that can meet their needs and desires. Therefore, improving product quality is an important challenge for companies in competing and is an important factor that drives economic growth in the global market.

The success of a business often depends on the quality of its marketing management. Marketing management is a vital foundation in managing various aspects of the company's sustainability, from the production stage until the product reaches the customer. Marketing management is the process of planning and implementing marketing operations within a company, which includes organizing, directing, and coordinating, with the aim of achieving organizational efficiency and effectiveness. An important part of the marketing management function is the analysis activity, which aims to understand the market and its marketing environment, so that the company can assess existing market opportunities and identify threats that need to be faced. Product quality is the ability of a product to display its function, this includes the time of use of the product, reliability, and ease of use. To achieve the desired product quality, good quality is needed according to customer expectations.

The goal is to ensure that the products produced meet the standards that have been set so that customers will not lose confidence in the product in question, marketing that does not pay attention to the quality of the products offered will result in customer disloyalty so that product sales will decrease. Customers will be satisfied if their evaluation results show that the products they use are of good quality. Product quality is directed at adding a variety of diverse products supported by the uniqueness of the values offered that can be mutually beneficial (Nugraha, M. H. M. 2015), rational consumers always demand quality products at every sacrifice made to obtain a good product will provide added value in the minds of consumers. Previous research shows that product quality has a significant effect on customer satisfaction (Herlambang A. S et al., 2021). Meanwhile, based on other studies, it shows that product quality does not have a significant effect on customer satisfaction (Izzuddin A et al., 2020). Service quality is the level of service related to customer expectations and needs, service quality can be known by comparing customer perceptions of the service they receive against the service attributes of a company. Service quality is a trigger for the success of the company and also services include lines (Murtiningsih, D et al., 2022).

In general, satisfactory (good) service will result in high satisfaction and more frequent repeat purchases, so that it will benefit the company. Previous studies have shown that service quality has a significant effect on customer satisfaction (Chaerunnisa, S et al., 2022). Meanwhile, based on other studies, it shows that service quality does not have a significant effect on customer satisfaction (Wicaksono, D. A et al., 2021). Promotion aims to introduce and promote coffee shops to potential target markets by involving marketing that includes promotions through various channels such as social media, advertising, community events, and partnerships with other local businesses (Mardika, R. F., 2024).

With promotions, the cafe atmosphere will feel crowded. Promotions will attract many customers to come, especially now that many competitors use promotional methods only to attract customers, usually business competitors provide large-scale promotions so as not to lose out to other business people. Attractive and good promotions will increase sales figures for each product offered or marketed. Previous studies have shown that promotions have a significant effect on customer satisfaction (Munarsih, M et al., 2022). Meanwhile, based on other studies, it shows that promotions do not have a significant effect on customer satisfaction (Herlambang A. S et al., 2021). Customer satisfaction can be generated or influenced by various elements, including price, product quality, and service quality. Creating trust, cafe owners also consider product characteristics, menu price levels, and service processes. Most customers return and consumers are impressed with the menu, service quality and payment process. Customer satisfaction is a requirement for a company to survive and is very important because by maintaining customer satisfaction, a good image will be created for the company itself (Nugroho, S. Y, 2020). Customer satisfaction is influenced by first impressions and performance expectations, when the performance offered exceeds customer expectations, customers feel satisfied. If customers are satisfied with the goods or services provided, they will come back to buy the products sold. Customer satisfaction is expressed as an expression of product satisfaction or dissatisfaction. There

are 3 factors that can influence the level of customer satisfaction, namely product quality, service quality and promotion.

METHOD

The research method used in this study is a quantitative research method with a descriptive approach. According to Sugiyono (2019), a research method is a scientific method used to collect data with a specific purpose. The method includes steps, techniques, tools, and design plans that are in accordance with the approach used in the study. The research design must be in line with the approach used, use research instruments for data collection, apply quantitative or statistical data analysis, and aim to test the established hypothesis. Quantitative research is determined by the number of samples based on the population. The research method uses a survey research method, namely by collecting data or information through questionnaires that are distributed directly or through other media to respondents. This method is the most effective way to collect information. The data collection techniques applied are interviews or questionnaires that are not too in-depth, and the results of the study will most likely have direct applications in practice. According to Sugiyono (2017), the purpose of the descriptive research method is to provide an explanation of the characteristics of independent variables without making comparisons or looking for correlations with other variables. The main focus of this method is to understand the nature and relationship between two variables by observing certain aspects specifically. This approach allows the collected data to be processed, analyzed, and further processed in order to reach relevant conclusions in accordance with the research objectives.

Data collection techniques are a very important stage in the research process. In-depth knowledge of various data collection techniques is essential, because without sufficient understanding, researchers may not be able to collect data that meets the expected standards (Sugiyono, 2017). In this study, the methods used to collect data include observation, interviews, and documentation. Data collection uses primary data and secondary data. Primary data is data collected directly by researchers from the original source. Primary data is collected through questionnaires given to respondents who are directly involved in the research at Kopi Dari Hati Petrocafe. While secondary data is indirect data obtained from other people or through documents. For example, data on the number of customers at Kopi Dari Hati Petrocafe is used as secondary data for this study. This study uses a quantitative approach based on the philosophy of positivism, with the aim of examining a specific population or sample (Sugiyono, 2018). As the main technique in data collection, the survey method is applied through questionnaires that are delivered directly to respondents.

The data collected can come from primary sources, which provide data directly to researchers, or from secondary sources, which provide data indirectly through other people or documents. In making this thesis, the data used is the basis of a study to calculate the results and obtain the right data analysis tools. This research was conducted at Kopi Dari Hati Petrocafe to collect the required data. The data collection methods used in this study are as follows: a). Interview, this technique involves a direct question and answer session with relevant individuals regarding the situation at Kopi Dari Hati Petrocafe. The information obtained from this interview will be used as data for further analysis. According to Sugiyono (2016), interviews are an effective data collection technique when researchers conduct initial studies to understand the problems to be studied or when they want to gain in-depth insights from respondents, especially if the number of respondents is limited. b). Observation, The researcher directly observes the activities and conditions that occur in the company during the research. This observation allows researchers to conduct comprehensive observations of the research object. According to Sugiyono (2016), observation is a complex process and involves various biological and psychological aspects. This technique is used to directly observe the conditions at Kopi Dari Hati Petrocafe. c). Questionnaire, research using a questionnaire is a data collection technique carried out by giving written questions to respondents to answer. This questionnaire is designed with closed questions using (Likert scale) in a table to make it easier for respondents to choose from several alternatives given. There is also an introductory section that explains the purpose of the study and instructions for filling out the

questionnaire for each variable studied. The questionnaire consists of two main parts: introduction and respondent demographic data. The introductory section is presented in the form of a narrative and a closed statement with (Likert scale). Respondents provide responses to statements regarding the influence of product quality, service quality and promotion. The indicators used measure customer responses to each research variable.

RESULT AND DISCUSSION

This study relies on primary data obtained from 130 active consumers of Kopi Dari Hati Petrocafe through questionnaires. The raw data from the questionnaire were processed systematically using Microsoft Excel 2013. The tabulation process and descriptive statistical calculations were carried out in the initial stage using Excel to obtain an initial picture of the data that had been collected. Furthermore, a more in-depth analysis was carried out using SPSS version 25. This study uses the Non Probability Sampling technique, namely the saturated sample return method, where samples are obtained from all consumers who have purchased products at Kopi Dari Hati Petrocafe, with a total of 130 respondents through questionnaire distribution. The analysis tool used is multiple linear regression, with the help of interval value interpretation using the Likert scale. This study involved 130 respondents who were consumers of Kopi Dari Hati Petrocafe in PALI Regency, South Sumatra. The sample was obtained through questionnaire distribution to obtain accurate direct information from respondents according to the research topic. The collected data was then analyzed using a Likert scale, which produces a score or weight for each variable, and provides an average picture of each variable to facilitate interpretation of the existing data.

The results of the hypothesis proof in this study indicate that Service Quality has a positive and significant effect on Customer Satisfaction of Petrocafe coffee from the heart. Based on this, it can be concluded that the second hypothesis (H2) can be accepted. This hypothesis is supported by previous research, namely from (Rezeki, 2020) and (Antari et al, 2022) which states that Service Quality has a simultaneous effect on customer satisfaction. The results of the hypothesis proof in this study indicate that Service Quality has a positive and significant effect on Customer Satisfaction of Petrocafe coffee from the heart. Based on this, it can be concluded that the second hypothesis (H2) can be accepted. This hypothesis is supported by previous research, namely from (Nurwulandari & Maharani, 2021) and (Diondah, 2023) which states that Product Quality has a simultaneous effect on customer satisfaction.

CONCLUSION

This study aims to determine the effect of Product Quality, Service Quality, Promotion on Customer Satisfaction at Kopi Dari Hati Petrocafe. This study uses primary data sources with respondents as consumers of Kopi Dari Hati Petrocafe. Based on the research that I did related to Multiple Linear Regression Analysis with several research methods consisting of validity tests, reliability tests, classical assumption tests (normality tests, multicollinearity tests, heteroscedasticity tests), simple correlations, coefficients of determination, and T-tests that test Product Quality, Service Quality, and Promotion on Customer Satisfaction at Kopi Dari Hati Petrocafe, the following conclusions can be drawn: 1. Product Quality has a significant effect on Customer Satisfaction. 2. Service Quality has a significant effect on Customer Satisfaction. 3. Promotion has a significant effect on Customer Satisfaction.

From the research that has been conducted through the results of the analysis, discussion and conclusions, several implications can be drawn that can be used for Kopi Dari Hati Petrocafe. The following are some of the implications of this study. 1. For the Management of Kopi Dari Hati Petrocafe, it is hoped that this research can be used as a reference and evaluation to determine marketing strategies to increase customer satisfaction at Kopi Dari Hati Petrocafe. 2. The quality of Kopi Dari Hati Petrocafe products always improves and maintains product quality among many other brands so that it can increase customer satisfaction at Kopi Dari Hati Petrocafe. 3. The quality of Kopi Dari Hati Petrocafe service for management to always ensure to provide services that exceed customer expectations. In addition, Kopi Dari Hati Petrocafe can further improve customer

service by holding a more intensive and interactive employee training program for employees working at Kopi Dari Hati Petrocafe. 4. Promotion of Kopi Dari Hati Petrocafe to always actively promote products and events through social media and can also be conveyed clearly and easily understood in order to increase customer satisfaction at Kopi Dari Hati Petrocafe.

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