Enhancing Consumer Satisfaction in Coffee Shops Through Service Quality and Strategic Promotions

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ABSTRACT

The researchers suggested that Coffee Shop Kopi Dolok should work on improving their promotions—like better messages about sales and when they happen—and keep their service quality high, like making sure the place is clean and the staff is friendly. This way, they can keep making their customers happy! The results revealed that good service is really important for making customers happy, and promotions also help a lot. In fact, 93.2% of how happy customers are can be explained by the quality of service and the promotions the coffee shop offers. The remaining 6.8% could be due to things like prices or the type of products they have. They used a special computer program called SPSS to understand the answers. The study found a formula that shows how service quality and promotions help customers feel satisfied. It showed that both service and promotions really do make customers happy, with strong evidence from the tests they did. This study looked at how good service and promotions at a coffee shop in Tebing Tinggi make customers happy. To find out, the researchers asked 97 people who visited the Coffee Shop Kopi Dolok Ramayana how they felt about their experience.

Keywords*: Customer Satisfaction; Coffee Shops; Promotions; Service Quality; Social Media.*

ABSTRAK

Para peneliti menyarankan agar Kedai Kopi Dolok berupaya meningkatkan promosi mereka—seperti pesan yang lebih baik tentang diskon dan kapan diskon tersebut terjadi—dan menjaga kualitas layanan tetap tinggi, seperti memastikan tempat bersih dan stafnya ramah. Dengan demikian, mereka dapat terus memuaskan pelanggan! Hasil penelitian menunjukkan bahwa layanan yang baik sangat penting untuk memuaskan pelanggan, dan promosi juga sangat membantu. Faktanya, 93,2% kepuasan pelanggan dapat dijelaskan oleh kualitas layanan dan promosi yang ditawarkan kedai kopi tersebut. Sisanya, 6,8%, dapat disebabkan oleh hal-hal seperti harga atau jenis produk yang mereka tawarkan. Mereka menggunakan program komputer khusus bernama SPSS untuk memahami jawabannya. Studi ini menemukan formula yang menunjukkan bagaimana kualitas layanan dan promosi membantu pelanggan merasa puas. Hal ini menunjukkan bahwa layanan dan promosi memang benar-benar memuaskan pelanggan, dengan bukti kuat dari uji coba yang mereka lakukan. Studi ini mengkaji bagaimana layanan dan promosi yang baik di sebuah kedai kopi di Tebing Tinggi membuat pelanggan puas. Untuk mengetahuinya, para peneliti bertanya kepada 97 orang yang mengunjungi Kedai Kopi Dolok Ramayana tentang perasaan mereka tentang pengalaman tersebut.

Kata kunci: Kepuasan konsumen; Kedai Kopi; Promosi; Kualitas Layanan; Media Sosial

INTRODUCTION

In the current era of globalization, client lives have significantly impacted the coffee shop industry, where coffee stands as one of the most popular and extensively used non-alcoholic beverages globally. With the expansion of this industry, coffee shops have experienced significant transformations, particularly in their concepts, leading to the proliferation of new establishments featuring appealing aesthetics promoted on social media platforms like Instagram to entice customers and align with contemporary consumer lifestyles. Consuming coffee in public has evolved into a lifestyle choice. Individuals might designate expenditures for coffee consumption at various events and activities, rendering coffee drinking a highly anticipated ritual for many. The evolution of coffee consumption habits has garnered positive responses from business stakeholders, as seen by the rising number of coffee establishments providing items priced from tens of thousands to hundreds of thousands of Rupiah. Consequently, numerous companies are participating in the Coffee Shop industry and initiating globalization efforts. Coffee shop enterprises can adjust to globalization by employing several tactics and innovations that allow them to thrive in a progressively competitive and dynamic marketplace.

Customer satisfaction is a critical factor in addressing the demands of each client. Customer satisfaction is defined as an emotional response resulting from the evaluation of the experience associated with a product or service (Tjiptono, 2014). Consumer satisfaction is the ultimate outcome of positive or negative sentiments experienced while utilizing a product, relative to consumer expectations or their absence (Oliver, 1980; Kotler & Keller, 2016). Customer satisfaction in a coffee shop is influenced by various factors, including coffee quality, service friendliness and efficiency, seating comfort, reasonable pricing, and the overall ambiance. Customers who perceive attentiveness and enjoy a positive experience are more inclined to return and endorse the coffee shop to others. Customer satisfaction is additionally affected by the quality of service. Competition within the coffee shop industry is intensifying to the extent that only superior service quality can endure in this market rivalry. Diverse strategies are employed to ensure the sustainability of coffee businesses.

Service quality has become one of the cornerstones to developing client purchasing intentions. The quality of service is essential in fulfilling the wants and desires of all consumers (Parasuraman et al., 1988; Cronin, Jr., et al., 2000; Tjiptono, 2014). Each coffee shop possesses distinct criteria of excellence for service quality. High service quality engenders consumer satisfaction, prompting repeat purchases (Zeithaml, Bitner, & Gremler, 2018; Mahe et al., 2023). The quality of service typically fosters consumer motivation to engage with certain products and services, hence enhancing firm success (Hesket, et al., 1994; Apriliani et al., 2023), particularly among the youth. Coffee shops exemplify a coveted lifestyle, reflecting the essence of contemporary living. Consequently, the coffee business must enhance service quality to meet customer expectations. According to Bello et al. (2021), their research indicates a positive association between service quality and customer satisfaction, as customer satisfaction is intrinsically linked to customer happiness. Additional research findings indicate that an emphasis on service quality can substantially influence customer satisfaction. Customers who are satisfied with the quality of service rendered by employees are inclined to make repeat purchases based on prior experiences. Visitors are more likely to make purchasing decisions influenced by past interactions and may increase their purchases. If consumers consistently perceive high service quality, they are likely to recommend the Coffee Shop to family, friends, and colleagues, thereby attracting new customers.

Coffee Shop Kopi Dolok is a notable establishment in the city of Tebing Tinggi, evidenced by its diverse clientele, which includes children, teenagers, adults, and the elderly, indicating its suitability for all demographic groups. Coffee Shop Kopi Dolok offers a diverse menu appealing to all demographics, complemented by its strategic location adjacent to the Ramayana Tebing Tinggi department store, making it an attractive option for shoppers seeking a place to unwind. The number of visitors to the Kopi Dolok Coffee Shop, Ramayana Branch, Tebing Tinggi, between 2023 and 2024 was 33,984, demonstrating a 92% success rate in meeting the objective of 36,900. This achievement demonstrates that the Kopi Dolok Coffee Shop, Ramayana Branch, appeals to visitors. Researchers believe that service quality and promotional aspects should be evaluated in this investigation.

According to Lovelock et al. (2010), service quality is one of the elements determining customer satisfaction, as viewed by consumers as the level of service offered by a company. The customers then perceive and measure this to decide whether or not it fulfills their previously anticipated expectations. The lower the service offered, the more competitive the company becomes, which indirectly reduces consumer happiness. In other words, it has the ability to turn buyers away.

Coffee businesses should improve their service quality in a variety of ways in order to maintain customer happiness. Gilang's (2022) study on the impact of pricing, promotion, and service quality on customer

satisfaction at Nay Coffee in Surabaya provides evidence for the relationship between service quality and consumer satisfaction. The findings of this study show that price, promotion, and service quality all have a positive and significant impact on consumer satisfaction.

According to Kotler and Keller (2014), service quality encompasses all product and service qualities that are determined by their capacity to meet stated or implicit needs. Several field studies have revealed suboptimal service at Kopi Dolok, including rude customer service. Customers felt that the drinks and food offered were not always consistent. The drinks and food varied in taste, with some being too bland or overly flavored. Furthermore, the parking lot was crowded. Furthermore, the assistance was unhelpful in selecting menu items. The service did not apologize for any delays or improper deliveries. When customers inquired about orders that were yet to arrive, one staff responded poorly. Customers were irritated when orders were not in the queue, and the waitstaff was unfamiliar with the product requirements. Furthermore, food took too long to be provided due to the enormous number of people who visited Kopi Dolok Coffee Shop, resulting in excessive wait times. This could lead to the conclusion that poor service quality leads to reduced sales and, as a result, poorer customer satisfaction. H1: Service quality has a positive and significant effect on visitor satisfaction.

According to Kotler & Keller (2016), promotion is one of the most important aspects of marketing activities because it informs consumers that the firm is introducing a new product that entices them to buy. Customers will be able to learn more about the Coffee Shop and be more likely to visit and order from the diverse menu options thanks to the promotion. Through promotions such as internet marketing. Through social media. Kopi dolok also offers an online rating form where customers can fill out and submit suggestions for Coffee Shop Kopi Dolok, and people who wish to visit can see it and decide whether or not to go. Coffee Shop Kopi Dolok's Instagram and TikTok accounts are less updated in carrying out promotions, such as rarely posting on Instagram feeds and less interested in making promotional messages. Coffee Shop Kopi Dolok also does not always notify when there is a promotion, and the Coffee Shop is also less updated in introducing new menu variants. Promotion in marketing is one factor that influences consumer pleasure, that in this study means promotion within scial media. Social media marketing (SMM) is the use of social media platforms to establish a brand, boost sales, and drive website traffic. To fulfill marketing objectives, content is created and shared across channels such as Facebook, Instagram, Twitter, LinkedIn, and TikTok (Appel *et al*., 2020). Previous research completed by Hassan in 2021 sheds light on how various social media marketing activities, such as interactions and content, affect customer intent and satisfaction in the new digital era (Hassan, 2021). H2: Promotion has a positive and significant effect on visitor satisfaction.

Customer satisfaction is a behavioral drive to make repeated purchases of a product or service produced by a business entity that takes a long time through a purchasing process that occurs repeatedly, so that one of the factors that influences the level of customer satisfaction is the quality of service and promotion, and thus customer satisfaction can be realized by making repeat purchases and recommending a product or service to other parties. Dissatisfied clients are also influenced by a number of reasons, including poor communication at the Kopi Dolok Coffee Shop, which reduces customer satisfaction with the service. Customer satisfaction reveals that the Coffee Shop Kopi Dolok Ramayana Branch is not actively serving consumers, particularly in terms of communication, resulting in lower customer happiness. Customer discontent might cause changes in the number of visitors to the Coffee Shop Kopi Dolok Ramayana Branch Tebing Tinggi, making it difficult to fulfill its aim. The Coffee Shop is intended to provide good service so that customers are satisfied and would return. Customer satisfaction is critical to a company. Several factors influence consumer happiness, including service quality and marketing. Customers will be happy and satisfied if they receive good service, and the same is true for promotions. Coffee business promotions can increase customer satisfaction and drive repeat purchases. Ningtias et al. (2020) investigated the impact of service quality and promotions on customer

satisfaction (a case study of a coffee shop in Semarang). They discovered that service quality and promotions had a favorable and significant impact on customer satisfaction (a case study from a coffee shop in Semarang).
H3: Service Quality and Promotion have a positive and significant effect on visitor satisfaction.

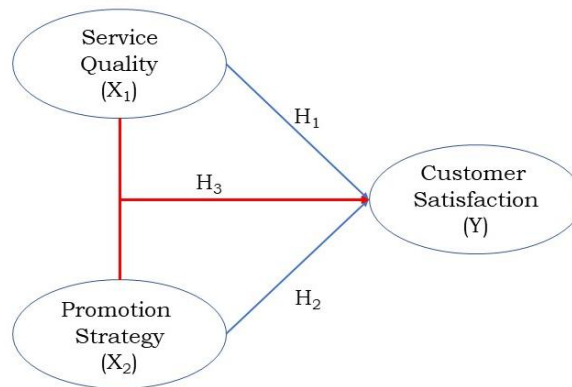The conceptual framework of this research is as follows;

Figure 1. Conceptual Framework
Source: Kotler and Keller (2014)

RESEARCH METHODS

Between 2023 and 2024, a total of 2,832 participants participated in this study. The Slovin algorithm was used to calculate the study's representative sample size, which was 97 participants with a 10% margin of error. Purposive sampling was utilized, with the sample requirements listed below: A 17-year-old respondent attended the coffee shop, where data was collected via a questionnaire administered via GForm, with a Likert scale. This study employs a validity and reliability test, classical assumptions, and multiple linear regression analysis using SPSS software.

RESULT AND DISCUSSIONS

The demographics of respondents at Kopi Dolok Coffee Shop, Tebing Tinggi, were as follows: 57 males (58.8%) and 40 women (41.2%). The income of respondents in this study was predominantly within the range of Rp. 2,000,000 to Rp. 3,000,000, comprising 56%. Additionally, 19.6% reported incomes between Rp. 4,000,000 and Rp. 5,000,000, while 15.5% earned between Rp. 1,000,000 and Rp. 2,000,000. Meanwhile, 7.2% and 1% fell within the income brackets of Rp. 3,000,000 to Rp. 4,000,000 and Rp. 5,000,000 to Rp. 6,000,000, respectively. The age distribution of respondents in this study is as follows.

Table 2 Respondent Characteristics Based on Age

Old (Years)	Respondent Characteristics		
	Number (People)	Persentase	(%)
17 – 25	20	20,6	
➢ 25 – 33	23	23,7	
➢ 33 - 41	26	26,8	
➢ 41 - 49	17	17,5	
➢ 49 – 57	9	9,3	
➢ 57 – 65	2	2,1	
Total	97	100	

Source: Data Processing, 2024

Table 3 Respondent Characteristics Based on Beverage Choices

Type of Coffee	Respondent Characteristics		
	Jumlah (Orang)	Persentase	(%)
Americano	15	15,5	
Esspreso	5	7,2	
Es Kopi Aren	19	19,6	
Coffee Latte	55	56,7	
Es Kopi Pandan	1	1,0	
Tot	97	100	

Source: Data Processing, 2024

Validity and Reliability Tes
Validity testing was performed to see whether all research instrument items could be used to assess what was meant to be measured, as well as to pick relevant and appropriate questions for analysis. All measurement indicators in the research table demonstrated validity, as the mean correlation value exceeded 0.30. All research variables demonstrated reliability, with Cronbach's Alpha If Item Deleted values exceeding 0.50. The data results from processing indicated a correlation value averaging 0.71, exceeding 0.30, while the average Cronbach's alpha if item deleted was 0.96, surpassing 0.50.

Classical Assumption Test
The normality test assesses whether residual values follow a normal distribution. The normality test serves to assess a fundamental assumption of multiple regression analysis, specifically that both independent and dependent variables should exhibit a distribution that is normal or approximate normality. The Kolmogorov-Smirnov (KS) test serves as a method for assessing the normality of a distribution. The method for assessing the normality of a data distribution involves examining the significance value of the variable. If the significance value is larger than 0.05 at the intended alpha level of 0.05%, it implies a normal distribution. The table 3. below present the outcomes of the One-Sample Kolmogorov-Smirnov Test. Based on Table 3, the results of the normality test show that the asymp. Sig. value is 0.200, which is greater than 0.05. It can be concluded that the variable follows a normal distribution. Figure 2 below illustrates the graphical way. Figure 2. demonstrates that the data follows a normal distribution without any deviations. This is evident in the normal plot graph, where the dots are distributed around the diagonal line and follow its direction, ensuring that the regression model follows the condition of normality.

Table 3. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.49134249
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.038
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		

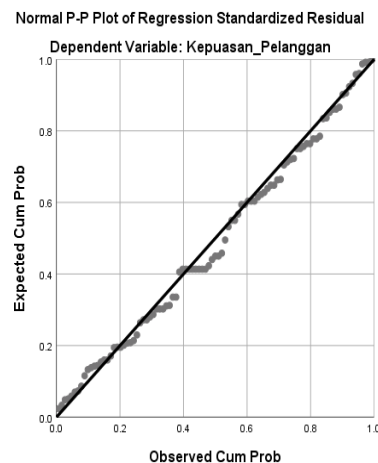| c. Lilliefors Significance Correction. |
|---|
| d. This is a lower bound of the true significance. |

Source: Data Processing, 2024

Figure 2. Normality Test – Graphical Way
Source: Data Processing, 2024

Multikolinearity Test

The multicollinearity test is designed to examine whether a regression model discovers correlation between independent variables. An effective regression model must demonstrate correlation among its independent variables. If the tolerance value is 0.1 and the VIF value is <10, there is no indication of multicollinearity. Ghozali suggests that multicollinearity is present when the tolerance value is less than or equal to the VIF value more than 10. The data above shows that the service quality tolerance value is 0.481, while the promotion tolerance value is 0.481, which is close to the value of 1, and the service quality VIF value is 2.078, while the promotion is 2.078, which is less than the value of 10, implying that there is no relationship between the independent variables or multicollinearity.

Table 4. Results of Multikolinearity Test

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Service Qualty	.481	2.078
	Promotion	.481	2.078
a. Dependent Variable: Customer_Satisfaction			

Source: Data Processing, 2024

Heteroskedastisitas Test

Heteroscedasticity happens as a result of changes in circumstances that are not accounted for in the regression model assumptions, which might affect data accuracy. Heteroscedasticity arises when the residuals exhibit non-constant variance. In this study, a Gletjer test diagram was utilized, which suggests that a significance level less than 0.05 or 5% implies no heteroscedasticity. A significance level below 0.05 indicates the presence of heteroscedasticity.

Table 5.

Coefficients^a					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	3.038	.919		3.305	.001
Service Quality	.137	.041	.129	3.339	.001
Promotion	.104	.049	.069	2.479	.000
a. Dependent Variable: Customer Satisfaction					

Source: Data Processing, 2024

Based on the glacier test results, it is clear that the significant value of the regression results between the absolute value of the residual and the independent variables is greater than 0.05. This regression model exhibits no heteroscedasticity. The subsequent analysis is conducted utilizing the graphical method illustrated in Figure 2. The scatterplot indicates a lack of a distinct pattern, with points distributed both above and below zero (0) on the Y-axis. As a result, the regression model in this study does not exhibit heteroscedasticity.
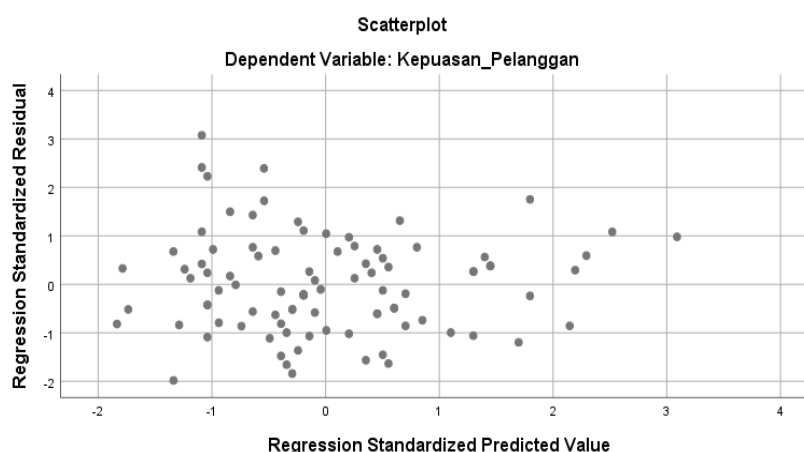

Figure 2. Normality Test – Graphical Way
Source: Data Processing, 2024

Table. 6 Results of Normality Test – Durbin Watson

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.966^a	.932	.931	1.507	1.984
a. Predictors: (Constant), Promotions; Service_Quality					
b. Dependent Variable: Customer Satisfaction					

Source: Data Processing, 2024

According to the Table. 6 above, the Durbin Watson value is 1.984. The above measurement is based on the Y variable as the dependent variable; because the DW value ranges from 1.000 to 1.984, it can be stated that the data does not exhibit any signs of autocorrelation. Thus, based on the statistical assumptions made above, the multiple regression test tool utilized in this study fits the expected criteria.

Hypothesis Test
Multiple regression analysis is used to forecast or test how a dependent variable will fluctuate when two or more independent variables, known as predictors, are changed. Multiple regression analysis is used when there are at least two independent variables.

Table.7 Results of t-Test

		Unstandardized Coefficients		Standardized Coefficients		
Coefficientsª						
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	3.038	.919		3.305	.001
	Service_Quality	.137	.041	.129	3.339	.001
	Promotions	.104	.049	.069	2.479	.000
a. Dependent Variable: Customer_Satisfaction						

Source: Data Processing, 2024

T Test

Statistical tests reveal how much influence one explanatory or independent variable has on explaining the fluctuation of the dependent variable. The independent factors (service quality and promotion) are applied one by one to the dependent variable (customer satisfaction), and if the t count value is greater than the t table, hypothesis H_1 is accepted. The table above shows significant results for the service quality measure (0.000 < 0.05), rejecting H_0 and accepting H_1. This shows that there is a considerable influence on the service quality variable. 3.038 > 0.05, indicating that H_0 is rejected and H_1 is accepted; this demonstrates that the service quality variable has a positive and significant influence on customer satisfaction at the Kopi Dolok Coffee Shop. The promotion variable of 0.137 > 0.05, indicating that H_0 is refused and H_1 is accepted, demonstrates that the service quality and promotion variables have a positive and significant influence on customer satisfaction at the Kopi Dolok Coffee Shop.

F Test

A simultaneous test was performed to demonstrate that the independent factors, service quality and promotion, have a simultaneous influence on the dependent variable, customer satisfaction. To demonstrate this, compare the estimated F to the F table at a significance level (α) of 5%.

Table.8 Result of Coefficient Determination (R^2)

		Sum of Squares	Df	Mean Square	F	Sig.
ANOVAª						
Model						
1	Regression	2947.806	2	1473.903	648.889	.000ᵇ
	Residual	213.514	94	2.271		
	Total	3161.320	96			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Promotion Service Quality						

Source: Data Processing, 2024

The table.8 above indicates that service quality and promotion have a major impact on customer satisfaction. The computed F-value of 648,889 > F-table of 2.70, with a significance threshold of 0.000 <0.05, rejects H_0 and accepts H_1. This suggests that service quality and promotion have a substantial impact on customer satisfaction at Kopi Dolok Coffee Shop.

Coefficients of Determination

The Coefficient of Determination (R^2) measures how well a regression model explains the dependent variables. A low adjusted R^2 value suggests that the dependent factors have a limited ability to explain the dependent variables. If it is near to one, the independent variables include almost all of the information required to predict the dependent variables.

Table. 9 Coefficients of Determination Test

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.966^a	.932	.931	1.507	1.984
a. Predictors: (Constant), Promotion Service Quality					
b. Dependent Variable: Customer Satisfaction					

Source: Data Processing, 2024

Based on the regression test of the summary model's coefficient of determination in table 4.28 above, it is clear that the coefficient of determination (R square) obtained in this study is 0.932. This suggests that Service Quality (X_1) and Promotion (X_2) account for 93.2% of the Customer Satisfaction variable (Y). Meanwhile, 6.8% can be attributed to independent variables not included in this analysis.

Hypothesis 1 showed a significant effect of the Service Quality variable on Customer Satisfaction, with a t-count of 3.339 > 1.66 t-table and a p-value of 0.000 < 0.05. These data indicate that H_0 is rejected. This implies that the Service Quality variable (X_1) has a considerable impact on Customer Satisfaction (Y) at Kopi Dolok Coffee Shop. This study's findings are consistent with those of Hendra Novi Tawas (2021), who found that Service Quality had a favorable and substantial effect on customer satisfaction at Café Nay Coffee Surabaya. The Promotion variable had a significant effect on Customer Satisfaction, as evidenced by a t-count of 2.479 > 1.66 t-table and a p-value of 0.000 < 0.05. This demonstrates that the Promotion variable (X_2) has a considerable impact on Customer Satisfaction (Y) at Kopi Dolok Coffee Shop. -The data analysis in the simultaneous test (F test) yielded a F count value of 64.888 > F table 2.70 with a significance level of 0.000 < 0.05, rejecting H_0 and accepting H_1. This suggests that Service Quality and Promotion have a simultaneous and significant impact on customer satisfaction at the Kopi Dolok Coffee Shop.

CONCLUSION

The multiple linear regression equation above indicates that service quality and promotion have a positive effect on customer satisfaction at the Kopi Dolok Coffee Shop, with the Service Quality variable having a stronger influence on customer satisfaction than the Promotion factor. Service quality has a positive and significant impact on customer satisfaction, with a t-count value of 3.339 and a t-table value of 1.66, indicating that t-count > t-table with a significance level of 0.000 < 0.05. Based on these findings, it may be inferred that H_0 is rejected in this study.

Promotion has a positive and substantial influence on customer satisfaction, with a t-count of 2.479 and a t-table value of 1.66, indicating that t-count > t-table with a significant value of 0.000, < 0.05. Based on these findings, it may be inferred that H0 is rejected in this study. The variables of service quality and promotion have a positive and significant influence on customer satisfaction, with a calculated f value of 64.888. The f table is > 2.70 with a significance level of 0.000 < 0.05. Based on these results, H_0 is rejected in this study. Based on the study's coefficient of determination (R square) of 0.932. This suggests that service quality and promotion account for 93.2% of the customer satisfaction variable. Based on the above findings, the following suggestions can be made to improve customer satisfaction at Kopi Dolok Coffee Shop: Kopi Dolok Coffee Shop must be able to create and maintain a quality service strategy, such as employee communication with customers, making it easier for customers to order food and drinks without having to call an employee to come to the customer's table, such as providing barcodes on each table so customers can easily place orders even during busy times, and always paying attention to other factors, such as promotions, which must be consistently carried out through digital means. According to the social media promotions carried out, appealing promos can

boost customer satisfaction at Kopi Dolok Coffee Shop. Kopi Dolok Coffee Shop must prioritize a comfortable and safe atmosphere, as well as convenient parking and access to the coffee shop, to ensure that customers are happy and satisfied with the service. If Kopi Dolok fails to prioritize service quality, such as sluggish parking for public transportation, the number of visitors would decline. Furthermore, frequent customers might be given referral coupons, which encourage them to suggest the coffee shop to friends, family, and co-workers. Kopi Dolok must strengthen its management processes to ensure that customers are satisfied and not frustrated. Customers who are pleased with their experience will return and refer the coffee shop to others.

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