



The Effect of Product Quality, Service Quality, Promotion, and Price on Customer Satisfaction at Claresta Coffee Medan-North Sumatra

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Abstract

This study aims to analyze the influence of product quality, service quality, promotion, and price on customer satisfaction at Claresta Coffee Medan. The rapid development of the coffee shop industry in Indonesia has made coffee not only a beverage but also a part of people's lifestyles, especially students and young people in urban areas. This condition encourages business actors to continuously improve the quality of products, services, and marketing strategies to be able to create customer satisfaction and loyalty. Claresta Coffee, located in a strategic area near a campus in Medan City, faces increasingly fierce business competition, so it is necessary to understand the factors that influence customer satisfaction. This study uses a quantitative approach with an explanatory causal associative research method. The study population consisted of 300 customers of Claresta Coffee Medan. The sampling technique used simple random sampling and the determination of sample size using the Slovin formula with a 5% error rate, resulting in 171 respondents as the research sample. Data collection techniques were carried out through questionnaires, interviews, and documentation. The data obtained were then analyzed using multiple linear regression methods to determine the effect of independent variables on the dependent variable, both partially and simultaneously. The results of this study indicate that product quality, service quality, promotion, and price influence customer satisfaction at Claresta Coffee Medan. Among these variables, product quality and service quality are the most dominant factors in increasing customer satisfaction. The findings of this study are expected to serve as a consideration for Claresta Coffee management in formulating more effective marketing strategies and improving service quality to maintain sustainable customer satisfaction and strengthen customer loyalty in the future.

Keywords: Product Quality, Service Quality, Promotion, Price, Customer Satisfaction

1. Introduction

Coffee has been known and cultivated in Indonesia since the Dutch colonial era and has since become a leading national commodity. Indonesia is one of the world's largest coffee-producing countries, with various coffee-producing regions possessing distinctive and diverse flavor characteristics, making Indonesian coffee competitive in the global market. Over time, coffee has become more than just a plantation commodity; it has also become part of people's lifestyles, especially among young people and consumers. This phenomenon has driven the growth of cafes and coffee shops offering a variety of innovative coffee products. Claresta Coffee is one such cafe located in a campus area, with students as its primary market segment. Its products primarily offer coffee with milk and espresso-based drinks at relatively affordable prices, around Rp20,000 per cup, making it suitable for customers' financial needs. However, in terms of marketing, Claresta Coffee still relies on simple word-of-mouth promotions and does not utilize social media, resulting in limited marketing reach.

In running a cafe business, customer satisfaction is a crucial factor in determining its sustainability. Customer satisfaction is

reflected in the alignment between customer expectations and the experience they experience when consuming products and services. However, at Claresta Coffee, customer satisfaction levels have not been optimal. This is indicated by customer complaints regarding inconsistent product quality, slow service quality, especially during peak hours, inactive promotions that have not yet reached a wide customer base, and a perception that prices are not commensurate with the quality of the products and services received. These various issues have led to a decrease in customer satisfaction and have the potential to lower Claresta Coffee's customer satisfaction levels.

Product quality is the ability of a product to meet customer needs and expectations, as reflected in the taste, appearance, and consistency of the product served. In the cafe business, product quality is a crucial factor because it directly impacts customer satisfaction. However, at Claresta Coffee, product quality still shows some issues, especially when the cafe is busy. Coffee flavor is sometimes inconsistent, drinks are presented in an untidy manner, and some menu items are often unavailable due to limited raw material stock. These conditions lead to customer dissatisfaction and potentially reduce repeat visits.

Service quality is the level of a cafe's ability to provide services to customers according to their expectations and needs, as reflected in the speed, accuracy, and attitude of the staff. In addition to product quality, service quality also plays a role in shaping customer satisfaction. Service quality is generally related to the speed, accuracy, and attitude of staff in serving customers. At Claresta Coffee, service quality still faces challenges, especially during peak hours when many customers arrive simultaneously. This condition results in slower service, less responsiveness, and inconsistent staff friendliness, thus reducing customer satisfaction.

Promotion is an activity carried out by cafes to convey information, introduce products, and attract customers to make purchases. Promotion is one-way cafes increase customer interest in the products they offer. However, Claresta Coffee's promotional efforts are still relatively limited. Promotional activities are infrequent, irregular, and they haven't fully utilized campus social media. As a result, Claresta Coffee's existence and offerings are still not widely known, especially among new customers.

Price is the amount customers must pay to obtain the products and services offered by a cafe. Price is also an important consideration for customers when choosing a cafe because it is expected to be in accordance with the benefits and quality received by customers. Although Claresta Coffee's product prices are within an affordable range for customers, there is still a perception among customers that the match between price and product and service quality is not entirely consistent, potentially reducing customer satisfaction levels.

2. Method

This study uses a quantitative approach. The instrument used in this study is a simple random questionnaire conducted by the author himself where the author will conduct that is in accordance with the topic of the problem discussed. Based on the Slovin's formula, there are 175 customers as sample in this study.

3. Literature Review

3.1. Theory of Product Quality on Customer Satisfaction

According to Kotler and Armstrong (2020), product quality is a characteristic of a product that depends on its ability to meet customer needs and desires. Product quality reflects the extent to which a product is able to provide benefits in accordance with consumer expectations. According to Tjiptono (2020) ^[24], product quality is the level of excellence of a product which is assessed based on its ability to carry out its main functions, including taste, appearance, reliability, and consistency of the product offered to customers. According to Kotler and Keller (2021), product quality is the overall features and characteristics of a product that influence its ability to provide value and satisfaction to customers.

3.2. Theory of Service Quality on Customer Satisfaction

According to Lupiyoadi (2022) ^[13], service quality is the company's ability to provide services that meet customer needs and expectations. According to Rasyid (2017) ^[16], service quality is the difference between customer expectations and the service they receive. According to Lewis and Booms (2018), service quality is a measure of the extent to which the service provided is able to meet customer expectations. According to Simon, C. W., et.al., (2025) ^[21], indicate that the Brand Image and Ease of Use have a significant partial influence on Customer Satisfaction.

3.3. Theory of Promotion on Customer Satisfaction

According to Satriadi *et al.* (2021) ^[19], promotion is a series of activities that include conveying information, persuasion efforts, and influencing consumer decisions to purchase or use a product or service, which is ultimately aimed at increasing sales levels. According to Hendrawan (2020) ^[9], promotion is an important component of marketing that provides information to consumers and encourages them to make purchases. According to Buchari Alma and Hurriyati (2022) ^[1], promotion is a seller's effort to introduce products and persuade consumers by disseminating information that can influence purchasing behavior. According to Louis Umri, et.al (2026) ^[12], indicate that content quality, user interaction, and follower count each have a significant and positive influence on promotional effectiveness.

3.4. Theory of Price on Customer Satisfaction

According to Sudaryono (2021) ^[22], price is the exchange rate set by a company for products or services offered to consumers. According to Sakinah and Firmansyah (2021) ^[17], price is a value expressed in monetary units or other forms, including goods or services, which are exchanged to obtain ownership rights or use of a good or service, and its determination is influenced by the negotiation process between the seller and the buyer. Meanwhile, According to Dharmesta and Irawan (2021), price is the amount of money that needs to be spent to obtain a combination of products and services. According to Edward, Y. R., (2026) ^[4], price perception, shipping costs, and marketing content significantly influence on purchase decisions.

4. Results and Discussion

4.1. Results

This analysis is used to explain the data of the 5 variables (1 dependent and 4 independents) used in the study. Descriptive statistics used include the minimum maximum value of the mean and standard deviation. The results of descriptive statistics in this study are presented in the table below.

Table 1 below shows the results of descriptive statistical data processing consisting of 175 samples and 5 variables, namely Product Quality, Service Quality, Promotion, Price and Customer Satisfaction. The following is a description of the descriptive statistics of each variable:

1. The Product Quality variable has a sample size of 175 respondents, with value of mean 27.82, a median value of 28.00, a modus value of 29 and a standard deviation value of 3.667.
2. The Service Quality variable has a sample size of 175 respondents, with value of mean 31.87, a median value of 32.00, a modus value of 30 and a standard deviation value of 3.696.
3. The Promotion variable has a sample size of 175 respondents, with value of mean 23.42, a median value of 24.00, a modus value of 24 and a standard deviation value of 2.901.
4. The Price variable has a sample size of 175 respondents, with value of mean 21.77, a median value of 22.00, a modus value of 21 and a standard deviation value of 2.941.
5. The Customer Satisfaction variable has a sample size of 175 respondents, with value of mean 29.73, a median value of 29.00, a modus value of 29 and a standard deviation value of 3.150.

Table 1: Descriptive Statistical Test Results

Descriptive Statistics					
	N	Mean	Median	Modus	Std. Deviation
Product Quality	175	27.82	28.00	29	3.667
Service Quality	175	31.87	32.00	30	3.696
Promotion	175	23.42	24.00	24	2.901
Price	175	21.77	22.00	21	2.941
Customer Satisfaction	175	29.73	29.00	29	3.150
Valid N (listwise)	175				

Table 2: Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.766	0.586	0.577	2.050

Predictors: (constant), Product Quality, Service Quality, Promotion, Price
Dependent Variable: Customer Satisfaction

Table 3: Simultaneous Hypothesis Testing (F-Test)

Model	Source	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1012.683	4	253.171	60.266	<.001
1	Residual	714.152	170	4.201		
1	Total	1726.834	174			

Dependent Variable: Customer Satisfaction
Predictors: (Constant), Product Quality, Service Quality, Promotion, Price

Table 4: Partial Hypothesis Testing (t-Test) Coefficients ^a

Model	Unstandardize Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	-5.380	2.423			-2.221	.028
1	Product Quality	.307	.043	.357	7.226	<.001
	Service Quality	.488	.042	.573	11.601	<.001
	Promotion	.300	.054	.276	5.569	<.001
	Price	.183	.053	.171	3.457	<.001

Dependent Variable: Customer Satisfaction

5. Discussion

The correlation value (R), also known as the relationship (R), between the independent variable and the dependent variable is shown in Table 2 above, with the adjusted R square value = 0.586. In other words, the dependent variable is influenced 58.6% by the independent variable. This shows that only 58.6% of the independent variable can explain how the dependent variable changes, while the other 41.4% is due to additional variables such as place, ease of use, speed, and additional variability not used by the researcher in this study.

6. Conclusion

According to the research conducted where the result shown in Table 3 and Table 4, it can be concluded such as:

1. Product Quality (X1): Has a calculated t value of 7.226, which is greater than the t table (1.973) with a

significance level of $0.001 < 0.05$. This shows that product quality has a positive and significant partial effect on customer satisfaction.

2. Service Quality (X2): Has a calculated t value of 11.601, which is greater than the t table (1.973) with a significance level of $0.001 < 0.05$. This shows that price has a positive and significant partial effect on customer satisfaction.
3. Promotion (X3): Has a calculated t value of 5.569, which is greater than the t table (1.973) with a significance level of $0.001 < 0.05$. This shows that taste has a positive and significant partial effect on customer satisfaction.
4. Price (X4): Has a calculated t value of 3.457, which is greater than the t table (1.973) with a significance level of $0.001 < 0.05$. This shows that promotion has a positive and significant partial effect on customer satisfaction.

5. Based on the comparison of F_{table} of 1.97 with F_{count} of 60.266 at a significance level of $\alpha = 5\%$ (0.05) with a sig. value of 0.001, because the probability is much smaller than 0.05, it can be proven that simultaneously the variables Product Quality, Service Quality, Price and Promotion have a positive and significant influence on Customer Satisfaction.

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