

## ANALYSIS OF FACTORS THAT AFFECT CUSTOMER SATISFACTION IN CANDU SEDAYU COFFEE PRODUCTS



**1\*Cindy Afrita Sari, 2Wijianto, 3Sri Hartono**

*1,2,3Department of Management, Faculty of Economics,  
University Muhammadiyah Ponorogo - Indonesia*

### **e-mail:**

*1\*cindyafritasari@gmail.com(corresponding author)*

*2wijifafa9898@gmail.com*

*3mahar.anugerah@gmail.com*

### **ABSTRACT**

*This study is motivated by the increasing intensity of competition among manufacturers offering similar products, which has heightened the need to re-examine the determinants of customer satisfaction. In a highly competitive market environment, rising consumer demand requires firms to continuously enhance their value propositions. Accordingly, this research aims to assess the level of customer satisfaction with Sedayu Candu coffee products and to analyze the influence of product innovation, price, and customer experience on customer satisfaction. A quantitative research design was employed, with data analyzed using statistical techniques to test the proposed relationships. The findings indicate that product innovation, pricing, and customer experience have a significant positive effect on customer satisfaction. These results highlight the importance of strategic product development, competitive pricing, and the creation of positive customer experiences in sustaining customer satisfaction within the coffee industry.*

**Keywords:** *Customer Satisfaction; Product Innovation; Price; Customer Experience; Customer Satisfaction*

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## INTRODUCTION

In the current era of globalization, there are many fields that have undergone changes, one of which is in the field of MSME marketing (Sutarsa et al., 2022). Lots of entrepreneurs open their businesses and they must be able to compete in order to maintain their products. Companies are required to be able to compete in order to meet consumer needs and create new innovations to meet consumer needs (Sutarsa et al., 2022). Consumers expect the products produced to be in accordance with the price and quality produced by the product itself. If the price given is appropriate, consumers will come back again to use the product. This will make its own impression on consumers and if the product produced has good value or quality, it will add to the brand image of a company (Pembelian et al., 2021).

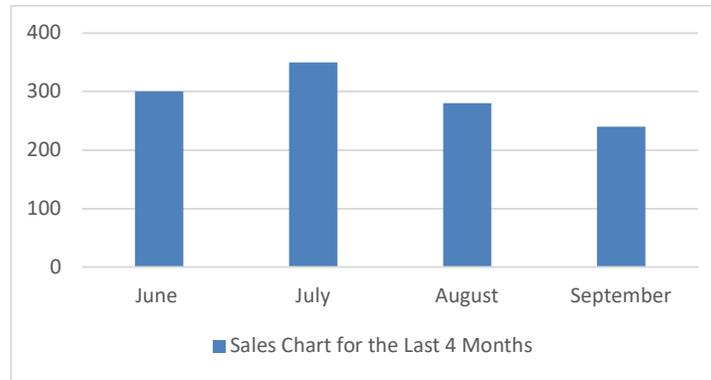
As a business owner, an entrepreneur must create a compelling and favorable impression that enhances customers' overall experience. Such an impression is essential to ensure that customers feel satisfied and comfortable when using the product. Attention should not be limited solely to product quality; service quality must also be carefully managed to meet consumers' needs and expectations. By delivering both superior products and excellent service, companies can foster repeat purchases and cultivate long-term customer loyalty (Gomoi et al., 2021).

One of the MSME sectors with strong market potential is the coffee industry. Coffee is widely consumed across various demographic groups due to its distinctive characteristics and perceived benefits. The high level of market demand is partly driven by differences in consumer preferences and taste variations (Akbar et al., 2021). However, the diversity of coffee products available in the market has intensified competition among producers. One notable example is Candu Coffee, a product made from carefully selected local robusta beans harvested at optimal ripeness and processed to achieve an ideal level of maturity. This meticulous process results in a distinctive taste, aroma, and overall sensory experience associated with Sedayu Coffee. Candu Sedayu Coffee has become a leading product in Talun Village, as it is managed independently through an integrated process ranging from cultivation and harvesting to final production, thereby ensuring consistent quality and authenticity.

Candu Sedayu Coffee was established in 2018. Its inception originated from the formation of a local farmers' association initiated by the founder, who recognized the agricultural potential of Talun Village. This initiative led to the development of a coffee product branded as Candu Sedayu Coffee. The name "Candu Sedayu" is derived from Tumpak Candu, the area where the coffee is cultivated and harvested, located on the slopes of Tumpak Candu.

Marketing activities are conducted through both online and offline channels. Online promotion utilizes social media platforms, while offline distribution includes sales at the Melati Building, Hardjono Mart, Mitra Tani Store, and an authorized agent located on Kawung Street, Ponorogo. From the planting stage through the harvesting period, Candu Sedayu Coffee adheres to established Standard Operating Procedures (SOPs) to ensure consistent product quality.

The company produces two varieties of coffee: Arabica, harvested between April and July, and Robusta, harvested between July and September. By consistently delivering high-quality products, Candu Sedayu Coffee aims to fulfill consumer expectations and enhance customer satisfaction. Figure 1 presents the sales graph of Candu Sedayu Coffee.



Source: Researcher Observation, 2024

**Figure 1**  
**Sales Chart**

This study was conducted to examine product innovation, price, and customer experience in relation to Candu Sedayu Coffee products, which are produced in Sedayu Hamlet, Talun Village, Ngebel District, Ponorogo Regency. The selection of this research object was based on observed fluctuations in monthly sales, as reflected in the sales graph. The data indicate inconsistent purchasing patterns, with noticeable increases and decreases over time. Furthermore, the growing number of coffee vendors has intensified market competition, thereby increasing the need for strategic marketing efforts. Consequently, it is essential to evaluate the level of customer satisfaction associated with Candu Sedayu Coffee products.

The primary objective of this study is to analyze the sales and marketing processes that contribute to sales fluctuations and to identify solutions to stabilize and enhance sales performance, ultimately improving profitability. This phenomenon highlights the need to investigate the factors influencing customer satisfaction, which may explain the instability in sales. Key factors examined in this study include product innovation, pricing, and customer experience, as these variables are considered critical determinants of customer satisfaction and repeat purchasing behavior.

### **LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES**

Consumer satisfaction refers to the degree to which a product or service fulfills consumers' needs and expectations (Balaka, 2022). When a product aligns with consumer preferences and anticipated benefits, it generates satisfaction; conversely, failure to meet expectations may result in dissatisfaction or disappointment (Akbar et al., 2021). Customer satisfaction can also be understood as an emotional response that emerges after consumers evaluate their experience with a product or service (Ismawanto et al., 2020).

Various factors influence customer satisfaction, one of which is product innovation (Nazib, 2021). Product innovation reflects a firm's dynamism and its capacity to develop new or improved offerings to sustain market relevance. Beyond merely maintaining competitiveness, innovation serves as a strategic mechanism to strengthen market positioning and differentiate products from competitors (Cv & Group, 2021). By continuously introducing improvements or novel features, companies can better respond to evolving consumer preferences and secure a competitive advantage in the marketplace.

Previous empirical studies using quantitative approaches indicate that product

innovation has a significant positive effect on customer satisfaction (Ernawati & Kurniawati, 2020). In contrast, qualitative research conducted by Suhianto and Marchyta (2020) suggests that product innovation does not significantly influence customer satisfaction. These inconsistent findings highlight the need for further investigation to clarify the relationship between product innovation and customer satisfaction across different contexts. In addition to product innovation, price is widely recognized as a critical determinant of customer satisfaction (Ariyanti et al., 2022).

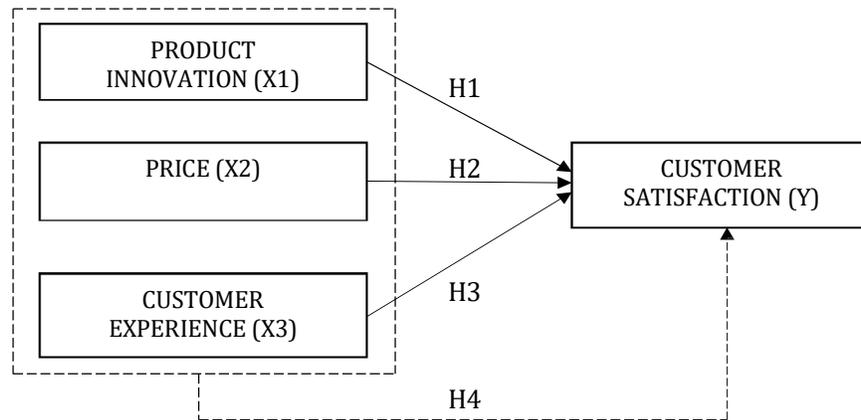
Price plays a pivotal role in the sales process and directly influences consumers' perceptions of value (Hidayah et al., 2021). Effective pricing strategies should consider consumers' economic conditions to ensure affordability and perceived fairness (Kumrotin & Susanti, 2021). For consumers, price often serves as a primary consideration in purchase decision-making and shapes their overall perception of a product (Ariyanti et al., 2022). Empirical evidence from quantitative research demonstrates that price significantly affects customer satisfaction (Ariyanti et al., 2022). Meanwhile, research conducted by Pramesti and Chasanah (2021) report contrasting findings, indicating that price does not significantly influence customer satisfaction.

Beyond product innovation and price, customer experience has also been identified as a determinant of customer satisfaction (Maulida et al., 2024). Customer experience refers to the internal and subjective responses arising from direct or indirect interactions between consumers and a company (Gomoi et al., 2021). It represents the overall impression formed through various touchpoints that reflect the brand and its values (Lubis et al., 2023). Quantitative research by Priliandani and Tjahjaningsih (2022) finds that customer experience significantly influences customer satisfaction. Meanwhile, research conducted by (Gomoi et al., 2021) report that customer experience does not have a significant effect on customer satisfaction. These divergent findings underscore the importance of further empirical examination to better understand the role of customer experience in shaping customer satisfaction.

### **Research Framework**

The research framework represents a conceptual model that illustrates the relationships among variables based on relevant theoretical foundations and prior empirical findings (Sugiyono, 2017). It serves as a systematic structure that explains how the independent variables are presumed to influence the dependent variable within the context of the study.

In this research, the conceptual framework comprises Product Innovation (X1), Price (X2), and Customer Experience (X3) as independent variables, while Customer Satisfaction (Y) functions as the dependent variable. The framework proposes that each independent variable has a direct effect on customer satisfaction. Figure 2 presents a visual representation of the research framework, depicting the hypothesized relationships among these variables.



Source: Processed by researchers, 2025

**Figure 2**  
**Research Framework**

Based on the framework, to find out how product innovation, price and customer experience effect customer satisfaction must carry out the following research hypothesis:

*H1 : There is an effect of Product Innovation on Customer Satisfaction of Candu Sedayu Coffee*

*H2 : There is an effect of Price on Consumer Satisfaction Candu of Sedayu Coffee*

*H3: There is an effect of Customer Experience on Customer Satisfaction of Candu Sedayu Coffe*

*H4: There is an effect of Product Innovation, Price and Customer Experience on Customer Satisfaction of Candu Sedayu Coffee*

## **METHOD**

This research uses a quantitative approach. According to Sugiyono (2018) in (Balaka, 2022) is data in the form of numbers measured using statistics as a tool to test and calculate, related to the problem under study in order to obtain conclusions and then analyze them to find relationships or significant differences between variables.

The population of this study were all consumers who bought Candu Sedayu Coffee products and used the Accidental Sampling method. Accidental Sampling is a technique that is done accidentally (Firmansyah & Dede, 2022). The method of determining the number of samples uses the formula (Hair, 2020). This formula depends on the number of indicators and can be multiplied by a factor of 5 to 10. The sample used in this study was determined by multiplying the number of indicators by 20 with a number 5. Based on these calculations, a sample of 100 respondents was obtained who were consumers who bought Candu Sedayu Coffee products.

This research uses primary data. Primary data according to Sugiyono (2018) in (Suhono & Al Fatta, 2021) is a data source that directly provides data to data collectors. The data is collected by researchers directly from where the research object is carried out. The primary data sources in this study are the results of observations and questionnaire data.

The data is collected by researchers directly from where the object of research is carried out (Suhono & Al Fatta, 2021). The primary data sources for this study are the

results of observations and questionnaire data. questionnaire is data collection that is done by giving questions or written statements to respondents to be answered and analyzed using a Likert scale with 5 levels of answers (Fadilla & Wulandari, 2023).

Regarding data analysis techniques, this study first conducted instrument testing, which included validity and reliability tests to ensure the accuracy and consistency of the measurement instruments. Subsequently, multiple linear regression analysis was employed to examine the influence of product innovation, price, and customer experience on customer satisfaction. The coefficient of determination ( $R^2$ ) test was used to assess the explanatory power of the model, while hypothesis testing (t-test and F-test) was conducted to determine the significance of both partial and simultaneous effects of the independent variables on the dependent variable.

## RESULTS AND DISCUSSION

### Validity Test

The validity test is conducted to determine whether the questionnaire items are capable of accurately measuring the intended variables. In this study, the validity test was performed using the Pearson product-moment correlation method with a significance level of 0.05. An item is considered valid if the calculated correlation coefficient (r-count) exceeds the critical value (r-table) at the specified significance level. Conversely, if the r-count is lower than the r-table value, the item is deemed invalid and should be revised or excluded from further analysis (Balaka, 2022).

**Table 1**  
**Validity Test**

No.	Variables	Item	rcount	rtable	Level Sig.	Description
1	Product Innovation	X1.1	0,714	0,1966	0,05	Valid
		X1.2	0,700	0,1966	0,05	Valid
		X1.3	0,760	0,1966	0,05	Valid
		X <sub>(1)</sub> .4	0,655	0,1966	0,05	Valid
		X <sub>(1)</sub> .5	0,660	0,1966	0,05	Valid
2	Price	X2.1	0,746	0,1966	0,05	Valid
		X2..2	0,768	0,1966	0,05	Valid
		X2..3	0,773	0,1966	0,05	Valid
		X <sub>(2)</sub> .4	0,649	0,1966	0,05	Valid
		X <sub>(2)</sub> .5	0,597	0,1966	0,05	Valid
3	Customer Experience	X3.1	0,685	0,1966	0,05	Valid
		X3.2	0,686	0,1966	0,05	Valid
		X3.3	0,784	0,1966	0,05	Valid
		X <sub>(3)</sub> .4	0,683	0,1966	0,05	Valid
		X <sub>(4)</sub> .4	0,615	0,1966	0,05	Valid
4	Satisfaction Consumer	Y.1	0,740	0,1966	0,05	Valid
		Y.2	0,700	0,1966	0,05	Valid
		Y.3	0,744	0,1966	0,05	Valid
		Y.4	0,698	0,1966	0,05	Valid
		Y.5	0,711	0,1966	0,05	Valid

Source: Primary Data, 2025

The results of the validity test above can be seen that all question items in each variable have a value of  $r_{count} > r_{table}$ . So from the above results it is declared valid.

### Reliability Test

Reliability refers to the consistency and stability of a measurement instrument in assessing a particular variable. In this study, reliability was evaluated using Cronbach's Alpha coefficient. A variable is considered reliable if the Cronbach's Alpha value exceeds 0.60, indicating that the instrument consistently measures the construct. Conversely, if the Cronbach's Alpha value is below 0.60, the instrument is regarded as unreliable and requires revision or improvement (Susanto et al., 2024).

**Table 2**  
**Reliability Test**

Variable	Cronbach Alpha	Criteria	Description
Product Innovation (X1)	0,776	0,60	Reliable
Price (X2)	0,778	0,60	Reliable
Customer Experience (X3)	0,774	0,60	Reliable
Consumer Satisfaction (Y)	0,781	0,60	Reliable

Source: Primary Data, 2025

Based on the table 2, the reliability test results above show that all variables have a Cronbach Alpha value > 0.60. Thus the variable Product Innovation (X1), Price (X2), Customer Experience (X3) on Consumer Satisfaction (Y) has reliable question items.

### Multiple Regression Test

Multiple linear regression is a statistical technique used to examine and predict the relationship between one dependent variable and several independent variables simultaneously, while controlling for the influence of other related factors. This method enables researchers to assess both the direction and magnitude of the effect of each independent variable on the dependent variable. In this study, multiple linear regression analysis was employed to determine the extent to which product innovation, price, and customer experience influence customer satisfaction, both individually and collectively. (Firmansyah & Dede, 2022).

**Table 3**  
**Multiple Regression Test**

		Coefficients <sup>a</sup>					
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	
1	(Constant)	8,251	,891		9,265	,000	
	Product Innovation	,562	,034	,831	16,427	,000	
	Price	,201	,037	,296	5,443	,000	
	Customer Experience	,203	,035	,320	5,849	,000	

a. Dependent Variable: Y

Source: Primary Data, 2025

Based on the multiple linear regression equation, the results can be interpreted as follows. The constant value (a) of 8.251 indicates the baseline level of customer satisfaction when all independent variables—product innovation, price, and customer

experience—are assumed to be zero. This means that in the absence of the influence of these independent variables, the predicted customer satisfaction score remains at 8.251.

The regression coefficient for the Product Innovation variable is 0.562 and has a positive sign. This indicates that product innovation has a positive effect on customer satisfaction. Specifically, for every one-unit increase in product innovation, while holding other independent variables constant, customer satisfaction is predicted to increase by 0.562 units.

The regression coefficient for the Price variable is 0.201, which is also positive. This implies that price has a positive effect on customer satisfaction. In other words, a one-unit increase in the price variable, assuming other variables remain constant, will increase customer satisfaction by 0.201 units.

Similarly, the regression coefficient for the Customer Experience variable is 0.203. This positive coefficient indicates that customer experience positively influences customer satisfaction. Thus, for every one-unit increase in customer experience, with other independent variables held constant, customer satisfaction is expected to increase by 0.203 units.

### Determination Test

The coefficient of determination ( $R^2$ ) is used to measure the extent to which the independent variables explain the variation in the dependent variable. The value of  $R^2$  ranges between 0 and 1. A value closer to 1 indicates that the independent variables have a strong explanatory power and are able to account for a large proportion of the variation in the dependent variable. Conversely, a value closer to 0 suggests that the independent variables have weak explanatory power and only explain a small portion of the variation in the dependent variable, with the remainder influenced by other factors outside the model (Suhono & Al Fatta, 2021).

**Table 4**  
**Determination Test**

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,879 <sup>a</sup>	,772	,765	,878

a. Predictors: (Constant), X1, X2, X3

b. Dependent Variable: Y

Source: Primary Data, 2025

Based on the data presented in Table 4, the R Square value is 0.772, which, when converted into percentage form, equals 77.2%. This indicates that product innovation, price, and customer experience collectively explain 77.2% of the variation in customer satisfaction. In other words, the three independent variables make a substantial contribution to explaining customer satisfaction within the model.

The remaining 22.8% of the variation in customer satisfaction is influenced by other external variables not included in this study. These factors may involve additional elements such as service quality, brand image, promotion, or other determinants that were beyond the scope of the current research model.

### T Test (Partial)

The t-test is employed to examine the partial effect of each independent variable on the dependent variable. This test determines the extent to which an individual independent

variable significantly explains variations in the dependent variable, while controlling for other variables in the model.

The decision-making criteria are based on the significance (p-value) level of 0.05. If the significance value is greater than 0.05 ( $p > 0.05$ ), then the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_a$ ) is rejected, indicating that the independent variable does not have a significant effect on the dependent variable. Conversely, if the significance value is less than 0.05 ( $p < 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, meaning that the independent variable has a significant effect on the dependent variable (Fadilla & Wulandari, 2023)

**Table 5**  
**T Test (Partial)**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	8,251	,891		9,265	,000
	Product Innovation	,562	,034	,831	16,427	,000
	Price	,201	,037	,296	5,443	,000
	Customer Experience	,203	,035	,320	5,849	,000

a. Dependent Variable: Y

Source: Primary Data, 2025

It can be concluded that customer satisfaction with Candu Sedayu Coffee products is significantly influenced by product innovation. In addition, price has a significant effect on consumer satisfaction with Candu Sedayu Coffee products. Furthermore, customer experience also exerts a significant influence on customer satisfaction with Candu Sedayu Coffee. These findings indicate that product innovation, price, and customer experience are important determinants in shaping and enhancing customer satisfaction.

### F Test (Simultaneous)

The f test shows whether all independent variables have a joint or simultaneous influence on the dependent variable. What are the requirements for the f test are as follows:  $H_0$  is accepted if  $F_{count} <$  than  $F_{table}$  at  $\alpha = 5\%$  and  $H_0$  is accepted if  $F_{count} >$  than  $F_{table}$  at  $\alpha = 5\%$  (Kharisma et al., 2023).

**Table 6**  
**F Test (Simultaneous)**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	250,618	3	83,539	108,273	,000 <sup>b</sup>
	Residuals	74,070	96	,772		
	Total	324,688	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X1, X2, X3

Source: Primary Data, 2025

Based on the results of the F (simultaneous) test, it is known that the value of  $f_{(count)}$  obtained is 108.237 and to find the value of  $f_{table}$  is to determine the value of degrees of freedom (df) first. The way to determine df is  $df_1 = k$  (number of independent variables) = 3, so that it can be determined that the value of  $df_2 = n - k - 1 = 100 - 3 - 1 =$

96, so in this study it can be obtained the value of  $f_{(table)of} 3.99$  so that the value of  $f_{count} 108.237 > f_{(table)} 3.99$  and a significance value of less than 0.05 in this study obtained a significance value of  $(0.000 < 0.05)$ . So  $H_0$  is rejected and  $H_a$  is accepted, meaning that the variables of Product Innovation, Price and Customer Experience simultaneously affect Customer Satisfaction.

### **The Effect of Product Innovation on Consumer Satisfaction**

The results of the analysis of partial hypothesis testing of the Product Innovation variable (X1) with a  $t_{count}$  value of  $16.427 > t_{table} 3.395$  and the significance value obtained of 0.000 shows a significant effect because it is smaller than 0.05, so  $H_0$  is rejected and  $H_a$  is accepted. So, Product Innovation has a significant effect on customer satisfaction on Candu Sedayu Coffee products. This shows that product innovation is very important for business actors in increasing customer satisfaction Candu Sedayu Coffee also considers that the indicators of Product Innovation can be carried out properly, it will increase Customer Satisfaction.

According to Suhiyanto and Marchyta (2020), who used quantitative methods, product innovation has no effect on customer happiness. In contrast, my research revealed that product innovation significantly affects consumer satisfaction.

### **The Effect of Price on Consumer Satisfaction**

The results of the analysis of partial hypothesis testing for the Price Variable (X2) obtained a  $t_{(count)}$  value of  $5.443 > t_{(table)} 3.395$  and the significance value obtained of 0.000 is smaller than 0.05. So  $H_0$  is rejected and  $H_a$  is accepted. So, price has a significant effect on customer satisfaction. This shows that price is one of the considerations for consumers to buy an item or product and Candu Sedayu Coffee considers that the indicators of price can be carried out properly, which will increase customer satisfaction. Price has little bearing on consumer happiness, according to Pramesti and Chasanah (2021). Price does affect customer satisfaction, according to my research.

### **The Effect of Customer Experience on Customer Satisfaction**

Based on the results of partial hypothesis testing, the Customer Experience Variable (X3) obtained a  $t_{count}$  value of  $5.849 > t_{table} 3.395$  and the significance value obtained of 0.000 is smaller than 0.05. So that  $H_0$  is rejected and  $H_a$  is accepted. So, it is concluded that Customer Experience has a significant effect on customer satisfaction on Candu Sedayu Coffee products. This states that if the indicators are carried out accordingly, it will increase customer satisfaction (Gomoi et al., 2021). Customer happiness is said to be unaffected by customer experience, according to quantitative methodologies.

### **The Effect of Product Innovation, Price, and Customer Experience on Customer Satisfaction**

Based on the results of the F (simultaneous) test, it is known that the  $f_{count}$  value obtained is 108.237. So that the value of  $f_{count} 108.237 > f_{(table)} 3.99$  and a significance value of less than 0.05 in this study obtained a significance value of  $(0.000 < 0.05)$ . So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, this indicates that the variables of Product Innovation, Price and Customer Experience have a joint (simultaneous) effect on Customer Satisfaction. This means that the results of this study indicate that there is a significant influence between the variables of Product Innovation, Price and Customer Experience on Customer Satisfaction on Candu Sedayu Coffee products. None of these three factors have been directly studied at the same time. Consumer happiness is

influenced by price, customer experience, and product innovation, according to research.

## CONCLUSIONS AND SUGGESTIONS

The findings of this study indicate that product innovation has a positive and significant effect on customer satisfaction with Candu Sedayu Coffee products. This suggests that the innovations introduced by Candu Sedayu Coffee are aligned with customer expectations and successfully enhance satisfaction, particularly because the company prioritizes product quality. Continuous improvements and product development contribute to maintaining competitiveness and meeting evolving consumer preferences.

Price also demonstrates a positive and significant influence on customer satisfaction. This implies that the pricing strategy adopted by Candu Sedayu Coffee is perceived as appropriate and consistent with the quality offered. When consumers perceive that the benefits and quality of the product are commensurate with the price paid, their level of satisfaction increases.

Furthermore, customer experience has a significant effect on customer satisfaction. This finding indicates that the better the overall shopping experience—both in terms of product quality and service quality—the higher the level of customer satisfaction. Positive interactions and satisfying service experiences strengthen customers' perceptions and encourage repeat purchases.

Simultaneously, product innovation, price, and customer experience collectively influence customer satisfaction. This demonstrates that all independent variables in this study contribute significantly to explaining variations in customer satisfaction.

From a managerial perspective, Candu Sedayu Coffee should maximize the use of digital marketing platforms, including social media and influencer marketing strategies, to enhance brand visibility and increase sales, particularly in the current digital era. Attractive and consistent visual content can effectively capture consumer attention and stimulate purchase interest.

For future researchers, this study may serve as a reference and provide additional insight for further investigations, particularly by incorporating other relevant variables or expanding the research scope to obtain more comprehensive findings.

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