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## The Influence of Product Quality, Service Quality, and Social Media Marketing on Customer Satisfaction

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**Abstract:** This study aims to examine the impact of product quality, service quality, and social media marketing on customer satisfaction at The Coffee Bean & Tea Leaf outlet. The research adopts a quantitative approach with a causal method. A total 100 respondents were selected using purposive sampling—specifically, customers who had visited the outlet at least twice within the last three months and followed The Coffee Bean & Tea Leaf’s official social media account. Data were collected through questionnaires and analyzed using multiple linear regression after passing classical assumption tests, including normality, heteroscedasticity, multicollinearity, and linearity. The results indicate that product quality, service quality, and social media marketing have a positive and significant effect on customer satisfaction, both partially and simultaneously. Among the three variables, service quality contributes the most. The coefficient of determination ( $R^2$ ) value of 0,442 indicates that the three independent variables explain 44,2% of the variation in customer satisfaction. These findings highlight the importance of maintaining product quality, providing excellent service, and utilizing social media effectively to build positive relationships with customers.

**Keyword:** Product Quality, Service Quality, Social Media Marketing, Customer Satisfaction.

### INTRODUCTION

In Indonesia, the coffee industry continues to experience significant changes, in line with the growing enthusiasm of the public toward coffee-drinking culture, which has now become part of a modern lifestyle trend. Coffee shops not only serve as places to enjoy beverages, but also as spaces for social interaction and productivity. This trend presents opportunities for coffee business players to continue innovating—whether in providing high-quality products, offering the best service, or developing effective promotional strategies aimed at building customer satisfaction. Competition in the coffee industry is becoming increasingly intense, requiring every business actor to meet customer expectations in order to generate a sense of satisfaction.

According to Kotler & Keller (2008), customer satisfaction is an emotional response that arises after customers evaluate the difference between the actual results delivered by a product or service and the customer’s original expectations. Meanwhile, Sangadji & Sopiah (2013)

state that consumer satisfaction occurs when customer expectations are successfully met. Every company certainly wants its consumers to feel satisfied so that they continue making repeat purchases. Companies that can create customer satisfaction also have a competitive edge in facing business competition. Therefore, customer satisfaction is very important, because the expectations customers have for a product determine their level of satisfaction. If these expectations are met and customers feel satisfied, they are likely to buy again and share positive experiences with others. Conversely, if expectations are not met and customers are dissatisfied, they are unlikely to make another purchase. This is supported by previous research by Ermini et al. (2023), which showed that customer satisfaction is influenced by product quality, service quality, and sales promotion.

According to Kotler & Armstrong (2008), product quality refers to a product's ability to meet consumer needs and desires, and it is believed that product quality is a key to long-term customer satisfaction. Therefore, product quality has a significant impact on customer satisfaction. A poor-quality product may cause customers not to return, while a high-quality product will be favored by customers, providing greater satisfaction. This view is also supported by previous research which explains that product quality influences customer satisfaction (Rahmawati & Tuti, 2022).

According to Fitzsimmons (2011), service quality refers to a company's ability to meet or exceed customer expectations. Represents the overall perception formed by the customer based on their experience with the service provider. In each interaction with the company, customers compare the service they receive with what they expected. If the service meets expectations, it is seen as exceptional and a pleasant surprise. If not, it is considered unacceptable. According to Komala (2021), service quality reflects a company's capacity to provide added value to customers through activities that do not produce tangible goods. For services, quality evaluation is carried out during the service delivery process. The result are consistent with previous research conducted by Aisyah & Tuti (2022), which confirmed the influence of service quality on customer satisfaction.

Social media marketing refers to the actions used to promote goods, services, or brands through social media platforms with the goal of building relationships with audiences, increasing brand awareness, and encouraging customer interaction (Gunelius, 2011). Social media marketing also affects customer satisfaction by enhancing interaction and personalization. By effectively utilizing social media, companies can create more satisfying customer experiences. This is evidenced by previous research that demonstrated the influence of social media marketing on customer satisfaction (Jaya et al., 2022).

Based on the above explanation, this study is aimed at examining the influence of product quality, service quality, and social media marketing on customer satisfaction.

Product quality refers to the capability of a product to meet customer needs and desires, which is considered essential for long-term customer satisfaction (Kotler & Armstrong, 2008). Aspects of product quality include its physical condition, inherent attributes, and the benefits it provides to consumers. Product quality also plays a vital role in building brand reputation and increasing sales value (Candrawardhani, 2024). According to Kotler & Keller (2016), product quality refers to a set of features and characteristics based on their ability to meet explicit and implicit needs. In this context, a product can be considered successful in delivering customer satisfaction if it meets certain criteria. Moncayo (2020) identifies seven dimensions of product quality: sweetness, bitterness, acidity, flavor/aroma intensity, flavor-liking, sound-liking, and flavor-sound matching.

According to Tjiptono & Chandra (2019), customer satisfaction can be defined as the extent to which a service reaches the desired level of excellence and how that level is managed to fulfill customer needs and expectations. Product quality can influence customer satisfaction because every customer desires a high-quality product. This statement is supported by previous

studies showing a significant influence of product quality on customer satisfaction (Budiono, 2021; Sari & Paludi, 2022; Waliyuddin & Tuti, 2023). Therefore, the following hypothesis can be proposed: H1: There is an influence of product quality on customer satisfaction.

Service quality encompasses all aspects of services provided to meet customer needs (Indrasari, 2019). According to Fitzsimmons (2011), it is the ability of a company to meet customer expectations, which will then be evaluated by customers based on their overall experience with the service provider. Services that fulfill customer expectations enable companies to build harmonious interactions with customers and encourage purchasing decisions regarding the products or services offered (Wibowo & Fausi, 2017). Parasuraman (1988) outlines five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Kotler & Keller (2008) define customer satisfaction as an emotional response that arises after customers compare the performance of a product or service with their initial expectations. Therefore, a correlation between service quality and customer satisfaction is established. This is supported by prior research confirming the influence of service quality on customer satisfaction (Rahardjo & Siahaan, 2017; Ramjaya & Tuti, 2024; Sahri & Sukma, 2024). Based on the above, the following hypothesis is formulated: H2: There is an influence of service quality on customer satisfaction.

According to Singh (2010), social media marketing is a marketing technique that utilizes social media platforms to reach audiences in a cost-effective and efficient manner. This technique employs accessible technologies such as social networks. Kaplan & Haenlein (2010) argue that social media marketing allows companies to interact directly with customers, build two-way relationships, and strengthen their brand through engaging and relevant content. Through this approach, companies can encourage active customer participation. The dimensions of social media marketing according to Gunelius (2011) include content creation, content sharing, connecting, community building, and web. Customer satisfaction refers to an emotional reaction—either happiness or disappointment—that arises after evaluating the expected outcomes of a product or service in relation to its performance. If the performance meets or exceeds expectations, customers will feel satisfied; otherwise, they will feel dissatisfied (Kasmir, 2017). Based on this explanation, social media marketing is shown to influence customer satisfaction. This is supported by previous studies demonstrating the impact of sales promotion on customer satisfaction (Hossain, 2024). Therefore, the following hypothesis is proposed: H3: There is an influence of social media marketing on customer satisfaction.

According to Oliver (2015), satisfaction is the result of a consumer's evaluation of a product or service feature that meets their needs in a pleasing way, whether it meets, falls short, or exceeds expectations. Tjiptono & Chandra (2019) define customer satisfaction as the extent to which a service achieves the desired level of excellence and how that level is managed to meet customer needs and expectations. In other words, customer satisfaction is the degree to which a service meets customer needs and expectations. Kotler & Keller (2008) describe customer satisfaction as an emotional reaction that emerges after customers assess the performance or outcome of a product or service compared to their initial expectations. Therefore, to achieve market success, producers must pay close attention to customer satisfaction based on their expectations of the offered product. If the product meets their expectations and satisfies them, they are likely to make repeat purchases. Conversely, if it fails to meet expectations, they are unlikely to buy it again.

The level of customer satisfaction is determined by the comparison between initial expectations of a product or service and the actual experience obtained after using it (Firmansyah, 2018). Customer satisfaction is an emotional response—happiness or

disappointment—that arises after evaluating the expected results of a product or service against its performance. If the performance meets or exceeds expectations, customers will feel satisfied; otherwise, they will feel dissatisfied (Kasmir, 2017). This is demonstrated by three dimensions of customer satisfaction proposed by Tjiptono (2019): confirmation of expectations, repurchase intention, and willingness to recommend. Lokananta & Aquinia (2023) suggest that the variables of product quality, service quality, and social media marketing all positively contribute to achieving customer satisfaction. Based on the above, the following hypothesis can be formulated: H4: Product quality, service quality, and social media marketing simultaneously influence customer satisfaction.

### Theoretical Framework

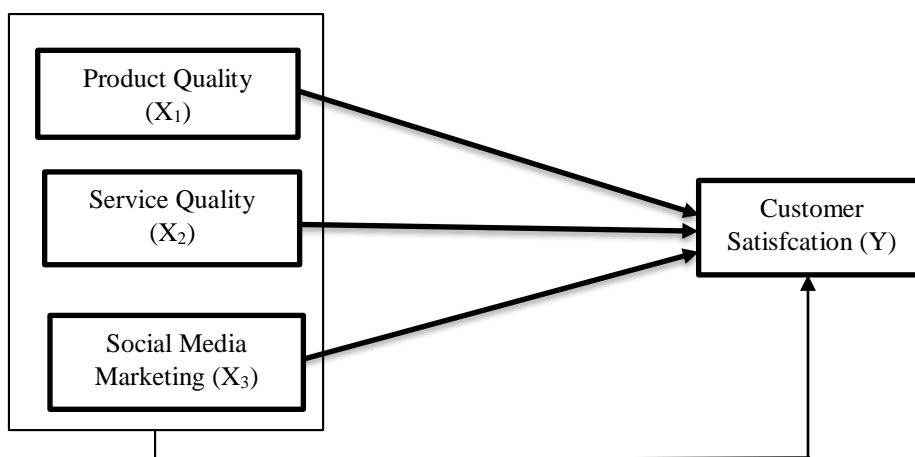


Figure 1. Theoretical Framework

### METHOD

This research is quantitative in nature and employs a causal approach. The aim of this study is to analyze the influence of product quality, service quality, and social media marketing on customer satisfaction at The Coffee Bean & Tea Leaf outlet. A causal approach is chosen because this research seeks to test cause-and-effect relationships between the independent variables (product quality, service quality, and social media marketing) and the dependent variable (customer satisfaction). The population involved in this study consists of all customers of The Coffee Bean & Tea Leaf who have visited the outlet located in Grand Metropolitan Mall, Bekasi, and have interacted with the official social media accounts of The Coffee Bean & Tea Leaf. This study was conducted from January to March 2025. The research location is The Coffee Bean & Tea Leaf outlet situated at Grand Metropolitan Bekasi, Jl. KH. Noer Ali Ground Floor, RT.007/RW.003, 17148.

According to Sugiyono (2013), a population is the general group, object, or target that shares common characteristics identified by the researcher and needs to be understood and concluded. One of the most important steps in data collection and analysis is determining the population. Therefore, the observed population in this study consists of individuals who have visited The Coffee Bean & Tea Leaf at least twice.

The sampling technique used in this study is purposive sampling. Sugiyono (2006) defines purposive sampling as a sampling technique based on specific considerations to obtain optimal results. The sample selection criteria include customers who have visited The Coffee Bean & Tea Leaf at least once in the past three months and are actively following its official social media accounts. The total number of respondents used in this study is 100. These samples

were obtained after data cleaning (outlier detection), resulting in valid and reliable data for analysis.

Data processing in this research uses SPSS version 25 (Statistical Package for the Social Sciences). The analysis applied is multiple linear regression, aiming to identify the extent to which product quality, service quality, and social media marketing influence customer satisfaction. Prior to regression analysis, tests for normality, heteroscedasticity, multicollinearity, and linearity were conducted to ensure the feasibility of the regression model. Following this, the F-test was used to determine the simultaneous effect of the independent variables on the dependent variable, while the t-test was employed to examine the partial effect of each variable.

## RESULTS AND DISCUSSION

### Respondent Description

Through direct field data collection, the profile of the respondents was compiled and is summarized in the following table:

**Table 1. Respondent Description**

Respondent Demography	Frequency	Percent
<b>Gender</b>		
Man	32	32,0
Woman	68	68,0
Total	100	100,0
<b>Age</b>		
18 - 20	38	38,0
21 - 30	47	47,0
30 - 40	13	13,0
Above 40	2	2,0
Total	100	100,0
<b>Education</b>		
High School	39	39,0
Diploma	21	21,0
Bachelor	29	29,0
Magister / Doctoral	11	11,0
Total	100	100,0
<b>Occupation</b>		
Students	53	53,0
Private Employee	25	25,0
State Employee	13	13,0
Professional	9	9,0
Total	100	100,0
<b>Visit Time</b>		
2 times	48	48,0
3 - 5 times	35	35,0
Above 5 times	17	17,0
Total	100	100,0

Referring to Table 1, the total number of respondents in this study is 100 people. Based on gender, the majority of respondents are female, with 68 respondents (68%), while the

remaining 32 respondents (32%) are male. In terms of age group, most respondents fall within the 21–30 years range, totaling 47 individuals (47%). The next largest age group is 18–20 years with 38 people (38%), followed by 30–40 years with 13 people (13%), and the remaining 2 respondents (2%) are over 40 years old.

Regarding the level of education, the majority of respondents are high school/vocational school graduates (SMA/SMK), totaling 39 people (39%), followed by bachelor’s degree (S1) holders with 29 people (29%), diploma graduates with 21 people (21%), and postgraduate degree holders with 11 people (11%).

Based on employment status, the largest group of respondents are students, totaling 53 individuals (53%). This is followed by 25 private-sector employees (25%), 13 civil servants (13%), and 9 professionals (9%).

In terms of visit frequency, most respondents reported having visited twice, with 48 people (48%). Furthermore, 35 respondents (35%) stated they had visited 3–5 times, and 17 people (17%) reported visiting more than five times.

The next step in this research is to conduct classical assumption tests, which include the normality test, heteroscedasticity test, multicollinearity test, and linearity test. A detailed explanation of each test will be presented in the following sections.

### Normality Test

**Table 2. Normality Test  
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,89292787
Most Extreme Differences	Absolute	,059
	Positive	,046
	Negative	-,059
Test Statistic		,059
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Table 2 shows the results of the normality test using the Kolmogorov-Smirnov method, where the significance value (Asymp. Sig. 2-tailed) is recorded at 0.200. Since this value exceeds the 0.05 significance threshold, it can be concluded that the residuals do not show a significant difference from a normal distribution. Therefore, the residuals in this model are considered to be normally distributed, indicating that the normality assumption in regression has been met

### Heteroscedasticity Test

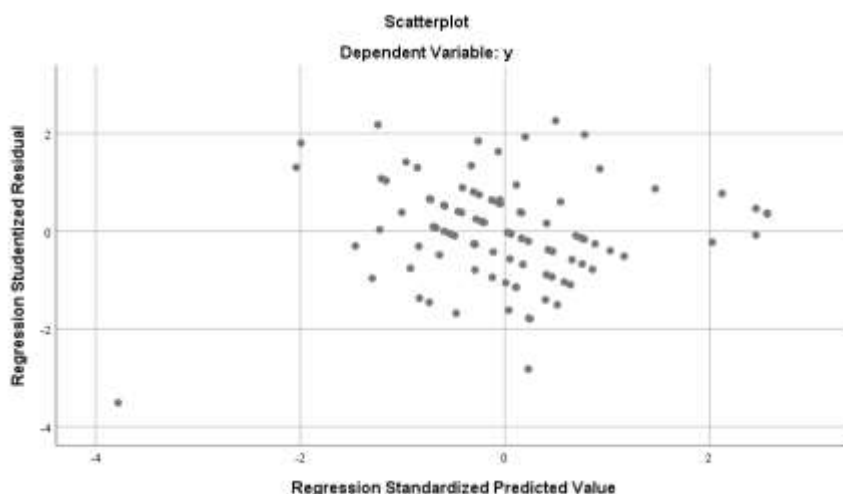


Figure 1. Heteroscedasticity Test

Based on the scatterplot shown, the residual points are randomly scattered around the horizontal zero line on the Y-axis without forming any specific pattern. This unstructured distribution indicates that the residual variance is constant across the range of predicted values, meaning there is no indication of heteroscedasticity in the regression model. Therefore, the assumption of homoscedasticity is fulfilled, allowing the regression analysis process to proceed validly.

### Linearity Test

Table 3. Linearity Test

ANOVA Table		F	Sig.
Customer Satisfaction*	Liniearity	42,265	0,000
Product Quality			
Customer Satisfactio*	Liniearity	58,049	0,000
Service Quality			
Customer Satisfactio*	Liniearity	30,862	0,000
Social Media Maketing			

Based on the results shown in the ANOVA table, the variables of product quality, service quality, and social media marketing each show a significance value of 0.000. Since all significance values are below the critical threshold of 0.05, it can be concluded that these three variables have a linear relationship with the customer satisfaction variable. Thus, the assumption of linearity in this regression model has been met.

Overall, the classical assumption test results indicate that the data used meets the requirements for regression analysis. The data is normally distributed, there is no indication of heteroscedasticity, no multicollinearity is found among the independent variables, and each independent variable has a linear relationship with the dependent variable. This confirms that the regression model is appropriate for further analysis.

## Multiple Linear Regression Analysis

**Table 4. Multiple Linear Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	4,743	2,334	
	Product Quality	0,186	0,078	0,215
	Service Quality	0,302	0,058	0,454
	Sosial Media Marketing	0,097	0,044	0,180

a. Dependent Variable: Customer Satisfaction

From the table above, the resulting linear regression model can be expressed as follows:

$$\text{Customer Satisfaction} = 4.743 + 0.186(\text{Product Quality}) + 0.302(\text{Service Quality}) + 0.097(\text{Social Media Marketing}) + \text{error}$$

### F-Test

**Table 5. F-Test Analysis ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	281,266	3	93,755	25,372	<,000 <sup>b</sup>
	Residual	354,734	96	3,695		
	Total	636,000	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Social Media Marketing, Product Quality, Service Quality

Based on the test results in the table above, the F value is 25.372 with a significance value of 0.000. Since this significance value is much smaller than 0.05, it can be concluded that the variables Product Quality, Service Quality, and Social Media Marketing simultaneously have a significant effect on Customer Satisfaction. This indicates that all three independent variables collectively contribute to the constructed regression model. Furthermore, to examine the influence of each variable individually, a follow-up analysis using the t-test was conducted.

### t-Test

**Table 6. t-Test Analysis**

Model		t	sig.
1	(Constant)	2,032	0,045
	Product Quality	2,383	0,019
	Service Quality	5,234	0,000
	Sosial Media Marketing	2,209	0,030

a. Dependent Variable: Customer Satisfaction

Based on the t-test results presented in the table above, the interpretation for each variable is as follows: For the Product Quality variable, the significance value is 0.019, which is smaller than the threshold of 0.05, with a t-value of 2.383. This indicates that H<sub>1</sub> is accepted and H<sub>0</sub> is rejected, so it can be concluded that product quality has a positive and significant effect on

customer satisfaction at The Coffee Bean & Tea Leaf. Next, the Service Quality variable shows a significance level of 0.000, which is well below the 0.05 threshold, with a t-value of 5.234. This implies that the hypothesis is accepted, and service quality has a highly significant impact on customer satisfaction at The Coffee Bean & Tea Leaf. The Social Media Marketing variable also shows a significant influence on customer satisfaction, with a significance value of 0.030 and a t-value of 2.209. This means that social media marketing strategies play an important role in enhancing customer satisfaction. Thus, it can be concluded that product quality, service quality, and social media marketing each have a positive and significant partial effect on customer satisfaction at The Coffee Bean & Tea Leaf.

**Correlation Test and R<sup>2</sup> Test**

**Table 7. R<sup>2</sup> Test Analysis Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,665 <sup>a</sup>	0,442	0,425	1,92228

a. Predictors: (Constant), Social Media Marketing, Service Quality, Product Quality

b. Dependent Variable: Customer Satisfaction

Based on the results in Table 7, the R Square value of 0.442 indicates that 44.2% of the variation in customer satisfaction can be explained by the three independent variables: product quality, service quality, and social media marketing. Meanwhile, the remaining 55.8% is influenced by other factors not included in this research model.

**Discussion**

**The Influence of Product Quality on Customer Satisfaction**

The analysis results indicate that the product quality variable at The Coffee Bean & Tea Leaf has a significance value of 0.019 and a regression coefficient of 0.186. Since the significance value is less than 0.05, it can be concluded that product quality has a significant influence on customer satisfaction. This means that the better the quality of coffee served, the higher the level of customer satisfaction.

This finding emphasizes that the coffee offered by The Coffee Bean & Tea Leaf plays a crucial role in shaping a satisfying customer experience. Customers who are satisfied with product quality tend to be more loyal and are more likely to make repeat purchases. Therefore, maintaining and improving product quality becomes a key strategy that not only affects customer satisfaction but also ensures brand sustainability and growth in the highly competitive coffee industry. This is supported by previous research stating that product quality affects customer satisfaction (Fadjri & Silitonga, 2018; Jumheri & Paludi, 2023; Situmeang et al., 2020).

**The Influence of Service Quality on Customer Satisfaction**

The analysis results at The Coffee Bean & Tea Leaf show a very small significance value of 0.000 and a positive regression coefficient of 0.302, indicating that service quality is one of the key factors driving customer satisfaction. This means that every aspect of service—from accuracy and friendliness of baristas to speed of delivery and order accuracy—plays a major role in shaping customer perceptions and positive experiences.

As a brand known for its cozy ambiance and professional service, The Coffee Bean & Tea Leaf must maintain high service standards. Customer satisfaction will not only influence loyalty but also encourage positive word-of-mouth, both directly and through social media. In the highly competitive F&B industry, service quality becomes a key differentiator that is difficult for competitors to replicate. Therefore, regular employee training, consistent implementation of service standards, and responsiveness to customer feedback are strategic steps that The Coffee Bean & Tea Leaf can take to maintain and enhance customer satisfaction. This is supported by prior studies by (Akbar & Cyasmoro, 2024; Arafah & Khalid, 2022; Asti & Ayuningtyas, 2020).

### **The Influence of Social Media Marketing on Customer Satisfaction**

Social media marketing has a significance value of 0.030 and a regression coefficient of 0.097, which means that social media marketing strategies have a positive and significant impact on customer satisfaction. In the context of The Coffee Bean & Tea Leaf, this finding reinforces the importance of social media as both a communication tool and an effective promotional platform.

Promotional activities consistently and attractively carried out via Instagram, TikTok, and the brand's digital web presence make The Coffee Bean & Tea Leaf feel closer to its customers, conveying brand messages more personally and building emotional connections. Content showcasing products, special promotions, customer testimonials, and a lifestyle aligned with the brand's values influences consumer perception of the services and quality offered. Effective social media marketing not only drives interest in trying the products but also strengthens the loyalty of existing customers. When customers feel engaged and appreciated through positive digital interactions, this directly enhances their overall satisfaction with The Coffee Bean & Tea Leaf experience. This is also supported by prior research conducted by (Fauzi & Amri, 2024; Irliana & Paludi, 2024).

### **CONCLUSION**

This study concludes that customer satisfaction with The Coffee Bean & Tea Leaf is strongly influenced by three main factors: product quality (which includes coffee taste attributes such as sweetness, bitterness, acidity, aroma, intensity, and flavor-liking), service quality (which encompasses tangibles, reliability, responsiveness, assurance, and empathy), and the effectiveness of social media marketing (including content creation, content sharing, connecting, and web-based community building). All three factors were found to have a significant effect on customer satisfaction.

In other words, high-quality beverages, friendly and efficient service, and engaging, informative social media promotions enhance customers' positive perceptions of the brand, directly impacting their level of satisfaction. Statistically, these three factors explain 44.2% of the variation in customer satisfaction toward The Coffee Bean & Tea Leaf.

Based on these findings, it is recommended that The Coffee Bean & Tea Leaf consistently maintain its product quality, elevate its service standards, and optimize digital marketing strategies to strengthen customer relationships and sustain a competitive advantage in the coffee-based beverage industry—ultimately achieving maximum customer satisfaction.

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