

The Influence of Marketing Mix on Coffee Consumer Satisfaction at Kopi Mane Coffeeshop

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Abstrak

Studi ini bertujuan untuk menganalisis pengaruh bauran pemasaran produk, harga, tempat, dan promosi terhadap kepuasan konsumen di Kedai Kopi Kopi Mane. Studi ini menggunakan pendekatan kuantitatif dengan metode survei yang melibatkan 111 responden yang dipilih melalui teknik pengambilan sampel insidental. Instrumen penelitian berupa kuesioner yang terdiri dari 35 pernyataan yang telah lolos uji validitas dan reliabilitas. Data dianalisis menggunakan regresi linier berganda setelah memenuhi semua uji asumsi klasik. Hasil penelitian menunjukkan bahwa variabel produk (0,427), harga (0,249), tempat (0,324), dan promosi (0,232) memiliki pengaruh positif dan signifikan ($p < 0,05$) terhadap kepuasan konsumen, baik secara parsial maupun simultan. Temuan ini menegaskan bahwa manajemen bauran pemasaran yang efektif memainkan peran penting dalam meningkatkan kepuasan konsumen di industri kedai kopi.

Kata kunci: Harga, Kepuasan konsumen, Tempat, Produk, Promosi

Abstract

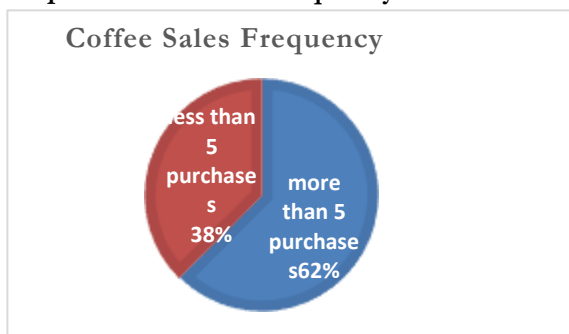
This study aims to analyze the influence of the marketing mix product, price, place, and promotion on consumer satisfaction at Kopi Mane Coffeeshop. The study used a quantitative approach with a survey method involving 111 respondents selected through an incidental sampling technique. The research instrument was a questionnaire consisting of 35 statements that had passed validity and reliability tests. Data were analyzed using multiple linear regression after meeting all classical assumption tests. The results showed that the variables of product (0.427), price (0.249), place (0.324), and promotion (0.232) had a positive and significant effect ($p < 0.05$) on consumer satisfaction, both partially and simultaneously. These findings confirm that effective marketing mix management plays a crucial role in increasing consumer satisfaction in the coffeeshop industry.

Keywords: Consumer satisfaction, Place, Price, Product, Promotion

INTRODUCTION

Coffee beans are a highly demanded agricultural commodity and are widely processed into various products, particularly beverages. In recent years, coffee consumption in Indonesia has shown a significant upward trend. Sales of ready-to-drink coffee are estimated to reach hundreds of millions of liters per year. This demonstrates that coffee is no longer just a beverage but has become a lifestyle staple, particularly for the younger generation, who tend to favor a variety of flavors, presentations, and product concepts. Initial survey results also indicate that coffee consumption among young people is relatively high, as shown in the following graph.

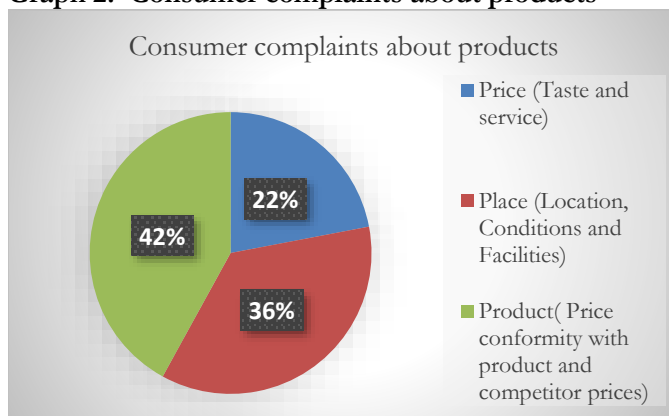
Graph 1 Coffee Sales Frequency



Source: Initial Research Survey

High levels of coffee consumption should be directly proportional to the level of consumer satisfaction. However, in reality, various forms of consumer dissatisfaction with coffee products are still found. This dissatisfaction is reflected in consumer behavior such as submitting complaints to product providers, requests for replacements or refunds, providing direct feedback, avoiding repurchases, submitting complaints via social media, and even a tendency to switch to substitute products. Kang, (2018) explains that dissatisfied consumers tend to try to reduce discomfort by avoiding or returning the product they consumed. In line with this, Widagdo et al., (2022) state that consumers who experience disappointment generally show a reluctance to make repeat purchases. Furthermore, consumer responses to dissatisfaction can be classified into three main forms: switching to another product or service (switching), spreading negative word of mouth, and submitting complaints or suggestions to the product provider (Pujiah & Fatmawati, 2018; Rahayu & Suprapti, 2022; Suwanda et al., 2023). These various responses demonstrate that consumer dissatisfaction not only impacts individual purchasing decisions but also has the potential to have further detrimental effects on overall business sustainability. This is further reinforced by the numerous consumer complaints about coffee products recorded in the initial survey results, as shown in the following graph.

Graph 2. Consumer complaints about products



Source: Initial Research Survey

Based on the problems above, one appropriate solution to address customer dissatisfaction is to understand and optimally manage the marketing mix. This is in line with Abbas, (2020) statement, which states that marketing mix management can maintain customer satisfaction levels. This concept is one of the oldest marketing tools that is still widely taught and used in marketing practice (C. L. Lim et al., 2020). Furthermore, the marketing mix has proven useful in instilling objectivity in various marketing reviews and studies (W. M. Lim, 2020). Practically, this concept has a significant contribution to the world of entrepreneurship because it helps business actors develop strategic guidelines, understand customer needs, increase sales volume and consumer awareness, and adapt to market dynamics more efficiently. Olson, (2022) emphasized that the implementation of the marketing mix can encourage entrepreneurial activities to be more competitive, focused, efficient, and sensitive to environmental changes. This opinion is in line with Cahyono & Fahmi, (2022) who stated that the quality of marketing strategies influences consumer satisfaction, loyalty, and purchasing interest. The marketing mix concept explains that effective

marketing is formed through the interaction of four main elements known as the 4Ps, namely Product, Price, Place, and Promotion (W. M. Lim, 2023).

Based on marketing mix theory, the first element is the product, which emphasizes quality. Product quality is a combination of properties and characteristics capable of meeting consumer needs (Nurfauzi et al., 2023). Good product quality plays a crucial role in increasing consumer satisfaction, trust, and loyalty, as well as determining brand reputation and competitiveness. Susanti & Sari, (2021), emphasize that product performance, including reliability, accuracy, ease of use, and other valued attributes, directly impacts consumer satisfaction. If quality standards are not met, other marketing efforts have the potential to fail (W. M. Lim, 2023).

The second element is price, which is a crucial factor in every transaction because it relates to product quality, quantity, and attributes, which influence consumer satisfaction (Farid et al., 2023; Zhao et al., 2021) An appropriate price that reflects product quality will create a positive perception of value. Farid et al., (2023), stated that price significantly influences purchase intention, while Bahtiar & Rahardja, (2017) emphasized that fair and competitive prices can increase consumer satisfaction.

The third element is location, which includes business location, ease of access, and environmental comfort. This factor is important because a strategic location can enhance consumer comfort and experience, while also providing a competitive advantage (W. M. Lim, 2023). Conversely, a location that is difficult to reach or inconvenient can decrease consumer satisfaction (Atmoko, 2017), while adequate supporting facilities contribute to a positive experience (Barus et al., 2020). The final element is promotion, which is a communication effort to attract attention and encourage purchases. Attractive and informative promotions help shape realistic consumer expectations, thus influencing satisfaction (Anggraini & Budiarti, 2020). Furthermore, promotions can provide added value that makes consumers feel valued (Santi & Supriyanto, 2020). Promotions also strengthen the relationship between producers and consumers and increase brand trust and loyalty (Ardiansyah & Wahyono, 2021).

The explanation above is also supported by the research of (Ifiannor & Subagya, (2021) said that the product has a positive (0.300) and significant (0.002) influence, Price has a positive (0.323) and significant (0.014) influence, Place has a positive (0.289) and significant (0.044) influence and Promotion has a positive (0.302) and significant (0.036) influence on Customer Satisfaction. In contrast, Wahab et al., (2016) reported that Place and Promotion have a positive and significant influence (0.213 and 0.231, respectively), while Product and Price showed no significant effect on consumer satisfaction. Similarly, Nasution et al., (2020) found that Product (0.027, sig. 0.563) and Place (0.038, sig. 0.442) were not significant, whereas Promotion had a significant but negative effect (-0.266, sig. 0.002), and Price had a positive and significant effect (0.142, sig. 0.015). In addition to differences in previous research findings, a gap in this research also lies in the characteristics of the respondents used. Most previous studies have not specifically focused on regular consumers who have a good understanding of coffee and experience visiting various coffee shops. Consumers with these characteristics tend to have higher preferences, expectations, and satisfaction standards, which can influence how they assess the effectiveness of the marketing mix. Therefore, this study aims to fill this gap by analyzing the influence of the marketing mix on the satisfaction of coffee consumers who are regular and experienced customers.

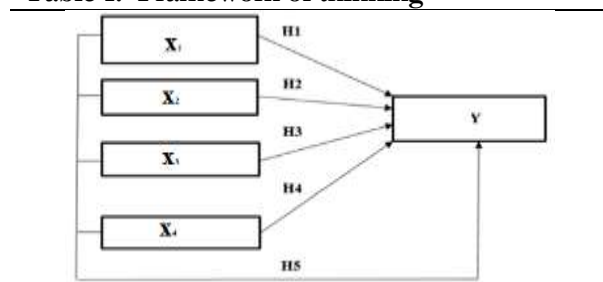
Based on the description above, it can be concluded that many consumers remain dissatisfied. One solution is to make adjustments, review, and improvements to the various factors that influence consumer satisfaction. This aligns with Istiqomah et al., (2024), who explained that consumer behavior is complex and influenced by numerous interacting variables. Therefore, the marketing mix provides a viable approach to address this issue. Based on this rationale, the researchers aim to focus on how consumers perceive the marketing mix and its interactions in areas with low economic conditions, allowing for a broader understanding of these dynamics. This

forms the basis for the study entitled "Marketing Mix and Its Contribution to Coffee Consumer Satisfaction."

RESEARCH METHOD

This study uses a quantitative approach with a survey method to analyze the influence of the marketing mix (Product, Price, Place, and Promotion) on consumer satisfaction at Kopi Mane Coffeeshop. This approach was chosen because it allows for objective testing of relationships between variables through numerical data and statistical analysis. The research design used is Ex-Post Facto, because this study examines cause-and-effect relationships based on conditions that have occurred without providing treatment or manipulation of variables. In the context of survey research, this design is relevant because the researcher only observes and analyzes consumer perceptions of the marketing mix strategy that has been implemented by Kopi Mane.

Table 1. Framework of thinking



Source: Data Processing Results

The number of respondents in this study was 111 people, determined using an incidental sampling technique, namely consumers who happened to be encountered at the research location and met the criteria for respondents. This technique was chosen due to its ease of access, but it has limitations in terms of generalizability of the results, so the research findings do not fully represent the entire consumer population.

The research instrument was a questionnaire with 35 statements. These statements were distributed across all variables as follows: X_1 7 statements, X_2 4 statements, X_3 7 statements, X_4 8 statements, and Y 9 statements. The details and structure of the instrument are presented in the table below:

Table 1.

No	Variable	Operational Definition	Research Indicators
1	Product	Product quality is defined as the combination of properties and characteristics that determine how well a product meets the requirements of customer needs (Nurfauzi et al., 2023).	<ol style="list-style-type: none"> 1. Appearance 2. Taste 3. Flavor 4. Texture (Ruiz-Capillas & Herrero, 2021)
2	Price	Price is the value that consumers exchange to obtain goods and/or services corresponding to the quality offered (Widiastuti & Hendarti, 2022).	<ol style="list-style-type: none"> 1. K. Consumers 2. K. Quality 3. K. Benefits 4. K. Competitors (Kotler & Armstrong, 2016)

3	<i>Place</i>	Location is a strategic factor that impacts a company's sales and contributes to maximizing its profitability (Hanum et al., 2021)	1. Place 2. Parking 3. Aecessibility 4. Visibilitas (Chelviani et al., 2017; Liu et al., 2025)
4	<i>Promotion</i>	Promotion is a marketing tool used to inform target consumers about a company's products through various forms of communication, such as ideas, information, or emotional appeals, so that they recognize and become aware of the products (Fadli et al., 2022)	1. Promotional Message 2. Promotional Media 3. Promotional Time 4. Promotional Frequency 5. Direct Marketing (Kotler & Keller, 2016)
5	customer satisfaction	Consumer satisfaction is the level of a consumer's feelings, reflected in both positive and negative responses, and manifested through various actions after using goods or services (Setiawan et al., 2019).	1. Experience 2. Customer expectations 3. Needs (Kotler & Keller, 2016)

This study used multiple linear regression analysis as the data analysis method. Prior to analysis, the data was tested using classical assumption tests to ensure the feasibility of the regression model. After all assumptions were met, hypothesis testing was conducted to more clearly and measurably determine the effect of the independent variables on the dependent variable.

RESULTS AND DISCUSSION

Results

Classical Assumption Test

In addition, this research has met all necessary requirements, including instrument testing and classical assumption testing, with all analyses conducted using SPSS 21.

Multicollinearity Test

The results of the multicollinearity test are presented in the following table:

Table 2. Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
x1	.392	2.549
1 x2	.860	1.163
x3	.507	1.972
x4	.555	1.802

a. Dependent Variable: y

Source: Data Processing Results

The results of the study show that each variable has a tolerance value of ≥ 0.10 and a VIF value of ≤ 10 . Therefore, it can be concluded that all variables do not experience multicollinearity problems.

Normality Test

Normality tests were conducted using the One-Sample Kolmogorov–Smirnov method. The test results are presented in Table:

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		111
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.05348807
	Absolute	.105
Most Extreme Differences	Positive	.069
	Negative	-.105
Kolmogorov-Smirnov Z		1.110
Asymp. Sig. (2-tailed)		.170

a. Test distribution is Normal.
b. Calculated from data.

Source: Data Processing Results

Based on the research results table, the Asymp. Sig. (2-tailed) value is 0.170, which is greater than 0.05. Therefore, it can be concluded that the Kolmogorov-Smirnov normality test indicates that the data are normally distributed.

Table 4. Autocorrelation Test

Model	R	Model Summary ^b			
		R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.784 ^a	.615	.601	4.12926	1.849

a. Predictors: (Constant), x4, x2, x3, x1
b. Dependent Variable: y

Source: Data Processing Results

The results of the Durbin-Watson autocorrelation test show a value of $d = 1.849$. This value is greater than $du = 1.7657$ and less than $4 - du (4 - 1.7657 = 2.2343)$. Thus, it can be concluded that the regression model does not experience autocorrelation.

Multiple Regression Test

Based on the data above, the results of the multiple linear regression analysis are as follows:

Table 5. Multiple Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
	(Constant)	3.850	2.561		1.503	.136
1	X1	.427	.120	.342	3.553	.001
	X2	.249	.090	.179	2.763	.007
	X3	.324	.113	.242	2.860	.005
	X4	.232	.085	.221	2.729	.007

a. Dependent Variable: Y

Source: Data Processing Results

Based on the table above, the research results indicate a positive and significant influence of the marketing mix (X_1, X_2, X_3, X_4) on consumers' decisions to purchase coffee at the "Kopi Mane" Coffeeshop. Each variable has a different level of influence: $X_1 = 0.427$, $X_2 = 0.249$, $X_3 = 0.324$, and $X_4 = 0.232$. The table also shows that all variables are significant, as indicated by the significance values ($\text{sig} < 0.05$). Furthermore, the researchers derived the following linear equation:

$$Y = 3.850 + 0.427 X_1 + 0.249 X_2 + 0.324 X_3 + 0.232 X_4$$

This equation indicates that an increase in each variable positively influences consumers' purchasing decisions at the Kopi Mane Coffeeshop.

Hypothesis Testing

t-test

In line with these results, a t-test was also conducted in this study, with the findings presented in the table below:

Table 6. t-test

Coefficients ^a			
Model		t	Sig.
1	X1	3.553	.001
	X2	2.763	.007
	X3	2.860	.005
	X4	2.729	.007

a. Dependent Variable: Y

Source: Data Processing Results

Based on the t-test results, it can be concluded that all variables have a significant influence. This is evident as all calculated t-values are greater than 1.65765, and the significance values are well below 0.05. In addition to the partial tests, this study also examines the simultaneous effects of the variables.

f test

The results of the F-test are presented as follows:

Table 7. F Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2891.643	4	722.911	42.397	.000 ^b
Residual	1807.384	106	17.051		
Total	4699.027	110			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X3, X1

Source: Data Processing Results

Based on the F-test results, it can be concluded that the independent variables simultaneously influence consumers' purchasing decisions ($F = 42.397 > 2.68$, $\text{sig} < 0.005$). These findings are also supported by the coefficient of determination, which indicates that the independent variables account for 61.5% of the variation in consumer purchasing decisions, while the remaining 38.5% is influenced by other factors.

Coefficient of Determination Test

The details are presented in the table below:

Table 8. Determinant Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 ^a	.615	.601	4.12926

a. Predictors: (Constant), X4, X2, X3, X1

Source: Data Processing Results

The R Square value of 0.615 indicates that X1, X2, X3, and X4 influence the dependent variable by 61.5%, while the remaining 38.5% is influenced by other variables not included in this study.

Discussion

Based on the analysis results, the product is proven to have a positive and significant influence on consumer satisfaction. This is indicated by a regression value of 0.427 with a significance level of 0.001 and the results of the t-test ($3.553 > 1.65765$; sig. 0.001). These findings indicate that product quality is a major factor in shaping coffee consumer satisfaction. This influence is formed because the coffee products prepared by Kopi Mane Coffeeshop have a distinctive and consistent taste quality, thus creating a positive consumption experience. This condition is reinforced by the results of the questionnaire which showed that 62.5% of consumers have made purchases more than five times, which reflects ongoing satisfaction and a tendency to repurchase. In addition to taste, the diversity of product variants in terms of size, shape, and type also increases consumer perception of value. Contextually, product quality works through the mechanism of forming perceived value and consumption experience, which ultimately drives satisfaction and loyalty. This finding aligns with Thejaya & Antonio, (2025), who stated that product quality, including unique features, brand, design, and packaging, is the primary benchmark for determining satisfaction and repeat purchase decisions. This is further supported by Ebrahim et al., (2024) who asserted that good product quality will increase satisfaction and encourage repeat purchase intentions.

Furthermore, price also shows a positive and significant influence on consumer satisfaction. This is evidenced by a regression value of 0.249 with a significance level of 0.007 and the results of the t-test ($2.763 > 1.65765$; sig. 0.007). These findings indicate that price plays a significant role in shaping coffee consumer satisfaction. Contextually, price influences satisfaction through the perception of the sacrifices made by consumers and the benefits received. When a product's price is perceived as reasonable, competitive, and commensurate with the quality and taste offered, consumers will form a positive perception of value, which in turn increases satisfaction. This is in line with Barcelona et al., (2019) who stated that competitive prices can stimulate purchasing power and determine the level of customer satisfaction. This statement is also supported by (Mukherjee & Pandelaere, 2023; Prasastiningtyas & Djawoto, 2016), who emphasized that the suitability between price and product quality is a major determinant of consumer satisfaction. Furthermore, Sondakh et al., (2022) added that appropriate pricing not only impacts satisfaction, but also plays an important role in maintaining competitiveness and business sustainability.

In addition to price, place has also been shown to have a positive and significant influence on consumer satisfaction, as indicated by a regression value of 0.324 with a significance level of 0.005 and the results of the t-test ($2.860 > 1.65765$; sig. 0.005). These findings indicate that place plays a strategic role in shaping the consumption experience, especially for young consumers.

Conceptually, place influences satisfaction by creating physical and emotional experiences during the consumption process. An aesthetic, comfortable environment, supported by adequate facilities and infrastructure can increase comfort and extend the duration of consumer visits, thereby strengthening satisfaction. Widiyaningsih, (2022), emphasized that a comfortable atmosphere, attractive interior design, and an "instagrammable" cafe concept play a role in shaping the self-image of young consumers and making cafes their primary choice. In addition, location accessibility factors also contribute to satisfaction, where strategic and easily accessible locations make it easier for consumers to make purchases (Hidayat, 2020). The availability of supporting facilities such as toilets, WiFi, parking areas, and smoking areas also enrich the consumer experience and have a positive impact on satisfaction (Trijumansyah et al., 2019).

Finally, promotion also has a positive and significant influence on consumer satisfaction. This is indicated by a regression value of 0.232 with a significance level of 0.007 and the t-test results ($2.729 > 1.65765$; sig. 0.007). This finding indicates that promotion not only functions as a tool to increase sales but also as a means of building long-term relationships with consumers. Conceptually, promotion influences satisfaction through communication and interaction mechanisms between producers and consumers. Information conveyed through promotions helps consumers understand products, form realistic expectations, and provide space for feedback. This ultimately increases consumer trust, loyalty, and satisfaction. explains that promotions enable producers to build effective communication and understand consumer needs (Darus & Silviani, 2022; Shintarani, 2017). This finding is also supported by Efendi et al., (2020), who state that promotions play an important role in introducing products, attracting new consumers, and improving service quality through input obtained from consumers.

Research Implications

Based on the research results, which show that product, price, place, and promotion variables have a positive and significant influence on customer satisfaction at Kopi Mane coffeeshop, this study provides both theoretical and practical implications.

Theoretical Implications

Theoretically, the results of this study reinforce the marketing mix concept, which states that the four main elements product, price, place, and promotion are important determinants of customer satisfaction. These findings support marketing theory, which emphasizes that customer satisfaction is formed through a comprehensive evaluation of product quality, price appropriateness, convenience and accessibility of the location, and the effectiveness of promotions. In the context of the coffeeshop industry, this study confirms that the consumption experience is determined not only by the taste of the product but also by the perception of value, the atmosphere of the location, and the marketing communication established between the business and the consumer. Therefore, this research can serve as an empirical reference for the development of service marketing studies, particularly in the coffee and cafe sectors, which emphasize experiential marketing.

Practical Implications

Practically, the results of this study provide several important implications for Kopi Mane coffeeshop managers. First, in terms of product, managers need to prioritize product quality by maintaining consistent flavors, unique coffee blends, and continuously developing product variations to suit consumer tastes and preferences. Second, in terms of price, pricing must consider the appropriateness of price to the quality and benefits received by consumers, so that the price offered remains competitive and is considered reasonable by customers. Third, in terms of place, managers are advised to continue optimizing the comfort of the place, design aesthetics, and the

completeness of supporting facilities such as Wi-Fi, parking areas, and room comfort to create a pleasant experience for consumers, especially young people. Fourth, in terms of promotion, managers need to develop effective and relevant promotional strategies to suit the characteristics of the target market, especially through the use of social media and digital promotions, to improve communication, build a positive image, and strengthen consumer loyalty.

CONCLUSION

This study confirms that the marketing mix, encompassing product, price, place, and promotion, plays a significant role in shaping coffee consumer satisfaction. Consumer satisfaction is the result of the integration of all marketing elements working simultaneously to create value and a consumption experience. Therefore, optimizing the marketing mix can be achieved through strengthening experience-based promotional activities, such as organizing educational events about coffee, loyalty programs, and collaboration with local communities or creative actors. Furthermore, increasing consumer satisfaction requires support from a structured evaluation system, such as regular assessments of customer satisfaction levels, analysis of complaints and suggestions, and measurement of post-purchase consumer experiences. Through ongoing evaluation, business owners can identify marketing aspects that still need improvement and adapt strategies more responsively to consumer needs.

SUGGESTIONS

Recommendations for Practitioners

Based on the research findings, which show that all marketing mix variables have a positive and significant impact on customer satisfaction, Kopi Mane management is advised to prioritize improving product quality, as it has the greatest impact on customer satisfaction. Furthermore, price alignment with product quality needs to be maintained, convenience and accessibility of the venue need to be improved, and promotional strategies need to be optimized to be more effective and targeted.

Recommendations for Further Research

Further researchers are advised to expand this research by adding other variables outside the marketing mix that have the potential to influence customer satisfaction, and using different research objects and methods to obtain more in-depth and comprehensive results.

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