The Effect of Promotion Strategy and Product Quality on Customer Satisfaction Yan`s Coffee Kediri City

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Abstract

This study aims to 1) determine the effect of promotional strategies on Yan's Coffee customer satisfaction 2) determine the effect of product quality on Yans's Coffee customer satisfaction. 3) determine the effect of promotional strategies and product quality on Yan's Coffee customer satisfaction. In this study using quantitative methods and quantitative sampling used in this study with random sampling of 86 samples. In the results of this study using the help of SPSS Version 23 with the results that the significance of the variables: 1) promotion strategy is 0.000 <0.05 or t count> t table 3,870> 1,662 which means H0 is rejected, so that the promotion strategy has an influence on customer satisfaction. 2) The meaning of product quality is 0.000> 0.05 or t count 3.520> 1.662, so H0 is rejected, which means that product quality has an influence on customer satisfaction 3) Promotional strategy and product quality simultaneously affect customer satisfaction with a total f of 38.571 significant 0.000, so H0 is rejected, which means that the promotional strategy variable and product quality have a simultaneous influence on the customer satisfaction variable.

Keywords: Promotion Strategy, Product Quality, Customer Satisfaction

INTRODUCTION

The phenomenon of Coffee Shop is a trend nowadays that is favored by young people to adults, the lifestyle that exists in society is used as a contemporary coffee trend. They come to enjoy the facilities or just hang out. This phenomenon also has data evidence according to (Gary Widiatama Lasambouw, 2020) that in 2019/2020 there were 292,000 tons with a percentage of 13.8% annual consumption of coffee figures. The large number of annual figures has made the emergence of Coffee Shop in Indonesia, also found in the city of Kediri, namely Yan`s Coffee. Every Coffee Shop has a good marketing strategy to attract customers, this is also related to the implementation of marketing strategies by Yan`s Coffee in its promotion strategy and product quality.

A promotional strategy is a very important action within the company in order to fulfill the achievement of sales through products that can provide benefits to customers (Suryani & Adhitama, 2021). In the implementation of promotional strategies, it can be carried out with two media, namely offline such as radio, television, newspapers and online such as network technology such as websites, e-mail, social media and others. In the business world, of course, a strategy is needed, one of which is very important, including a promotion strategy, namely notification as a customer guide on the exchange of marketing activities (Saputra, 2023). In addition, according to (Nuvia Ningsih, 2020) the strategy has objectives including providing information to customers, influencing customers to buy, and reminding customers of the company. In the promotion strategy also has indicators according to (Pijar Guntara, 2021) such as advertising, direct sales, promotions, and direct marketing. Each of these strategy companies

will also cause factors that can affect the existence of promotional strategies such as the amount of funds, target market, product and situation. If the promotional strategy can increase sales, the company must also pay attention to the quality of its products, so that the strategy carried out to attract customers is not in vain.

According to (Iman, 2020) Quality is the overall characteristics and properties of the product and has an influence on expertise aimed at satisfying customer expectations. Product quality to carry out its functions such as reliability, durability, fixity, and other functions (Fadilah, 2017). In meeting customer targets, of course, you must provide taste or the quality of the products sold must be of high quality. In addition, quality also means all the characteristics that are useful to provide satisfaction to customers (Saputra Ridho, 2020). In product quality, pay attention to the indicators that must be applied, according to (Haryanto, 2013) quality indicators are performance, features, reliability, suitability and durability of the product. With these indicators, customers will feel satisfaction.

Customer satisfaction means a feeling of happiness or disappointment in humans after comparing the performance of the product and the results that have been felt compared to their expectations (Triana Muriza, 2021). this is very important when starting a business. If customers feel satisfied with the product they have purchased, then customers become loyal and recommend this product to others. Customer satisfaction not only changes loyal customers but can also be a free marketing tool obtained from loyal customers. Customer satisfaction has business factors, which can be known to be three factors, namely the quality of service, facilities, product quality (Rizky, 2020) The existence of customer factors, of course, there will also be indicators of customer satisfaction, according to (Herman, 2019) the indicators of customer satisfaction are conformity to expectations, interest in repurchasing, and willingness to recommend. Basically, promotion and quality strategies have goals that lead to customers, so that a good promotion and quality strategy will lead to customer satisfaction, according to (Maimunah, 2020) customer satisfaction is a feeling of pleasure or disappointment when expecting something.

In the results of observations in the realm of promotion, Yan`s Coffee only promotes products to increase sales, but does not generate awareness in customers, besides that the promotions carried out are inconsistent. Meanwhile, the quality of the products available at Yan`s Coffee is still found by some customers who are not satisfied with the comments found on Yan`s Coffee google maps. To overcome problems like this, it is necessary to take the smallest steps of change starting from training the performance of Yan`s Coffee employees again

RESEARCH METHODS

In this study using quantitative which according to (sugiyono, 2016) a quantitative approach is research that uses samples as a goal for data collection in the form of instruments, and statistical analysis. This research was conducted at Yan`s Coffee which is located at Ruko Mojoroto Indah No, 1A, Mojoroto kec, Kediri City, East Java 64112, with a time process of December 2023 - June 2024. In this study using the Yan`s customer population whose number has been calculated using the slovin formula. as many as 86 samples, a sample is someone who

has been selected from a population with predetermined criteria, (Sudariana & Yoedani, 2022). This research data research technique by taking a questionnaire which is processed with the SPSS Version 23 application.

RESULTS AND DISCUSSION

1. Research Result
1.1 Validity Test

Validity test to what extent the items in the instrument have components in the totality measured by describing the attitude to be measured (sugiyono, 2016).

Tabel 1

Validity Test Result

Variable	Statement Item	R Count	R table	Sig	Description
Promotion Strategy	1	0,708	0,210	0,000	Valid
	2	0,649	0,210	0,000	Valid
	3	0,752	0,210	0,000	Valid
	4	0,670	0,210	0,000	Valid
Variable	**Statement Item**	**R Count**	**R table**	**Sig**	**Description**
Product Quality	1	0,753	0,210	0,000	Valid
	2	0,595	0,210	0,000	Valid
	3	0,567	0,210	0,000	Valid
	4	0,706	0,210	0,000	Valid
Variable	**Statement Item**	**R Count**	**R table**	**Sig**	**Description**
Customer Satisfaction	1	0,327	0,210	0,002	Valid
	2	0,787	0,210	0,000	Valid
	3	0,522	0,210	0,000	Valid
	4	0,689	0,210	0,000	Valid

Source: (Primary data output obtained by researchers, 2024)
Based on the results of the data above, it has been said to be valid because the count> rutabel
1.2 Reliability Test

A reliable questionnaire is a questionnaire that provides the same data if the questionnaire is tested repeatedly to the group but the data results are the same (does not change). This research reliability test will use the Alpha Cromboach technique in the SPSS Version 23 application to make it easier for researchers.

Table 2
Reliability Test Result

variabel	Cronbach`s Alpha	Alpha Kritis	Keterangan
Promotion Strategy	0,835	0,6	Reliability
Product Quality	0,858	0,6	Reliability
Customer Satisfaction	0,699	0,6	Reliability

Based on the results of the data above, it has been said that it is reliable because CronbachmAlpha> 0.60

1.3 Normality Test

It is a step to evaluate whether the data distribution conforms to the normal distribution. The existence of a normal distribution is very important in statistical analysis because many statistical techniques require normally distributed data, by conducting a normality test the researcher can verify the suitability of the data, assuming a normal distribution before continuing further statistical analysis (Nasrum, 2018)N

Table 3
Normality   Test

One-Sample Kolmogorov-Smirnov Test		Standardized Residual
N		86
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.98816526
Most Extreme Differences	Absolute	.071
	Positive	.064
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Sumber: (*Output SPSS Versi 23* yang diolah, 2024)

The data results in table 3 show a significance > 0.05 so that the data is normally distributed

1.4 Multicolinearity Test

According to (Azizah, 2021), the multicollinearity test is used to determine the regression in order to find the presence of correlation between independent variables

Table 4
Multicolinearity Test
Coefficients[a]

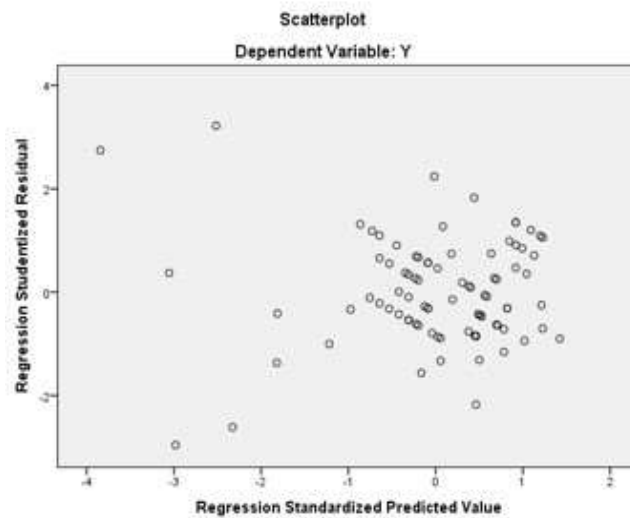| Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.151	2.527		3.226	.002		
	X1	.244	.063	.401	3.870	.000	.583	1.716
	X2	.216	.061	.364	3.520	.001	.583	1.716

a. Dependent Variabel : Y

The results of the multicollinearity test on the data obtained VIF results that were <10 with a promotion strategy and product quality of 1.716.

1.5 Heteroscedasitisity Test

Aiming to test the regression whether there is a variance of residuals from one view to another. According to (Setyawan, 2019) a good regression should not have heteroscedasticity, there is a significance criterion> 0.05, then it means that there is no indication of heteroscedasticity, but a significance <0.05 means that heteroscedasticity is indicated.

Picture 1
Heteroscedasitisity Test Result

scatterplot graph It appears that the points are scattered randomly, up or down near zero on the Y axis, it is concluded that there is no heteroscedasitisity in the regression model. In research using data analysis techniques in the form of multiple linear regression analysis, namely with the intention of predicting the dependent variable when it has two or more factors .

1.6 Multiple Linear Aggression Test

Table 5
Multiple Linear Aggression Test Result

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.151	2.527		3.226	.002		
X1	.244	.063	.401	3.870	.000	.583	1.716
X2	.216	.061	.364	3.520	.001	.583	1.716

In the table above there is a coefficient value of 8. 151 on the promotional strategy (X1) of 0.244 and product quality (X2) of 0.216. So that the equation is carried out using multiple linear regression, there is a formula as below:

$$Y = 8.151 + 0.244X1 + 0.216X2$$

Which means 1) Constant = 8.151 If the promotion strategy and product quality are considered equal to zero, then customer satisfaction is 8.151. 2) Coefficient X1 = 0.244 If the independent variable promotion strategy increases by 1 point, then there is an increase in customer satisfaction of 0.244. 3) X2 coefficient = 0.216, if the product quality variable increases in customer satisfaction with a value of 0.216.

1.7 t Test

Table 6
T Test

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.151	2.527		3.226	.002		
	X1	.244	.063	.401	3.870	.000	.583	1.716
	X2	.216	.061	.364	3.520	.001	.583	1.716

Coefficients[a]

a. The significance of the Promotion Strategy variable (X1) is 0.000, if 0.000 <0.05, then t count> t table with a value of 3.870> 1.662 then H0 is rejected. This means that the promotion strategy (X1) has an influence on customer satisfaction (Y).

b. The significance of the variable product quality (X2) is 0.001, if 0.001 <0.05nor t count> t table with a value of 3.520> 1.662then H0 is rejected. This means that product quality (X2) has an influence on customer satisfaction (Y).

1.8 F test

Table 7
F Test
ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	410.059	2	205.029	38.571	.000[b]
	Residual	441.197	83	5.316		
	Total	851.256	85			

Based on the results above, the value of F count is 38,571 with a significant 0.000, which means that the variable promotion strategy, product quality has a simultaneous influence on the customer satisfaction variable.

1.9 coefficient of determination test

Table 8
coefficient of determination test Result

Model Summary[b]

					Change Statisti				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimatei	R Square Change	F Change	df1 df2	Sig. F Change	Durbin-Watson
1	.694[a]	.482	.469	2.30556	.482	38.571	2 83	.000	1.714

a. Predictors : (Constant), X2, X1
b. Dependen Variable : Y

Based on the analysis of the value of R square = 0.482 with a moderate level of relationship category, it shows that strategic promotion and product quality together affect customer satisfaction by 48% and the remaining 52% is influenced by other variables that are not examined in this study.

Discussion

Based on the results of the data testing analysis in the study, namely the t test, the significant value of the promotional strategy variable (X1) is 0.000. If 0.000 <0.05 or tcount> ttable with a value of 3.870> 1.662, then H0 is rejected and H1 is accepted. This research can be seen that the majority of respondents recognized the questionnaire statement, seen in table 4.3 related to the results of the promotional strategy questionnaire, in item 4 statement with a percentage answer of 67.4% strongly agreeing with the statement of the promotional strategy at Yan`s coffee.

From testing the research data, namely the t test (partial) obtained a significant product quality variable (X2) of 0.001. If 0.001> 0.05 or tcount> ttable of 3.520> 1.662, then Product Quality (X2) partially affects customer satisfaction (Y). It can be seen in table 4.4 that almost all respondents gave an affirmative answer, this is indicated by the percentage of respondents of 54.7% who agreed with the statement of product quality at Yan`s Coffee. In this study also published by (Lestari & Iskandar, 2021) shows that service quality has a significant influence on consumer satisfaction, and prices together with overall service quality also affect customer satisfaction, In addition, according to (Retnowati, 2022) that the results say that brand image and service quality have a big impact on customer satisfaction when combined. This finding shows that factors such as brand image, product quality, and product performance in carrying out its functions including durability, reliability and others.

Based on the results of the F test research analysis, the Fcount result is 38,571 with a significance of 0.000. The variables in this study mean that together, the variable Promotion strategy (X1) and Product quality (X2), have significant results on the Customer Satisfaction variable (Y) therefore, H0 is rejected and H3 is accepted, stating the influence of promotional strategy variables and product quality on customer satisfaction. In addition, the coefficient of determination shows a Rnsquare value of 0.482 or 48.2%, indicating a moderate relationship. Promotion strategy and product quality collectively contribute 48.2% to Customer Satisfaction. The remaining 52% is caused by other vriables not examined in this study, besides that in the table of independent variables it can also be seen that many respondents predominantly agree, research conducted (Mulyono & Alwi, 2023) from the results of research on price variables, service quality, facilities, and product quality together have a positive effect on customer satisfaction at Menantean Café Teluk JambenKarawang. In addition, in research (Ernawati, 2019) this study shows that the variables of product quality and promotion have a significant influence on purchasing decisions, while product innovation variables have no effect on purchasing decisions.

CONCLUSION

Promotional strategy has an effect on customer satisfaction with the data obtained by a significance of 0.000n <0.05 with the tally> table, namely 3.870> 1.662. And the quality of the product also has an influence on customer satisfaction with the test data obtained by a significance of 0.000n <0.05 with tuhitung> table, namely 3.520> 1.662. Based on the results of the F test research analysis, the Fcount result is 38,571 with a significance of 0.000. The variables in this study mean that together, the variable Promotion strategy (X1) and product quality (X2), have significant results on the customer satisfaction variable (Y). the same x variable has an influence on the y variable, with a significance value of 0.000 <0.05, so it is obtained simultaneously between variables. The relationship in this study is in the medium category with a percentage of 48% and the remaining 52% is influenced by other variables not examined in the study.

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