

# The Effect of Product Quality and Service Quality on Customer Satisfaction at Kopi Tuku in Cempaka Putih

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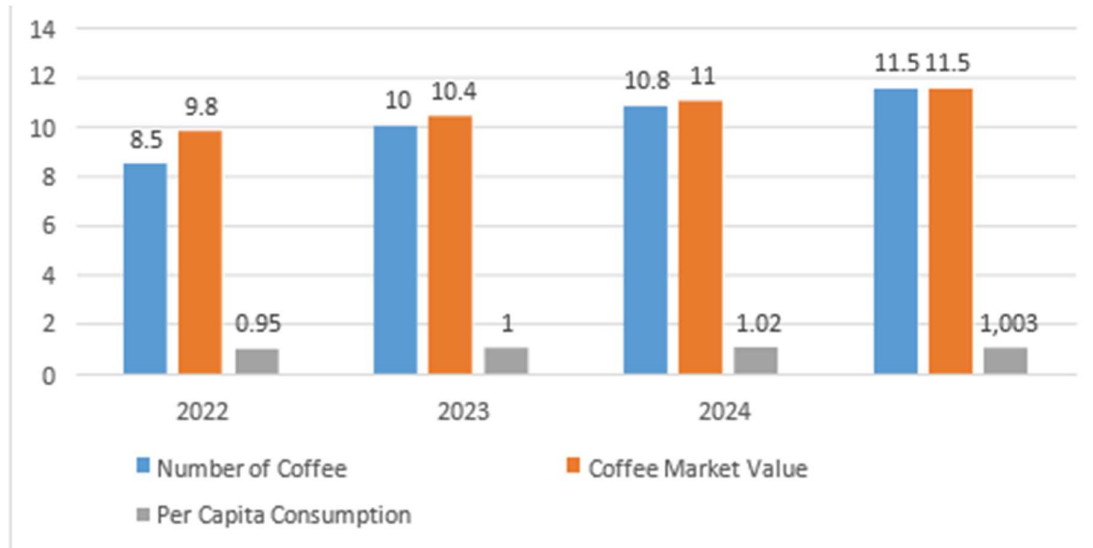
## ABSTRACT

This study aims to analyze the influence of product quality and service quality on customer satisfaction at the Cempaka Putih branch of Kopi Tuku. The study used a quantitative approach with a survey method involving 70 customers selected as respondents. Data were collected via a questionnaire and analyzed using validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination with the aid of IBM SPSS Statistics. The results indicate that product quality and service quality have a positive and significant effect on customer satisfaction, both partially and simultaneously. Product quality is the variable with the most dominant influence compared to service quality. The coefficient of determination ( $R^2$ ) value of 0.731 indicates that 73.1% of the variation in customer satisfaction can be explained by these two variables, while 26.9% is influenced by other factors outside the scope of this study. These findings provide practical insights for Kopi Tuku's management in establishing strategies for the continuous improvement of product and service quality to enhance customer satisfaction, as well as enrich the literature on factors influencing customer satisfaction in the coffee shop industry.

**Keywords:** Product Quality, Service Quality, Customer Satisfaction, Kopi Tuku.

## I. Introduction

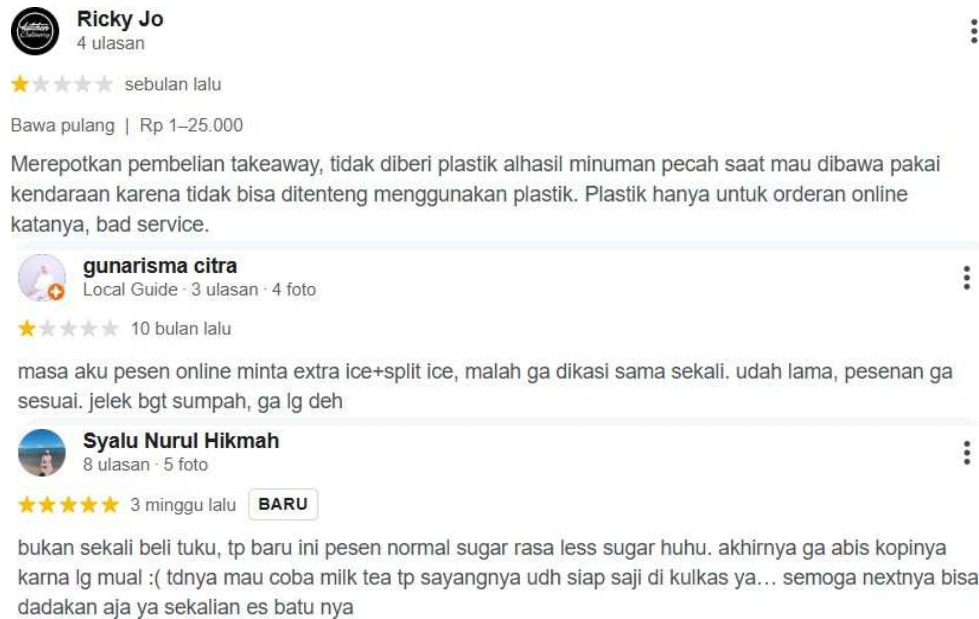
The coffee industry in Indonesia has been growing significantly in recent years, with coffee now serving not merely as an ordinary beverage but as a vital element of urban lifestyles. The surge in the number of coffee shops reflects the high enthusiasm for “coffee-drinking” activities—whether for socializing, working, or unwinding (Cynthia Veronica & Arifiansyah, 2023). According to data from the ICO (International Coffee Organization), the number of people consuming coffee in Indonesia has been rising steadily, increasing by 3.4 percent annually. Data from 2018 to 2019 shows that Indonesia ranks fourth among the world's largest coffee-producing countries, with total production reaching approximately 565 metric tons, of which about 70% is Robusta coffee (Lorenza, 2021). According to a Euromonitor report, sales of ready-to-drink coffee in Indonesia in 2022 totaled 225 million liters, marking a 3.2% increase compared to 2021, which demonstrates that the coffee trend in Indonesia continues to grow over time.



**Figure 1. Indonesian Coffee Shop Trends (2022–2025)**

The coffee shop trend in Indonesia is experiencing steady growth throughout the 2022–2025 period. The number of outlets is projected to grow from approximately 8,500 in 2022 to 10,000 the following year, and is expected to reach 11,500 by 2025. This growth aligns with the rise in the value of the national coffee market, which is projected to increase from 9.8 billion USD in 2022 to 11.58 billion USD in 2025. Average per capita coffee consumption has also shown an increase, from 0.95 kg per person per year in 2022 to 1.03 kg in 2025 (ICO, 2024; BPS, 2024). This trend confirms that coffee is becoming increasingly ingrained in people's lifestyles, particularly among the younger generation. However, this trend in coffee shops has made competition in the coffee industry extremely fierce; many new coffee shops close quickly due to a lack of customers, a situation that can occur as competition in the coffee industry intensifies. As competition intensifies, there is a need for innovation. Such innovation should align with the evolving lifestyles of today's society (Appio et al., 2019; Chouk & Mani, 2019; Roblek et al., 2019; Yolanda & Rahmidani, 2020). Amid the intense competition in the coffee industry, brands such as Kopi Kenangan, Janji Jiwa, Fore Coffee, and Point Coffee have become Kopi Tuku's main competitors, particularly in the Cempaka Putih area of Central Jakarta, where many coffee shops are clustered closely together. Under these conditions, customer satisfaction is a critical factor in maintaining customer loyalty and the business's competitiveness.

Kopi Tuku is a local coffee brand under PT Karya Tetangga Tuku, which was founded in 2015 and is part of PT Makna Angan Karya (MAKA), a company operating in the food and beverage sector. Its first outlet is located in Cipete, South Jakarta, featuring a milk coffee concept made with local coffee beans and palm sugar as its signature ingredients. As it has grown, Kopi Tuku now operates 65 outlets spread across various cities in Indonesia, with 23 outlets in Jakarta, 6 in Tangerang, 5 in Bogor, 5 in Depok, 4 in Bekasi, 3 in Surabaya, and 1 in Malang. This growth in the number of outlets demonstrates the market's high acceptance of the Kopi Tuku brand. However, amid increasingly fierce competition in the coffee industry, the company needs to maintain consistent product and service quality to sustain customer satisfaction and enhance its business competitiveness. Despite showing significant growth, the Kopi Tuku outlet in Cempaka Putih still faces a number of issues related to product quality. Based on customer reviews on Google Reviews, there are indications of inconsistency in product presentation, as well as aspects of convenience that are considered suboptimal. This situation results in the products received by customers not fully meeting their expectations.



**Figure 2. Summary of Product Quality Complaints**

Source: Google. (2026.). Reviews of Kopi TUKU – Cempaka Putih

Furthermore, in terms of service quality, Kopi Tuku Cempaka Putih also shows a gap between customer expectations and the reality they experience. Customer reviews on Google Reviews indicate that service is still suboptimal, particularly regarding wait times, which can range from 30 minutes to 1 hour for a single order. Furthermore, the lack of clear information from cashiers regarding estimated completion times, as well as a lack of communication with customers, are frequently cited complaints. Operational management is considered ineffective—despite a relatively adequate number of employees—which further reinforces negative perceptions of the service. This indicates that the “ ” aspects—speed, clarity of information, and service management—still need improvement to meet customer expectations.



**Figure 3. Summary of Service Quality Complaints**

Source: Google (2026) Reviews of Toko Kopi TUKU - Cempaka Putih

Furthermore, in terms of service quality, Kopi Tuku Cempaka Putih also shows a gap between customer expectations and the reality they experience. Customer reviews on Google Reviews indicate that service is still suboptimal, particularly regarding wait times, which can range from 30 minutes to 1 hour for a single order. Furthermore, the lack of clear information from cashiers regarding estimated completion times, as well as a lack of communication with customers, are frequently cited complaints. Operational management is considered ineffective—despite a relatively adequate number of employees—which further reinforces negative perceptions of the service. This indicates that the “ ” aspects—speed, clarity of information, and service management—still need improvement to meet customer expectations. Based on findings regarding product quality and service quality at the TUKU Coffee branch in Cempaka Putih, there is a clear correlation with customer satisfaction levels. Inconsistencies in product presentation and suboptimal practicality indicate that the products received have not been able to fully meet customer expectations. On the other hand, service quality—characterized by long wait times, a lack of clear information, and ineffective communication—further exacerbates the customer experience during the purchasing process. These conditions indicate that neither product quality nor service quality is functioning optimally, which has the potential to lead to customer dissatisfaction.

## II. Literature Review and Hypothesis Development

### 2.1. Customer Satisfaction

Customer satisfaction is one of the key indicators of a company's success in creating value for consumers. In the highly competitive coffee shop industry, customer satisfaction is a strategic factor because it is linked to customer loyalty, repeat purchase decisions, and business sustainability. According to Kotler and Keller (2022), customer satisfaction is the feeling a person experiences after comparing the performance of a product or service received with their prior expectations. If the performance meets or exceeds expectations, the customer will feel satisfied; conversely, if the performance falls short of expectations, the customer will experience dissatisfaction. The concept of customer satisfaction can also be explained through the Expectation-Disconfirmation Theory (EDT) developed by Oliver (1980). This theory explains that customer satisfaction is formed through a process of evaluating pre-purchase expectations against the actual experience after using a product or service. When customers have an experience that is better than their initial expectations (positive disconfirmation), their level of satisfaction increases. Conversely, if the experience received falls short of expectations (negative disconfirmation), customers will feel dissatisfied.

### 2.2. Product Quality

Product quality is one of the key factors influencing customers' perceptions of a brand. According to Kotler and Keller (2022), product quality is a product's ability to perform its functions and deliver benefits in line with customer needs. Products of high quality create greater value for customers, thereby increasing their satisfaction. In the food and beverage industry, particularly in coffee shops, product quality is not only determined by the raw materials used but also encompasses flavor consistency, product appearance, aroma, presentation, and compliance with company standards. Consumers expect the products they purchase to be of consistent quality every time they make a purchase. If there is inconsistency in quality such as a change in taste or presentation that does not meet standards, this can lower customer satisfaction levels. A study by Purwasih et al. (2022) shows that product quality has a positive and significant effect on customer satisfaction at Kedai Kopicab in Kediri. These results indicate that the better the product quality, the higher the level of customer satisfaction. A similar finding was reported by Adli et al. (2023) in their study on Kopi Nako, which stated that product quality is one of the key factors in shaping customer satisfaction.

### 2.3. Service Quality

In addition to product quality, service quality is a key factor that determines the customer experience when using a service. According to Parasuraman, Zeithaml, and Berry (1988) through the SERVQUAL model, service quality is the difference between customers' expectations of the service and their perceptions of the service actually received. The SERVQUAL model explains that service quality consists of five main dimensions, namely:

- a. Tangibles (physical evidence), which are the physical aspects that support the service, such as facilities, cleanliness, and employee appearance.
- b. Reliability, which refers to a company's ability to provide service accurately and consistently.
- c. Responsiveness, which refers to employees' willingness to assist customers promptly.
- d. Assurance, which refers to employees' ability to instill trust and a sense of security in customers.
- e. Empathy, which refers to the company's attention to and concern for customers' needs.

Research by Ningrum and Hendratmoko (2022) shows that service quality has a positive effect on customer satisfaction. Additionally, research by Adli et al. (2023) also found that service quality has a significant effect on Kopi Nako customers' satisfaction. These results indicate that good service is a key element in fostering customer satisfaction in the coffee business. Based on the SERVQUAL theory and previous research, service quality in this study was measured using the indicators of service speed, employee friendliness, and employees' ability to provide service to customers.

### 2.4. The Relationship Between Product Quality, Service Quality, and Customer Satisfaction

Product quality and service quality are two interrelated factors that contribute to customer satisfaction. According to Expectation-Disconfirmation Theory, customers will be satisfied if their experience meets or exceeds their expectations. In the context of coffee shops, customers not only evaluate the taste and quality of the beverages they receive but also consider how they are served during the purchasing process. Good product quality ensures customer satisfaction by delivering a consumer experience that meets customer expectations. Meanwhile, good service quality creates a sense of comfort and a positive experience throughout the transaction process. Thus, the combination of high-quality products and optimal service increases the likelihood that customers will be satisfied and make repeat purchase. A study by Veronica and Arifiansyah (2023) on Kopi Tuku Grand Galaxy Bekasi showed that product quality influences customer satisfaction. Furthermore, a study by Adhinata and Suardana (2025) on Tomoro Coffee found that product quality and service quality have a positive relationship with customer satisfaction, with customer experience acting as a reinforcing factor. These findings reinforce the notion that product quality and service quality are key factors in fostering customer satisfaction in the coffee industry. However, research on Kopi Tuku particularly at the Cempaka Putih branch remains limited. Therefore, this study was conducted to analyze the impact of product quality and service quality on customer satisfaction and to provide empirical insights into the most dominant factors in enhancing customer satisfaction.

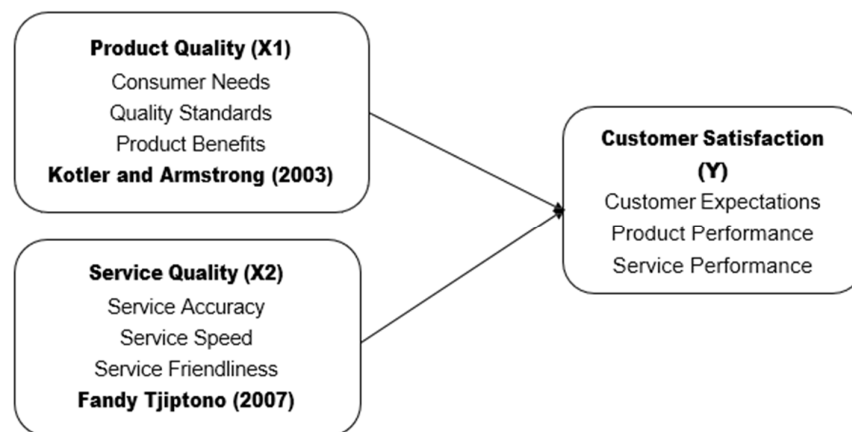
## III. Research Method

This study employs a quantitative approach, as the data collected consists of numerical values and is analyzed using statistical methods. According to Sugiyono (2019), quantitative research is a research method grounded in the philosophy of positivism and is used to study a specific population or sample through representative sampling techniques. In this study, data processing and analysis were conducted using SPSS to test validity, reliability, and the research hypotheses.

The type of research used is associative research, which aims to determine the relationship or influence between two or more variables. In this study, the researcher sought to determine the influence of product quality (X1) and service quality (X2) on customer satisfaction (Y) at Kopi Tuku in Cempaka Putih.

The variables in this study were operationalized as follows:

- Product Quality (X1): Measured through indicators of taste, product appearance, and consistency of service
- Service Quality (X2): Measured by speed of service, employee friendliness, and employees' ability to serve customers
- Customer satisfaction (Y): Expressed through the indicators of overall satisfaction, expectation fulfillment, and intention to repurchase



Based on the research question, theory, and previous studies, the research hypotheses are as follows:

- H1 : Product quality (X1) has a positive effect on customer satisfaction (Y) at Kopi Tuku in Cempaka Putih*
- H2 : Service quality (X2) has a positive and significant effect on customer satisfaction (Y) at Kopi Tuku in Cempaka Putih*
- H3 : Product quality (X1) and service quality (X2) have a positive and significant effect on customer satisfaction (Y) at Kopi Tuku in Cempaka Putih.*

The population in this study consists of Kopi Tuku customers who have made at least one purchase in the past three months. Research data were collected through an online questionnaire using a 1–5 Likert scale. In this study, to determine the minimum sample size—given that the population is unknown or unlimited—the formula by Hair et al. was used, namely:

$$n = (5 \text{ to } 10) \times k \quad n = 5 \times 14$$

$n = 70$  respondents Notes:

$n$  : Sample size

$k$  : Number of indicators

The sampling technique used was purposive sampling, which involves selecting a sample based on specific criteria in accordance with the research objectives. The criteria for respondents in this study were customers who had made at least one purchase at the Cempaka Putih branch of Kopi Tuku within the last



three months and were willing to voluntarily complete the questionnaire. This technique was chosen so that the data obtained would come from respondents who had direct experience in evaluating product quality, service quality, and customer satisfaction. Primary data for this study were collected by distributing an online questionnaire via Google Forms to respondents who met the study criteria. The research instrument was designed based on indicators for each variable and measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Before analysis, all collected data were checked for completeness (editing), then coded and tabulated to prepare them for processing using IBM SPSS Statistics software.

Data analysis in this study was conducted systematically to ensure data quality and the accuracy of the research model used. The initial stage of analysis included validity and reliability tests aimed at assessing the suitability and consistency of the research instruments in measuring the variables of product quality, service quality, and customer satisfaction with Kopi Tuku in Cempaka Putih. Next, a normality test was conducted to ensure that the data met the basic assumptions of regression analysis. Multiple linear regression analysis was used to test the effects of product quality and service quality on customer satisfaction. In addition, correlation analysis and the coefficient of determination were used to determine the strength of the relationship between variables and the extent to which independent variables contribute to explaining the variation in customer satisfaction as the dependent variable.

Data analysis was conducted in stages using IBM SPSS Statistics. The first stage involved instrument quality testing, which included validity and reliability tests to ensure that each item accurately and consistently measured the research variables. The next stage was the classical assumption tests, consisting of normality, multicollinearity, and heteroscedasticity tests to ensure that the regression model met the statistical assumptions. Next, multiple linear regression analysis was performed to test the effects of product quality and service quality on customer satisfaction. Hypothesis testing was conducted using a t-test to determine the partial effects of each independent variable, an F-test to determine the simultaneous effects, and the coefficient of determination ( $R^2$ ) to measure the extent to which product quality and service quality contribute to explaining the variation in customer satisfaction.

## IV. Result and Discussion

### 4.1. Research Result

#### a. Validity and Reliability Tests

The validity test results obtained using IBM SPSS Statistics indicate that all questionnaire items measuring product quality ( $X_1$ ), service quality ( $X_2$ ), and customer satisfaction ( $Y$ ) have calculated r-values greater than the critical r-value of 0.235 and significance values below 0.05. Therefore, all questionnaire items are considered valid. These results indicate that each questionnaire item adequately measures the variable and construct it was designed to represent.

**Table 1. Summary of Validity Test Results**

| Variable                      | Validity Criterion                        | Test Result                  | Decision |
|-------------------------------|-------------------------------------------|------------------------------|----------|
| Product Quality ( $X_1$ )     | Calculated r-value > 0.235 and $p < 0.05$ | All items meet the criterion | Valid    |
| Service Quality ( $X_2$ )     | Calculated r-value > 0.235 and $p < 0.05$ | All items meet the criterion | Valid    |
| Customer Satisfaction ( $Y$ ) | Calculated r-value > 0.235 and $p < 0.05$ | All items meet the criterion | Valid    |

The reliability test results show that the Cronbach's Alpha values are 0.878 for product quality, 0.871 for service quality, and 0.862 for customer satisfaction. Because all values exceed the commonly accepted threshold of 0.70, the three research instruments demonstrate good internal consistency and are considered reliable.

**Table 2. Reliability Test Results**

| Variable                  | Cronbach's Alpha | Criterion | Decision |
|---------------------------|------------------|-----------|----------|
| Product Quality ( $X_1$ ) | 0.878            | > 0.70    | Reliable |
| Service Quality ( $X_2$ ) | 0.871            | > 0.70    | Reliable |
| Customer Satisfaction (Y) | 0.862            | > 0.70    | Reliable |

Thus, the research instruments are sufficiently consistent and suitable for use as data collection instruments in this study.

b. Normality Test

The normality test was conducted using the Shapiro–Wilk test and the Normal Q–Q Plot in IBM SPSS Statistics. The Shapiro–Wilk test produced a significance value of 0.067, which is greater than 0.05.

**Table 3. Normality Test Result**

| Normality Test | Significance Value | Criterion  | Decision             |
|----------------|--------------------|------------|----------------------|
| Shapiro–Wilk   | 0.067              | $p > 0.05$ | Normally distributed |

The result indicates that the residuals are normally distributed. This conclusion is also supported by the Normal Q–Q Plot, in which the data points are reported to follow and remain close to the diagonal line. Therefore, the regression model satisfies the normality assumption required for multiple linear regression analysis. Consequently, the subsequent statistical tests can be interpreted without a substantial residual-distribution violation.

c. Multicollinearity Test

The multicollinearity test was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values of the independent variables.

**Table 4. Multicollinearity Test Results**

| Independent Variable      | Tolerance | VIF   | Decision             |
|---------------------------|-----------|-------|----------------------|
| Product Quality ( $X_1$ ) | 0.294     | 3.403 | No multicollinearity |
| Service Quality ( $X_2$ ) | 0.294     | 3.403 | No multicollinearity |

Both independent variables have Tolerance values of 0.294, which are greater than 0.10, and VIF values of 3.403, which are below 10.00. Therefore, the regression model does not exhibit multicollinearity. This finding indicates that product quality and service quality are not excessively correlated. Consequently, each independent variable can explain its respective relationship with customer satisfaction without causing serious instability in the regression estimates.

d. Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser test, in which the absolute residuals were regressed against product quality and service quality.

**Table 5. Glejser Heteroscedasticity Test Results**

| Variable                  | B      | Std. Error | Beta   | t-value | Significance |
|---------------------------|--------|------------|--------|---------|--------------|
| Constant                  | 3.079  | 0.740      | –      | 4.160   | < 0.001      |
| Product Quality ( $X_1$ ) | –0.055 | 0.061      | –0.193 | –0.906  | 0.368        |
| Service Quality ( $X_2$ ) | –0.042 | 0.061      | –0.147 | –0.692  | 0.491        |



The significance values for product quality and service quality are 0.368 and 0.491, respectively. Both values are greater than 0.05. Therefore, neither independent variable has a statistically significant relationship with the absolute residuals. These results indicate that the residual variance is relatively constant across the observations. Thus, the regression model does not exhibit heteroscedasticity and satisfies the assumption of homoscedasticity.

e. Multiple Linear Regression Test

Multiple linear regression analysis was conducted to determine the effects of product quality and service quality on customer satisfaction at the Cempaka Putih branch of Kopi Tuku.

**Table 6. Multiple Linear Regression Results**

| Variable                  | B     | Std. Error | Beta  | t-value | Significance | 95% CI for B |
|---------------------------|-------|------------|-------|---------|--------------|--------------|
| Constant                  | 2.114 | 1.154      | –     | 1.831   | 0.072        | –0.190–4.418 |
| Product Quality ( $X_1$ ) | 0.389 | 0.095      | 0.479 | 4.096   | < 0.001      | 0.200–0.579  |
| Service Quality ( $X_2$ ) | 0.337 | 0.096      | 0.412 | 3.521   | < 0.001      | 0.146–0.528  |

$$Y = 2.114 + 0.389X_1 + 0.337X_2$$

The constant value of 2.114 indicates that when product quality and service quality are held constant at zero, the predicted customer satisfaction score is 2.114. The regression coefficient for product quality is 0.389. This indicates that a one-unit increase in product quality is associated with a 0.389-unit increase in customer satisfaction, assuming that service quality remains constant. The regression coefficient for service quality is 0.337. This indicates that a one-unit increase in service quality is associated with a 0.337-unit increase in customer satisfaction, assuming that product quality remains constant. Both regression coefficients are positive. Therefore, improvements in product quality and service quality are associated with increased customer satisfaction. Product quality has a larger unstandardized coefficient and standardized Beta value than service quality, indicating that product quality has a comparatively stronger influence on customer satisfaction.

f. T-Test: Partial Effects

The t-test was conducted to evaluate the individual effect of each independent variable on customer satisfaction.

**Table 7. Partial T-Test Results**

| Hypothesis                                            | Regression Coefficient | t-value | Significance | Decision                 |
|-------------------------------------------------------|------------------------|---------|--------------|--------------------------|
| Product Quality ( $X_1$ ) → Customer Satisfaction (Y) | 0.389                  | 4.096   | < 0.001      | Positive and significant |
| Service Quality ( $X_2$ ) → Customer Satisfaction (Y) | 0.337                  | 3.521   | < 0.001      | Positive and significant |

Product quality has a positive and statistically significant effect on customer satisfaction, as indicated by a regression coefficient of 0.389, a t-value of 4.096, and a significance value below 0.001. Therefore, the hypothesis regarding the partial effect of product quality is supported. Service quality also has a positive and statistically significant effect on customer satisfaction, as indicated by a regression coefficient of 0.337, a t-value of 3.521, and a significance value below 0.001. Therefore, the hypothesis regarding the partial effect of service quality is also supported. These findings indicate that customers tend to experience greater satisfaction when they receive products with consistent taste, appearance, and presentation. Similarly, fast, friendly, and responsive service contributes positively to customers' purchasing experiences. However, product quality has a higher regression coefficient, standardized Beta value, and t-value than service quality. Therefore, product quality is identified as the more dominant predictor of customer satisfaction at the Cempaka Putih branch of Kopi Tuku.

g. F-Test: Simultaneous Effect

The F-test was conducted to determine whether product quality and service quality simultaneously have a statistically significant effect on customer satisfaction.

**Table 8. ANOVA and Simultaneous F-Test Results**

| Model      | Sum of Squares | df | Mean Square | F-value | Significance |
|------------|----------------|----|-------------|---------|--------------|
| Regression | 356.195        | 2  | 178.097     | 90.886  | < 0.001      |
| Residual   | 131.291        | 67 | 1.960       | –       | –            |
| Total      | 487.486        | 69 | –           | –       | –            |

The analysis produced an F-value of 90.886 with a significance value below 0.001. Because the significance value is below 0.05, product quality and service quality simultaneously have a statistically significant effect on customer satisfaction. Therefore, the overall regression model is statistically significant, and the simultaneous research hypothesis is supported. The result indicates that customer satisfaction is determined not only by product quality or service quality separately but also by the combined contribution of the two variables. Consequently, customer satisfaction can be improved by consistently maintaining product quality while simultaneously enhancing the quality of service provided to customers.

h. Coefficient of Determination Test

The coefficient of determination was used to assess the proportion of variation in customer satisfaction that can be explained by product quality and service quality.

**Table 9. Coefficient of Determination Results**

| Statistical Measure | Value | Interpretation                                                       |
|---------------------|-------|----------------------------------------------------------------------|
| R                   | 0.855 | Strong relationship between the predictors and customer satisfaction |
| R Square            | 0.731 | The model explains 73.1% of the variation in customer satisfaction   |
| Adjusted R Square   | 0.723 | The adjusted model explains 72.3% of the variation                   |

The R value of 0.855 indicates a strong relationship between product quality and service quality as predictors and customer satisfaction as the dependent variable. The R Square value of 0.731 indicates that product quality and service quality collectively explain 73.1% of the variation in customer satisfaction. The remaining 26.9% is not explained by the two independent variables included in the model. The Adjusted R Square value of 0.723 indicates that after accounting for the number of predictors included in the regression model, product quality and service quality explain approximately 72.3% of the variation in customer satisfaction. Variables that may contribute to the remaining variation include price perception, promotional activities, store atmosphere, location, brand image, accessibility, and customer experience. Future studies may incorporate these variables to develop a more comprehensive model of customer satisfaction.

## 4.2. Discussion

The results demonstrate that product quality and service quality have positive and statistically significant effects on customer satisfaction at the Cempaka Putih branch of Kopi Tuku, both partially and simultaneously. These findings indicate that better product quality and more effective service are associated with higher levels of customer satisfaction. The regression analysis shows that product quality has a coefficient of 0.389, which is higher than the service quality coefficient of 0.337. The partial test also shows that product quality has a t-value of 4.096, whereas service quality has a t-value of 3.521. These results indicate that product quality has a comparatively stronger influence on customer satisfaction. Furthermore, the R Square value of 0.731 indicates that the two variables explain 73.1% of the variation in customer satisfaction, while the remaining 26.9% is not explained by the current research model.

The dominant influence of product quality indicates that Kopi Tuku customers pay considerable attention to product characteristics such as taste, consistency, appearance, presentation, and the extent to

which the products meet their expectations. This finding is consistent with the phenomenon identified during the initial observation, namely customer complaints regarding inconsistent taste and service as reported in Google Reviews. Product quality is directly experienced by customers when they consume the products. Therefore, inconsistencies in taste, ingredients, serving standards, or presentation can immediately influence their satisfaction. Maintaining consistent product quality is consequently essential for increasing customer satisfaction and encouraging repeat purchases in the coffee shop industry. The findings are consistent with the study conducted by Adli, Wijayanto, and Farida (2023) involving Kopi Nako customers. Their study concluded that product quality and service quality had positive and significant effects on customer satisfaction, both partially and simultaneously. It also demonstrated that improvements in product and service quality could enhance the overall customer experience and subsequently increase customer satisfaction.

The similarity between the findings suggests that product quality and service quality are important determinants of customer satisfaction in the coffee shop industry, even when studies are conducted in different research settings. The results also correspond with the study by Purwasih, Susilo, Andarini, and Rahmadi (2022) at Kedai Kopicab in Kediri. Their findings indicated that product quality and service quality positively and significantly influenced customer satisfaction, both individually and collectively. These consistent findings suggest that coffee shop customers evaluate their satisfaction based on the products they receive and the quality of their interactions with employees during the purchasing process. Therefore, the present study strengthens the empirical evidence that product quality and service quality are important factors in creating customer satisfaction within the coffee shop industry.

This study also supports the findings of Mu'tashim and Slamet (2020), who examined customers of several coffee shops in Bogor. Their study found that product quality and service quality influenced customer satisfaction, although the relative influence of product quality differed among consumer groups based on their income characteristics. These differences indicate that customer characteristics may affect the relative importance assigned to each variable. However, in the present study, product quality remains the more dominant factor because customers appear to prioritize taste, presentation, and product consistency over other aspects. From a managerial perspective, the Cempaka Putih branch of Kopi Tuku should prioritize the maintenance of consistent product quality, particularly in terms of taste, serving standards, presentation, and the quality of raw materials. Customers are more likely to be satisfied when the products they receive consistently meet their expectations during every visit.

Service quality should also be improved by reducing waiting and serving times, strengthening employees' communication skills, and providing customers with clearer information regarding estimated service times. These improvements are important because customers may become dissatisfied when they experience long waiting periods or receive insufficient information during the service process. From an academic perspective, the findings reinforce the proposition that product quality and service quality are important determinants of customer satisfaction. The coefficient of determination of 73.1% indicates that the two variables have substantial explanatory power in the context of a local coffee shop. Nevertheless, 26.9% of the variation in customer satisfaction is not explained by the current model. This finding provides opportunities for future studies to develop more comprehensive research models by incorporating variables such as price perception, store atmosphere, brand image, promotions, accessibility, and customer experience.

## V. Conclusion

Based on the analysis of 70 respondents, product quality ( $X_1$ ) and service quality ( $X_2$ ) were found to have positive and significant effects on customer satisfaction ( $Y$ ) at the Cempaka Putih branch of Kopi Tuku, both partially and simultaneously. The multiple linear regression results show that product quality has a regression coefficient of 0.389, which is higher than the service quality coefficient of 0.337, indicating that product quality is the more dominant variable influencing customer satisfaction. The coefficient of determination test produced an  $R^2$  value of 0.731, meaning that 73.1% of the variation in customer satisfaction can be explained by product quality and service quality, while the remaining 26.9% is influenced by other factors outside the research model. These findings confirm that consistent product quality, particularly in terms of taste and presentation, as well as fast, responsive, and communicative service, are essential factors in improving customer satisfaction.

Accordingly, the management of the Cempaka Putih branch of Kopi Tuku is advised to maintain product consistency by applying stricter Standard Operating Procedures, using standardized measurements of raw materials, and conducting periodic taste evaluations. Service quality should also be improved by optimizing workflows during peak hours, adjusting the number of baristas to customer demand, and providing estimated serving times. In addition, regular employee training should be conducted in service excellence, customer communication, complaint handling, and the consistent implementation of service standards. Customer satisfaction should be evaluated periodically through surveys and reviews on digital platforms such as Google Reviews, with the results used as a basis for continuous improvement. Future studies are also encouraged to include additional variables such as price, brand image, store atmosphere, promotions, and customer experience to provide a more comprehensive explanation of customer satisfaction.

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