

The Effect of Marketing Strategy and Service Quality on Consumer Satisfaction in The Nuances of Coffe Jember

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ABSTRACT

Objective: This study aims to find out and analyze the influence of marketing strategy and service quality on consumer satisfaction in the Nuansa Coffe Jember. **Method:** This type of research uses a quantitative method with a sample of 80 respondents and uses a Non-probability sampling technique with a purposive sampling technique, using a data collection technique in the form of a questionnaire to the respondents. The data analysis techniques of this study use instrument testing, classical assumptions, multiple linear regression, hypothesis tests, and R2 determination coefficients. **Results:** The results of the analysis obtained showed that marketing strategy and service quality had a significant effect partially on consumer satisfaction in the Nuansa Coffe Jember. The results of the R2 determination coefficient test were 0.539 or 54% of the influence contribution level. **Novelty:** This study provides empirical evidence on the impact of marketing strategy and service quality on consumer satisfaction in the context of Nuansa Coffe Jember, contributing to the understanding of consumer behavior in the coffee shop industry.

INTRODUCTION

In the current era of globalization, business development and competition are increasing. Many companies are competing to improve their companies. therefore, many companies are required to improve quality in terms of service and marketing strategies (Widodo, 2021). Companies must also be able to design a strong marketing strategy in order to create a loyal attitude for their consumers and be able to survive in business competition. One of the businesses that is growing rapidly and competing fiercely today is the culinary business. Thus, culinary businesses in Tutun to compete and create strategies that can attract consumers to consume the products or services offered, especially for coffee shop business people where this place sells various types of coffee or non-coffee. Therefore, what entrepreneurs need to do is to create business opportunities. One of the phenomena that occurs is the busyness of the community that occurs from studying to working which causes strees, therefore they need a place to take a break from all very busy activities. Therefore, a comfortable place is needed, one of which is a place to drink coffee or can be called coffee.

With the current trend of hanging out. The coffee shop is considered to be one of the strategic places because apart from being a place of residence, the coffee shop can also provide a place to work to relax or enjoy the atmosphere (Strategy et al., 2022) Many business people are competing to improve the quality of service and marketing strategies in their businesses. Coffee shop is one of the places that many like for students as a place to do assignments or just relax, a comfortable and relaxing place accompanied by music and friendly service is one of the choices for consumers. Therefore, with this, coffee shops

are a favorite place. In addition, coffee shops have also become a standard measure for getting along with young people today. From the many coffee shops today, business actors need a strategy to attract consumers that increase their attractiveness to consumers.

Coffee also needs to innovate, because the proliferation of coffee drinking places makes consumers free to decide which coffee to visit. Therefore, in order to be able to attract consumers, producers must be able to improve marketing strategies, where marketing strategies are comprehensive, integrated and integrated with the marketing field, which provides guidance on the activities that will be carried out to be able to achieve the marketing goals of a company. A marketing strategy aims to determine the target market share that we have segmented in the marketing we offer. This is done so that the business we do can be organized to produce results that are in accordance with what we want. Because there will be many factors that will hinder marketing later. (Karinda et al., 2018). Every company can increase sales of its products by using specific strategies to increase the consumer market. (Kotler and Armstrong, 2012) The marketing strategy is the marketing mix strategy of Product, Price, Place, Promotion, People, Process, Physical Evidence.

The level and type of consumer needs are different from one another, which leads to the opening of more and more business opportunities. The reason for the consumer to choose or the purpose of choosing and what factors should be determined by the company on each consumer. In addition, the company determines which market share segments and identifies consumers in these segments as well as identifying what targets are achieved. With a marketing strategy, the company can increase its sales. Companies can easily find out how big their market share is. With the company's marketing strategy, it can find out consumer needs based on existing market segments. Companies can create a good image and trust in consumers, with this consumers will not turn away even though many of the same products are common. Therefore, the company can easily define its marketing policy.

Given the increasing quality of service to customer satisfaction, companies are required to maintain customer trust and satisfaction by improving service quality so that customer satisfaction increases. Improving service quality is one of the marketing strategies that prioritizes the fulfillment of customer desires. To create a high quality of service. A company must offer services that are able to be accepted and felt by customers in accordance with or even exceed customer expectations. The higher the quality of service felt, the more satisfied the customer will be. The satisfaction felt by customers will have a positive impact on the company. According to Suprpto (2006) service quality is something that must be done by service providers well. According to Irwan (2005) there are 5 dimensions of service quality, namely: tangible (physical evidence), reliability (reliability), responsiveness (response), assurance (guarantee), empathy (empathy) from these five dimensions can create a perception of service quality in a company. With good service quality, it will make consumers satisfied.

Consumer satisfaction has always been a must in the business world, especially in this field. Many companies are increasingly understanding the importance of consumer

satisfaction and developing strategies to provide satisfaction to consumers. Consumer satisfaction is a future indicator of a company's business success, which measures how well consumers respond to the future of the business (Satisfaction et al., n.d.) By paying attention to consumer satisfaction, the company will be able to maintain the existence of its consumers (Kotler and Keller, 2015). (Moha et al., n.d.) Consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are in accordance with what is expected and fulfilled well. Factors that can encourage consumer satisfaction include service quality, product quality, price, emotional factors, cost, strategic place and convenience, the service of any restaurant certainly wants loyal consumers who always come back to their resorts, including the nuances of Jember coffee. (Nabilah et al., 2019) There are various coffee shop businesses in Jember ranging from the lower class to the upper middle class. One of the coffee shops in Jember is NUansa coffee

Nuansa coffee is a contemporary hangout place in Jember and was established in 2022 which is quite new and located on JL. Semeru, Karang rejo, Sumpersari District, Jember Regency NUansa coffee jember provides innovation to survive from its competitors, namely by paying attention to its marketing strategy and service quality as one of the marketing means in creating consumer satisfaction. Although there are other coffees that use this method, the nuances of coffee are different from others. The difference can be seen in terms of the place where it is located on the edge of the rice field and has a beautiful view of the rice fields and has the concept of an outdoor lesehan space that is integrated with nature is a unique thing because not all coffee shops have it. The live music that is held every night is also different. In addition, NUansa coffee also provides a soundproof room that can be used by visitors who are doing assignments. In addition, NUansa Coffee has a good marketing strategy to maintain its business and friendly service according to SOPs so that visitors feel satisfied. With the establishment of these facilities and infrastructure, NUansa Coffee has an average number of visitors of around hundreds of visitors every day.

RESEARCH METHOD

A research design used in this study is by using a linear regression research method to measure the influence of marketing strategy and service quality on customer satisfaction in the Jember coffee market. This study uses a quantitative research method with a descriptive approach. According to Sujarweni, (2014) Quantitative research is a type of research that produces discoveries that can be achieved using statistical procedures or other quantitative methods, sampling techniques using Non-probability methods with Purposive sampling techniques, sample determination using formulas Ferdinand, (2015) produced a total of 80 respondents. The collected data is then processed using validity tests and reliability tests. Then it is presented with the results of data analysis and finally given conclusions and suggestions. The analysis technique used in this study uses multiple linear regression analysis with the help of SPSS 25 for Windows.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Table 1. multiple linear regression analysis.

Type	Unstandardized		Standardized
	Coefficients		Coefficients
	B	Std. Error	Beta
1 (Constant)	16.139	2.245	
Marketing Strategy	0.231	0.066	0.368
Quality of Service	0.425	0.089	0.501

Source : Data processed by researchers (2025)

Based on table 1 of the Multiple Linear Regression Analysis Test Results above, it can be compiled in the form of regression equations as follows:

$$Y = 16,139 + 0,231 X1 + 0,425 X2 + e$$

The following is an explanation of the equation above:

1. The equation can be explained if the constant is positive 16.139 which means that if the marketing strategy variable (X1), service quality (X2) is fixed (constant) or there is no change, then customer satisfaction (Y) has a value of 16.139.
2. The marketing strategy coefficient is 0.231 and positive means that if the marketing strategy variable (X1) increases by 1 unit significantly, it will increase the value of the customer satisfaction variable (Y) by 0.231.
3. The content quality coefficient is 0.425 and positive means that if the service quality variable (X2) increases by 1 unit significantly, it will increase the value of the customer satisfaction variable (Y) by 0.425.

Classical Assumption Test

1. Uji Normalitas One-Sample Kolmogorov-Smirnov Test

Table 2. Kolmogorov-smirnov normality test results.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		80
Normal	Mean	.0000000
Parameters ^{a,b}	Std. Deviation	1.55119033
Most Extreme	Absolute	.101
Differences	Positive	.071
	Negative	-.101
Test Statistic		.101
Asymp. Sig. (2-tailed)		.241c

Source : SPSS Windows V.25 (2024)

Based on the results of the normality test in table 2 using the Kolmogorov-Sminov One Sample Test. If the P-value is greater than the alpha, then the assumption of normality is accepted with a significance level of > 0.05 (5%). The value of Asymp is known. Sig. (2-tailed) 0.241 > 0.05 then this means that the residual data is normally distributed.

2. Multilinearity Test Results

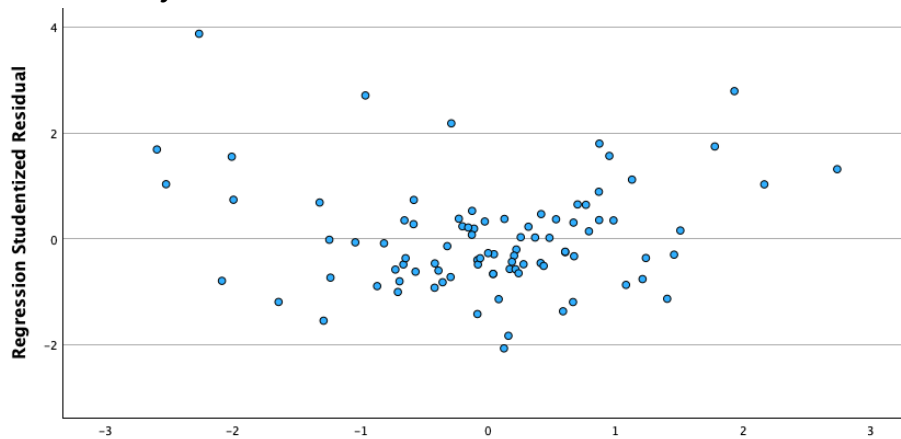
Table 3. Multicollinearity test results.

Type	Collinearity Statistics		Information
	Tolerance	VIF	
	Marketing Strategy (X1)	0,879	
Quality of Service (X2)	0,889	1.148	No multicollinearity occurs

Source : Data processed by researchers (2024)

Based on the results of the multicollinearity test in table 3 above, it is known that variable X1 (marketing strategy) has a VIF value of $1.138 < 10.0$ and a tolerance value of $0.879 > 0.1$, X2 (service quality) has a VIF value of $1.148 < 10.0$ and a tolerance value of $0.889 > 0.1$. It can be concluded that from all the results it is stated that there is no multicollinearity.

3. Heteroscedasticity Test Results



Source : SPSS Windows V.25 (2024)

Figure 1. Heteroscedasticity test results.

Based on Figure 4.4 The results of the Heteroscedasticity Test above using the scatterplot graph that has been carried out show that the distribution of data does not form a certain pattern that is clear (irregular), and the distribution is both above and below the number 0 on the Y axis.

Test Results t (Partial Test)

Table 4. Test results t (Partial).

Variable	Significance of Calculation	Level of Significance	t count	t table
Marketing Strategy (X1)	0,001	0,05	3,518	1.991
Quality of Service (X2)	0,000	0,05	4,784	1.991

Source :D processed by researchers 2024

Based on table 4, the results of the t-test (Partial) can be obtained as follows:

1. Marketing Strategy (X1)

The marketing strategy variable has a significance value of 0.001 that the value is smaller than the significance level of 0.05. As for the t-calculation, a value of $3.518 >$ was obtained from the t-table of 1.991. Therefore, based on these results, it can be stated that marketing strategy variables have a significant effect on customer satisfaction variables.

2. Quality of Service (X2)

The service quality variable has a significance value of 0.000 that the value is smaller than the significance level of 0.05. As for the t calculation, a value of $4.782 >$ was obtained from the t table of 1.991. So based on these results, it can be stated that the service quality variable has a significant effect on the customer satisfaction variable.

Results of R 2 Determination Integrity Test

Table 5. Determination coefficient result (R^2).

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.508a	.458	.539	1.57121

Source : Data processed by researchers (2024)

Based on the results of the determination coefficient test in table 5, an adjusted R-square value of 0.539 or 53.9% can be obtained rounded to 54%. This means that the ability of independent variables (marketing strategy and service quality) to contribute to the dependent variable (customer satisfaction) is 54%. And the rest, 56% is influenced by other factors outside the independent variable (customer satisfaction) that have not been studied.

Discussion

The Influence of Marketing Strategy on Customer Satisfaction

A marketing strategy is a plan that marketing managers want to follow. This action plan is based on the analysis of the company's situation and goals and is a way to achieve the company's goals (Tjiptono, 2014). The results of this study show that the marketing strategy variable has a significance value of 0.001 that the value is smaller than the significance level of 0.05. As for the t-calculation, a value of $3.518 >$ was obtained from the t-table of 1.991. So based on these results, it can be stated that the marketing strategy variable has a significant effect on the customer satisfaction variable in NUansa coffee, seen from the results of the respondents' answers in each indicator which includes customers will feel satisfaction in buying if NUansa coffee can offer beverage products not only types of coffee but also can offer other types of drinks, can provide affordable prices according to its quality, is also a place of special concern for customers in feeling satisfaction, if the NUansa coffee place looks humble and comfortable, it will trigger an increase in customer satisfaction, implementing attractive promotions can also attract customer attention and also complete infrastructure facilities can also trigger customer satisfaction in visiting NUansa coffee and no less important is the employee service process in serving customers is required to have a good attitude friendly. Some of these factors are the findings in this study that can trigger an increase in customer satisfaction at NUansa Coffee if it continues to be considered.

Marketing strategies have a great impact on the company, whether the company is good or bad depends on how to carry out the strategy that is set, in this case the strategy used by NUansa Coffee is a marketing strategy that includes product dimensions, price, place, promotion, physical support, participation and process can have a significant

impact on customer satisfaction at NUansa Coffe, the research is in line with research conducted by NUansa Coffee (Maulana & Saputri, 2024), (Mirsa Nuria Hardimas & Soehartatiek, 2022) and (Andira & Sundari, 2021) The results of the findings show that continuing to pay attention to marketing strategies will have a procedural and significant effect on customer satisfaction.

The Effect of Service Quality on Customer Satisfaction

The creation of satisfaction can provide several benefits including harmonious relationships between the company and customers, increasing the company's reputation, increasing employee efficiency and productivity, providing a basis for repeat purchases, and creating customer loyalty and word-of-mouth recommendations that benefit the company (Tjiptono, 2014). The results of this study show that the service quality variable has a significance value of 0.000 that the value is smaller than the significance level of 0.05. As for the t calculation, a value of 4,782 > was obtained from the t table of 1,991. Therefore, based on these results, it can be stated that the service quality variable has a significant effect on the customer satisfaction variable at NUansa coffee, the results of the respondents' answers in each indicator which include using good equipment and suitable for use during the operational process at NUansa coffee can have an influence on customer comfort in visiting NUansa coffee so that it can support customer satisfaction, provide good service so that it can felt by customers in accordance with their expectations also provide and employees have a quick and responsive attitude in providing impact services to customers whether they are satisfied or not when visiting NUansa coffee, providing customer safety guarantees such as parking lots that are monitored by CCTV or guarded by parking attendants, there is no violence in NUansa coffee this makes customers feel comfortable and safe when visiting NUansa coffee and provides Special attention in every customer who visits NUansa coffee can also have an impact on the growth of health. In customers, some of these factors are the results of the findings in this study that can increase customer satisfaction when visiting NUansa coffee.

Good service quality and meeting the expectations of the customer is the main point that needs to be considered by NUansa coffee, by providing good service will increase satisfaction in customers, when customers are satisfied they will make a return visit in the future. The results of the research are in line with those carried out by (Mahsyar & Surapati, 2020), (Ardista, 2021), (Saripudin et al., 2021) and (Sari & Paludi, 2020) The results of several studies show that quality service has a positive and significant influence on increasing customer satisfaction.

CONCLUSION

Fundamental Finding : This study aimed to examine the individual and combined effects of marketing strategy and service quality on customer satisfaction. The findings indicate that marketing strategies—including aspects such as product, price, place, promotion, physical evidence, people, and process—significantly enhance customer satisfaction within the coffee market. Additionally, service quality also demonstrated a strong positive influence, where attentiveness, responsiveness, and a focus on customer

safety by employees at NUansa Coffee contributed meaningfully to customer satisfaction. **Implication** : The results suggest that both a well-structured marketing strategy and a consistently high level of service quality are crucial in fostering customer satisfaction in the coffee industry. Businesses, especially coffee shops like NUansa, should prioritize customer-centered marketing initiatives and maintain service standards aligned with customer expectations to achieve a competitive advantage. **Limitation** : However, the study is limited in scope, focusing only on a single coffee shop, NUansa Coffee, within a specific geographic location. This narrow context may restrict the generalizability of the findings to other establishments or regions. The sample size and research duration may also not have been extensive enough to capture broader customer behavior patterns. **Future Research** : Future studies should consider expanding the research scope by including more diverse coffee shops across the Jember district or beyond. Researchers could also explore additional or more contemporary variables such as marketing performance as a primary construct. Increasing the sample size and extending the time frame of the study may yield more robust and generalizable insights.

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