

The Influence of Endorsers, Product Quality & Word of Mouth on Customer Satisfaction Through Brand Attitude (Study on Kahyangan Coffee Products in Jember Regency)

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ABSTRACT

Objective: This study aims to analyze the influence of endorsers, product quality, and word of mouth on brand attitude and consumer satisfaction of Kopi Kahyangan in Jember Regency. In addition, this study also examines the role of brand attitude as an intervening variable in the relationship between endorsers, product quality, and word of mouth with consumer satisfaction. Expectation-Confirmation Theory (ECT) is used as a theoretical basis to understand how consumers' initial expectations are formed and influence satisfaction after consumption. **Method:** The research method used is quantitative with a survey approach. Data were collected through questionnaires distributed to Kopi Kahyangan consumers in Jember Regency. The sample in this study was selected using a purposive sampling technique, and data analysis was carried out using Structural Equation Modeling (SEM) with SmartPLS 4.0. The research model tests direct and indirect relationships between variables to understand the patterns of influence that occur. **Results:** The results of the study indicate that endorsers, product quality, and word of mouth have a significant influence on brand attitude and consumer satisfaction. In addition, brand attitude has a significant effect on consumer satisfaction. However, brand attitude does not act as a significant intervening variable in the relationship between external factors and consumer satisfaction. In other words, consumer satisfaction is more influenced by product quality and word of mouth factors than by brand image formed from external factors. **Novelty:** The novelty of this study lies in the use of Expectation-Confirmation Theory (ECT) in the context of local coffee product marketing, especially in seeing how external factors shape initial expectations that then affect customer satisfaction. The implications of this study emphasize the importance of focusing on real consumption experiences in increasing customer loyalty. The results of this study can be a basis for business actors in designing marketing strategies based on consumer experience and customer engagement to increase brand competitiveness in local and national markets.

INTRODUCTION

Marketing management has become a crucial aspect in the success of a product in an era of increasingly competitive business competition. According to Kotler and [1], marketing management is the art and science of selecting target markets and building profitable relationships with consumers. In line with that, Keller [2] asserts that modern marketing should focus on creating sustainable value for consumers. In the coffee industry, the implementation of effective marketing strategies is becoming increasingly important given the growth of coffee consumption in Indonesia, which reaches 8% per year (Ministry of Agriculture, 2023). This is supported by Wijaya and Sutanto's research [3] which shows that Indonesia's local coffee industry has grown rapidly with the emergence of various new brands and product variants. . Solomon underlined the shift in consumer preferences towards premium coffee products that offer a unique experience [4].

The trend of consuming coffee in Indonesia has shown a significant increase in recent years. Based on data from the *International Coffee Organization (ICO)*, Indonesia's coffee consumption in 2021/2022 reached 370,000 tons, an increase of 44% compared to the previous year. In the midst of the growth of the coffee industry, which reaches 15-20% annually (Ministry of Industry RI, 2023), in Jember Regency itself, as one of the largest coffee producers in East Java, the growth of coffee consumption is marked by the emergence of various local coffee shops, including Kahyangan Coffee, which is the object of this research. Regional Plantation Company (PDP) Kahyangan Jember is one of the local government companies engaged in plantations. PDP produces several types of commodities such as coffee, cloves and rubber. In 2014, the Jember Regency Government divested its plantations. Ketajik plantation in Panti sub-district and handed it over to the community (PDP, 2016). As a result, the plantation area of PDP Kahyangan Jember decreased from 4,278.2239 ha to 3,800.6039 ha. The remaining plantations still managed by PDP are Sumberwadung and Kalimrawan in Silo sub-district, Gunung Pasang in Panti sub-district, Sumberpandan in Sumberbaru sub-district, and Sumbertenggulun in Tanggul sub-district.

PDP Kahyangan Jember has another form of business called the Other Business Unit (UUL). UUL is responsible for producing ground coffee and roasted coffee. The coffee produced by PDP Kahyangan Jember is sold to the public under the brand name Kahyangan coffee. The amount of product demand fluctuates every month. Internal company data shows that sales of Kahyangan Coffee decreased by 23% in the third quarter of 2023 compared to the previous quarter, although it then experienced a modest increase of 12% in the fourth quarter of 2023. This fluctuation phenomenon indicates challenges in marketing strategies and maintaining customer satisfaction, which are presented in the following Table 1.

Table 1. Sales data of kahyangan coffee products from 2021 to 2024.

No.	Product Type	Sales quantity (Kg)			
		2021	2022	2023	2024
1	RWP Super Roasted Coffee	1.656,97			
2	Roasted Coffee	20.374,50	22.573,50	22.808,5	10.413,00
3	Organic Roasted Coffee	1,00			
4	Lanang Roasted Coffee	2,75			
5	RWP Bulk Roasted Coffee	1.585,00	1,466	1.830,00	981,5
	Total Roasted Coffee	23.620,22	22.574,97	24.638,50	11.394,50
6	Ground Coffee 7gr	137,62	438,20	652,19	361,45
7	Ground Coffee 150gr	3.277,35	3.900,15	4.4647,9	2.955,9
8	Super Ground Coffee 150gr	15,30	0,15	-	-
9	Premium Ground Coffee	71,00	19,2	68,6	48,1
10	Lanang Ground Coffee	4,73	9.675	17,18	30,4
11	Organic Ground Coffee	10,40	2.900	-	-
	Total Ground Coffee	3.516,40	16.932,70	45.385,87	3.395,85

Source: Perumda perkebunan kahyangan Jember (2024)

Based on Table 1, sales of Kopi Kahyangan products over the period 2021 to 2024 show interesting dynamics with diverse trends in each product category. Total sales of roasted coffee peaked in 2023 at 24,638.50 kg, driven by the consistent performance of "Kopi Sangrai," which dominated sales contribution every year. However, there was a significant decline in 2024, where total sales of roasted coffee dropped dramatically to 11,394.50 kg, or about 46.2% compared to the previous year. Similarly, the ground coffee category showed rapid growth, reaching a high of 45,385.87 kg in 2023. However, this figure drops drastically to only 3,395.85 kg in 2024. A significant decline in total sales of Kopi Kahyangan products in 2024 may indicate strategic and external factors that need to be evaluated, such as changing consumer preferences, operational challenges, distribution, or shifting market conditions. A deeper analysis of these factors is important to understand the causes of these fluctuations and to design strategic measures to optimize sales performance in the future. It is important to investigate this phenomenon further to understand the factors that influence sales performance and product development strategies to maintain competitiveness.

The aspect of customer satisfaction is becoming increasingly critical given the characteristics of premium coffee consumers who have high expectations. According to Rahmawati et al. [5], the level of premium coffee consumer satisfaction is influenced by various experiential factors. Purnomo's study revealed the importance of quality consistency in building long-term satisfaction [6]. Kumar and Reinartz (2021) highlight that premium product customer satisfaction must be managed as a continuous process, not as an end result. Research by Zuliasari, et al. also found a strong correlation between product quality and brand attitude with customer satisfaction [7].

The brand attitude that is formed becomes a valuable asset for Kahyangan Coffee. Zeithaml et al. explained that brand attitude for premium products must be built through consistent multi-sensory experiences [8]. Brand attitude or consumer attitude towards a brand is very important for company profitability because a strong brand attitude tends to have a large number of consumers [9]. Building brand attitude can help consumers to evaluate the perception of a brand's ability to meet consumer needs (Kotler & Keller, 2020) [10].

Endorsement strategy is one of the efforts to strengthen brand attitude. Nugraha found that endorser credibility has a significant effect on brand perception [11]. Rahman and Jaya [12] highlighted the effectiveness of local endorsers in building emotional connections. Percy and Rosenbaum-Elliott [13] in "Strategic Advertising Management" underline the importance of alignment between endorsers and premium brand values. Hartono and Susanto's study [14] adds that endorsers who have in-depth knowledge about coffee can significantly increase the credibility of marketing messages.

Endorsers have a strategic role in influencing consumer perceptions and satisfaction. Febriati & Respati's research (2020) revealed that endorser credibility significantly shapes brand image and purchase intention, suggesting that public figures can have a strong psychological impact on consumer judgment. Nursyabani & Silvianita (2023) reinforce this argument with the finding that celebrity endorsers not only influence

purchase intentions, but also act as variables that influence brand image. Through the transfer mechanism of credibility and attractiveness, endorsers are able to create emotional and cognitive connections that encourage consumers to feel satisfied with the promoted product or service. Meidiarti & Hadita's (2022) study on social media further confirms that endorsements can directly influence the level of consumer satisfaction through positive perceptions formed by figures who have influence and credibility.

Product quality remains the main foundation of Kopi Kahyangan's success. Gunawan and Putri [15] found a positive correlation between quality consistency and consumer loyalty. Research by Dharma et al. [16] confirms the importance of production process standardization in maintaining premium coffee quality. Evans and Lindsay [17] in "Managing for Quality and Performance Excellence" emphasized that quality management for premium products should cover the entire value chain. The study of Tertia et al. [18] also identified that product quality is a major factor in shaping the perceived value of premium products.

Product quality is a key foundation in creating customer satisfaction, with various empirical studies corroborating the positive correlation between the two variables. Hidayah identified that product quality not only influences repurchase intention, but also significantly mediates customer satisfaction [19]. Adyas. (2024 [20]) extends the understanding by showing that product quality, integrated with innovation, has a substantial contribution in shaping consumers' perceptions of value and satisfaction. Setyo [21] asserts that product quality dimensions-such as performance, reliability, and conformity to expectations-fundamentally influence consumers' decision-making process. Consequently, products that are able to meet or exceed consumer expectations will generate high levels of satisfaction, creating strong emotional and rational bonds between consumers and brands.

Word of mouth (WOM) is a very influential communication channel in the premium coffee industry. Park et al.'s research shows the dominance of WOM in premium coffee purchasing decisions [22]. Susanti revealed that positive WOM significantly increases consumer trust [23]. Berger [24] in "Contagious: Why Things Catch On" explains that premium products with consistent quality tend to generate positive WOM organically. Research Sulistyowati and Rachman added that digital WOM through social media is increasingly playing an important role in shaping premium coffee brand reputation.

Word of mouth (WOM) has proven to be a powerful communication mechanism in influencing consumer satisfaction through the exchange of information and experiences between individuals. Antarizkia explored how WOM in a digital context is able to influence online purchasing decisions, with brand image as a significant mediating variable [25]. Rakhmawati et al. further confirmed the strategic role of WOM, showing that word-of-mouth communication has the capacity to shape perceptions and directly influence consumer decisions [26]. Saputra & Barus extended the understanding by analyzing the relationship of WOM to brand awareness, indicating that personal recommendations and experience sharing have a complex psychological impact [27]. [Widayati & Crazy support this argument with research on electronic WOM, which

shows that in the digital era, information exchange between consumers is a key factor in shaping expectations, quality perceptions, and ultimately, consumer satisfaction levels.

This study aims to test and analyze the relationship between endorsers, product quality, and word of mouth on brand attitude and customer satisfaction of Kahyangan Coffee in Jember Regency, with brand attitude as an intervening variable. To understand this relationship, the study refers to the Expectation-Confirmation Theory (ECT) developed by Oliver (1980), which explains that consumer satisfaction is the result of a comparison between initial expectations before purchase and perceived performance after the use of a product or service. In this theoretical framework, endorsers, product quality, and word of mouth are considered as factors that shape consumers' initial expectations, which are then mediated by brand attitude in the process of evaluating actual product performance. Yi and La (2004) assert that brand attitude is the result of consumers' accumulated information and experience with brands, which ultimately affects how they evaluate a product and determine their level of satisfaction. When a brand is supported by credible endorsers, has good product quality, and gets positive word of mouth, the brand attitude formed tends to be more favorable, which in turn increases the likelihood of positive confirmation between initial expectations and actual performance perceptions. The theory put forward by Spreng, MacKenzie, and Olshavsky (1996) further strengthens this argument, that the level of consumer satisfaction is influenced by the extent to which their expectations match or even exceed the experience of using the product. If the brand attitude formed is able to bridge expectations with real experience positively, then it is likely that consumers will experience higher satisfaction. Thus, this study not only tests the direct relationship between these factors, but also reveals the mediating role of brand attitude in shaping consumer satisfaction with Kahyangan Coffee, which is in line with the previously developed theoretical studies.

RESEARCH METHOD

The research method is a scientific way to obtain data with specific purposes, which are based on rational, empirical, and systematic principles (Sugiyono, [29]). In this study, quantitative methods with descriptive and verification approaches were used. The descriptive method aims to describe the research results without drawing broader conclusions, while the verification method aims to test the relationship between variables, such as the influence of endorsers, product quality, and word of mouth on brand attitude and customer satisfaction of Kahyangan Coffee in Jember Regency [29].

The focus of this research is customer satisfaction of Kahyangan Coffee in Jember Regency. In order to make the research more focused and not widen to aspects that are too general, the research variables are classified into three types, namely exogenous variables (X) which include endorsers, product quality, and word of mouth; intervening variables (Z) in the form of brand attitude; and endogenous variables (Y), namely customer satisfaction [30]. Exogenous variables act as factors that influence changes in endogenous variables, while intervening variables function as intermediaries in the relationship between exogenous and endogenous variables [29].

The data used in this study consisted of primary and secondary data. Primary data was obtained directly from respondents through a questionnaire containing their identity and opinions on Kahyangan Coffee (Notoatmodjo, 2012). Meanwhile, secondary data was obtained from various sources such as internal documents, research journals, and related literature (Sugiama, 2014). The type of data used is subjective data (self-report data), which is in the form of opinions, attitudes, and experiences of respondents towards the product under study.

The research population is all Kahyangan Coffee consumers in Jember Regency, which amounted to 67,920 people in the 2019-2022 period. The research sample was determined using the Slovin formula, which resulted in a sample size of 100 respondents. The sampling technique used the accidental sampling method, where respondents were selected based on the coincidence of them visiting the place and meeting the research criteria [29]. In addition, purposive sampling method was also used, which is the selection of respondents with certain considerations, such as those who have visited Kahyangan Coffee at least once [31].

Data analysis was carried out using descriptive methods and hypothesis testing. Descriptive analysis is used to describe the data obtained without generalizing (Sugiyono, 2014). Meanwhile, hypothesis testing was carried out using the Partial Least Square (PLS) approach, which is used in exploratory research to test the relationship between latent variables [30]. This analysis model includes testing the outer model to assess the validity and reliability of research indicators, as well as the inner model to test the structural relationship between variables in the study.

RESULTS AND DISCUSSION

Result

In this section describes each path in the model section using path analysis. Each path tested shows the direct and indirect effects of *endorsers* (X1) and product quality (X2) on *word of mouth* (X3), *user brand attitude* (Z) and customer satisfaction (Y) of Kahyangan Coffee Products in Jember Regency. By knowing whether or not each path is significant, it will answer whether the proposed hypothesis is accepted or rejected. Each path tested represents the hypothesis in this study. The path coefficient value can be seen in the following Table 2.

Table 2. Coefficient value hypothesis test results.

No.	Hypothesis	Path coefficients	P values	Description
1	<i>Endorser</i> → <i>Brand</i>	0,360	0,001	Significant
2	product quality → <i>Brand</i>	0,261	0,017	Significant
3	<i>Word of mouth</i> → <i>Brand</i>	0,379	0,001	Significant
4	<i>Endorser</i> → Customer satisfaction	0,215	0,013	Significant
5	Product quality → Customer satisfaction	0,351	0,001	Significant

6	<i>Word of mouth</i> → Customer satisfaction	0,195	0,021	Significant
7	<i>Brand attitude</i> → Customer satisfaction	0,245	0,005	Significant
8	<i>Endorser</i> → <i>Brand attitude</i> → Customer satisfaction	0,088	0,103	Not Significant
9	Product quality→ <i>Brand attitude</i> → Customer satisfaction	0,064	0,117	Not Significant
10	<i>Word of mouth</i> → <i>Brand attitude</i> → Customer satisfaction	0,093	0,091	Not Significant

The following is a discussion of the results of hypothesis testing based on the table above:

1. Hypothesis 1:

The path coefficient value of 0.360 with a p-value of 0.001 indicates that the effect of endorsers on brand attitude is significant. This means that the chosen endorser is able to increase consumer brand attitude towards Kahyangan Coffee in Jember Regency.

2. Hypothesis 2:

The path coefficient value is 0.261 and the p-value is 0.017, this hypothesis is significant. This shows that the better the product quality of Kahyangan Coffee, the more positive the brand attitude formed in consumers.

3. Hypothesis 3:

This hypothesis is significant with a path coefficient of 0.379 and a p-value of 0.001. This means that positive word of mouth contributes to increasing consumers' brand attitude towards Kahyangan Coffee.

4. Hypothesis 4:

The effect of endorsers on customer satisfaction has a path coefficient of 0.215 with a p-value of 0.013, which means it is significant. This shows that choosing the right endorser can directly increase Kahyangan Coffee customer satisfaction.

5. Hypothesis 5:

The analysis results show a path coefficient value of 0.351 and a p-value of 0.001, which means that this effect is significant. This means that the better the product quality of Kahyangan Coffee, the higher the level of customer satisfaction.

6. Hypothesis 6:

With a path coefficient of 0.195 and a p-value of 0.001, this hypothesis is significant. This shows that positive word of mouth can increase customer satisfaction with Kahyangan Coffee.

7. Hypothesis 7:

This hypothesis is significant with a path coefficient value of 0.245 and a p-value of 0.005, so that a positive brand attitude can directly increase customer satisfaction with Kahyangan Coffee.

8. Hypothesis 8:

The indirect effect of endorsers on customer satisfaction through brand attitude is not significant, with a path coefficient of 0.088 and a p-value of 0.103. This shows that although endorsers have an effect on brand attitude, the mediating effect on customer satisfaction is not strong enough to be considered significant.

9. Hypothesis 9:

The analysis results show a path coefficient value of 0.064 and a p-value of 0.117, which means that this effect is not significant. This means that although product quality affects brand attitude, the effect of brand attitude in increasing customer satisfaction is not strong enough to be significant.

10. Hypothesis 10:

With a path coefficient of 0.093 and a p-value of 0.091, this hypothesis is also not significant. This shows that although word of mouth has a direct influence on brand attitude, the mediating effect through brand attitude in increasing customer satisfaction is not strong enough.

The results of path analysis show that endorser variables, product quality, and word of mouth directly affect brand attitude and customer satisfaction of Kahyangan Coffee in Jember Regency. However, the role of brand attitude as an intervening variable in the relationship between endorsers, product quality, and word of mouth on customer satisfaction is not proven significant.

Discussion

Endorser Effect (X1) on Brand Attitude (Z)

The analysis shows that endorsers have a positive and significant influence on the brand attitude of Kahyangan Coffee in Jember Regency. With a path coefficient of **0.360** and a **p-value of 0.001**, it can be concluded that choosing the right endorser contributes to increasing consumer brand attitude. This shows that in the marketing world, the presence of endorsers who have high credibility, wide popularity, and suitability to the target market can form a more positive perception of a brand. Consumers tend to put trust in brands advertised by figures they admire, so that brand attitude is formed through positive associations with these endorsers.

Furthermore, the theory that supports these findings is the concept of **Source Credibility Theory**, which states that the effectiveness of marketing communications depends on the credibility of the source (endorser). Credibility includes three main aspects, namely expertise, trustworthiness, and attractiveness. If an endorser is considered to have skills relevant to the product, accompanied by a good reputation and high attractiveness, then consumers will tend to trust his recommendation and form a positive perception of the brand he is promoting. In the context of Kahyangan Coffee, utilizing the right endorser allows the brand to have a better image in the eyes of consumers and increase the likelihood of product purchase.

The practical implication of these results is the importance of brand management in choosing endorsers that are suitable for market segmentation. Kahyangan Coffee, as a local coffee product in Jember Regency, needs to consider factors such as endorser

personality, relevance to the target market, and the power of social media in influencing brand attitude. Endorsers who are relevant to consumers' lifestyles and have an emotional connection with the target market can create a more positive brand attitude, which in turn can contribute to increased brand loyalty.

Effect of Product Quality (X2) on Brand Attitude (Z)

The analysis revealed that product quality has a positive and significant influence on brand attitude, with a path coefficient of **0.261** and a **p-value of 0.017**. This finding indicates that the higher consumers' perception of the quality of Kahyangan Coffee products, the better brand attitude they have towards the product. Consumers tend to respond more positively to brands that offer high-quality products, including in terms of taste, aroma, packaging, and consistency of coffee flavor. Good quality creates a positive experience that forms a strong perception of the brand, thus influencing the level of consumer attachment and trust towards Kahyangan Coffee.

In the context of marketing theory, the relationship between product quality and brand attitude can be explained using the concept of **Perceived Quality Theory**. According to this theory, perceived quality is one of the main factors that shape attitudes and loyalty to a brand. If Kahyangan Coffee products consistently provide high quality in accordance with consumer expectations, the brand attitude will be more positive. Conversely, if the product experiences inconsistencies in taste, unattractive packaging, or there are complaints about quality, then consumers' attitude towards the brand may decrease dramatically. Therefore, product quality is not just an additional element in marketing strategy, but a crucial factor in building long-term relationships with customers.

For Kopi Kahyangan, these results indicate that improving product quality can be an effective strategy in improving brand attitude and attracting more customers. Focusing on product innovation, better selection of raw materials, and standardization of production processes can ensure that the products consumed by customers always meet their expectations. In addition, managing customer reviews can also contribute to improving quality perception, as the more positive testimonials, the higher the customer's confidence in the quality of Kopi Kahyangan's products.

The Effect of Word Of Mouth (X3) on Brand Attitude (Z)

The findings of this study indicate that word of mouth has a positive and significant influence on the brand attitude of Kahyangan Coffee, with a **path coefficient of 0.379** and a **p-value of 0.001**. This means that the more consumers who give positive testimonials or reviews about Kahyangan Coffee, the higher the brand attitude formed among potential consumers. Positive word of mouth serves as a natural endorsement from previous users and is often more trusted than conventional advertising. In the modern marketing world, recommendations from friends, family or online reviews play an important role in shaping consumers' initial perceptions of a brand.

According to the **Theory of Word of Mouth Influence**, information passed from one consumer to another has a major impact on building trust in a product. Consumers are more likely to trust recommendations from sources that they perceive as having no

commercial interests compared to official promotions from companies. In the context of Kopi Kahyangan, if this product is often talked about positively on social media, discussion forums, or word of mouth among the coffee-loving community, then it is likely that potential consumers will have a positive brand attitude before they try it directly.

The implications of these results suggest that Kopi Kahyangan should adopt community-based marketing strategies and social media to increase positive word of mouth. Providing free samples, inviting customers to share their experiences on social media, and collaborating with local influencers can accelerate the spread of word of mouth in favor of the brand. This strategy should also be coupled with quick and effective customer complaint management, thus preventing negative word of mouth that can damage the brand's reputation in the local and wider market.

Endorser Effect (X1) on Consumer Satisfaction (Y)

The results of the analysis show that endorsers have a positive and significant influence on customer satisfaction of Kahyangan Coffee in Jember Regency, with a **path coefficient of 0.215** and a **p-value of 0.013**. This indicates that choosing the right endorser can increase consumer satisfaction with the brand. When the endorser used has high credibility and strong relevance to the target market, then consumers tend to have high expectations of the quality of the product offered, which if met will contribute to their satisfaction. In addition, endorsers who are popular and have an emotional connection with the audience can create emotional loyalty which also increases satisfaction.

In the **Expectation-Confirmation Theory (ECT)** perspective by Oliver (1980), satisfaction occurs when consumers' initial expectations match or even exceed their experience after consuming the product. Endorsers who are trusted by consumers create certain expectations of Kahyangan Coffee, and if the product meets these expectations in terms of taste, aroma, and overall quality, then consumer satisfaction will increase. However, if there is a mismatch between the image built by the endorser and the actual consumption experience, then consumers may actually experience disappointment, which can negatively affect their loyalty.

The implication of this finding is the importance of companies in ensuring consistency between marketing promises made by endorsers and the reality on the ground. Kopi Kahyangan needs to consider how the messages conveyed by endorsers match the actual quality and characteristics of the product. In addition, a storytelling-based marketing strategy-where the endorser is not only the face of the brand but also involved in the narrative of the product experience-can help create realistic expectations and increase customer satisfaction.

The Effect of Product Quality (X2) on Customer Satisfaction (Y)

The results of the analysis show that product quality has a positive and significant effect on customer satisfaction of Kahyangan Coffee, with a **path coefficient of 0.351** and a **p-value of 0.001**. This finding reinforces the theory that product quality is a key element in creating a satisfying consumption experience. Consumers who perceive product quality that matches or exceeds their expectations tend to feel satisfied and are more

likely to make repeat purchases or recommend the product to others. In the coffee industry, factors such as aroma, flavor, texture, and durability of the product largely determine customer satisfaction.

In **Total Quality Management (TQM)** studies applied in marketing, product quality includes not only intrinsic aspects such as taste and texture, but also extrinsic aspects such as packaging design, distribution, and price. If all these elements are well-developed, consumers will feel that the product they consume has a higher value compared to its competitors, which contributes to a higher level of satisfaction. In the context of Kopi Kahyangan, ensuring that each batch of products produced is of uniform and satisfactory quality is a crucial strategy to maintain customer loyalty.

From a business perspective, these results indicate that Kahyangan Coffee needs to adopt higher quality standards in its production process, including raw material control, proper roasting techniques, and innovation in flavors. In addition, regular collection of feedback from customers can help producers understand the areas that need to be improved in order to maintain optimal satisfaction levels. In addition, educating consumers about product quality, such as through cupping sessions or coffee workshops, can also strengthen the positive perception of Kopi Kahyangan's quality in the market.

The Effect of Word of Mouth (X3) on Consumer Satisfaction (Y)

The results showed that word of mouth has a positive and significant effect on customer satisfaction with a **path coefficient of 0.195** and a **p-value of 0.001**. This shows that reviews and recommendations from other consumers affect the level of satisfaction of new consumers with Kopi Kahyangan. In the digital era, word-of-mouth does not only occur through direct conversations but also through online review platforms, social media and community forums. Consumers who receive positive information from trusted sources tend to have more targeted expectations, which increases the likelihood of satisfaction after trying the product.

According to **Social Influence Theory**, consumption decisions are heavily influenced by the experiences of others, especially in taste-related products such as coffee. When a person receives credible positive reviews from fellow consumers, they will feel more confident to try the product and tend to have a more positive perception of it. Conversely, negative reviews can create a negative expectation bias that is difficult to overcome, even if the product is objectively of good quality. Therefore, brand reputation management through word of mouth management strategies is a very important factor for business success.

For Kopi Kahyangan, these results indicate that community-based marketing efforts are essential to increase positive word of mouth. Encouraging customers to share their experiences on social media, offering incentives for honest reviews, as well as responding to negative feedback quickly and tactfully are some strategies that can be implemented. In addition, brand advocacy strategies, where satisfied customers serve as "brand ambassadors" who organically spread positive information, can be an effective approach to increase sustainable word of mouth.

The Effect of Brand Attitude (Z) on Consumer Satisfaction (Y)

The results showed that brand attitude has a positive and significant effect on customer satisfaction of Kopi Kahyangan with a **path coefficient of 0.245** and a **p-value of 0.005**. This finding indicates that consumers' attitude towards the brand, which is formed from positive perceptions and experiences of Kahyangan Coffee, contributes to their level of satisfaction. A positive brand attitude reflects how much consumers accept, value, and believe in the product as well as the overall brand identity. If a brand can build positive associations in the minds of consumers, then when they consume the product, they will most likely feel satisfied because their initial expectations have been met or even exceeded.

According to the **Customer-Based Brand Equity (CBBE) Model** theory proposed by Keller (1993), brand attitude is formed from brand familiarity (brand awareness) and the quality and meaning associated with the brand. Consumers who have strong emotional and functional experiences with a brand tend to have a more positive brand attitude, which in turn increases the level of satisfaction. In the context of Kahyangan Coffee, if consumers have a favorable perception of this coffee-for example, seeing it as a high-quality premium coffee that provides a distinctive taste sensation-then they are likely to have a more pleasant consumption experience and feel more satisfied.

The findings imply that Kopi Kahyangan should continue to improve its branding strategy to build and maintain a positive brand attitude. This can be achieved through strong brand storytelling, emotional marketing campaigns that link products with meaningful consumer experiences, as well as strengthening brand presence across various communication platforms. In addition, customer testimonials that showcase how Kopi Kahyangan has become part of consumers' lifestyle can be an effective way to strengthen brand image and increase customer satisfaction.

Hypothesis 8-10 (Intervening Variable: Brand Attitude)

In hypothesis 8 (**Endorser → Brand Attitude → Customer Satisfaction**), hypothesis 9 (**Product Quality → Brand Attitude → Customer Satisfaction**), and hypothesis 10 (**Word of Mouth → Brand Attitude → Customer Satisfaction**), the results show that the relationship of the three paths is **not significant**, respectively with a **p-value of 0.103; 0.117; and 0.091**. This shows that brand attitude is not able to be an intervening variable that strongly bridges the influence of endorsers, product quality, and word of mouth on Kahyangan Coffee customer satisfaction.

In some studies, brand attitude is often considered as an intermediary factor that strengthens the relationship between marketing elements and customer satisfaction. However, in the context of this study, the results show that although endorsers, product quality, and word of mouth have a direct effect on satisfaction, the role of brand attitude as a mediating variable is not strong enough to show a significant effect. This could be due to various factors, for example because consumers prioritize the direct experience aspect in determining their satisfaction compared to the perception of the brand itself. In the coffee industry, where organoleptic factors (such as taste and aroma) are more

dominant than brand image, sensory experience may determine satisfaction more than brand attitude.

The implication of these findings is that while building a positive brand attitude remains important, Kopi Kahyangan needs to focus more on direct efforts that increase consumer satisfaction, such as improving product quality and customer experience. In addition, marketing strategies should be more geared towards experiential marketing, where customers can experience the quality of Kopi Kahyangan firsthand through activities such as product testers, coffee tasting events, or interactive campaigns that involve consumer participation. This can help create a stronger emotional connection between the brand and consumers, ultimately contributing to their satisfaction.

CONCLUSION

Fundamental Findings: This study shows that endorsers, product quality, and word of mouth have a significant direct influence on brand attitude and customer satisfaction of Kahyangan Coffee in Jember Regency. In addition, brand attitude is proven to play a role in increasing customer satisfaction, although it is not strong enough as an intervening variable that mediates the relationship between external factors and satisfaction. This finding confirms that in the coffee industry, consumer satisfaction is influenced more by actual consumption experiences than simply brand image or associations with external parties such as endorsers. Thus, this study reinforces the role of Expectation-Confirmation Theory (ECT) in explaining how initial expectations formed by endorsers, product quality, and word of mouth influence consumption experiences and customer satisfaction levels. **Implications:** The results of this study have important implications for Kopi Kahyangan's marketing strategy, especially in increasing customer satisfaction and loyalty. With the proven significant influence of product quality and word of mouth on satisfaction, marketing strategies should be more directed towards improving direct customer experiences, such as quality assurance, experiential marketing, and consumer engagement programs. In addition, although brand attitude did not prove significant as a mediating variable, it is still important for Kopi Kahyangan to continue building positive brand perception by supporting more authentic and interactive marketing campaigns. Strengthening brand storytelling, using influencers that match market segmentation, and managing word of mouth through customer testimonials and social media can improve brand image and increase the chances of achieving higher customer satisfaction. **Limitations:** While this study provides important insights into the factors that influence customer satisfaction, there are some limitations that need to be noted. First, this study was only conducted in Jember Regency, so the results may not be generalizable to other regions with different consumer characteristics. Second, the variables in this study are still limited to brand attitude as an intervening variable, while other factors such as customer loyalty, emotional branding, or social influence have not been explored in depth. Third, the approach used in measuring satisfaction is still based on respondents' perceptions, so the existence of subjectivity bias cannot be completely avoided. **Future Research:** Based on the limitations identified,

future research can build on this study by expanding the geographic and demographic coverage to gain a more comprehensive understanding of Kopi Kahyangan's consumer behavior. In addition, future researchers can add other variables such as customer engagement, trust, brand loyalty, or hedonic value to see if these factors have a more significant role in mediating customer satisfaction. The methodological approach can also be expanded by using longitudinal analysis to see changes in consumer perceptions of brands over a longer period of time. Thus, future research can provide deeper insights into effective marketing strategies in increasing customer satisfaction and loyalty.

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