BULLETIN OF ENGINEERING SCIENCE, TECHNOLOGY AND INDUSTRY
(BESTI Journal) | ISSN(e): 3025-5821
Website: https://bestijournal.org/index.php/go/index A| Volume 4 No. 2 (2026)

THE EFFECT OF SOCIAL MEDIA PROMOTION, PRODUCT VARIETY AND LOCATION ON CONSUMER SATISFACTION WITH BOLU MENARA IN MEDAN MARELAN

Alya Agustina [1]*, Yahya Tanjung [2]
[1,2] Faculty of Economic and Business, Management Study Program / Universitas Potensi Utama, Medan, Indonesia
E-mail: alyaagstina1@gmail.com[1]* , yahyasbn25@gmail.com[2]

Received: 11/08/2026 | **Revised:** 23/08/2026 | **Accepted:** 19/09/2026 | **Published:** 29/10/2026

Abstract

This study aims to analyze the effect of social media promotion, product variety, and location on consumer satisfaction at Bolu Menara in Medan Marelan, both partially and simultaneously. This study uses a quantitative approach with an associative research design. The population consists of consumers of Bolu Menara Medan Marelan, with a sample of 135 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using descriptive analysis, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination with the assistance of SPSS version 25. The results show that social media promotion has a positive and significant effect on consumer satisfaction, with a t-value of 4.459 and a significance value of 0.000 < 0.05. Product variety also has a positive and significant effect, with a t-value of 2.948 and a significance value of 0.004 < 0.05. Location has a positive and significant effect, with a t-value of 4.523 and a significance value of 0.000 < 0.05. Simultaneously, the three variables have a significant effect, with an F-value of 76.611 and a significance value of 0.000 < 0.05. The Adjusted R Square of 0.629 indicates that the three variables explain 62.9% of consumer satisfaction, while 37.1% is influenced by other factors outside the study.

Keywords: Social Media Promotion, Product Variety, Location, Customer Satisfaction

INTRODUCTION

Marketing is a crucial aspect of business activity that plays a key role in determining the success of an enterprise. According to Kotler and Keller (2022), marketing is a social and managerial process through which individuals and groups obtain what they need and want by creating, offering, and exchanging value with others. In the era of globalization, the concept of marketing has evolved significantly, driven by shifts in consumer behavior and advancements in technology. Business owners are expected to understand consumer needs and devise effective marketing strategies to gain a competitive edge in the market. Alongside these developments, Indonesia has experienced significant economic growth, particularly within the micro, small, and medium-sized enterprise (MSME) sector. This sector plays a vital role in the national economy by generating employment and increasing public income. The rapid growth of MSMEs has intensified business competition, compelling entrepreneurs to be more innovative in developing marketing strategies to attract and retain consumers.

Medan is recognized as a major economic and commercial hub outside of Java, characterized by a high level of economic activity. This environment has fostered the growth of various business sectors, including the culinary industry. Consequently, the culinary sector in Medan has expanded rapidly, becoming a highly competitive field. The city offers a diverse range of local specialty souvenirs, a category that continues to evolve in response to growing market demand. Intensifying competition compels business owners to offer high-quality, unique products capable of capturing consumer interest. One of the businesses examined in this study is "Bolu Menara." Established in 2021, Bolu Menara is a culinary enterprise specializing in local souvenir products, with its primary offering being *bolu* (sponge cake). Since its inception, the business has grown within Medan, opening several branches across various areas to make its products more accessible to consumers. This study focuses specifically on the Bolu Menara branch located in the Marelan area—precisely in the vicinity of Jl. Marelan Raya Pasar 1, Tanah Enam Ratus, 20255.

Bolu Menara offers a variety of sponge cake products with diverse flavors and consistent quality. These products cater not only to the local community but also to tourists looking for signature souvenirs from the city of Medan. Given the large number of businesses operating in the same sector, Bolu Menara faces a high level of

competition. This competitive landscape has also impacted the company's sales performance in recent years. In an increasingly intense business environment, companies must be able to enhance consumer satisfaction, as consumer dissatisfaction can directly lead to a decline in sales. To address this, Bolu Menara needs to identify and focus on the factors that influence consumer satisfaction, such as social media promotion, product variety, and business location. By understanding these factors, it is hoped that existing customers will continue to choose Bolu Menara, while new customers will be encouraged to make purchases. Consequently, Bolu Menara will be better positioned to conduct evaluations and achieve its sales targets. According to Kotler and Keller (2022), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perceived performance of a product with their expectations.

Consumer satisfaction with Bolu Menara remains suboptimal, as some respondents expressed disagreement with certain statements in the preliminary survey—specifically the fifth statement, which concerns the likelihood of choosing Bolu Menara over similar products available in Medan. Furthermore, feedback gathered through consumer interviews indicates that some individuals remain dissatisfied with the brand. This suggests that consumers are not yet fully satisfied with Bolu Menara, preventing it from becoming their primary choice. This may be due to consumers weighing factors such as differences in taste, product variety, and the quality offered by competing products, which has led them to stop short of establishing Bolu Menara as their preferred option. Effective promotion through social media can influence how consumers perceive a product. Clear information, engaging content, and active interaction with consumers can foster greater interest and build trust in the product being offered. Conversely, if promotional efforts are suboptimal, consumers are likely to show less interest and lack a strong desire to make a purchase.

Social media promotion for Bolu Menara is not yet performing optimally. This is evidenced by pre-survey results, which indicate that some respondents provided unfavorable ratings—particularly regarding promotional offers, ease of accessing information, and the consistency of promotional efforts. Furthermore, interviews reveal that most consumers find the promotional content unengaging, note that information about products and promotions is not fully communicated, and observe that social media promotional activities lack consistency. In addition to social media promotion, product variety also plays a crucial role in enhancing consumer satisfaction. Product variety not only provides consumers with a wide range of options but also effectively meets their diverse needs and preferences. According to Kotler and Armstrong (2021), product variety is a component of the product mix, reflecting the diversity of offerings a company provides to satisfy market demands. Research conducted by Ananda et al. (2022) indicates that product variety has a positive and significant impact on consumer satisfaction. This suggests that a greater diversity of products leads to higher levels of consumer satisfaction. Furthermore, innovative and appealing product variety can strengthen a business's competitiveness amidst increasingly intense market rivalry.

The product variety of Bolu Menara still requires improvement. This is evidenced by the results of a pre-survey, which indicate that some respondents provided unfavorable ratings—particularly regarding the indicators of product consistency and product differentiation. Furthermore, interviews reveal that most consumers expect an expansion of the product range, greater consistency in quality, and product innovations that could serve as a signature feature of the Bolu Menara brand. Although one consumer expressed a positive view of the current product variety, the overall findings from the pre-survey and interviews suggest that Bolu Menara's product range needs to be further developed to enhance consumer satisfaction and strengthen the brand's competitiveness amidst the many similar products available in the city of Medan. In addition to product variety, business location also plays a significant role in enhancing consumer satisfaction. According to Kotler and Armstrong (2021), a location is the place where a company conducts its business activities to serve consumers and makes it easier for them to obtain the products or services offered.

The location of Bolu Menara still requires improvement. This is evidenced by the results of a pre-survey, which indicate that some respondents provided unfavorable ratings—specifically regarding visibility, traffic, parking facilities, and the surrounding environment. Furthermore, interviews reveal that many consumers face difficulties in locating the store, encounter limited parking space, deal with unauthorized parking attendants, and contend with heavy traffic, all of which negatively affect their comfort when visiting. Research conducted by Maulana et al. (2024) indicates that promotion via social media has a positive and significant impact on consumer satisfaction. This is because social media can enhance awareness, broaden the reach of information, and foster more effective communication between a company and its consumers. Conversely, a study by Bellin et al. (2023) presents different findings, suggesting that social media marketing does not have a significant effect on consumer satisfaction.

Furthermore, research by Ananda et al. (2022) shows that product variety has a positive and significant impact on consumer satisfaction. This is because a greater variety of products offers consumers a wider range of alternatives, allowing their needs and preferences to be better met. In contrast, a study by Sartika et al. (2023) finds that product variety does not significantly affect consumer satisfaction, as consumers tend to prioritize product quality over the quantity or diversity of products offered. Meanwhile, research by Pio et al. (2022) indicates that location has a positive and significant impact on consumer satisfaction, as it relates to ease of access and convenience. However, a study by Fawzy et al. (2023) suggests that location does not have a significant effect on customer satisfaction when considered individually. This is because consumers place greater weight on other factors—such as price and service—which are considered more dominant in influencing customer satisfaction. Based on the background of the problem described above, the identified issues are as follows:

1. Low consumer satisfaction with Bolu Menara, which has the potential to cause fluctuations in sales—with a downward trend observed over the last two years.
2. Social media promotion by Bolu Menara has not been fully optimized, particularly regarding the ease of accessing information, which remains poor.
3. The variety of products offered has not been entirely successful in ensuring consumer satisfaction, specifically concerning product consistency and differentiation, both of which are perceived poorly by consumers.
4. The business location of Bolu Menara does not fully support consumer convenience, particularly in terms of visibility, traffic, parking facilities, and the surrounding environment.

LITERATURE REVIEW

Customer Satisfaction

According to Kotler et al. (2022), consumer satisfaction is the feeling of pleasure or disappointment that arises after a consumer compares the perceived performance of a product with their prior expectations. Wardhana et al. (2024) state that consumer satisfaction is a positive feeling that emerges after a customer compares their expectations with their actual experience in using a product or service.

Social Media Promotion

According Kotler et al. (2021) explains that digital marketing, including social media, plays an important role in building customer engagement through interactive and personal communication. According to Tuten and Solomon (2023), social media promotion is a marketing activity that utilizes social media platforms to communicate the value of products or services, build relationships with consumers, and encourage audience participation through informative, interactive and easily shareable content.

Product Variety

According to Kotler and Keller (2022), product variety reflects the comprehensiveness of a product line, encompassing various types, sizes, flavors, and other characteristics capable of meeting the diverse needs of consumers. The more extensive the product variety offered, the greater the company's opportunity to reach various market segments. Kojongian et al. (2022) explain that product variety plays a significant role in influencing purchasing decisions, as the diversity of products offered can enhance consumer interest.

Location

According to Kotler et al. (2022), "place" is a component of the marketing mix that ensures products are available and easily accessible to consumers at the right time and in the right location. Furthermore, Tjiptono (2020) explains that "place" represents a critical decision in marketing strategy, involving the selection of a business location that offers convenient access for consumers and facilitates the smooth distribution of products.

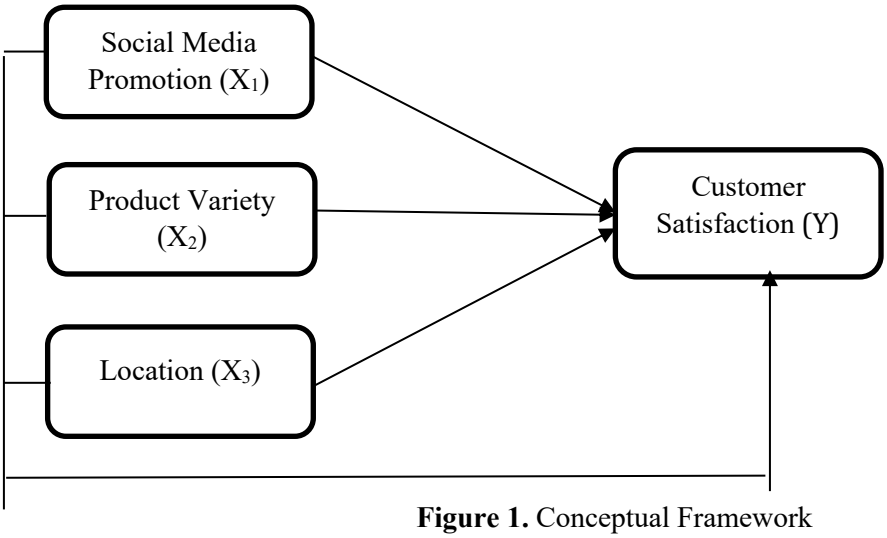


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Social media promotion has a positive and significant partial effect on consumer satisfaction with Bolu Menara in Medan Marelan.
2. H2: Product variety has a positive and significant partial effect on consumer satisfaction with Bolu Menara in Medan Marelan.
3. H3: Location has a positive and significant partial effect on consumer satisfaction with Bolu Menara in Medan.
4. H4: Social media promotion, product variety, and location have a significant simultaneous effect on consumer satisfaction with Bolu Menara in Medan.

METHOD

The research approach used an associative approach, with a quantitative method. This research was conducted at one of the Bolu Menara branches, located at Jl. Marelan Raya Pasar 1, Tanah Enam Ratus 20255. The study took place from March 2026 to August 2026. The population for this research consists of all consumers who have made a purchase at Bolu Menara Medan. This population was selected because these consumers have had direct experience with the brand's social media promotions, product variety, business location, and overall satisfaction with the products offered by Bolu Menara Medan; therefore, they are considered well-positioned to provide assessments regarding the variables examined in this study. A non-probability sampling technique—specifically, purposive sampling—was employed. The criteria for respondents in this study are as follows:

1. Customers of Bolu Menara in Medan Marelan.
2. Customers who are at least 15 years old.
3. Consumers who have made at least one purchase at the Bolu Menara Medan Marelan branch.

As the total population size is unknown, the researcher used the Lemeshow formula to calculate the required sample size.

$$n = \frac{Z^2 \text{ x } P\ (1\text{-}P)}{d^2}$$

$$n = \frac{1{,}96^2 \text{ x } 0{,}5(1\text{-}0{,}5)}{0.1^2}$$

$$n = \frac{3{,}8416 \text{ x } 0{,}25}{0.1^2}$$

$$n = \frac{0{,}9604}{0.1^2}$$

$$n = 96{,}04$$

Description:
n = Number of samples
z = 95% confidence z score = 1.96
p = Maximum Estimate 0.5
d = Alpha (0.10) or sampling error 10%

The number of n obtained is 96.04. So at least this research must collect data from a sample of at least 97 respondents. Therefore, researchers will add 35% to the predetermined sample size, so that the total sample used in this research is 135 respondents.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Social Media Promotion, Product Variety, Location, Customer Satisfaction

Statement Items	r-count	r-table	Description
SMP1	0,739	0,361	Valid
SMP2	0,849	0,361	Valid
SMP3	0,767	0,361	Valid
SMP4	0,571	0,361	Valid
SMP5	0,666	0,361	Valid
SMP6	0,574	0,361	Valid
SMP7	0,675	0,361	Valid
SMP8	0,521	0,361	Valid
PV1	0,557	0,361	Valid
PV2	0,448	0,361	Valid
PV3	0,831	0,361	Valid
PV4	0,399	0,361	Valid
PV5	0,671	0,361	Valid
PV6	0,412	0,361	Valid
PV7	0,812	0,361	Valid
PV8	0,593	0,361	Valid
PV9	0,825	0,361	Valid
PV10	0,892	0,361	Valid
L1	0,604	0,361	Valid
L2	0,748	0,361	Valid
L3	0,736	0,361	Valid
L4	0,430	0,361	Valid
L5	0,552	0,361	Valid
L6	0,522	0,361	Valid

OPEN ACCESS

Statement Items	r-count	r-table	Description
L7	0,687	0,361	Valid
L8	0,750	0,361	Valid
L9	0,568	0,361	Valid
L10	0,813	0,361	Valid
CS1	0,696	0,361	Valid
CS2	0,721	0,361	Valid
CS3	0,682	0,361	Valid
CS4	0,576	0,361	Valid
CS5	0,524	0,361	Valid
CS6	0,630	0,361	Valid
CS7	0,610	0,361	Valid
CS8	0,618	0,361	Valid
CS9	0,861	0,361	Valid
CS10	0,797	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Social Media Promotion, Product Variety, Location, Customer Satisfaction

Variabel	Cronbach Alpha	Provision	Description
Social Media Promotion	0,815	0,60	Reliable
Product Variety	0,847	0,60	Reliable
Location	0,841	0,60	Reliable
Customer Satisfaction	0,865	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of social media promotion, product variety, location and consumer satisfaction is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	135
Mean	0.0000000
Std. Deviation	3.03621924
Absolute	0.074
Positive	0.074
Negative	-0.057
Test Statistic	0.074
Asymp. Sig. (2-tailed)	0.065

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.065 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	4.613	1.596		2.891	.005
Social Media Promotion	.047	.058	.101	.808	.421
Product Variety	-.023	.048	-.055	-.476	.635
Location	-.072	.052	-.179	-1.382	.169

Sources: SPSS versi 25 (2026)

Based on the table above, it can be concluded that all independent variables in this study have significance values greater than 0.05; therefore, the regression model does not exhibit heteroskedasticity.

Table 5. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	3.665	2.517		1.456	.148		3.665
Social Media Promotion	.409	.092	.340	4.459	.000	.478	.409
Product Variety	.225	.076	.208	2.948	.004	.557	.225
Location	.372	.082	.358	4.523	.000	.444	.372

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the of social media promotion, product variety, location variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	3.665	2.517		1.456	.148		3.665
Social Media Promotion	.409	.092	.340	4.459	.000	.478	.409
Product Variety	.225	.076	.208	2.948	.004	.557	.225
Location	.372	.082	.358	4.523	.000	.444	.372

Sources: SPSS versi 25 (2026)

$$\mathbf{Y = 3.665 + 0.409X_1 + 0.225X_2 + 0.372X_3 + \varepsilon}$$

Based on this equation, the following explanations can be provided:

1. The constant value of 3.665 indicates that, mathematically, if the variables Social Media Promotion (X1), Product Variety (X2), and Location (X3) are assumed to be zero or held constant, the value of Consumer Satisfaction (Y) is estimated to be 3.665.
2. The regression coefficient for the Social Media Promotion variable (X1) is 0.409 and is positive. This indicates that every one-unit increase in Social Media Promotion will lead to a 0.409-unit increase in Consumer Satisfaction, assuming the variables Product Variety and Location remain constant. Thus, the better the promotion conducted via social media, the higher the Consumer Satisfaction for Bolu Menara Medan Marelan.
3. The regression coefficient for the Product Variety variable (X2) is 0.225 and is positive. This indicates that every one-unit increase in Product Variety will lead to a 0.225-unit increase in Consumer Satisfaction, assuming the other independent variables remain constant. Thus, the greater the variety of products offered, the higher the Consumer Satisfaction for Bolu Menara Medan Marelan.
4. The regression coefficient for the Location variable (X3) is 0.372 and is positive. This indicates that every one-unit increase in the Location variable will lead to a 0.372-unit increase in Consumer Satisfaction, assuming the other independent variables remain constant. Thus, the better the accessibility and convenience of the location, the higher the Consumer Satisfaction for Bolu Menara Medan Marelan.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**	Tolerance	VIF
(Constant)	3.665	2.517		1.456	.148		3.665
Social Media Promotion	.409	.092	.340	4.459	.000	.478	.409
Product Variety	.225	.076	.208	2.948	.004	.557	.225
Location	.372	.082	.358	4.523	.000	.444	.372

OPEN ACCESS

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The Social Media Promotion variable (X1) has a calculated t-value of 4.459, which is greater than the t-table value of 1.978, with a significance level of 0.000 < 0.05, indicating a positive effect. Consequently, H1 is accepted and H0 is rejected, meaning that Social Media Promotion (X1) has a positive and significant partial effect on Consumer Satisfaction (Y).
2. The Product Variety variable (X2) has a calculated t-value of 2.948, which is greater than the t-table value of 1.978, with a significance level of 0.004 < 0.05, indicating a positive effect. Consequently, H2 is accepted and H0 is rejected, meaning that Product Variety (X2) has a positive and significant effect on Consumer Satisfaction (Y).
3. The Location variable (X3) has a calculated t-value of 4.523, which is greater than the t-table value of 1.978, with a significance level of 0.000 < 0.05, indicating a positive effect. Consequently, H3 is accepted and H0 is rejected, meaning that Location (X3) has a positive and significant effect on Consumer Satisfaction (Y).

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	2151.919	3	717.306	76.069	.000[b]
Residual	1235.296	131	9.430		
Total	3387.215	134			

Sources: SPSS versi 25 (2026)

Based on the above, the calculated F-value is 76.069, while the F-table value at α = 0.05 with df2 = 131 is 2.67. Given that 76.069 > 2.67, it can be concluded that the variables Social Media Promotion (X1), Product Variety (X2), and Location (X3) collectively have a significant effect on Consumer Satisfaction (Y) at Bolu Menara Medan Marelan. Furthermore, the F-probability value (sig.) is 0.000; since this is less than the predetermined significance level of α = 0.05 (i.e., 0.000 < 0.05), it can be concluded that Social Media Promotion (X1), Product Variety (X2), and Location (X3) simultaneously exert a significant influence on Consumer Satisfaction (Y) at Bolu Menara Medan Marelan.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.797[a]	.635	.627	3.071

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 9, The Adjusted R-squared value is 0.627, which means that 62.7% of the factors influencing Consumer Satisfaction (Y) at Bolu Menara Medan Marelan can be explained by Social Media Promotion (X1), Product Variety (X2), and Location (X3), while the remaining 37.3% is explained by other factors not included in this study, such as service quality, product quality, price, brand image, and various other factors.

Discussion

The Effect Social Media Promotion on Consumer Satisfaction

The research results indicate that social media promotion (X1) has a positive and significant effect on consumer satisfaction (Y) at Bolu Menara Medan Marelan. This is evidenced by a calculated t-value of 4.459—which exceeds the t-table value of 1.978—and a significance level of 0.000 (< 0.05). Consequently, H1 is accepted and H0 is rejected, meaning that social media promotion has a partial, positive, and significant impact on consumer satisfaction. In other words, as the quality of social media promotion by Bolu Menara Medan Marelan improves, consumer satisfaction tends to increase. These findings support the theory proposed by Chaffey and Ellis-Chadwick (2022), which explains that digital marketing utilizes digital media—including social media—to disseminate information, communicate with consumers, and build customer relationships. Content that is relevant, easily understood, and aligned with consumer needs can assist a company in creating a superior digital experience. Furthermore, these results are consistent with the study by Suharto et al. (2022) involving 222 e-commerce consumers in Indonesia. Their findings demonstrate that social media platforms capable of effectively conveying information, fostering communication, and providing positive experiences can enhance consumer satisfaction.

The Effect Product Variety on Consumer Satisfaction

The research results indicate that Product Variety (X2) has a positive and significant effect on Consumer Satisfaction (Y) at Bolu Menara Medan Marelan. This is evidenced by a calculated t-value of 2.948—which exceeds the t-table value of 1.978—along with a significance level of 0.004, which is less than 0.05. Consequently, H2 is accepted and H0 is rejected, meaning that Product Variety has a positive and significant partial effect on Consumer Satisfaction. In other words, the greater the variety of products offered by Bolu Menara Medan Marelan, the higher the likelihood that consumers will find products that align with their specific needs and preferences. These findings support the theory proposed by Kotler and Keller (2022), which identifies the management of product variety and the product mix as a crucial component of a strategy for creating value for customers. Product variety provides consumers with more alternatives, allowing them to select types, flavors, and sizes that suit their individual needs and tastes. The better the available options align with these preferences, the more likely it is that consumers will be satisfied with the products they purchase. These results are consistent with the study conducted by Anggreni and Nasution (2026) on the cake business "Ulfakue" in Medan, which also found that product variety has a positive and significant impact on consumer satisfaction. The similarity in the nature of the businesses—both being cake-related—strengthens the finding that a diverse range of product options helps consumers identify items that match their personal tastes and purchasing requirements.

The Effect Location on Consumer Satisfaction

The research results indicate that Location (X3) has a positive and significant effect on Consumer Satisfaction (Y) at Bolu Menara Medan Marelan. This is evidenced by a calculated t-value of 4.523—which exceeds the t-table value of 1.978—and a significance level of 0.000 (< 0.05). Consequently, H3 is accepted and H0 is rejected, meaning that Location has a positive and significant partial effect on Consumer Satisfaction. In other words, improvements in accessibility, visibility, traffic conditions, parking facilities, and the surrounding environment of the store lead to higher levels of consumer satisfaction. These findings support the theory proposed by Kotler and Armstrong (2021), which defines "place" (location) as a component of the marketing mix—encompassing a company's efforts to ensure its products are easily accessible to its target consumers. A location that is easy to reach and identify, supported by adequate access and facilities, reduces the time and effort required for consumers to obtain a product. Such convenience enhances the value and comfort experienced during the purchasing process, thereby fostering consumer satisfaction. These findings are consistent with the research conducted by Nurdeagraha and Suryawardana (2020) on consumers of P Coffee in Semarang, which also demonstrated that location has a positive and significant impact on consumer satisfaction. Their study explains that ease of access, road conditions, clear signage, and the ability to easily locate a business establishment facilitate consumer visits and contribute to increased satisfaction.

The Effect Social Media Promotion, Product Variety and Location on Consumer Satisfaction

The research results indicate that social media promotion, product variety, and location have a simultaneous, positive, and significant effect on consumer satisfaction at Bolu Menara Medan Marelan. This is evidenced by the F-test results, which yielded an F-calculated value of 76.611—exceeding the F-table value of 2.67—with a significance level of 0.000 (< 0.05). Consequently, H4 is accepted and H0 is rejected, meaning that social media promotion, product variety, and location collectively exert a significant influence on consumer satisfaction. These findings align with research by Nurdeagraha and Suryawardana (2020), which found that product variety, promotion, location, product quality, price, and service quality collectively have a positive and significant impact on consumer satisfaction at P Coffee Semarang. Their study suggests that consumer satisfaction is shaped by a combination of complementary marketing elements, rather than by a single factor alone. Furthermore, these results are supported by research from Suharto et al. (2022), which demonstrates that social media marketing significantly influences consumer satisfaction. Additionally, a study by Silalahi et al. (2025) found that product variety and location have a simultaneous, significant effect on consumer satisfaction. Given the consistency of these findings, it can be understood that social media promotion, product variety, and location serve as mutually reinforcing marketing elements that help shape a positive experience and enhance consumer satisfaction at Bolu Menara Medan Marelan.

CONCLUSION

The conclusions of this study are as follows:

1. Social media promotion has a positive and significant effect on consumer satisfaction at Bolu Menara Medan Marelan.

OPEN ACCESS

2. Product variety has a positive and significant effect on consumer satisfaction at Bolu Menara Medan Marelan.
3. Location has a positive and significant effect on consumer satisfaction at Bolu Menara Medan Marelan.
4. Social media promotion, product variety, and location, when considered simultaneously, have a positive and significant effect on consumer satisfaction at Bolu Menara Medan Marelan.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. In the Social Media Promotion aspect, managers are advised to increase the attractiveness of photos and videos because statements regarding the attractiveness of content received the lowest average score of 3.59. Improvements can be made through the use of clearer product photos, consistent content design, as well as short videos regarding flavor variants, textures, packaging, promos and how to order. The information conveyed also needs to be updated regularly so that it is easy for consumers to understand.
2. In the Product Variation aspect, managers are advised to adjust product choices to various consumer needs. This is based on statements regarding the use of products for personal consumption, family, events or souvenirs which received the lowest average score of 3.66. Development can be done through family packages, event packages, hampers, size choices, and combinations of several flavor variants, while maintaining product quality and consistency.
3. In the Location aspect, managers are advised to improve ease of access and clarity of location information because statements regarding the ease of location getting the lowest average score of 3.76. Efforts that can be made include including digital map links, providing clear route instructions, strengthening signage, and maintaining the cleanliness, security and order of the parking area.

REFERENCES

Anggreni, Z., & Nasution, A. M. U. (2026). Pengaruh kualitas pelayanan dan variasi produk terhadap kepuasan konsumen pada usaha kue di Medan: Studi kasus pada Ulfakue Medan. *RIGGS: Journal of Artificial Intelligence and Digital Business, 5(2), 15439-15450*

Azhari, M. S., & Parhusip, A. A. (2024). Pengaruh kualitas pelayanan, store atmosphere dan lokasi terhadap kepuasan konsumen. *Jurnal Widya, 5(1), 695–707.*

Azhari, Rahman, & Yusuf. (2023). The effect of location, product diversity, and store atmosphere on customer satisfaction. *Advances in Business and Industrial Marketing, 1(2), 78–91.*

Ballang, A., Pongtuluran, A. K., & Tangdialla, R. (2023). Pengaruh lokasi dan fasilitas terhadap kepuasan pelanggan di Café Mie Setang Kecamatan Rantepao Kabupaten Toraja Utara. *MENAWAN: Jurnal Riset dan Publikasi Ilmu Ekonomi, 1(6), 113-125*

Bellin, D. A. Z., Anggrainie, N., & Suroto, S. (2024). Pengaruh kualitas produk, persepsi harga, dan social media marketing terhadap kepuasan konsumen dengan keputusan pembelian sebagai variabel intervening pada produk tas merek Elizabeth. *Neraca: Jurnal Ekonomi, Manajemen dan Akuntansi, 3(1), 709-734*

Farisi, S., & Siregar, Q. R. (2020). Pengaruh harga dan promosi terhadap loyalitas pelanggan pengguna jasa transportasi online di Kota Medan. *Maneggio: Jurnal Ilmiah Magister Manajemen, 3(1), 148–159.*

Fawzy, I., Sumowo, S., & Saidah, N. (2023). Pengaruh lokasi, harga, dan pelayanan terhadap kepuasan pelanggan pada Stasiun Cafe Balung Jember. *Jurnal Manajemen dan Bisnis Indonesia, 9(2), 88–101.*

Kojongian, A. S. C., Tumbel, T. M., & Walangitan, O. F. C. (2022). Pengaruh variasi produk dan promosi terhadap keputusan pembelian Careofyou.id pada media sosial Instagram. *Productivity, 3(2), 157–161.*

Mallar, R. S., & Tanjung, Y. (2023). Pengaruh harga, lokasi dan kualitas pelayanan terhadap kepuasan pelanggan pada bioskop Cinepolis Plaza Medan Fair. *JUMBIWIRA: Jurnal Manajemen Bisnis Kewirausahaan, 2(3), 70-88.*

Maulana, Y., Fitriani, & Saputra, H. (2024). Pengaruh promosi media sosial, lokasi dan kualitas pelayanan terhadap kepuasan pelanggan pada coffee shop di Pekanbaru. *Jurnal Riset Manajemen dan Bisnis, 9(1), 20–35.*

Nurdeagraha, D., & Suryawardana, E. (2020). Analysis of factors that increase customer satisfaction coffee products. *Journal of Digital Marketing and Halal Industry, 2(2), 155-166.*

Pio, J., Mamuaya, N. C., & Angmalisang, S. (2022). Pengaruh lokasi, kualitas pelayanan dan persepsi harga terhadap kepuasan konsumen kedai kopi Janji Jiwa Jilid 667 Tomohon. *Jurnal EMBA, 10(3), 1234–1245.*

Prabowo, A., & Risal, T. (2023). Peran Enterpreneurial Orientation Dan Social Media Marketing Terhadap Peningkatan Strategi Bersaing (Umkm) Coffe Shop Pada Era Modern Customer Di Kota Medan. *Jurnal Menara Ekonomi: Penelitian dan Kajian Ilmiah Bidang Ekonomi, 9(1).*

OPEN ACCESS

Prabowo, A., & Tanjung, S. (2025). Analisis social media marketing dan customer relationship marketing terhadap kepuasan konsumen Sikologi Coffee. *Ecoducation: Jurnal Pendidikan Ekonomi, 7(3), 975-989.*

Prabowo, A., & Tarigan, T. D. (2025). Analisis Servicescape, Social Media Marketing dan Customer Experience Terhadap Minat Berkunjung Kembali Konsumen Fore Coffee Citraland Helvetia Medan. *Jurnal Dunia Pendidikan, 6(3), 996-1010.*

Prabowo, A., Adam, A. A., Subhan, Z. N., Tanjung, Y., Parhusip, A. A., & Deviana, A. Irwansyah. (2025). Sustainable Business Practices in Coffee Shops: The Role of Marketing Innovation, Digital Marketing, and Branding Innovation Through Market Development. *International Journal of Accounting and Economics Studies, 12 (6), 43, 50.*

Prabowo, A., Tanjung, Y., Enzelia, E. L., Bangun, R., Simarmata, H. M. P., & Wahyuni, E. S. (2025). Eksplorasi Promosi Berbasis Social Media Marketing Dan Brand Image: Identifikasi Impulsive Buying Behaviour Melalui Customer Engagement Pada Konsumen Brand Fashion ZARA Di Kota Medan. *Jurnal Dunia Pendidikan, 6(3), 727-747.*

Prabowo, A., Tanjung, Y., Wahyuni, E. S., & Aspan, H. (2025). Transformasi Destinasi Pemasaran: Model Integratif Pengembangan Pariwisata Berkelanjutan di Kawasan Objek Wisata Sidebu-Debu, Kabupaten Karo Sumatera Utara: Marketing Destination Transformation: An Integrative Model of Sustainable Tourism Development in the Sidebu-Debu Tourism Area, Karo Regency, North Sumatra. *Economic and Education Journal (Ecoducation), 7(2), 455-476.*

Prabowo, A., Wahyuni, E. S., Tanjung, Y., Wijaya, M. R., & Adam, A. A. (2025). *Manajemen Pemasaran (Strategi Pemasaran Era Digital: Menguasai Tren dan Teknologi Sebagai Konsep Baru Meningkatkan Penjualan).* Serasi Media Teknologi.

Rahayu, Y., Suparwo, A., & Gulo, F. (2022). Pengaruh social media marketing dan brand image terhadap kepuasan pelanggan Cititrans Bandung. Bulletin of Management and Business, 3(2), 441–453.

Ria, A. M., Andari, T. T., & Yulianingsih. (2024). Pengaruh kualitas pelayanan dan lokasi terhadap kepuasan konsumen. *Jurnal Ekonomi dan Bisnis, 3(1), 11-19.*

Rizkiana, F. N., Aguilika, D., & Faraby, M. E. (2025). Pengaruh aktivitas pemasaran media sosial terhadap niat berkunjung kembali melalui kepuasan wisatawan Pantai Lon Malang Kabupaten Sampang. *Jurnal Disrupsi Bisnis, 8(6), 773–786.*

Sartika, D., Rahadi, D. R., & Anindita, R. (2023). Pengaruh kualitas produk dan variasi produk terhadap kepuasan konsumen. Jurnal Ilmu Manajemen, 11(2).

Silalahi, P. R., Mangantar, M., & Tumiwa, J. R. (2025). The influence of product variety and location on customer satisfaction at Maree Studio Manado Town Square. *Formosa Journal of Applied Sciences, 4(11), 3753-3762.*

Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: Alfabeta.

Suharto, Junaedi, I. W. R., Muhdar, H. M., Firmansyah, A., & Sarana. (2022). Consumer loyalty of SMEs: The role of social media marketing and customer satisfaction. *International Journal of Data and Network Science, 6(2), 383–390.*

Wardhana, A. (2024). *Kepuasan pelanggan. Dalam Perilaku konsumen di era digital (hlm. 130–141).* Eureka Media Aksara.

Yakin, A. K., Sari, I. S., & Kartika, R. (2022). Pengaruh promosi, keragaman produk, dan kualitas produk terhadap loyalitas pelanggan pada Cafe Family Garden. *Jurnal Ekonomi dan Bisnis Growth, 20(1), 54–67*

OPEN ACCESS