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

THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY AND SOCIAL MEDIA PROMOTION ON CONSUMER SATISFACTION AT SPECTA CAFE

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

Abstract

This study aims to determine the influence of service quality, product quality, and social media promotion on consumer satisfaction at Specta Cafe. The study was motivated by a decline in sales and indications of consumer dissatisfaction regarding service, product quality, and social media promotional activities. A quantitative method was employed, with data collected via questionnaires distributed to 100 Specta Cafe customers. Data analysis was conducted using multiple linear regression, with hypothesis testing performed via the t-test, F-test, and coefficient of determination. The results indicate that service quality has a positive and significant partial effect on consumer satisfaction, with a calculated t-value of 2.137 and a significance value of 0.035 (< 0.05). Product quality does not have a significant effect on consumer satisfaction, with a calculated t-value of -1.081 and a significance value of 0.282 (> 0.05). Social media promotion also does not have a significant effect on consumer satisfaction, with a calculated t-value of -0.681 and a significance value of 0.498 (> 0.05). Simultaneously, service quality, product quality, and social media promotion do not have a significant effect on consumer satisfaction, with a calculated F-value of 2.021 and a significance value of 0.116 (> 0.05). The coefficient of determination (R-squared) of 0.059 indicates that the variables of service quality, product quality, and social media promotion explain 5.9% of consumer satisfaction, while the remaining 94.1% is influenced by factors outside the scope of this study.

Keywords: Service Quality, Product Quality, Social Media Promotion, Consumer Satisfaction

INTRODUCTION

In the era of globalization, marketing has become a crucial aspect of a business's sustainability. Marketing is more than just the act of selling products and services; it is a comprehensive process that encompasses identifying consumer needs and desires, creating value, and effectively delivering products to consumers. According to the American Marketing Association, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing also plays a role in building long-term relationships between a company and its consumers. In this context, companies are expected not only to understand consumer needs but also to create experiences that foster satisfaction and loyalty. Consequently, marketing is often regarded as the spearhead in determining a business's success, especially amidst increasingly competitive market conditions. The development of digital technology has also accelerated the growth of this industry; the emergence of social media and digital platforms allows businesses to reach consumers more broadly and effectively. Today's consumers are not only looking for high-quality products but also for experiences that can be shared via social media, which has created new trends in consumer behavior—particularly among the millennial and Gen Z generations.

In Indonesia, the café industry has experienced rapid growth over the last few years. Data from the Ministry of Tourism and Creative Economy (Kemenparekraf, 2023) indicates that there are more than 20,000 coffee shops and cafés spread across Indonesia, with an average annual growth rate of 8%. This demonstrates that the café industry holds immense potential for supporting the growth of the creative economy in Indonesia. This expansion is further driven by the growing number of millennials and members of Generation Z, for whom cafés have become an integral part of their lifestyle. Cafés serve not only as places to eat and drink but also as spaces for socializing, working,

studying, and even cultivating one's personal image on social media. The growth of the café industry is also clearly evident in the city of Medan—a major Indonesian metropolis and a hub for economic development outside of Java. Medan's dynamic population and high level of consumption make it a highly promising market for the food and beverage industry. This is reflected in the increasing number of cafés emerging in strategic locations, ranging from the city center and business districts to areas near educational institutions. The presence of numerous cafés with diverse concepts indicates that competition within this sector is intensifying. Each business strives to offer something unique to capture consumer interest—not only through their products, but also through their venue concepts, service quality, and marketing strategies.

One of the cafés contributing to the development of this industry is Specta Cafe, which is situated in a strategic location that is easily accessible to the public. Specta Cafe offers a diverse selection of food and beverages, featuring an engaging concept and an atmosphere well-suited for relaxing or gathering with friends and family. Furthermore, amenities such as internet access, a modern interior design, and an outdoor area serve as additional draws for customers. Based on the sales data for Specta Cafe presented in the table above, it is evident that sales figures have gradually declined over the past three years. In 2023, total sales reached IDR 948,500,000, before falling to IDR 732,750,000 in 2024. Subsequently, in 2025, sales figures decreased further to IDR 518,250,000. This decline indicates a negative trend in Specta Cafe's sales performance year after year. The drop from 2023 to 2024 was approximately 10.61%, while the decline from 2024 to 2025 reached approximately 10.92%. This situation suggests a waning consumer interest or a reduction in purchasing activity at Specta Cafe during this period. Given these conditions, the consistent decline in sales volume not only reflects but also indicates a shift in consumer perceptions and experiences. This decline serves as a signal that customer expectations regarding service and product quality have not been optimally met. Therefore, it is essential to further examine how consumer satisfaction levels are formed and the factors that influence them, in order to gain a more comprehensive understanding of the phenomena occurring among consumers.

Consumer satisfaction can be measured by comparing the performance or outcomes received against expectations. According to Kasinem (2020), consumer satisfaction refers to the provision of optimal service by a company—leveraging its various strengths—to meet customer needs and fulfill their expectations. A pre-survey indicates that the majority of consumers are not yet fully satisfied with Specta Cafe. This suggests that consumer expectations are not aligned with the experience they receive during their visits. Many customers arrive expecting consistent products, high-quality service, and an enjoyable experience; however, in reality, these expectations have not been entirely met. This situation indicates that consumer satisfaction requires improvement to foster loyalty and encourage repeat visits. The service quality at Specta Cafe is currently suboptimal. This is evidenced by various consumer reviews on Google, which highlight complaints regarding slow and unresponsive service, as well as unfriendly staff—all of which detract from the comfort of customers during their visit. Furthermore, there are inconsistencies in the order fulfillment process; customers who arrive earlier sometimes wait longer to receive their orders than those who arrive later, indicating a clear issue with service reliability.

In addition to service quality, another factor that influences consumer satisfaction levels is the quality of the products offered. Product quality is a crucial aspect because it is directly linked to the consumption experience—encompassing factors such as taste, presentation, and the consistency of the items served. At Specta Cafe, the current state of product quality appears suboptimal and inconsistent. This is evidenced by consumer feedback on Google Reviews, which includes complaints regarding the taste of the food—such as dishes being overly salty—as well as concerns about product hygiene. Furthermore, there is a lack of consistency in consumer assessments, with some customers indicating that the products have failed to meet their expectations. The results indicate that product quality at Specta Cafe does not yet fully meet consumer expectations. While the offerings excel in terms of appearance and taste, a lack of consistent quality remains the primary issue experienced by most consumers. This suggests that Specta Cafe needs to improve its quality control—specifically by ensuring consistency in flavor, presentation, and the use of ingredients—to provide a uniform experience for customers during every visit.

In addition to service and product quality, one factor that can influence consumer satisfaction at Specta Cafe is social media promotion. According to Hartono et al. (2016) and Prabowo et al. (2025), social media promotion is a form of marketing conducted via digital platforms, aimed at capturing customer attention through engaging and interactive content. Furthermore, Prasetiyo and Hidayat (2019) found that social media promotion is an effective marketing approach, as it can reach a large number of customers at a relatively low cost while making it easier for them to access information about the products offered. Observations regarding Specta Cafe's social media presence indicate that its promotional activities are not yet optimal. Social media promotion encompasses various marketing activities conducted through digital platforms—such as Instagram, Facebook, and others—that enable direct

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communication between businesses and their customers. Findings indicate that the social media promotion for Specta Cafe has yet to fully meet consumer expectations. While the cafe benefits from an appealing visual presentation, issues such as a lack of comprehensive information, inconsistent updates, and discrepancies between promotional content and the actual experience are the primary factors shaping consumer perception. Consequently, improvements to the social media promotion strategy are necessary to ensure it becomes more informative, consistent, and accurate, thereby fostering greater consumer trust and satisfaction.

Based on the background provided, several issues have been identified as the focus of this research:

1. Service quality at Specta Cafe is considered suboptimal. This is evidenced by consumer complaints regarding slow service, a lack of responsiveness, and insufficient attention from staff toward customer needs. Furthermore, the available physical facilities do not yet fully provide comfort for consumers.
2. The quality of the products offered fails to consistently meet consumer expectations. Some consumers feel that the taste, texture, and overall quality of the products do not align with their expectations, which in turn affects their satisfaction when consuming what is served.
3. Social media promotion by Specta Cafe remains ineffective. This is reflected in the lack of interaction between the cafe and its consumers, as well as promotional content that fails to optimally capture consumer attention and interest.
4. Overall consumer satisfaction is relatively low. This is indicated by a lack of consumer interest in revisiting the cafe, as well as a reluctance to recommend Specta Cafe to others.

Identifying these issues is intended to provide a clear overview of the challenges faced by Specta Cafe and to serve as a foundation for further research.

LITERATURE REVIEW

Consumer Satisfaction

According to Kasinem (2020), consumer satisfaction is an assessment of the characteristics or features of a product or service—or the product itself—that provides a level of pleasure to the consumer in relation to the fulfillment of their consumption needs. Furthermore, Asti and Ayuningtyas (2020) define consumer satisfaction as a consumer's overall evaluation of the benefits of a product, based on what they receive and how they respond to the fulfillment of their needs. Additionally, Rahardjo and Yulianto (2021) and Prabowo et al. (2025) note that if the product or service offered is of excellent quality and succeeds in meeting all of a customer's needs and desires, the customer will feel satisfied. Conversely, if a product or service fails to meet a customer's desires, the customer will feel dissatisfied.

Service Quality

According to Pally (2023), one of the key factors in choosing a restaurant is customer expectation; efforts to enhance customer comfort and ensure that customers feel valued—often exceeding their initial expectations—are referred to as service quality. Higher service quality leads to greater customer satisfaction; in other words, service quality determines customer satisfaction. Furthermore, Cesariana (2022) defines service quality as a company’s proficiency in meeting customer expectations and ensuring that the services provided align with what customers anticipate, thereby resulting in a perception of high quality that satisfies the customer.

Product Quality

Product quality can be defined as the level of excellence, the completeness of specifications, and the characteristics of a service or product, all of which relate to its ability to provide satisfaction and meet consumer needs (Harjadi & Arraniri, 2021). Furthermore, Miguna and Nurhafifah (2020) define product quality as anything offered by a producer that can be used, purchased, and consumed by consumers. According to Kotler and Keller (2022) as well as Riska and Prabowo (2025), product quality refers to a product's capacity to perform its intended functions, encompassing aspects such as durability, reliability, and precision.

Social Media Promotion

According to Tjiptono (2019), social media promotion is a component of the promotional mix that leverages internet technology and digital platforms to deliver product information directly to consumers, while fostering two-way interaction between a company and its customers. Encompassing internet platforms and social networks, social media promotion represents a contemporary method that allows individuals to explore goods and services via mobile devices or laptops (Islamuddin, 2021; Prabowo et al., 2025). Furthermore, Hartono et al. (2016) note that social

media promotion aims to encourage users to engage with these platforms through compelling and unique content displayed on pages within the applications

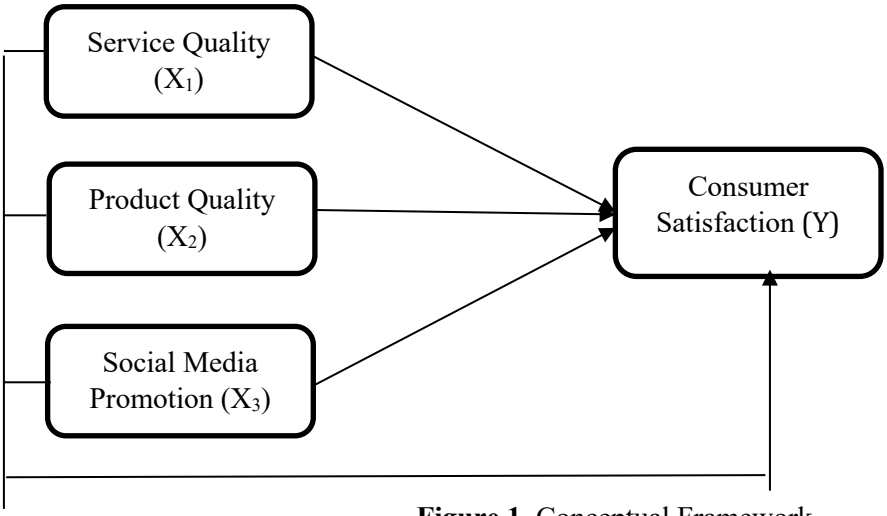


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Service quality has a positive and significant effect on consumer satisfaction at Specta Café.
2. H2: Product quality has a positive and significant effect on consumer satisfaction at Specta Café.
3. H3: Social media promotion has a positive and significant effect on consumer satisfaction at Specta Café.
4. H4: Service quality, product quality, and social media promotion have a positive and significant effect on consumer satisfaction at Specta Café.

METHOD

The research approach used an associative approach, with a quantitative method. This research is conducted on Jl. Setia Karya, Tj. Selamat, Sunggal District, Deli Serdang Regency, North Sumatra 20351. The study is scheduled to take place from March 2026 to August 2026. The research population consists of all consumers who have visited and made a purchase at Specta Café; the exact size of this population is unknown. The sampling technique employed is non-probability sampling—a method in which not every element or member of the population has an equal chance of being selected. Specifically, this study uses accidental sampling, a technique where the researcher selects individuals they happen to encounter who are deemed suitable as data sources. The formula used is the Lemeshow formula.

$$n = \frac{Z^2 p(1-p)}{d^2}$$

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

$$n = \frac{3{,}8416 \times 0{,}25}{0{,}1^2}$$

$$n = \frac{0{,}9604}{0{,}1^2}$$

$$n = 96{,}04$$

Note:
n = Sample size
z = z-score for 95% confidence level = 1.96
p = Maximum estimate = 0.5
d = Alpha (0.10) or a 10% sampling error

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Thus, the minimum sample size required for this study is 96 respondents, which the researcher will round up to 100 respondents.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Service Quality, Product Quality, Social Media Promotion, Consumer Satisfaction

Statement Items	r-count	r-table	Description
SQ1	0,725	0,361	Valid
SQ2	0,807	0,361	Valid
SQ3	0,776	0,361	Valid
SQ4	0,749	0,361	Valid
SQ5	0,612	0,361	Valid
SQ6	0,600	0,361	Valid
SQ7	0,852	0,361	Valid
SQ8	0,841	0,361	Valid
SQ9	0,826	0,361	Valid
SQ10	0,797	0,361	Valid
PQ1	0,663	0,361	Valid
PQ2	0,768	0,361	Valid
PQ3	0,796	0,361	Valid
PQ4	0,776	0,361	Valid
PQ5	0,602	0,361	Valid
PQ6	0,642	0,361	Valid
PQ7	0,762	0,361	Valid
PQ8	0,582	0,361	Valid
SMP1	0,496	0,361	Valid
SMP2	0,706	0,361	Valid
SMP3	0,728	0,361	Valid
SMP4	0,617	0,361	Valid
SMP5	0,839	0,361	Valid
SMP6	0,844	0,361	Valid
SMP7	0,614	0,361	Valid
SMP8	0,619	0,361	Valid
CS1	0,569	0,361	Valid
CS2	0,850	0,361	Valid
CS3	0,514	0,361	Valid
CS4	0,667	0,361	Valid
CS5	0,769	0,361	Valid
CS6	0,687	0,361	Valid
CS7	0,654	0,361	Valid
CS8	0,752	0,361	Valid
CS9	0,683	0,361	Valid
CS10	0,727	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 Service Quality, Product Quality, Social Media Promotion, Consumer Satisfaction

Variabel	Cronbach Alpha	Provision	Description
Service Quality	0,918	0,60	Reliable
Product Quality	0,849	0,60	Reliable
Social Media Promotion	0,840	0,60	Reliable
Consumer Satisfaction	0,877	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of service quality, product quality, social media promotion 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	100
Mean	0.0000000
Std. Deviation	1,26411606
Absolute	0.083
Positive	0.083
Negative	-0.065
Test Statistic	0.083
Asymp. Sig. (2-tailed)	0.089

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.089 > 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)	4,680	4,627		1,011	,314
Service Quality	-,004	,058	-,008	-,074	,941
Product Quality	-,024	,082	-,030	-,293	,770
Social Media Promotion	-,073	,083	-,090	-,874	,384

Sources: SPSS versi 25 (2026)

Based on the Glejser test results in the table above, it can be observed that the significance value for the service quality variable is 0.941 (> 0.05), indicating the absence of heteroscedasticity; the significance value for the product quality variable is 0.770 (> 0.05), also indicating the absence of heteroscedasticity; and the significance value for the social media promotion variable is 0.384 (> 0.05), which likewise indicates the absence of heteroscedasticity. Therefore, it can be concluded that no heteroscedasticity is present for any of the variables.

Table 5. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	44,833	7,362		6,090	,000		
Service Quality	,198	,093	,214	2,137	,035	,981	1,019
Product Quality	-,142	,131	-,107	-1,081	,282	,992	1,009
Social Media Promotion	-,090	,132	-,068	-,681	,498	,973	1,028

Sources: SPSS versi 25 (2026)

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

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Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	44,833	7,362		6,090	,000		
Service Quality	,198	,093	,214	2,137	,035	,981	1,019
Product Quality	-,142	,131	-,107	-1,081	,282	,992	1,009
Social Media Promotion	-,090	,132	-,068	-,681	,498	,973	1,028

Sources: SPSS versi 25 (2026)

1. The constant value of 44.833 indicates that if the variables of service quality (X1), product quality (X2), and social media promotion (X3) are assumed to be zero or remain unchanged, the value of consumer satisfaction (Y) will be 44.833. This constant represents the baseline level of consumer satisfaction, which is influenced by factors outside of the research model.
2. The regression coefficient for service quality (X1) is 0.198, indicating a positive influence on consumer satisfaction (Y). This means that for every one-unit increase in service quality, consumer satisfaction is predicted to increase by 0.198 units, assuming that product quality (X2) and social media promotion (X3) remain constant. This suggests that better service quality provided by Specta Cafe leads to a higher level of consumer satisfaction.
3. The regression coefficient for product quality (X2) is -0.142, indicating a negative relationship between product quality and consumer satisfaction. This means that for every one-unit increase in product quality, consumer satisfaction is predicted to decrease by 0.142 units, assuming that service quality (X1) and social media promotion (X3) remain unchanged. This negative value indicates that, within this research model, the relationship between product quality and consumer satisfaction moves in opposite directions.
4. The regression coefficient for social media promotion (X3) is -0.090, indicating that social media promotion has a negative relationship with consumer satisfaction. This means that for every one-unit increase in social media promotion, consumer satisfaction is predicted to decrease by 0.090 units, assuming that service quality (X1) and product quality (X2) remain constant.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**	Tolerance	VIF
(Constant)	44,833	7,362		6,090	,000		
Service Quality	,198	,093	,214	2,137	,035	,981	1,019
Product Quality	-,142	,131	-,107	-1,081	,282	,992	1,009
Social Media Promotion	-,090	,132	-,068	-,681	,498	,973	1,028

Sources: SPSS versi 25 (2026)

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

1. Based on the partial test results, the calculated t-value (T-count) for the service quality variable is 2.137, which is greater than the critical t-value (T-table) of 1.984, with a significance level of 0.035 (< 0.05). The service quality variable has a regression coefficient (B) of 0.198 and a standardized coefficient (Beta) of 0.214, indicating a positive influence. This means that for every one-unit increase in service quality, consumer satisfaction increases by 0.198 units, assuming other variables remain constant. Based on the calculation of the effective contribution, service quality accounts for 4.4% of the influence on consumer satisfaction. Thus, among the variables examined in this study—service quality, product quality, and social media promotion—service quality makes the largest contribution to consumer satisfaction. Consequently, H_0 is rejected and H_1 is accepted, leading to the conclusion that service quality has a positive and significant effect on consumer satisfaction at Specta Cafe.
2. Based on the partial test results, the calculated t-value (T-count) for the product quality variable is −1.081, which is less than the critical t-value (T-table) of 1.984. The significance level obtained is 0.282 (> 0.05). The product quality variable has a regression coefficient (B) of −0.142 and a standardized coefficient (Beta) of −0.107, indicating a negative relationship. However, since this influence is not statistically significant,

this negative direction cannot be interpreted to mean that an increase in product quality would actually lead to a decrease in consumer satisfaction. Based on the calculation of the effective contribution, product quality accounts for 1.2% of the influence on consumer satisfaction. This indicates that the contribution of product quality to changes in consumer satisfaction in this study is relatively small and not statistically significant. Thus, H_0 is accepted and H_2 is rejected; therefore, it can be concluded that product quality does not have a significant effect on consumer satisfaction at Specta Cafe.

3. Based on the partial test results, the calculated t-value (T-count) for the social media promotion variable is −0.681, with an absolute value of 0.681, which is smaller than the t-table value of 1.984. The significance value obtained is 0.498, which is greater than 0.05. The social media promotion variable has a regression coefficient (B) of −0.090, with a standardized coefficient (Beta) of −0.068, indicating a negative relationship. However, since this effect is not statistically significant, this negative direction cannot be interpreted as a substantive negative impact on consumer satisfaction. Based on the calculation of the effective contribution, social media promotion accounts for 0.3% of the influence on consumer satisfaction. This indicates that, among the variables examined in this study—service quality, product quality, and social media promotion—social media promotion makes the smallest contribution to consumer satisfaction. Consequently, H_0 is accepted and H_3 is rejected; thus, it can be concluded that social media promotion does not have a significant effect on consumer satisfaction at Specta Cafe.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	9,989	3	3,330	2,021	,116[b]
Residual	158,201	96	1,648		
Total	168,190	99			

Sources: SPSS versi 25 (2026)

Based on the above, the significance value is 0.116, which is greater than 0.05. Consequently, H_0 is accepted and H_a is rejected; it can therefore be concluded that service quality, product quality, and social media promotion do not have a significant simultaneous effect on consumer satisfaction at Specta Cafe.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	,244[a]	,059	,030	1,28372

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 9, the R-square value is 0.059, or 5.9%. This indicates that the variables of service quality (X1), product quality (X2), and social media promotion (X3) collectively account for 5.9% of the variation in consumer satisfaction (Y). Meanwhile, the remaining 94.1% is influenced or explained by factors outside of the variables included in this study—such as price, café atmosphere, location, comfort of facilities, menu variety, consumer experience, brand image, or other factors not examined in this research.

Discussion

The Influence of Service Quality on Consumer Satisfaction

The significance value of 0.035—which is less than 0.05—indicates that service quality has a significant influence on consumer satisfaction. Consequently, H_0 is rejected and H_1 is accepted. Thus, the first hypothesis, which posits that service quality has a positive and significant effect on consumer satisfaction at Specta Cafe, is accepted. These findings align with research by Cahyani and Sihotang (2016), Sari and Paludi (2020), and Muzaki et al. (2022), all of which demonstrate that service quality exerts a positive and significant impact on consumer satisfaction. Such research suggests that the quality of service interactions—encompassing aspects like speed, friendliness, and accuracy—can foster a more positive experience and enhance consumer satisfaction. Conversely, these results differ from the findings of Wicaksono et al. (2022), Putri and Hidayat (2021), and Fadhilah and Nainggolan (2024), which indicate that service quality does not have a significant effect on consumer satisfaction. This discrepancy suggests that the influence of service quality is not uniform across all research contexts. In certain types of businesses, consumers may place greater weight on factors such as price, product quality, facilities, or other elements. In the

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case of Specta Cafe, however, the research findings indicate that the interaction between consumers and employees remains a key determinant in the evaluation of consumer satisfaction.

The Influence of Product Quality on Consumer Satisfaction

The significance value of 0.282 is greater than 0.05. Based on this result, H_0 is accepted and H_2 is rejected. Consequently, product quality is not shown to have a significant influence on consumer satisfaction at Specta Cafe. This finding aligns with research by Asti and Ayuningtyas (2020), Saputra and Wijaya (2022), and Lestari and Kurniawan (2022), which indicates that product quality does not significantly affect consumer satisfaction. Such studies suggest that, under certain conditions, consumer satisfaction is also determined by factors beyond product quality. Conversely, these results differ from the findings of Ofela and Agustin (2016), Dalilah and Prawoto (2023), and Yurindera (2021), who found that product quality has a positive and significant impact on consumer satisfaction. These discrepancies may be attributed to variations in consumer characteristics, product types, menu variety, the specific subjects of the research, or the consistency of the products received by consumers across the different research settings.

The Influence of Social Media Promotion on Consumer Satisfaction

The obtained significance value of 0.498 is greater than the significance level of 0.05. Based on these results, H_0 is accepted and H_3 is rejected. Consequently, social media promotion is not shown to have a significant influence on consumer satisfaction at Specta Cafe. In the context of Specta Cafe, social media promotion serves as a starting point for shaping consumer expectations prior to a visit. Through social media, consumers can access information regarding food and beverages, the establishment's atmosphere, pricing, promotions, events, and other relevant details. This information forms the basis for consumers to develop an idea of the experience they might encounter during their visit. If the information provided is clear, accurate, engaging, and aligns with the actual reality, social media can help build consumer trust. However, consumer satisfaction is not determined solely by the quality of information received beforehand; rather, it is primarily shaped by the actual experience following the purchase and consumption of Specta Cafe's products or services. Thus, social media promotion functions primarily as a tool for communication and expectation-setting, whereas satisfaction is the outcome of an evaluation of the consumer's overall experience. These findings are consistent with research by Endang Maulana et al. (2022), Rahmawati and Sari (2021), and Nugroho and Prasetyo (2023), which indicate that social media promotion either has no significant effect or exerts a relatively weak influence on consumer satisfaction. These results indicate that, under certain conditions, social media promotional activities are not the primary factor in determining satisfaction, as consumers may place greater weight on the actual experience they have following a purchase or visit.

The Influence of Service Quality, Product Quality, and Social Media Promotion on Consumer Satisfaction

The obtained significance value of 0.116 is greater than the significance level of 0.05. Based on these results, H_0 is accepted and H_4 is rejected. Consequently, it can be concluded that service quality, product quality, and social media promotion, when considered simultaneously, do not have a significant effect on consumer satisfaction at Specta Cafe. These findings indicate that when service quality, product quality, and social media promotion are tested together within a single research model, they do not exert a sufficiently strong influence to significantly explain variations in consumer satisfaction. In other words, the level of consumer satisfaction at Specta Cafe—whether high or low—cannot be collectively explained solely by service quality, product quality, and social media promotion. This suggests that there are other factors, beyond these three variables, that also play a role in shaping consumer satisfaction. These results differ from the findings of Sari and Paludi (2020), Dalilah and Prawoto (2023), and Yurindera (2021), which demonstrated that service quality, product quality, and promotion, when analyzed simultaneously, have a positive and significant impact on consumer satisfaction. Those studies suggest that a combination of good service, quality products, and effective promotion can shape the overall consumer experience and enhance consumer satisfaction.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Service quality has a positive and significant effect on consumer satisfaction at Specta Cafe.
2. Product quality does not have a significant effect on consumer satisfaction at Specta Cafe.
3. Social media promotion does not have a significant effect on consumer satisfaction at Specta Cafe.

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4. Service quality, product quality, and social media promotion, when considered simultaneously, do not have a significant effect on consumer satisfaction at Specta Cafe.

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

For Specta Café

Based on the research findings, it is recommended that Specta Café improve its service quality, specifically regarding the aspect that received relatively lower ratings from respondents: the speed at which staff respond when customers require assistance. This indicates that while customers generally view the service positively, there is a weakness in terms of responsiveness. Improvements can be achieved by enhancing coordination among various operational roles—such as waitstaff, cashiers, baristas, and kitchen staff—to ensure that the service process is faster and more organized. Furthermore, management should establish service time standards, covering the entire process from order taking to the final serving of food and beverages. Clear service standards will provide customers with a more comfortable experience and more consistent service. Regarding product quality, although the research indicates that it does not have a statistically significant impact on overall customer satisfaction, Specta Café should still maintain its product quality, as certain indicators received lower scores than others. Particular attention should be paid to flavor consistency, product presentation, food texture, and the quality of raw ingredients.

Improvements can be implemented by establishing standardized recipes, monitoring raw ingredients prior to production, conducting periodic taste evaluations, and ensuring that every product adheres to a uniform presentation standard. These measures are essential to ensure that customers enjoy a consistent product experience during every visit. Regarding social media promotion, it is recommended that Specta Café enhance the quality of its information delivery across digital platforms. Lower scores on specific indicators suggest that information concerning current promotions and new menu items could be improved. Consequently, the café should create content more consistently, provide comprehensive details—such as pricing, menu offerings, and promotions—and actively engage with customers through comments and direct messages. Additionally, the information presented on social media must accurately reflect the actual experience, preventing any discrepancy between a customer's expectations prior to their visit and the experience they receive while at the café.

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