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The influence of Promotion, Service Quality and Product Quality on Customer Satisfaction (A Study at "Fellow Coffee" Business Incubator)

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ABSTRACT

This study aims to analyze the influence of promotion, service quality, and product quality on customer satisfaction at Inkubator Bisnis dan Teknologi. Using a quantitative method, data were collected from 100 customers through a structured questionnaire. The analysis was conducted using SPSS version 25. The results reveal that service quality (t = 6.682) and product quality (t = 4.176) significantly influence customer satisfaction, whereas promotion (t = 1.984) does not show a statistically significant effect. The F-test value of 71.639 indicates that the model is collectively significant. Furthermore, the R^2 value of 82.7% suggests that the combined variables explain a large portion of the variation in customer satisfaction, while the remaining 17.3% may be attributed to other factors not examined in this study. These findings imply that to enhance customer satisfaction, the business should prioritize improving service and product quality rather than relying heavily on promotional efforts. While promotion is traditionally viewed as essential, in this context, its impact appears limited, possibly due to ineffective messaging or misaligned channels with customer expectations.

Keywords: Promotion, Service Quality, Product Quality, Customer Satisfaction

1. Introduction

Economic development remains a fundamental aspect of human life, sustained by various activities such as agriculture, trade, and industry. In today's context, entrepreneurship has emerged as a significant pathway for promoting economic progress, particularly through creative and adaptive small-scale enterprises. One such growing sector is the café business, which has evolved beyond a place to eat and drink, becoming a lifestyle space that reflects the preferences of younger generations, especially millennials.

The increasingly competitive nature of the café industry demands that entrepreneurs continuously offer innovation, whether through attractive products or convenient services that meet customer expectations. As stated by Muskat et al. (2019) and Saputro et al. (2022), customers who are satisfied with the products or services they receive are more likely to return and become loyal patrons. This highlights the importance of understanding what drives customer satisfaction in sustaining a business, especially in sectors that rely heavily on customer experience.

Within this entrepreneurial landscape, business incubators play a critical role in supporting and nurturing early-stage ventures. One example is Fellow Coffee, a café operating under the guidance of the Business and Technology Incubator located near Bengkalis State Polytechnic. Designed to serve students and the surrounding community, this café offers various coffee-based beverages and light meals in a relaxed environment. Despite its promising concept, the business has faced persistent challenges in maintaining consistent sales over the past year, raising questions about the factors influencing its performance.

The inconsistency in sales suggests potential issues in key areas such as promotion strategies, service delivery, and product quality. According to Kotler and Keller (2021), customer satisfaction is the emotional response resulting from comparing expected outcomes with actual experiences of a product or service. Tjiptono (2014) further explains that when a product or service is delivered in a way that matches consumer needs and expectations, it creates a sense of satisfaction. Moreover, Lukman et al. (2022) emphasize that quality service must begin with understanding and fulfilling customer needs effectively.

Although prior studies have examined the impact of promotion, service quality, and product quality on customer satisfaction, limited research has focused on how these variables function within the unique environment of a business incubator. Therefore, further exploration is necessary to understand how these factors affect customer satisfaction in early-stage businesses like Fellow Coffee. Insights from this research are expected to contribute not only to academic knowledge but also to practical strategies for improving business performance and sustainability within the incubator setting.

Based on the background and research questions, the following hypotheses are proposed for this study:

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H0: Promotion, service quality, and product quality have a negative and insignificant effect on purchasing decisions.
H1: Promotion has a positive effect on purchasing decisions.
H2: Product quality has a positive effect on purchasing decisions.
H3: Service quality has a positive effect on purchasing decisions.
H4: Promotion, service quality, and product quality have a positive and significant effect on purchasing decisions.

Therefore, this study aims to examine more deeply: "The Influence of Promotion, Service Quality, and Product Quality on Customer Satisfaction (A Study at "Fellow Coffee" Business Incubator)."

2. Research Methods

The study was conducted at Fellow Coffee, a café operated under the Inkubator Bisnis dan Teknologi located in Sungai Alam Village, Bengkalis District, Riau, Indonesia. Fellow Coffee is one of the business units developed within the Politeknik Negeri Bengkalis incubation system, designed to support student entrepreneurship initiatives.

This research is quantitative and associative, aiming to examine the relationship between independent and dependent variables. The population in this study consists of 3,056 active students at Politeknik Negeri Bengkalis. The sampling method used was non-probability sampling with purposive and snowball sampling techniques. The selection criteria included students who had made purchases at Fellow Coffee for at least three months. The first set of respondents was selected intentionally, and then they recommended others, allowing the sample size to increase. The final sample consisted of 100 respondents.

The data used in this study includes both primary and secondary sources. Primary data were obtained directly from respondents using a structured questionnaire distributed offline on campus. Each variable in the questionnaire was measured using indicators adopted from relevant literature.

1. Promotion (X1): Measured using indicators such as advertising, personal selling, sales promotion, and publicity.
2. Service Quality (X2): Measured through tangibles, reliability, responsiveness, assurance, and empathy.
3. Product Quality (X3): Measured through durability, features, performance, reliability, and conformance.
4. Customer Satisfaction (Y): Measured through overall satisfaction, repurchase intention, and word-of-mouth.

All variables were measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The instrument was tested for validity using Pearson's correlation, and reliability was assessed using Cronbach's Alpha, where a value above 0.60 is considered acceptable (Sugiyono, 2019). The classical assumption tests performed include normality, multicollinearity, and heteroscedasticity tests. An autocorrelation test was not performed as this study uses cross-sectional data. Data were analyzed using SPSS 25 with multiple linear regression analysis to test the hypotheses through t-test, F-test, and coefficient of determination (R^2).

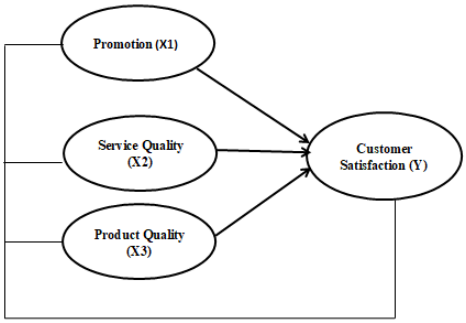


Figure 1. Research Model
Source: Processed Data 2024

3. Results and Discussion

3.1 Validity and Reliability Test Result

3.1.1 Validity Test

The results of the validity test by comparing the recount value with the r table can be seen in Table 1 below :

Table 1. Validity and Reliability Test Result

No	Variable		Indicator	r count	Validity	Cronbach Alpha	Reliability
1	Promotion	Advertising	X1.1	0,835	Valid	0,924	Reliable
		Direct Marketing	X1.2	0,822			
		Public Relations	X1.3	0,794			
		Personal Selling	X1.4	0,836			
		Set Goals	X1.5	0,857			
		Choose a business.	X1.6	0,847			
		Developing programs	X1.7	0,828			
2	Service Quality	Reliability	X2.1	0,815	Valid	0,865	Reliable
		Data responsiveness	X2.2	0,857			
		Assurance	X2.3	0,817			
		Empathy	X2.4	0,859			
		Physical evidence	X2.5	0,700			
3	Product Quality	Durability	X3.1	0,832	Valid	0,839	Reliable
		Features	X3.2	0,855			
		Aesthetics	X3.3	0,843			
		Product Performance	X3.4	0,773			
4	Customer Satisfaction	Conformity of Expectations	Y1.1	0,938	Valid	0,882	Reliable
		Interest In Returning	Y1.2	0,888			
		Willingness to Recommend	Y1.3	0,873			

Source: Processed Data 2024

Based on Table 1, it can be seen that the rcount value is 0.835 and the use of the rtable value is 0.195, which means 0.835 > 0.195, so the first item is appropriate or valid. Likewise, for the following items, all 19 items have a calculated value, so that all items have suitability or validity.

3.1.2 Reliability Test

This reliability test is used to determine the extent to which the consistency of the measuring instrument usually uses a questionnaire, which means whether the measuring instrument gets consistent measurement results if the measurement is repeated. The method that is often used in research to measure scale is Cronbach's alpha. The following is a table of reliability test results:

If the Cronbach's Alpha value is greater than the coefficient value, then the questionnaire can be declared reliable and it is known that the Cronbach's Alpha value is 0.924, which means 0.924 > 0.60 so that it can be said that the questionnaire is reliable and can be distributed to respondents to be used as an instrument. Likewise, for the next item, all of the 4 items above are more than 0.60, so all items have proven to be reliable.

3.2 Classical Assumptions

3.2.1 Normality Test

The statistical test used in the residual normality test in this study is a statistical test using the SPSS application program, which is obtained with significant values as follows:

Table 2. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	1.08075584
Most Extreme Differences	Absolute	.157
	Positive	.078
	Negative	-.157
Test Statistic		.157
Asymp. Sig. (2-tailed)		.007c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: ProcessED Data 2024 of SPSS 25

Normal for the results of the normality test show that all research variables have a significance value greater than 0.05. Thus, based on Table 3, it can be seen that the results of the normality test in this study were (0.07> 0.05), so it can be concluded that the research data distribution is normal.

3.2.2 Multicollinearity Test

Based on the results of the analysis using SPSS, the results of the Multicollinearity Test are obtained as in the following table:

Table 3. Multicollinearity Test Result

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
	(Constant)		
	Promotion	.234	4.171
	Service Quality	.235	4.032
	Product Quality	.441	2.211
a. Dependent Variable: Customer Satisfaction			

Source: Processed Data 2024 of SPSS 25

The results of the multicollinearity test, if the VIF value <10 indicates that there is no multicollinearity problem but if the VIF value> 10 indicates that there is a multicollinearity problem, all variables in this analysis have a VIF value below 10, it can be concluded that there is no multicollinearity problem in this study. Furthermore, if the Tolerance Value> 0.1 indicates that there is no significant multicollinearity problem, but if the Tolerance Value <0.1 indicates that there is a significant multicollinearity problem. All variables in this analysis have a tolerance value> 0.1, so it can be concluded that there is no multicollinearity problem in this study.

3.2.3 Heteroscedasticity Test

Based on the table, the results of Heteroscedasticity show that all research variables have a significance value greater than 0.05.

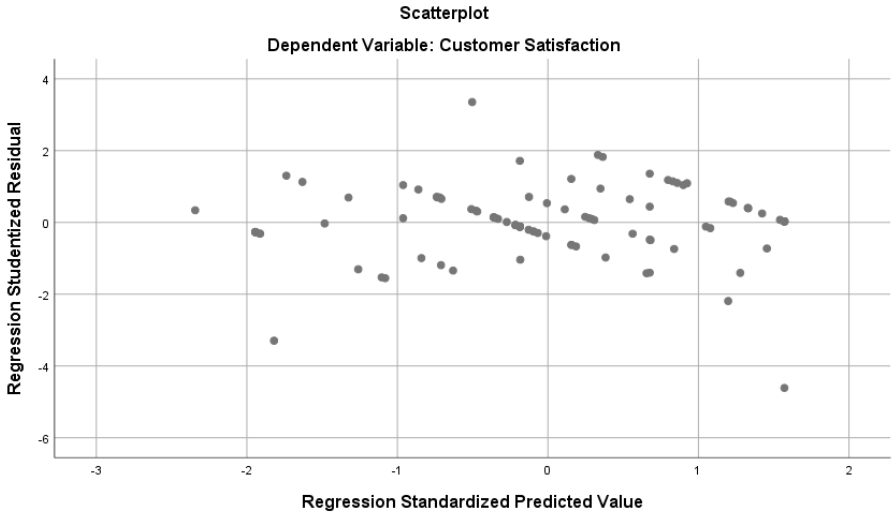


Figure 2 Heteroscedasticity Test Result
Source: Processed Data 2024 of SPSS 25

Based on the results of the heteroscedasticity test with the scatterplot graph presented in the figure also shows that the randomly distributed points do not form a clear pattern. so that it can be concluded that there are no symptoms of heteroscedasticity.

3.3 T-Test

Based on the results of the analysis using SPSS, the results of the T test are in the following table :

Table 4 T-Test Result

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	**(Constant)**	**2.042**	**2.412**		**.812**	**.412**
	Promotion	**.042**	**.122**	**.162**	**1.984**	**.050**
	Service Quality	**.827**	**.121**	**.542**	**6.682**	**.000**
	Product Quality	**.413**	**.088**	**.247**	**4.176**	**.000**
a. Dependent Variable: Customer Satisfaction						

Source: Processed Data 2024 of SPSS 25

The regression analysis based on Table 6 produced the following equation:

Y = 2.042 + 0.042 X1 + 0.827 X2 + 0.413 X3 + e

This equation indicates that if promotion (X1), service quality (X2), and product quality (X3) are set to zero, customer satisfaction (Y) is predicted to be 2.042. Service quality has the greatest influence (0.827), followed by product quality (0.413), and promotion (0.042).

Based on the t-test results shown in Table 6:

1. Promotion (X1) has a significance value of 0.050, which is right at the threshold of 0.05. The calculated t-value is 1.984, slightly below the t-table value of 1.985, indicating that the promotion variable does not have a significant effect on customer satisfaction. Therefore, H0 is accepted and H1 is rejected.
2. Service Quality (X2) has a significance value of 0.000, which is less than 0.05. The calculated t-value is 6.682, greater than the t-table value of 1.985, showing that service quality has a significant and strong positive effect on customer satisfaction. Thus, H0 is rejected and H2 is accepted.
3. Product Quality (X3) also has a significance value of 0.000, which is less than 0.05. The t-value is 4.176, greater than 1.985, which indicates that product quality has a significant effect on customer satisfaction. Therefore, H0 is rejected and H3 is accepted.

The regression results show that service quality and product quality significantly influence customer satisfaction, while promotion does not. This supports prior research such as Mariansyah and Syarif (2020), Sunaryo et al. (2019), Shin et al. (2020), and Juriyanti and Asra (2023).

These findings suggest that Fellow Coffee should emphasize maintaining high service and product standards while improving its promotional strategies to have a more measurable impact on customer satisfaction.

3.4 F-Test

According to Ghozali (2018). The F test aims to find out whether the independent variables simultaneously affect the dependent variable. The F test was carried out to see the effect of all the independent variables (X) together on the dependent variable (Y). The level used is 0.5 or 5%. If the significance value of F <0.05, it can be interpreted that the independent variables simultaneously affect the dependent variable or vice versa. With the meaning of the effect seen together by looking at the value of F table = f(k, n-k), F = (2; 100-2), F table (3; 98) = 2.70 with an error rate of 5% The F test conducted in this study can be seen in the ANOVA table which shows the results of simultaneous testing between variables:

Table 5. F-Test Result

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	258.875	3	86.292	71.639	.000b
	Residual	115.635	96	1.205		
	Total	374.510	99			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Product Quality, Promotion, Service Quality						

Source: Processed Data 2024 of SPSS 25

Based on the test results in the table above, it can be seen that the Fcount value is 71.639 with an Ftable value of 2.70 so that Fcount> Ftable or 71.639> 2.70, with a significant value of 0.000 <0.05, Ho is rejected and H4 is accepted, it can be concluded that the service quality variable (X2) and product quality (X3) simultaneously have a significant effect on customer satisfaction, while the promotion variable (X1) has no significant effect on customer satisfaction.

3.5 Determination (R2) Test

The table below shows the Determination (R2) test result.

Table 6. Determination (R2) Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905[a]	.827	.825	3.648
a. Predictors: (Constant), Product Quality, Promotion, Service Quality				

Source: Processed Data 2024 of SPSS 25

The magnitude of the influence of promotional variables (X1) service quality (X2) and product quality (X3) on customer satisfaction (Y) together (simultaneously) can be seen from the large correlation between promotional variables, service quality and product quality with the square (R square) of the customer satisfaction variable. The coefficient of determination is defined as the square of the correlation coefficient, which is squared and then multiplied by 100%. Based on the results of the analysis, R square = 82.7, which means that 82.7% of the variables, service quality and product quality can affect the customer satisfaction variable, while the promotion variable does not affect the customer satisfaction variable and 17.3% of other variables that affect customer satisfaction are outside this study.

3.6 Discussion

The regression equation indicates that if promotion (X1), service quality (X2), and product quality (X3) are set to zero, customer satisfaction (Y) is predicted to be 2.042. Among the three variables, service quality has the greatest influence (0.827), followed by product quality (0.413), and promotion (0.042).

The regression results show that service quality and product quality significantly influence customer satisfaction, while promotion does not. Specifically, service quality has the highest beta coefficient (0.827), followed by product quality (0.413) and promotion (0.042). The model is statistically significant with an F-value of 71.639 ($p < 0.05$), and the R Square value of 0.827 indicates that 82.7% of the variation in customer satisfaction is explained by the three predictors.

These findings differ from Mariansyah and Syarif (2020), who found that promotion significantly affected customer satisfaction at Kabalu Café. At Fellow Coffee, the limited use of digital and targeted marketing strategies, such as social media, influencer collaborations, or online promotions, may have weakened the effectiveness of promotional activities. This is consistent with the insights from Pertiwi and Raflah (2021), who argue that the integration of digital-based promotional strategies plays a crucial role in attracting modern consumers, especially in student-centered environments.

In contrast, the high impact of service quality aligns with Sunaryo et al. (2019), who emphasized that responsiveness, empathy, and assurance are vital in shaping service satisfaction. Fellow Coffee benefits from a close academic setting, where baristas and staff engage directly with students. This daily, high-contact interaction likely fosters familiarity and trust, factors that are central to perceived service excellence. As noted by Kotler and Keller (2021), trust and reliability in service are key components of customer retention.

Furthermore, the significant influence of service quality is also supported by Zeithaml et al. (2006), who stated that service quality is a multidimensional construct consisting of five key elements: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions are closely linked to how customers evaluate the service they receive. At Fellow Coffee, the presence of friendly and well-trained staff, efficient service times, and a clean, comfortable environment likely contributes to high satisfaction ratings.

Product quality also significantly influenced satisfaction. This confirms the findings of Arifiansyah et al. (2020) and Shin et al. (2020), who demonstrated that elements such as taste, portion size, presentation, and freshness are critical in food and beverage contexts. In the case of Fellow Coffee, product offerings such as freshly brewed drinks, customizable flavors, and consistency in portion sizes likely contributed to positive evaluations. This is also supported by Sahadah and Maulana (2024), who reported that product consistency and aesthetic appeal are major factors in customer loyalty in small-scale F&B enterprises.

Moreover, Lupiyoadi (2015) stated that product quality is an essential part of the marketing mix because it directly affects consumer perceptions and behavior. A high-quality product enhances customer satisfaction and creates positive word-of-mouth, which is essential in a competitive café environment. In student markets, where trends and preferences shift rapidly, product consistency and innovation must go hand in hand.

Collectively, these results confirm that service quality and product quality are statistically significant predictors of customer satisfaction (H2 and H3 accepted), while promotion is not (H1 rejected). This reinforces similar conclusions from Juriyanti and Asra (2023), who found that internal delivery factors had more impact than external promotion efforts. While promotion is often considered an essential element of attracting customers, this study reveals that it does not necessarily lead to higher satisfaction unless it is well-targeted and relevant to the intended audience.

In summary, the success of Fellow Coffee is more strongly influenced by how the café delivers its service and maintains its product quality than by how it promotes itself. This insight is valuable for similar

businesses operating in incubator settings or student environments, where loyalty and satisfaction are built through consistent quality and meaningful service interactions rather than aggressive promotional strategies.

4. Conclusion

This study aimed to analyze the effects of promotion, service quality, and product quality on customer satisfaction at Fellow Coffee, a food and beverage business within a business incubator environment. Based on the results of multiple regression analysis, it can be concluded that service quality and product quality are the dominant factors affecting customer satisfaction, whereas promotion does not contribute significantly in this context.

The regression model demonstrates that service quality has the highest positive influence on customer satisfaction. This finding indicates that elements such as responsiveness, reliability, assurance, and empathy in the delivery of services are key to fostering customer loyalty and satisfaction. Given that Fellow Coffee operates within a campus-based incubator, the close interaction between staff and student customers strengthens the trust and comfort that are essential in a service-driven business. Barista friendliness, consistent service speed, and a welcoming environment likely played a significant role in generating positive perceptions.

Product quality also contributes significantly to customer satisfaction. The study found that aspects such as the flavor, appearance, and durability of products affect how customers perceive value and determine their likelihood to return. In the context of a café business, attention to portion sizes, freshness, and customization options appears to meet or exceed customer expectations, thereby reinforcing satisfaction and loyalty.

On the other hand, the promotion variable does not show a significant effect on customer satisfaction. This suggests that current promotional strategies employed by Fellow Coffee may not be effectively reaching or influencing their intended audience. The minimal impact of promotion may be due to insufficient targeting, limited use of digital platforms, or lack of persuasive messaging. Therefore, while promotion is an important component of marketing, it requires better alignment with customer behavior and preferences, especially in a digitally driven student market.

Overall, the findings of this study emphasize that internal operational factors, namely service and product quality, are more influential in determining customer satisfaction than external promotional activities. This insight is crucial for managers, particularly in incubator-based or student-centered business settings, as it highlights the importance of investing in service delivery and consistent product development to ensure customer retention.

For future research, it is recommended to expand the scope of the study beyond a single location and to include other potential variables such as pricing strategies, brand image, or experiential marketing. Additionally, incorporating qualitative approaches such as interviews or focus groups could provide deeper insights into customer preferences and perceptions, which may not be fully captured through quantitative methods alone.

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