

## Consumer Satisfaction to Improve Digital Marketing and Brand Image Through Service Quality in Coffee Shops

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**Abstract:** Digital marketing has become a new civilization of this era. With internet users reaching 185.3 million in Indonesia, more than half of them are online market consumers. While consumer satisfaction remains a key pillar of a business, it is also crucial in digital marketing. This satisfaction presents a challenge that can still be realized even in online buying and selling processes. Meanwhile, brand image is a factor that can influence consumer satisfaction, as a positive image built from a brand will stick in the minds of consumers. Similarly, service quality can serve as a means to achieve consumer satisfaction. However, these variables need to be examined when implemented in the digital or online space. This research aims to analyze the influence of Digital Marketing and Brand Image on Consumer Satisfaction through Service Quality. This quantitative research uses SEM (Structural Equation Model) methodology with 125 samples selected using purposive sampling from Starbucks consumers at Bintaro Plaza. The results of the regression test show that the digital marketing variable does not have an effect on service quality with a probability value of  $0.894 > 0.05$ . The brand image variable has a direct effect on service quality with a probability of  $0.00 < 0.05$ . The digital marketing variable has a direct effect on consumer satisfaction with a probability of  $0.002 < 0.05$ . The brand image variable does not have an effect on consumer satisfaction because the probability is  $0.44 > 0.05$ , and the service quality variable has an effect on consumer satisfaction because the probability is  $0.003 < 0.05$ . The results of the indirect effect test show that digital marketing does not influence consumer satisfaction through service quality with a probability of  $0.894 > 0.05$ ; however, service quality can strongly intervene in the relationship between digital marketing and consumer satisfaction with a probability of  $0.022 < 0.05$ .

**Keywords:** Brand Image, Consumer Satisfaction, Digital Marketing, Service Quality.

### 1. INTRODUCTION

The shift of civilization towards online marketing has become increasingly evident, accompanied by advancements in technology and the various supporting devices. Conventional markets in malls, supermarkets, and stores are gradually becoming quieter, with many closing down. Meanwhile, online markets are thriving with the emergence of marketplaces and e-commerce in the digital world. Digital marketing is rapidly evolving, driven by the continuous increase in internet users. Given the current developments in civilization and technology, it is only fitting that the number of internet users rises, as technology advances and facilitates ease of access.

According to APJII (Indonesian Internet Service Providers Association), the number of internet users in Indonesia is projected to reach 221,563,479 by 2024. A survey published by APJII in January 2024 indicates that the internet penetration rate among the Indonesian population has reached 79.5%, showing an upward trend from the previous year. Meanwhile, according to wearesocial.com (2024), the number of internet users in Indonesia in January 2024

was 185.3 million, with 59.3% (aged 16-64) making online purchases every week. This trend explains why nearly all segments of economic activity are shifting to digital or online platforms, leading to a cultural shift towards online shopping.

Current technological advancements enable companies to expand their marketing reach for products and services using technology that can interactively engage consumers. Consumers can visit websites or online stores to purchase products without having to step outside their homes. This situation makes digital marketing crucial for companies in promoting their products. Through various strategies, digital marketing plays a significant role in building strong and meaningful relationships with consumers, ultimately leading to high consumer satisfaction. This phenomenon occurs because the digital civilization is dominated by netizens who are already comfortable with online shopping. Searching for items, ordering, comparing products and prices, as well as transactions and payments can all be done through a smartphone, making shopping easy and hassle-free; this is one of the factors that triggers consumer satisfaction among internet users.

Research on digital marketing shows its impact on consumer satisfaction (Fadjri and Silitonga, 2019), although Fadli and Pratiwi (2021) argue that digital marketing does not affect consumer satisfaction. Consumer satisfaction is the foundation for sustainable business growth. It plays a crucial role in marketing success. Consumer satisfaction contributes to brand and consumer loyalty. Satisfied consumers are more likely to maintain a loyal relationship with specific brands and products over the long term and share their positive experiences with others (Oktavia and Sudarwanto, 2023). Consumer dissatisfaction can damage brand image, while consumer satisfaction can strengthen a company's positive image. Consumer satisfaction is not only an end goal but also a foundation for sustainable business growth.

However, with the increasing number of consumers shopping online and the proliferation of virtual stores, it is essential to investigate whether consumer satisfaction conditions are the same for those shopping in offline markets. Brand image is the perception consumers have of a brand. In the digital era, brand image becomes increasingly important as consumers have easy access to information and reviews from various sources. A positive brand image can create a pleasant experience for consumers, enhance loyalty, and ultimately drive satisfaction. This occurs because a strong brand image can build trust, establish emotional connections, and provide added value for consumers. According to Syaifullah and Mira (2018), brand image has a positive and significant effect on satisfaction, although there are differing research results. Research conducted by Tangguh et al. (2018) shows that brand image has an insignificant effect on consumer satisfaction.

Service quality is the consumer's perception of a company's ability to meet or exceed their expectations. It encompasses all services provided to consumers in obtaining and enjoying the products they have purchased. In an increasingly competitive business environment, consumer satisfaction becomes a key factor in a company's success. Consumer satisfaction depends not only on product quality but also on the quality of service provided. Good service quality can build consumer loyalty, enhance the company's image, and ultimately drive business growth. Service quality in the digital realm has become a phenomenon because, generally, service is perceived directly by consumers through body language, friendliness, or verbal communication from sellers. Therefore, it is necessary to test whether the quality of service provided online or digitally is comparable to traditional service.

The purpose of this research is to analyze the influence of digital marketing and brand image on service quality and consumer satisfaction, to analyze the effect of service quality on consumer satisfaction, and to analyze the influence of digital marketing and brand image on consumer satisfaction through service quality as intervening variable.

## **2. LITERATURE REVIEW**

According to Chaffey and Chadwick (2016), digital marketing refers to marketing activities that utilize digital media through the internet, leveraging platforms such as websites, social media, email, databases, mobile or wireless technologies, and digital television to enhance consumer targeting and to understand the profiles, behaviors, product values, and loyalty of consumers or target consumers in order to achieve marketing objectives. Brand image is the impression, attitude, and/or connection that an individual has when thinking about a brand, which constitutes a collection of beliefs about a product (Fani and Lestari, 2024). It also represents the perception and understanding of consumers regarding a product's brand that can be thought of, felt, and imagined. By creating a positive brand image for a product, it will encourage the success of the product's marketing efforts. According to Kotler & Keller (2016:330), brand image describes the extrinsic attributes or aspects that can be seen and evaluated even before consumers use a product or service, including how the brand can meet the social and psychological needs of consumers. Among the functions and benefits of a brand are simplifying the handling and tracking of products, serving as a marker of certain quality so that satisfied buyers can easily recognize and choose the product again. According to Tjiptono and Chandra (2016), satisfaction can be defined as the effort to fulfill something or to make something adequate. According to Kotler and Armstrong (2016), consumer satisfaction is the level at which the perceived performance of a product meets the buyer's expectations.

Meanwhile, according to Kotler and Keller (2016), satisfaction is the feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or outcome) against their expectations. According to Tjiptono (2019), consumer satisfaction is the consumer's response to the evaluation of the perceived difference between initial expectations before purchase (or other performance standards) and the actual performance of the product as perceived after using or consuming the product in question. Several factors that influence consumer satisfaction include: product quality, service quality, consumer value, physical evidence, reliability, responsiveness, empathy, price, emotional factors, cost, and convenience (Putri A.D. and Astuti S.R.T., 2017; Irawan, 2015; Tjiptono, 2020). Consumer satisfaction plays a role in business by a) increasing consumer loyalty, b) reducing the cost of acquiring new consumers, c) increasing sales revenue, d) creating a positive business image, and e) enhancing employee performance. According to Tjiptono (2019:304), service quality is the effort to meet consumer needs and desires as well as the accuracy of delivery to match consumer expectations. Meanwhile, according to Priansa and Wibowo (2017:159), service quality is the level of excellence expected and the control over that level of excellence to meet consumer desires. According to Kotler and Keller (2016:143), quality is the completeness of features of a product or service that has the ability to provide satisfaction for a particular need. The dominant factors in service quality consist of: technical quality, reputation, profile, and the special appeal of the company. According to Tjiptono and Chandra (2016:284), there are five main factors of service quality that consumers use to assess and determine service quality, namely: reliability, responsiveness, assurance, empathy, and tangibles.

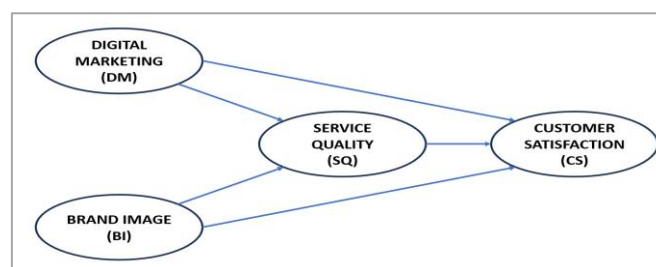


Figure 1. Research Framework Operational variabel

### 3. METHODS

This quantitative research employs a descriptive and confirmatory approach through regression testing. This approach examines and investigates the extent of the relationship or influence among the variables involved. To support this, the study utilizes SEM (Structural Equation Modeling) with the assistance of AMOS and SPSS applications. The survey data used were collected and processed between April and May 2024. A sample of 125 respondents was selected using purposive sampling. The criteria for this sample were consumers of Starbucks

Bintaro Plaza who made purchases using the provided application. The independent variables in this study are digital marketing and brand image, while the dependent variable is consumer satisfaction, with service quality serving as the intervening variable. The model of this study is illustrated as the research framework in Figure 1 below. The analytical tests used include validity and reliability tests, a series of Goodness of Fit tests with the development of a path diagram, and the Sobel test.

#### 4. RESULTS AND DISCUSSION

The respondents in this study can be described as shown in Table 1, which indicates that the gender distribution is nearly balanced, with only a 4% difference between males and females. Meanwhile, in terms of age category, the majority of respondents belong to Generation Z, accounting for 68%. Additionally, regarding the employment category, the respondents in this study are predominantly private sector employees, comprising 72.8%.

**Tabel 1. Demography of Respondent**

No	Description	%
<b>1</b>	<b>Gender</b>	
	Male	48
	Female	52
<b>2</b>	<b>Generation</b>	
	< 23 tahun	21.6
	23 - 30 tahun	68.8
	31 - 35 tahun	6.4
	> 35 tahun	3.2
<b>3</b>	<b>Occupation</b>	
	Private Employee	72.8
	Entrepreneur	5.6
	Student	8.8
	others	12.8

Sumber: Data diolah

**Tabel 2. Validity**

No.	r-count				r-table	Keterangan
	Digital Marketing	Brand Image	Service Quality	Customer Satisfaction		
1	0,328	0,540	0,495	0,410	0,1757	Valid
2	0,636	0,454	0,687	0,452	0,1757	Valid
3	0,576	0,636	0,706	0,519	0,1757	Valid
4	0,484	-	0,678	0,355	0,1757	Valid
5	0,599	-	0,701	-	0,1757	Valid
6	0,543	-	-	-	0,1757	Valid

In Table 2, it can be observed that the critical value of r is 0.1757. This critical value is obtained from the r table using the formula  $df = N - 2$  and a significance level of 5% or 0.05. Here, df represents the degrees of freedom, and N is the sample size of 125. Thus, we calculate  $df = 125 - 2 = 123$ , and at a significance level of 0.05, the critical value of r is 0.1757.

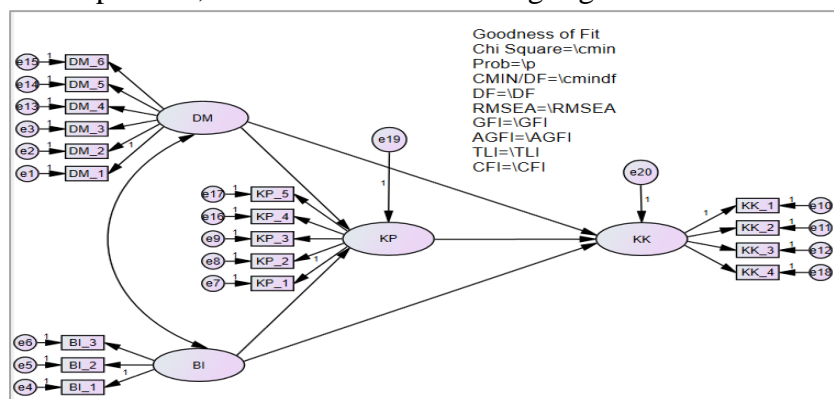
Therefore, based on the results in the table above, since the calculated r value for all variables is greater than the critical r value, it can be concluded that the results are valid.

**Tabel 3. Reliability**

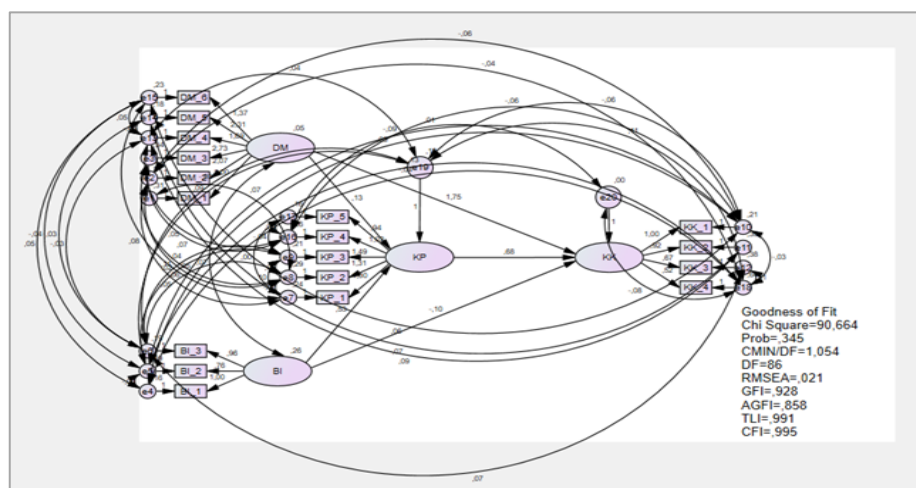
No	Variable	Cronbach Alpha Hitung	Cronbach Alpha Standart	Result
1	Digital Marketing	0,776	>0,60	Reliabel
2	Brand Image	0,718	>0,60	Reliabel
3	Kualitas Layanan	0,841	>0,60	Reliabel
4	Kepuasan Konsumen	0,648	>0,60	Reliabel

Based on Table 3 above, the Cronbach's alpha value for the digital marketing variable is 0.776, which is greater than 0.60. The brand image value is 0.718, also greater than 0.60. The service quality value is 0.841, exceeding 0.60, and the consumer satisfaction value is 0.648, which is greater than 0.60 as well. Therefore, it can be concluded that all variables are reliable, meaning that the measurement tools used are dependable and trustworthy.

Figure 2. shows the path diagram results from the SEM model using the AMOS application. The diagram illustrates each variable along with its dimensions or measurement indicators. Meanwhile, the flow of the relationship testing is indicated by the arrows from each variable and measurement indicator after modifications have been made to achieve a fit model, allowing the tests to proceed, as shown in the following Figure 3.



**Figure 2. Path Diagram Model of SEM using AMOS**



**Figure 3. SEM Model Modification**

**Tabel 4. Goodness of Fit Test of Model**

Goodness of Fit Index	Cut-off Value	Result	Remark
<i>Chi Square</i>	-	90,664	Good Fit
<i>Significance Probability</i>	>0,05	0,345	Good Fit
RMSEA	>0,08	0,021	Poor Fit
GFI	>0,90	0,928	Good Fit
AGFI	>0,90	0,858	Marginal Fit
CMIN/DF	<2,00	1,054	Good Fit
TLI	>0,95	0,991	Good Fit
CFI	>0,95	0,995	Good Fit

Based on Table 4, the results of the goodness of fit analysis after modification show a chi-square value of 90.664, which is smaller than the table chi-square value of 108.648. The probability value is 0.345, which is greater than 0.05, indicating that this model is fit. Furthermore, the RMSEA value is 0.021, which is less than 0.08, demonstrating a good level of model fit. The Goodness of Fit Index (GFI) has a value of 0.928, which is greater than 0.90, indicating a good model. The Adjusted Goodness of Fit Index (AGFI) has a value of 0.858, which is less than 0.90, suggesting that the model is reasonably good. Additionally, the CMIN/DF value is 1.054, which is less than 2.00, indicating that this model is good. The Tucker-Lewis Index (TLI) value is 0.991, which is greater than 0.95, meaning that this model is good, and the Comparative Fit Index (CFI) value is 0.995, which is also greater than 0.95, indicating a good fit. Overall, the goodness of fit of the model can be considered acceptable, meaning there is a correspondence between the model and the data.

**Tabel 5. Regression Test of Model**

			Estimate	S.E.	C.R.	P	Label
KP	<---	DM	,034	,256	,133	,894	par_17
KP	<---	BI	,606	,173	3,500	***	par_18
KK	<---	DM	1,284	,419	3,064	,002	par_15
KK	<---	BI	,122	,158	,773	,440	par_16
KK	<---	KP	,480	,160	2,999	,003	par_19
DM_1	<---	DM	1,000				
DM_2	<---	DM	1,894	,503	3,767	***	par_1
DM_3	<---	DM	2,683	,712	3,770	***	par_2
BI_1	<---	BI	1,000				
BI_2	<---	BI	1,004	,188	5,343	***	par_3
BI_3	<---	BI	1,024	,146	7,029	***	par_4
KP_1	<---	KP	1,000				
KP_2	<---	KP	1,555	,263	5,905	***	par_5
KP_3	<---	KP	1,628	,270	6,038	***	par_6
KK_1	<---	KK	1,000				
KK_2	<---	KK	1,092	,172	6,340	***	par_7
KK_3	<---	KK	,859	,162	5,293	***	par_8
DM_4	<---	DM	1,771	,506	3,498	***	par_9
DM_5	<---	DM	2,079	,549	3,785	***	par_10
DM_6	<---	DM	1,520	,420	3,620	***	par_11
KP_4	<---	KP	1,275	,211	6,055	***	par_12
KP_5	<---	KP	1,137	,176	6,476	***	par_13
KK_4	<---	KK	,857	,193	4,431	***	par_14

Table 5 above shows the results of the regression test on the variables and their measurement dimensions. It can be seen that the P-value with a small result or \*\*\* (not detected) indicates that the results are significant or have a real effect, while a large P-value or >0.05 indicates that the pattern of the relationship is not significantly influential.

**Tabel 6. Direct Effect**

Hipotesis	Path	B	S.E.	C.R.	P	Conclusion
H1	DM > KP	0,034	0,256	0,133	0,894	Hypothesis: denied
H2	BI > KP	0,606	0,173	3,500	0,000	Hypothesis: accepted
H3	DM > KK	1,284	0,419	3,064	0,002	Hypothesis: accepted
H4	BI > KK	0,122	0,158	0,773	0,440	Hypothesis: denied
H5	KP > KK	0,480	0,160	2,999	0,003	Hypothesis: accepted

**Tabel 7. Indirect Effect**

Hypothesis	Path	Sobel Test		Remark
		t-stat	P Value	
H6	DM > KP > KK	0,132	0,894	Hypothesis: denied
H7	BI > KP > KK	2,278	0,022	Hypothesis: accepted

As shows in Table 6, the results of the direct influence test between exogenous variables and endogenous variables show the following:

- a. The statistical results above prove that the DM (Digital Marketing) variable in this research does not have an effect on KP (Service Quality) because the probability value is  $0.894 > 0.05$ . This finding is inconsistent with the research conducted by Iqbal (2021), which states that digital marketing influences service quality.
- b. The statistical results above prove that the BI (Brand Image) variable in this research has an effect on KP (Service Quality) because the probability value is  $0.000 < 0.05$ . This finding contradicts the research by Junior et al. (2019), which states that brand image does not influence service quality.
- c. The statistical results above prove that the DM (Digital Marketing) variable in this research influences KK (Consumer Satisfaction) because the probability value is  $0.002 < 0.05$ . This finding is consistent with the research conducted by Inkiriwang et al. (2022), Khoirunnisa and Rivai (2023), which states that digital marketing influences consumer satisfaction. However, this result is inconsistent with the findings of Makaba et al. (2021), which state that digital marketing does not influence consumer satisfaction.
- d. The statistical results above prove that the BI (Brand Image) variable in this research does not influence KK (Consumer Satisfaction) because the probability value is  $0.440 > 0.05$ . This finding contradicts the research by Khoirunnisa and Rivai (2023), Ayu et al. (2023), and Wicaksana (2022), which states that brand image influences consumer satisfaction. However, this research aligns with the studies by Junior et al. (2019), Dasril and Sumadi (2023), and Sari and Amalia (2023), which state that brand image does not influence consumer satisfaction.
- e. The statistical results above prove that the KP (Service Quality) variable in this research influences KK (Consumer Satisfaction) because the probability value is  $0.003 < 0.05$ . This finding is consistent with the research conducted by Ayu et al. (2023), Sari and



Amalia (2023), Dasril and Sumadi (2023), Junior et al. (2019), and Wicaksana (2022), which states that service quality influences consumer satisfaction. However, this research is inconsistent with the findings of Dalilah and Prawoto (2023), which state that service quality does not influence consumer satisfaction.

Based on Table 7 above, the results of the indirect influence test can be explained as follows:

- a. The t-statistic value for digital marketing is 0.132 and the probability is  $0.89 > 0.05$ , meaning that service quality cannot mediate the influence of digital marketing on consumer satisfaction, thus H0 is accepted and H6 is rejected. This finding is inconsistent with the research by Makaba et al. (2021), which states that service quality can mediate the influence of digital marketing on consumer satisfaction.
- b. The t-statistic value for brand image is 2.278 and the probability is  $0.02 < 0.05$ , meaning that service quality can mediate the influence of brand image on consumer satisfaction, thus H0 is rejected and H7 is accepted. This finding is consistent with the research conducted by Ayu et al. (2023), which states that service quality can mediate the influence of brand image on consumer satisfaction.

The differences in these research findings are understandable given the variations in objects, respondents, contexts, and research situations. Therefore, the results of this study are determined by all factors that constitute the scope, variables, respondents, and situational conditions under which this study was conducted.

## 5. CONCLUSION

The Based on the results of data analysis and hypothesis testing in this study using the Structural Equation Models (SEM) approach, several conclusions can be drawn as follows:

- a. Digital marketing does not have a significant effect on service quality.
- b. Brand image has a significant effect on service quality.
- c. Digital marketing has a significant effect on consumer satisfaction.
- d. Brand image does not have a significant effect on consumer satisfaction.
- e. Service quality has a significant effect on consumer satisfaction.
- f. Digital marketing does not have a significant effect on consumer satisfaction through service quality.
- g. Brand image has a significant effect on consumer satisfaction through service quality.

## **LIMITATION**

This study only takes the variables of Digital Marketing and Brand Image. Therefore, there are other variables that could be more dominant in providing an impact or influence on Service Quality and Consumer Satisfaction in the coffee beverage business.

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