

# The Effect of Advertising, Price and Product Quality on Consumer Satisfaction at the Zona Temu Cafe in Palopo City

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## ABSTRACT

Problems in marketing have a close relationship with advertising, price and product quality itself. These problems often occur along with the emergence of various company concepts that have the same marketing strategy. Zona Temu Kafe Kota Palopo is a cafe engaged in F&B that sells food and drinks. The purpose of this study was to determine the effect of advertising, price and product quality on customer satisfaction at the Zona Kafe Palopo Palopo City. This study uses a descriptive analysis method using a Likert scale with 50 respondents who are then processed using the help of SPSS version 20. From this study it was found that based on the results of the research conducted, it was found that the variable advertising (X1), price (X2), product quality (X3) together had a positive and significant effect on the variable customer satisfaction (Y). The conclusion obtained is that 73.3% of customer satisfaction is influenced and can be explained by the variables of advertising, price, and product quality while the remaining 26.7% is explained by other variables not examined in this study.

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## 1. INTRODUCTION

The business world is now experiencing a rapid increase. We can find this with many newcomers or new business people entering the market with various strategies used to attract consumers. Companies are not only trying to attract consumers but companies must also find ways to be able to retain the consumers they get. Therefore, in competing to market products with the aim of creating consumers, companies need to build a good strategy. In this case the company must do more than just make good products, they must provide information to consumers about the advantages of the product and carefully position the product in the minds of consumers. According to Kotler (2001: 153) companies must be skilled in using promotional tools such as advertising, personal selling, sales promotion, public relations and direct marketing.

Problems in marketing have a close relationship with advertising, price and product quality itself. These problems often occur along with the emergence of various company concepts that have the same marketing strategy. So that companies are led to ensure that the quality of the products set is in accordance with what consumers expect. Besides that, product quality also affects consumer satisfaction.

Advertising is one of the marketing communication media that is often used in economic activities in an effort to introduce products to consumers. Competitive market conditions make no business last long without the support of a marketing communication mix such as effective and

efficient advertising. According to Kotler (2005: 277) Advertising is a form of non-personal presentation and promotion of ideas, goods, or services by a specific sponsor that requires payment. From the consumer side, advertising aims to provide information so that it can encourage consumers to buy. Advertising directs consumers in presenting products so that they can be believed to be able to present so that they can be believed to be able to meet consumer needs. Promotion through advertising is very efficient because it has strong persuasive power.

According to Assasuri (2015) Price has a very important role in fostering consumer satisfaction in buying products, so it determines the marketing success of a product. Generally, the price set by the company is adjusted to the company's overall strategy in dealing with ever-changing situations to achieve the goals and objectives set for that time. Price has a direct effect on customer satisfaction because it can affect diverse customer satisfaction such as price uniformity, price placement with competitive orientation and discounts given.

Product quality is a determining factor for consumer satisfaction after purchasing a product. According to Kotler and Keller (2016: 37) that product quality is a product's ability to perform its functions, that ability includes durability, reliability, accuracy, which is obtained by the product as a whole. The company must always improve the quality of its products so that customers are satisfied with the products provided and will influence consumers to come and buy these products. According to Tjiptono (2015: 105) that the conventional definition of quality is performance as a direct description of a product, reliability, easy to use, aesthetics and so on. In a strategic sense, quality is everything that can provide consumer needs in accordance with what consumers want.

At the Temu Zone Cafe, the use of social media plays a role in advertising its products such as Instagram, Facebook, and WhatsApp by taking pictures and videos of food and drinks and then using applications such as Canva to edit these images and videos to make them attractive and then posting them on social media. So that people who see these advertisements have the desire to buy their products. However, Kafe Zona Temu itself has not exported further on how to advertise its products well to the public. They can use certain tricks from the concept of social behaviour as a reference for commodities and objects of consumption.

The selling price is determined by the seller and takes advantage of the price, while the consumer gets his needs by paying for the product at the specified price. At the Temu Zone Cafe, the price given has a relatively standard price. However, there are several food items that are more expensive than elsewhere. This is a consideration for consumers in buying their products.

With the increasing number of cafes or restaurants that appear, there are also many consumers who complain about the quality of the products being marketed. Some are not in accordance with expectations so that consumers are less satisfied with the product. At the Zona Temu Cafe, the quality of the products is good, however, the food served sometimes changes the level of maturity such as overcooking or undercooking, which affects the taste of the food. This affects consumers because they are less satisfied and complain about it so that the cafe's reputation will be threatened. For this reason, the cafe should pay attention to this in order to maintain the survival of the cafe.

Cafe Zona Temu Palopo City is a cafe engaged in F&B that sells food and drinks. Of the many immune cafes are required to pay attention to various qualities to maintain their existence, namely in terms of advertising, price, and in terms of product quality. Because basically the Temu Zone Cafe targets the market in the medium to low community, namely the lower middle class and also the medium to height or upper middle class. And also has an instgramnable place which is one of the attractions for customers. this can have a positive impact on the Temu Zone Cafe to be superior to other competitors.

Based on the background above, the problem formulation in this study is how does advertising, price and product quality affect customer satisfaction at the Temu Zone Cafe in Palopo City? Based on the formulation of the problems that have been stated above, the objectives in this study are to determine the effect of advertising, price and product quality on customer satisfaction at the Cafe Zona Temu Palopo City.

Sari (2020) The Effect of Advertising, Price and Product Quality on Honda Scoopy Purchase Satisfaction in Surabaya. Customer satisfaction is the main spotlight for many companies in deciding strategies to win the competition. Until now, Honda still leads motorbike sales in Indonesia by controlling the largest market share. This study aims to determine and analyse the effect of

advertising, price and product quality on Honda Scoopy purchase satisfaction in South Surabaya. This research was conducted using primary data from Honda scoopy motorbike users in South Surabaya as many as 100 respondents. The analysis technique uses multiple linear analysis techniques, F test and t test. based on the results of the F test it is known that advertising, price and product quality simultaneously affect purchase satisfaction. Based on the results of the F test, it is known that advertising has an effect on purchase satisfaction. Price affects purchase satisfaction. Product quality has an effect on purchase satisfaction.

Advertising is a means of communication for products delivered through various media at the initiator's expense so that the public is interested in agreeing and following Pujiyanto (2001 3-4). Advertising is a medium of information that is made in such a way as to attract the interest of the audience. original, and has certain characteristics and perseve so that consumers or audiences are voluntarily encouraged to take an action in accordance with what the advertiser wants (Jetkins, 2010: 18) Alexander in Jefkins (2010, 110) formulates with the Association that advertising confirms four main limitations. namely

Presentation of ideas on goods, namely a form of advertisement that is displayed based on the concept of the product

1. Advertising is aimed at the audience, namely advertising can reach large groups of people who are narrowed down to market groups.
2. Advertising has a clear sponsor, namely the creation of an advertisement on the initiative of the company that finances it.
3. Advertisements are subject to presentation costs, namely in distribution, publication and broadcast at the company's expense.

According to Kotler (2005: 277) Advertising is defined as any form of non-personal presentation and promotion of ideas, goods, or services by a specific sponsor that requires payment. To create advertising that can arouse great desire, marketing managers must start by identifying target markets and purchasing motives. Kotler (2005: 277) suggests five main decisions in making an advertising programme, which he calls the five M's, namely:

Mission: what is the purpose of advertising?

1. Money: how much can be spent?
2. Message: what message should be delivered?
3. Media (media) what media will be used?
4. Measurement, how to evaluate the results?

The definition of advertising according to Kasali (2000) is a message from a product, service or idea conveyed to the public through a medium that is directed to attract consumers Based on this understanding, it can be concluded that advertising is a message conveyed to the public through the help of malia, alluding to promotional media, promotion can be carried out through the help of public media, such as radio, television, and print media.

The function of advertising in marketing is to strengthen the drive of consumer needs and desires for a product to achieve the fulfilment of their satisfaction In order for advertising to successfully stimulate buyer action Menuna Djayakusumah (1982: 60) must at least meet the AIDA criteria, namely

Attention: attracting consumer attention. Attention is a form of focus and concern for someone with their work and work environment.

1. Interest: contains attraction. Interest is (noun) interest, interest, interest, attention, interest, profit, important things and interest.
2. Desire: raises the desire to try or have. Desire is the ability to mobilise people's desire to own or enjoy the product.
3. Action: leads to action to buy. Action (action) the action in question is purchase.

Kotler & Armstrong (2001) suggest that advertising appeal (attention) must have three characteristics First, the advertisement must bemeaningful, showing the benefits that make the product more desirable or more attractive to consumers. Second, the advertising message must believable, consumers believe that the product will provide the benefits promised in the advertising message. Third, distinctive, that advertising messages are better than advertisements for competing brands Assael (2002 60) explains Interest, namely the emergence of consumer buying interest in objects introduced by a marketer Desire, namely the stage after feeling interested, arises a desire or desire to own the object of the product. At this stage the audience has the motivation to own the

advertised product. At this stage, you have succeeded in creating the needs of potential buyers. A number of potential buyers have begun to waver and their emotions have begun to be touched. However, there is resistance in the prospective buyer in the form of doubts, is the product or service really providing something as promised by the advertisement? Past experience and the habit of deceptive advertising contribute to this doubt To generate trust in potential buyers, an advertisement can be supported by various demonstration activities such as proof, sharing free samples.

Price is a value that is made to be a benchmark for the value of a good or service. An important factor to keep customers satisfied is to provide products or services regularly at a price level that makes sense and that they are willing to pay. Pricing is a fairly complex and difficult determination for companies. The company must be able to set the most appropriate price in the sense of providing the best profit. Companies that set the wrong price, will be able to cause difficulties or consumer dissatisfaction, and can even cause failure for the company itself. In determining purchasing decisions, information about prices is needed, which from this price information can influence consumer behaviour.

According to Kotler and Armstrong (2013: 151), price is the amount of money charged for a good or service or the amount of money consumers exchange for the benefits of owning or using the product or service. According to Kotler (2012: 132) price is the amount of money that customers have to pay for the product. According to Kotler in Reskiyanto (2015: 21), indicators that characterise prices are:

#### Price affordability

Consumers can reach the price set by the company. There are usually several types of products in one brand, the prices are also different and the cheapest to the most expensive. With the price set, many consumers buy the product.

#### 1. Price compatibility with product quality

Price is often used as an indicator of quality for consumers, people often choose a higher price between two goods because they see a difference in quality If the price is higher, people tend to assume that the quality is also better

#### 2. Price competitiveness

Consumers decide to buy a product if the perceived benefits are greater than or equal to what has been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will assume that the product is expensive and consumers will think twice about making repeat purchases.

#### 3. Price match with benefits

Consumers often compare the price of a product with other products, in this case the cheapness of a product is strongly considered by consumers when buying the product.

According to Kotler in Risdayanti (2018: 5), product quality is the overall characteristic of a product or service on the ability to satisfy stated / implied needs. Another case with Luploadi in Risdayanti (2018) which states that consumers will feel satisfied if the results of their evaluation show that the products they use are of high quality.

According to Gitosudarmo (2008: 155) product quality is the ability of a product to perform its function. Product quality can also be interpreted as the suitability of the product to consumer expectations for the costs that must be borne by consumers when buying these goods or the price of these goods. Meanwhile, according to Schroeder (2008: 155) product quality is associated with the value, usefulness, and price of these goods or services. According to Kotler in Reskiyanto (2015: 16), most products are provided at one of four quality levels, namely: low quality, medium average quality, good quality and very good quality. Some of the above attributes can be measured objectively. However, from a marketing point of view, quality must be measured in terms of buyers' perceptions of the quality of the product.

The higher the level of product quality, the higher the level of consumer satisfaction generated (Kotler & Keller in Sukmawati, 2017: 15). According to Wood in Sukmawati (2017: 15) high quality products are products that are able to excel in competing to meet consumer needs. This high quality can help companies to attract new customers, create customer satisfaction so that it will retain existing customers, capture market share and ultimately get higher profits. From this explanation, it can be concluded that product quality is the ability of a product to meet the needs and at the same time provide satisfaction for consumers.

With this, quality products are products that will be sought after by consumers, because consumers want the fulfilment of satisfaction when using these products, even consumers do not hesitate to pay higher costs in order to fulfil their satisfaction. According to Malau (2017: 39) quality is an achievement that must be obtained by the company, because if the quality of a product decreases, it will make consumers move to other producers.

According to Sangadji and Sopiah (2013: 182), customer satisfaction can create a good basis for repeat purchases and the creation of consumer loyalty in the form of word of mouth recommendations that can benefit the company. Based on this information, it can be understood that customer satisfaction is customer satisfaction measured by how well consumer or customer expectations are met by purchasing again.

Hawkins and Lonney quoted in Tjiptono (2014: 101) indicators forming customer satisfaction consist of:

Conformity of expectations, is the level of conformity between the performance of services expected by consumers and those felt by consumers.

1. Interest in visiting again, is the willingness of consumers to visit again or reuse related services.
2. Willingness to recommend, is the willingness of consumers to recommend services that have been felt to friends or family.

Kotler (2012: 46) argues that customer satisfaction is the level of a person's feelings after comparing the performance (results) he feels compared to his expectations. If the performance exceeds expectations, they will feel satisfied and vice versa, if the performance does not match expectations, consumers will feel disappointed.

From the main problems that have been described and the framework, the hypotheses in this study are:

1. It is suspected that advertising, price and product quality have a significant effect on customer satisfaction at the Temu Zone Cafe in Palopo City.
2. It is suspected that advertising has a significant effect on customer satisfaction at the Cafe Zona Temu Palopo City
3. It is suspected that price has a significant effect on customer satisfaction at Cafe Zona Temu Palopo City
4. It is suspected that product quality has a significant effect on customer satisfaction at the Cafe Zona Temu Palopo City

## 2. METHOD

The sampling criteria in this study were consumers who had visited Zona Temu Cafe several times and met with researchers at the time of the research and were willing to be used as data sources. In this study, the number of respondents used was 50 consumers of the Temu Zone Cafe. This research is a qualitative study with the data analysis method used is descriptive analysis method, the data will be tested with the help of SPSS 20.

## 3. RESULT AND DISCUSSION

Based on the results of the validity and reliability analysis of the research variables using the SPSS (Statistical package for social sciences) version 20 program, it shows that the validity and reliability tests of the research instruments used are accurate and reliable, and can be relied upon when used as a tool in data collection.

### *Validity Test*

The validity test can be used to see the characteristics of the size of a test tool (questionnaire) in measuring correctly what the researcher wants to measure. The validity test in this study was carried out with the help of the SPSS version 20 programme. The validity test criteria are if  $r_{count} > r_{table}$  then the measurement is valid, but if  $r_{count} < r_{table}$  then the measurement is invalid. The results of the validity test in this study show that all statement items for each research variable have  $R_{count} > R_{table}$ , namely at a significant level of 5% ( $\alpha = 0.05$ ) and  $n = 50$ ,  $n-2$  ( $50-2$ ) = 48 so that the reference number is 48. Therefore, obtained  $r_{table} = 0.2787$ . This means that all items in this study are

declared valid and can be used as instruments in research or the statements submitted can be used to measure the variables studied.

### **Reliability Test**

The reliability test is used to determine the extent to which the measurement results remain consistent, if the measurement is made again. Calculation of reliability in this study using the help of the SPSS version 20 program. SPSS is a tool that has a function to measure reliability with the Cronbach Alpha ( $\alpha$ ) statistical test, a construct or variable is said to be reliable if it provides a Cronbach Alpha value  $> 0.60$ . Statement items that have been declared valid in the validity test are determined for reliability with the following criteria:

- If the Cronbach Alpha value  $> 0.06$  then it is declared reliable
- If the Cronbach Alpha value  $< 0.06$  then it is declared unreliable.

As for the results of the reliability test in this study, all variables have a Cronbach Alpha value  $> 0.6$ . The reliability test results obtained the Alpha coefficient value for the advertising variable (X1) of 0.900, price (X2) of 0.936, product quality (X3) of 0.917, and customer satisfaction (Y) of 0.892. so it can be said that all the measurement concepts of each variable from the questionnaire are reliable, which means that the questionnaire used in this study is a reliable questionnaire.

### **Multiple Regression Analysis**

Multiple linear regression analysis is used to measure the effect between independent variables, namely advertising (X1), price (X2), product quality (X3), partially and simultaneously on the dependent variable, namely customer satisfaction (Y).

### **Simultaneous Test (F Test)**

Multiple regression analysis using the f test aims to determine the effect of all variables including advertising, price, product quality together have a positive effect on customer satisfaction. If the probability value is  $< 0.05$  and if F count  $> F$  table then the hypothesis is accepted. And vice versa if the probability value  $> 0.05$  and if F count  $< F$  table then the hypothesis is rejected.

**Table 1. F Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	490.461	3	163.487	42.094	.000 <sup>b</sup>
	Residual	178.659	46	3.884		
	Total	669.120	49			

a. Dependent Variable: KEPUASAN KONSUMEN

b. Predictors: (Constant), KUALITAS PRODUK, HARGA, PERIKLANAN

Based on table 33, the results of the F test obtained from the results of processing and computerisation using the SPSS version 20 program, the calculated F value is 42,094 with a significance of 0.000. Because F count  $> F$  table ( $42.094 > 2.810$ ) and a significant level of  $0.000 < 0.05$ , the regression model can be used to predict customer satisfaction (Y). it can be concluded that the variables of advertising (X1), price (X2), product quality (X3) together have a positive and significant effect on the variable customer satisfaction (Y).

### **Partial Test ( T Test)**

The t test aims to show the significant effect of individual independent variables in the model on the dependent variable. This is intended to determine how far the influence of one independent variable explains the variation in the dependent variable. If the significant value is less than 0.05 (sig  $< 0.05$ ), it can be concluded that the independent variable partially has a significant effect on the dependent variable.

**Table 2. T Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.203	2.651		.454	.652
	PERIKLANAN	.110	.349	.136	.317	.753
	HARGA	-.075	.175	-.093	-.427	.672
	KUALITAS PRODUK	.536	.290	.808	1.853	.070

a. Dependent Variable: KEPUASAN KONSUMEN

### 1. Advertising Variables

- a. The statistical results of the t test for the advertising variable obtained a Thitung value of 0.317 is smaller than the T table, namely 1.678 ( $0.317 < 1.678$ ) and a significant value of 0.753 greater than 0.05 ( $0.753 > 0.05$ ), it can be concluded that the advertising variable has no effect on the consumer satisfaction variable at Kafe Zona Temu

### 2. Price Variable

- a. The statistical results of the price variable test obtained a Thitung value of -0.427 is smaller than the Ttable, namely 1.678 ( $-0.427 < 1.678$ ) and a significant value of 0.672 greater than 0.05 ( $0.672 > 0.05$ ), it can be concluded that the price variable has no effect on the customer satisfaction variable at Kafe Zona Temu

### 3. Product Quality Variable

- a. The statistical results of the t test of the product quality variable obtained Thitung of 1.853 are greater than the Ttable, namely 1.678 ( $1.853 > 1.678$ ) and a significant value of 0.070 greater than 0.05 ( $0.070 > 0.05$ ), it can be concluded that the product quality variable has an effect but is not significant to the consumer satisfaction variable at Kafe Zona Temu

Statistical calculations in multiple regression analysis were carried out with the help of the SPSS (Statistical Package For Social Sciences) software program version 20. Based on the results of multiple regression analysis, it can be seen that the regression equation model in the form of Standardized Coefficients obtained the following equation:

$$Y = \alpha + \beta_1 + \beta_2 + \beta_3 + e$$

$$= 1.203 + 0.110 (X_1) + -0.075 (X_2) + 0.536 (X_3)$$

Where:

- $\alpha$  = Constant
- X1 = Advertising
- X2 = Price
- X3 = Product quality
- Y = Product satisfaction

From this equation the following conclusions can be drawn:

- a = 1.203 which is a constant value, meaning that in the absence of Advertising (X1), Price (X2), Product Quality (X3), Consumer Satisfaction (Y) changes by itself by the constant value of 1.203.
3. b1 = 0.110 which shows the regression coefficient of the Advertising variable (X1), meaning that if the price increases by one unit, the purchasing decision increases by 1.203.
4. b2 = -0.057 which shows the regression coefficient of the price variable (X2), meaning that if the price increases by one unit, the purchasing decision increases by -0.057.
5. b3 = 0.536 which shows the regression coefficient of the product quality variable (X3), meaning that if the product quality increases by one unit, customer satisfaction increases by 0.536.

Based on this regression equation, it can be concluded that the beta coefficient value of the advertising variable (X1) has a positive value, which means that if advertising (X1) increases, customer satisfaction will also increase. Conversely, if advertising (X1) decreases, customer satisfaction will also decrease. The beta coefficient value of the price variable (X2) has a negative

value, which means that it decreases, so customer satisfaction will also decrease. Conversely, if the price (X2) increases, customer satisfaction will also increase. The beta coefficient value of the product quality variable (X3) has a positive value, which means that if the product quality increases, customer satisfaction will also increase. Conversely, if the quality of service (X3) decreases, customer satisfaction will also decrease.

### **Analysis of the Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination (R<sup>2</sup>) is used to measure how far the ability of the regression model to explain the variation in the dependent variable. The coefficient of determination is between 0 and 1 ( $0 \leq R^2 \leq 1$ ). The coefficient of determination is determined by the R square value which can be seen in the following table:

**Table 3.** Coefficient of Determination (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 <sup>a</sup>	.733	.716	1.971

a. Predictors: (Constant), KUALITAS PRODUK, HARGA, PERIKLANAN

The results of the determination test (R<sup>2</sup>) in this study obtained a value of 0.733. This shows that purchasing decisions at Cafe Zona Temu are influenced by the variables of advertising, price and product quality by 73.3%, while the remaining 26.7% is influenced by other factors not examined in this study.

## **DISCUSSION**

Based on the results of the research conducted, it was found that the variables of advertising (X1), price (X2), product quality (X3) together have a positive and significant effect on the variable customer satisfaction (Y).

This research is in line with research conducted by Sari (2020) The Effect of Advertising, Price and Product Quality on Honda Scoopy Purchase Satisfaction in Surabaya. Until now Honda still leads motorcycle sales in Indonesia by controlling the largest market share. This study is intended to determine and analyse the effect of advertising, price and product quality on Honda Scoopy purchase satisfaction in South Surabaya. This research was conducted using primary data from Honda scoopy motorbike users in South Surabaya as many as 100 respondents. The analysis technique uses multiple linear analysis techniques, F test and t test. based on the results of the F test, it is known that advertising, price and product quality simultaneously affect purchase satisfaction. Based on the results of the F test, it is known that advertising has an effect on purchase satisfaction. Price affects purchase satisfaction. Product quality has an effect on purchase satisfaction. Meanwhile, from the results of the partial test, the influence of the independent variable (independent) on the dependent variable (dependent).

Based on data analysis in this study, it can be seen that advertising has no effect and is not significant on purchasing decisions. This is indicated from the results of the coefficient of 0.110 by obtaining a calculated T value of 0.317 smaller than the T table, namely 1.678 ( $0.317 < 1.678$ ) and a significant value of 0.753 greater than 0.05 ( $0.753 > 0.05$ ), it can be concluded that the advertising variable has no effect on the consumer satisfaction variable at Zona Temu Kafe. Based on data analysis in this study, it can be seen that price has no effect and is not significant on purchasing decisions. This is indicated by the coefficient of -0.075 with a Thitung value of -0.427 smaller than the Ttable, namely 1.678 ( $-0.427 < 1.678$ ) and a significant value of 0.672 greater than 0.05 ( $0.672 > 0.05$ ).

Based on data analysis in this study, it can be seen that product quality does not have a positive and significant effect on customer satisfaction. This is indicated by the coefficient of 0.536 with a Thitung of 1.853 greater than the Ttable, namely 1.678 ( $1.853 > 1.678$ ) and a significant value of 0.070 greater than 0.05 ( $0.070 > 0.05$ ), it can be concluded that the product quality variable has an effect but is not significant on the consumer satisfaction variable at Zona Temu Kafe.

The results of this study are not in line with research conducted by FoEh and Aini (2023) *The Effect of Advertising, Price and Product Quality on Purchasing Decisions with Purchase Intention as an Intervening Variable on Sosro Bottled Tea Products at Tokma Cibitung (Literature Review Study)*. The purpose of this study was to measure exogenous variables, endogenous variables, and intervening variables. This research was conducted at Tokma Cibitung. The method used in this research is a survey method using quantitative methods. The data used in this study are primary data and secondary data. The sampling method in this study used accidental sampling. The population of this study were all consumers present at Tokma Cibitung who consume Sosro Bottled Tea products. The number of samples used in this study were 221 respondents. The data analysis method that will be used in this study is Structural Equation Modeling (SEM) with the SmartPLS version 3.0 application and Path Analysis. The results of this study indicate that advertising and product quality have a significant effect on purchase intention. Price has no effect on purchase intention. Advertising and price have no effect on purchasing decisions. Product quality and purchase intention have a significant effect on purchasing decisions. Advertising and product quality have a significant effect on purchasing decisions through buying interest. Price has no effect on purchasing decisions through buying interest.

#### 4. CONCLUSION

Based on the results of the analysis and discussion that has been stated in the previous chapter, the following conclusions can be drawn: 1) Based on the F test (simultaneous) the independent variables, namely the variables of advertising, price, and product quality together have an effect on the dependent variable, namely customer satisfaction, because the calculated F value is greater than the F table, this means that the hypothesis is accepted. 2) Based on the T test (partial), the advertising variable does not have a positive and significant effect on customer satisfaction at Kafe Zona Temu, Palopo, because the calculated T value is smaller than the T table and the probability value is greater than the standard value, this indicates that the hypothesis is not accepted. 3) Based on the T test (partial), the price variable does not have a positive and significant effect on customer satisfaction at Kafe Zona Temu, Palopo, because the calculated T value is smaller than the T table and the probability value is greater than the standard value, this indicates that the hypothesis is not accepted. 4) Based on the T test (partial), the product quality variable has a positive and significant effect on customer satisfaction at Kafe Zona Temu, Palopo, this is because the calculated T value is greater than the T table and has a probability smaller than the standard value, thus the hypothesis is accepted. 5) Based on the value of determination, it can be seen that the coefficient of determination (R Square) obtained is 0.733. This means that 73.3% of customer satisfaction is influenced and can be explained by the variables of advertising, price, and product quality while the remaining 26.7% is explained by other variables not examined in this study.

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