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Brewing Satisfaction In The Digital Era: An Analysis Of Factors Affecting Customer Satisfaction Of Memorable Coffee App Users

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Abstract

The rapid growth of digital technology has transformed the food and beverage industry, encouraging businesses to adopt mobile applications to enhance customer experience and satisfaction. As one of Indonesia's leading coffee chains, Kopi Kenangan has integrated digital services through its mobile application to facilitate ordering, payment, and customer engagement. This study aims to examine the effects of application ease of use, product quality, and digital service quality on customer satisfaction among Kopi Kenangan application users. A quantitative approach was employed using a structured questionnaire distributed to 111 respondents who had previously used the Kopi Kenangan application. The collected data were analyzed using descriptive statistics and multiple linear regression. The results indicate that application ease of use, product quality, and digital service quality each have a positive and significant effect on customer satisfaction. Simultaneously, these three variables significantly influence customer satisfaction and explain 87.4% of its variance (R^2 = 0.874). Among the independent variables, digital service quality exerts the strongest influence, highlighting the importance of efficient systems, secure transactions, accurate information, and responsive digital services in enhancing customer satisfaction. These findings suggest that improving digital service quality, while maintaining application usability and product quality, is essential for strengthening customer satisfaction and sustaining competitiveness in the digital food and beverage industry.

Keywords: Application Ease of Use, Product Quality, Digital Service Quality, Customer Satisfaction, Kopi Kenangan.

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INTRODUCTION

The rapid advancement of digital technology has transformed the business landscape by placing greater emphasis on customer satisfaction and lifestyle. Businesses across various industries are increasingly adopting digital technologies to improve competitiveness and differentiate themselves from competitors. Consequently, technological adaptation has become a strategic necessity for sustaining business growth in an increasingly competitive market (Cardia et al., 2020).

The food and beverage industry, particularly the coffee sector, has experienced substantial growth in recent years. Coffee remains one of Indonesia's leading agricultural commodities, while the global coffee industry is projected to continue expanding alongside global economic growth (International Coffee Organization, 2024). In Indonesia, coffee consumption continues to increase, especially among Generation Z, driven by changing lifestyles, the growing café culture, rising purchasing power, social media marketing, and the widespread use of food delivery platforms (LPP Agro Nusantara, 2023). Data from the International Coffee Organization (2023) indicate that approximately 69% of Indonesians consume at least one to two cups of coffee daily, highlighting coffee's important role in everyday life.

The growing coffee market has intensified competition among coffee shop brands, encouraging continuous innovation in products and services. Coffee is no longer viewed merely as a beverage but as part of consumers' lifestyle, with businesses offering diverse menu variations, attractive pricing, and unique customer experiences (Cofeeland Indonesia, 2022; Kompasiana, 2024). As competition increases, companies must strengthen their competitive position by delivering superior value to customers.

One of Indonesia's leading coffee chains is Kopi Kenangan, which targets the middle-income market by offering high-quality coffee at affordable prices. The company has demonstrated rapid growth, receiving the Top Brand Award in 2020 and 2023 while expanding to more than 900 outlets nationwide (Hanif & Prakoso, 2023; Kopi Kenangan, 2024). Beyond expanding its physical stores, Kopi Kenangan has invested in a mobile application that enables customers to place orders, make payments, access promotions, and obtain product information, reflecting the company's digital transformation strategy.

Within digital service environments, customer satisfaction is influenced not only by product quality but also by customers' experiences when interacting with digital applications. Based on the Technology Acceptance Model (TAM), perceived ease of use plays an important role in technology acceptance because users are more likely to adopt systems that require minimal effort (Davis, 1989). In the context of the Kopi Kenangan

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application, ease of use refers to customers' perceptions that the application is simple to learn, navigate, and operate throughout the ordering and payment processes.

Besides application usability, product quality remains a fundamental determinant of customer satisfaction. Customers evaluate product quality based on taste, freshness, consistency, menu variety, and whether the products meet their expectations (Kotler & Armstrong, 2003). Likewise, digital service quality has become increasingly important as customers expect applications to provide accurate information, reliable systems, secure transactions, and responsive customer support (Zeithaml et al., 2002; Parasuraman et al., 2005). These factors collectively shape customers' overall experiences and satisfaction with digital services.

Previous studies have consistently reported positive relationships between application usability, product quality, digital service quality, and customer satisfaction. Research by Dewi et al. (2026), Putri et al. (2026), Rahmah et al. (2025), Ragasari and Dewi (2025), Sari and Paludi (2022), Putri and Yulianto (2023), and Dalilah and Prawoto (2023) demonstrated that product quality, service quality, digital application quality, and technology acceptance significantly influence customer satisfaction. However, empirical studies that simultaneously examine application ease of use, product quality, and digital service quality as determinants of customer satisfaction among Kopi Kenangan application users remain limited.

Therefore, this study aims to analyze the effects of application ease of use, product quality, and digital service quality on customer satisfaction among Kopi Kenangan application users. The findings are expected to provide empirical evidence regarding the key factors influencing customer satisfaction and offer practical recommendations for improving digital service quality and strengthening customer relationships in Indonesia's increasingly competitive coffee industry.

METHODS

This study employed a quantitative explanatory research design to examine the factors influencing customer satisfaction among users of the Kopi Kenangan application. Primary data were collected through a structured questionnaire and analyzed using statistical techniques (Sugiyono, 2020).

The population comprised individuals who had purchased beverages from Kopi Kenangan. Since the population size was unknown, the sample size was determined using the Rao Purba formula, resulting in a minimum requirement of 96 respondents. To facilitate data collection, the sample was rounded to 100 respondents, which also meets

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the recommended sample size for quantitative studies (Sugiyono, 2020). Respondents were required to be at least 17 years old (Hurlock & Sijabat, 1990), have an interest in coffee, and have made at least one purchase through the Kopi Kenangan application.

The study examined four variables: application ease of use (X_1), product quality (X_2), digital service quality (X_3), and customer satisfaction (Y). Application ease of use was measured using the Technology Acceptance Model (TAM) indicators proposed by Davis (1989), including ease of learning, understanding, operating, becoming skillful, and completing transactions. Product quality was assessed through indicators of performance, reliability, conformity to specifications, freshness, design, additional features, and service (Kotler & Keller, 2024). Digital service quality was measured using the E-S-QUAL dimensions of efficiency, system availability, fulfillment, and privacy (Zeithaml et al., 2022). Customer satisfaction was evaluated based on expectation confirmation, satisfaction with the application experience, intention to reuse the application, and willingness to recommend it. All variables were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Primary data were obtained through an online questionnaire, while secondary data were collected from books, journal articles, previous studies, and other relevant literature (Sugiyono, 2020). Prior to hypothesis testing, the research instrument was evaluated using validity and reliability tests. Item validity was assessed using the item–total correlation, whereas reliability was evaluated using Cronbach's Alpha, with values above 0.60 indicating acceptable reliability (Ghozali, 2021).

Data were analyzed using multiple linear regression. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity, were conducted to ensure that the regression model satisfied the required assumptions (Ghozali, 2021). The hypotheses were tested using the t-test to examine the partial effects of each independent variable, the F-test to evaluate their simultaneous effect, and the coefficient of determination (R^2) to measure the proportion of variance in customer satisfaction explained by the independent variables.

RESULTS AND DISCUSSION

Research Design

This study examined the effects of application ease of use, product quality, and digital service quality on customer satisfaction among Kopi Kenangan application users. A quantitative survey was conducted involving 100 respondents. Respondents were

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selected based on the predefined sampling criteria, and their demographic characteristics were analyzed to provide a profile of the study sample.

Instrument Test

Table 1. Validity Of Ease Of Use Of The Application

Item	r count	r table	Description
X1.1	0,824	0,187	Valid
X1.2	0,882	0,187	Valid
X1.3	0,852	0,187	Valid
X1.4	0,806	0,187	Valid
X1.5	0,842	0,187	Valid
X1.6	0,878	0,187	Valid

Table 2. Validity Of Product Quality

Item	r count	r table	Description
X2.1	0,633	0,187	Valid
X2.2	0,813	0,187	Valid
X2.3	0,835	0,187	Valid
X2.4	0,750	0,187	Valid
X2.5	0,725	0,187	Valid
X2.1	0,633	0,187	Valid

Table 3. Validity Of Digital Service Quality

Item	r count	r table	Description
X3.1	0,725	0,187	Valid
X3.2	0,825	0,187	Valid
X3.3	0,776	0,187	Valid
X3.4	0,821	0,187	Valid

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Item	r count	r table	Description
X3.5	0,801	0,187	Valid
X3.1	0,725	0,187	Valid

Table 4. Validity Of Customer Satisfaction

Item	r count	r table	Description
Y.1	0,727	0,187	Valid
Y.2	0,848	0,187	Valid
Y.3	0,845	0,187	Valid
Y.4	0,857	0,187	Valid
Y.5	0,891	0,187	Valid
Y.1	0,727	0,187	Valid

The validity test was conducted using the Corrected Item–Total Correlation to evaluate the relationship between each questionnaire item and its corresponding total score. An item was considered valid when its correlation coefficient exceeded the critical value (r-table = 0.187; n = 111, df = 109, α = 0.05). As presented in Tables 1–4, all 21 items measuring application ease of use (X_1), product quality (X_2), digital service quality (X_3), and customer satisfaction (Y) had r-values greater than 0.187. Therefore, all questionnaire items were valid and retained for further analysis.

Table 5. Reliability Test Results

Variable	Number Of Items	Cronbach's Alpha	Description
Ease Of Use Application (X1)	6	0,950	Reliabel
Product Quality (X2)	5	0,898	Reliabel
Digital Service Quality (X3)	5	0,917	Reliabel
Customer Satisfaction (Y)	5	0,937	Reliabel

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Reliability was assessed using Cronbach's Alpha, with a value greater than 0.60 indicating acceptable reliability (Ghozali, 2021). As shown in Table 5, all variables exceeded the recommended threshold, with Cronbach's Alpha values ranging from 0.898 to 0.950. These results indicate excellent internal consistency, confirming that the questionnaire was reliable and appropriate for subsequent analyses.

Descriptive Statistics

Table 6. Descriptive Statictical Analysis

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Ease Of Use Of The Application (X1)	111	2,50	5,00	4,28	0,665
Product Quality (X2)	111	2,80	5,00	4,15	0,652
Digital Quality Of Service (X3)	111	3,00	5,00	4,13	0,646
Customer Satisfaction (Y)	111	2,80	5,00	4,11	0,700

Descriptive statistics were calculated using the mean score of each variable, which represents the average of all measurement items. As presented in Table 6, the mean scores ranged from 4.11 to 4.28 on a five-point Likert scale. These findings indicate that respondents generally expressed positive perceptions of the application's ease of use, product quality, digital service quality, and their overall satisfaction with the Kopi Kenangan application.

Classical Assumption Test

Table 7. Normality Test Results

Test	Statistic	Sig. (p-value)	Description
Kolmogorov-Smirnov	0,163	0,005	Not Normal
Shapiro-Wilk	0,963	0,004	Not Normal

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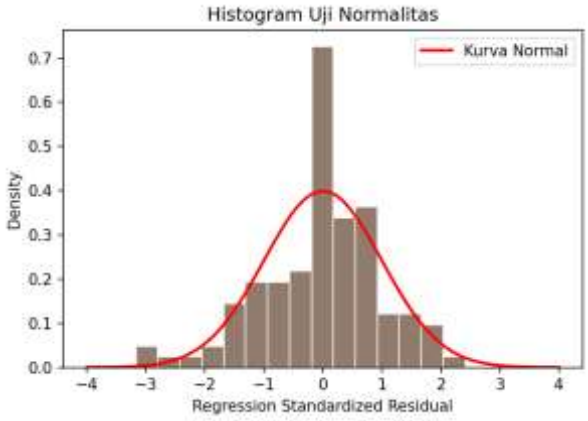


Figure 1. Histogram of the Normality Test

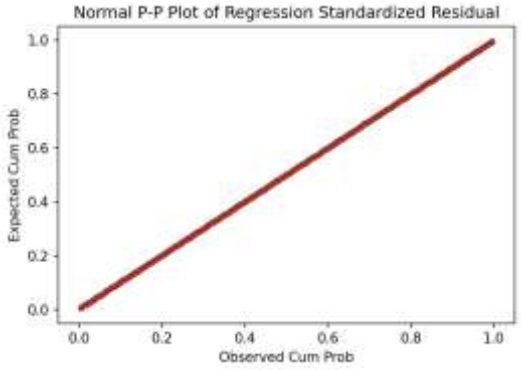


Figure 2. Normal P-Plot

The normality test produced significance values below 0.05 (p = 0.005 and 0.004), indicating that the regression residuals were not normally distributed. The histogram showed a slight negative skew, while the Normal P–P Plot revealed that several observations deviated from the diagonal line. This condition is likely attributable to a ceiling effect, as approximately 20% of respondents (22 out of 111) selected the maximum score for all questionnaire items, causing responses to cluster at the upper end of the scale. Nevertheless, given the sample size (n = 111), the Central Limit Theorem suggests that the ordinary least squares (OLS) regression estimates remain sufficiently robust. This limitation should be acknowledged in the discussion section.

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Table 8. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Ease of Use of the Application (X1)	0,272	3,671	Multicollinearity-Free
Product Quality (X2)	0,273	3,662	Multicollinearity-Free
Digital Quality of Service (X3)	0,220	4,547	Multicollinearity-Free

The multicollinearity test was conducted using Tolerance and Variance Inflation Factor (VIF) values. As shown in the results, all independent variables had Tolerance values greater than 0.10 and VIF values below 10, indicating the absence of multicollinearity. Therefore, the regression model satisfied the multicollinearity assumption and was appropriate for further analysis.

Table 9. Glejser Test Results

Variable	t	Sig.	Description
(Constant)	4,392	0,000	-
Ease Of Use Application (X1)	2,468	0,015	Indicated Heteroscedasticity
Product Quality (X2)	-1,507	0,135	Free Heteroscedasticity
Digital Service Quality (X3)	-2,204	0,030	Indicated Heteroscedasticity

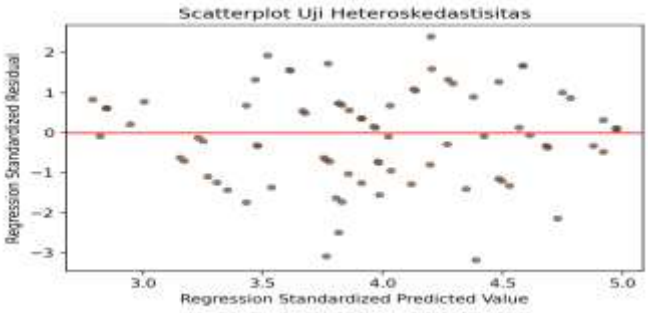


Figure 3. Scatterplot

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The Glejser test indicated that Application Ease of Use (X1) and Digital Service Quality (X3) exhibited heteroscedasticity, as their significance values were below 0.05 (0.015 and 0.030, respectively), whereas Product Quality (X2) did not (0.135 > 0.05). This condition is likely attributable to the ceiling effect, where responses were concentrated at the highest scores. Therefore, this limitation should be acknowledged in the study, and future research may consider applying Weighted Least Squares (WLS) or robust standard errors to address heteroscedasticity.

Multiple Linear Regression Analysis

Table 10. Results Of Multiple Linear Regression Analysis

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,935	0,874	0,871	0,252

The R^2 value of 0.874 indicates that 87.4% of the variance in Customer Satisfaction (Y) is jointly explained by Application Ease of Use (X1), Product Quality (X2), and Digital Service Quality (X3), while the remaining 12.6% is explained by other factors outside the research model.

F Test

Table 11. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	47,197	3	15,732	248,055	0,000
Residual	6,786	107	0,063		
Total	53,983	110			

The F-test yielded an F-value of 248.055, exceeding the F-table value of 2.689, with a significance value of 0.000 (< 0.05). These results indicate that Application Ease of Use, Product Quality, and Digital Service Quality simultaneously have a significant effect on Customer Satisfaction among Kopi Kenangan application users.

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T Test (Partial Test) and Regression Equation

Table 12. t Test Result

Model	B	Std. Error	Beta	t	Sig.
(Constant)	-0,342	0,166	-	-2,067	0,041
X1 - Ease Of Use	0,337	0,069	0,320	4,874	0,000
X2 - Product Quality	0,250	0,070	0,233	3,553	0,001
X3 - Digital Quality Of Service	0,476	0,079	0,439	6,012	0,000

The multiple linear regression model is expressed as:

$$Y = -0.342 + 0.337X_1 + 0.250X_2 + 0.476X_3 + e$$

The t-test results indicate that all independent variables have a positive and significant effect on Customer Satisfaction. Application Ease of Use (X1) significantly affects customer satisfaction (β = 0.337, p < 0.001), supporting H1. Product Quality (X2) also has a significant positive effect (β = 0.250, p = 0.001), supporting H2. Likewise, Digital Service Quality (X3) positively and significantly influences customer satisfaction (β = 0.476, p < 0.001), supporting H3. Among the three variables, Digital Service Quality exerts the strongest influence, as indicated by the highest standardized beta coefficient (β = 0.439).

DISCUSSION

The findings demonstrate that application ease of use, product quality, and digital service quality significantly influence customer satisfaction among Kopi Kenangan application users. Simultaneously, these three variables explain 87.4% of the variance in customer satisfaction, indicating that they are the primary determinants of users' satisfaction with the application. This result suggests that customer satisfaction in digital food and beverage services is shaped not only by the quality of the products offered but also by customers' experiences when interacting with the digital platform.

Application ease of use was found to have a positive and significant effect on customer satisfaction, supporting the first hypothesis. This finding is consistent with the Technology Acceptance Model (TAM) proposed by Davis (1989), which states that

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technologies perceived as easy to use are more likely to generate positive user evaluations. Customers who perceive the Kopi Kenangan application as easy to learn, navigate, and operate tend to experience greater convenience during the ordering process, leading to higher satisfaction. This result is also consistent with previous studies by Imelda et al. (2026) and Melyani Selvina Dewi et al. (2026), which reported that application ease of use positively influences customer satisfaction among Kopi Kenangan users.

Product quality also showed a positive and significant influence on customer satisfaction, confirming the second hypothesis. This finding indicates that customers continue to evaluate the quality of beverages and food products despite conducting transactions through digital applications. Product attributes such as taste, freshness, consistency, menu variety, and overall quality remain fundamental determinants of satisfaction. These results support the arguments of Kotler and Armstrong (2003) that product quality represents a strategic source of competitive advantage and customer satisfaction. The findings are further supported by previous research conducted by Dia Ragasari and Adelia Riana Dewi (2025), May Siska Puspita Sari and Salman Paludi (2022), and Nur Dalilah and Prawoto (2023), all of which concluded that product quality significantly enhances customer satisfaction.

Among the three independent variables, digital service quality exerted the strongest influence on customer satisfaction. This finding suggests that customers highly value efficient application performance, reliable system availability, accurate order fulfillment, and secure transactions throughout the digital purchasing process. As mobile applications have become the primary channel for ordering food and beverages, digital service quality plays a critical role in shaping customers' overall experiences. These findings are consistent with the concept of electronic service quality proposed by Zeithaml, Parasuraman, and Malhotra (2002, 2005), which emphasizes that efficient and reliable digital services improve customer satisfaction. Similar results have also been reported by Rasya Chairunnisa et al. (2026) and Az Zahra Adystia Rahmah et al. (2025), who found that service quality significantly contributes to user satisfaction with the Kopi Kenangan application.

Although the regression model satisfied the multicollinearity assumption, the normality and heteroscedasticity tests indicated minor violations. These issues are likely attributable to a ceiling effect, as approximately 20% of respondents assigned the highest possible score to all questionnaire items. This response pattern suggests that many respondents were highly satisfied with the application, thereby reducing response

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variability. Nevertheless, given the relatively large sample size (n = 111), the regression estimates remain sufficiently robust under the Central Limit Theorem, although this limitation should be acknowledged when interpreting the findings.

Overall, the results indicate that improving customer satisfaction within the Kopi Kenangan application requires a comprehensive strategy that combines an easy-to-use application interface, consistent product quality, and high-quality digital services. Among these factors, strengthening digital service quality should be prioritized, as it demonstrated the greatest contribution to customer satisfaction. Such improvements are expected to enhance customers' digital experiences and strengthen the company's long-term competitive position.

CONCLUSION

This study examined the effects of application ease of use, product quality, and digital service quality on customer satisfaction among Kopi Kenangan application users. Based on the results of multiple linear regression analysis involving 111 respondents, it can be concluded that all three independent variables have positive and significant effects on customer satisfaction. Application ease of use enhances customer satisfaction by providing a simple, efficient, and convenient transaction process, from product selection to payment. Product quality also contributes significantly to customer satisfaction, indicating that customers value product taste, freshness, consistency, appearance, and conformity with their expectations. Among the three variables, digital service quality has the strongest influence, highlighting the importance of system efficiency, transaction security, application usability, accurate information, and responsive digital services in creating positive customer experiences. Furthermore, application ease of use, product quality, and digital service quality jointly explain 87.4% of the variance in customer satisfaction, while the remaining 12.6% is attributable to other factors beyond the scope of this study, such as price, promotions, brand image, store location, customer loyalty, and other unexamined variables.

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