

The Influence Of Content Marketing And Influencer Marketing On Evangeline Perfume Purchasing Decisions In Palembang City

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Abstract

This study aims to analyze the influence of product quality and service quality on customer satisfaction at Cafe D'Qaisar in Jambi City, both partially and simultaneously. The study employs a quantitative method with a descriptive approach. Data were collected through questionnaires distributed to Cafe D'Qaisar customers and subsequently analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial tests, simultaneous tests, and the coefficient of determination. The results indicate that product quality has a positive and significant effect on customer satisfaction, meaning that higher product quality leads to higher levels of customer satisfaction. Service quality also has a positive and significant effect on customer satisfaction; Thus, improved service enhances customer satisfaction. Furthermore, product quality and service quality collectively demonstrate a positive and significant relationship in boosting customer satisfaction. These findings suggest that enhancing product quality, supported by high-quality service, is a crucial factor in fostering customer satisfaction at Cafe D'Qaisar in Jambi City.

Keywords: Customer Satisfaction, Product Quality, Service Quality

INTRODUCTION

Customer satisfaction is a crucial aspect of business sustainability because it reflects the alignment between customer expectations and the performance of the products and services received. Customers will be satisfied if the perceived performance meets or even exceeds expectations, while a mismatch between expectations and performance can lead to dissatisfaction. Customer satisfaction is not only shaped by

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IJEBIR, Volume 05 Issue 06, 2026



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product quality, but also by the overall customer experience during the purchase and service experience, including emotional aspects, perceived value, and interactions with the service provider (Theodora et al., 2019); (Haryanti & Baqi, 2019). In the café business, this condition becomes even more crucial because customers not only buy food and drinks but also expect quality products and services that can provide a pleasant experience.

Product quality is one of the factors that potentially determine customer satisfaction levels. Products with good taste, maintained quality ingredients, a variety that meets customer needs, attractive presentation, and consistent quality can increase positive customer perceptions and encourage repeat purchases. Furthermore, service quality also plays a crucial role because customers assess services based on how they are provided, such as friendliness, speed, responsiveness to complaints, clarity of information, and the ability of employees to meet customer needs. Therefore, improving product quality and service quality is crucial for creating customer satisfaction and maintaining the sustainability of a café business (Bhagya, 2021); (Maulana, 2016); (Apriliana & Sukaris, 2022).

The phenomenon that occurred at Cafe D'Qaisar in Jambi City indicates a problem that requires attention. Data on turnover and number of visitors from January 2025 to May 2026 shows a fluctuating pattern with a downward trend. The number of visitors in January 2025 reached 554 people with a turnover of Rp8,310,000, decreased to 396 people with a turnover of Rp5,940,000 in May 2026. This decline indicates that the café's ability to maintain the number of customers and sales faces challenges. This condition can be related to various factors, both business competition and internal factors such as product quality and quality of service perceived by customers.

This phenomenon is further reinforced by the results of a pre-survey of 30 Cafe D'Qaisar customers. In terms of product quality, most customers gave positive assessments of the taste, menu variety, and presentation, but there were still 33.3% of respondents who stated that the product received did not meet expectations. In terms of service quality, although 83.3% of respondents assessed the staff as friendly and 80% stated that they received clear information, there were still 33.3% of respondents who assessed the service was not provided quickly and 26.7% considered the staff not responsive to complaints. Meanwhile, in terms of customer satisfaction, 26.7% of respondents were not satisfied with the product and 30% were not satisfied with the service. In fact, only 66.7% of respondents were willing to recommend the cafe to others. This condition indicates that customer satisfaction is not fully optimal.

The urgency of this research is further strengthened by the results of initial interviews with the owner of Cafe D'Qaisar in Jambi City, which indicated that fluctuations in the number of visitors and declining turnover are among the problems faced by the



business. The owner also conveyed customer feedback regarding menu variety, taste consistency, and speed of service when the number of visitors increases. Customers also expect better employee friendliness and attention while at the cafe. Although the management has attempted to maintain the quality of raw materials, taste consistency, and service standards, periodic evaluations are still needed to identify aspects that need to be improved in accordance with customer expectations. Thus, research on product quality and service quality is important because the results can provide an empirical basis for management in determining service and product aspects that need to be improved to improve customer satisfaction and address the trend of declining turnover.

Previous research has shown inconsistent findings. (Linda, 2025) found that product quality and service quality had a positive and significant effect on customer satisfaction. However, (Pritami & Surono, 2024) found that product quality and service quality did not significantly influence customer satisfaction. Furthermore, research on cafe businesses has also focused more on store atmosphere, hedonic value, lifestyle, and social media as variables influencing customer visit decisions, purchase intentions, or loyalty (Rizqiawan & Novianto, 2023); (Sulistiyawati, 2021); (Lestari et al., 2023). These differences in results indicate that the influence of product quality and service quality on customer satisfaction can vary based on customer characteristics, business location, and competitive conditions in each region.

The research gap in this study lies in the absence of a study that specifically examines the influence of product quality and service quality on customer satisfaction at Cafe D'Qaisar in Jambi City by considering customer characteristics and the competitive conditions of the café business in the region. Previous studies also show different results regarding the relationship between variables, so re-testing is needed in a different local context. In addition, this study does not only look at product and service quality in general, but also pays attention to aspects directly felt by customers, such as taste, product consistency, menu variety, speed of service, responsiveness, friendliness, and clarity of information. Therefore, the study "The Influence of Product Quality and Service Quality on Customer Satisfaction at Cafe D'Qaisar in Jambi City" is important to conduct to obtain empirical evidence regarding the extent to which these two variables influence customer satisfaction and provide recommendations for managers in improving product and service quality.

Methodology

This study uses a quantitative approach with an associative research type, which aims to determine the effect of product quality and service quality on customer satisfaction at Café D'Qaisar, Jambi City. The study was conducted at Café D'Qaisar, Jambi City from April to July 2026. The population in this study were Café D'Qaisar

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customers who made purchases in the period 2025–2026. Because the population size is not known with certainty, the study used a non-probability sampling technique with a purposive sampling method. The sample was determined based on the criteria of customers who had made at least two purchases, were at least 17 years old, and were willing to complete the questionnaire completely. Based on calculations using the Slovin formula with a 10% error rate, a sample size of 100 respondents was obtained.

Data collection was conducted through observation, questionnaires, and literature studies. The questionnaire was constructed using a five-level Likert scale to measure the product quality variable (X_1), service quality (X_2), and customer satisfaction (Y), while secondary data were obtained from relevant scientific journals, books, and previous research. The collected data were analyzed using SPSS through instrument tests and classical assumption tests which include normality, multicollinearity, and heteroscedasticity tests. Furthermore, multiple linear regression analysis was conducted to determine the effect of product quality and service quality on customer satisfaction, followed by a partial t-test, a simultaneous F-test, and a coefficient of determination (R^2) test to determine the ability of independent variables to explain customer satisfaction.

RESULTS AND DISCUSSION

Classical Assumption Test

1. Normality Test

Table 1. Normality Test Results

Tests of Normality						
	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
Product Quality	0.530	100	<,001	0.075	100	<,001
Quality of Service	0.139	100	<,001	0.867	100	<,001
Customer satisfaction	0.136	100	<,001	0.895	100	<0.001
a. Lilliefors Significance Correction						

Source: Results of data processing using SPSS version 26, 2026.

Based on the results of the normality test using the Kolmogorov-Smirnov and Shapiro-Wilk methods, the significance values for the variables Product Quality, Service Quality, and Customer Satisfaction were each <0.001. This value is smaller than the significance level of 0.05, so it can be concluded that the data on the three variables are not normally distributed.

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2. Multicollinearity Test**Table 2. M Test Results multicollinearity**

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.698	.341		2,043	.044		
	PRODUCT QUALITY	.341	.096	.315	3,547	.001	.760	1,316
	QUALITY OF SERVICE	.453	.093	.432	4,865	.000	.760	1,316
a. Dependent Variable: CUSTOMER SATISFACTION								

Source: Results of data processing using SPSS version 26, 2026.

Based on table 2, the VIP value of product quality (X1) and service quality (X2) is $1.316 < 10$ and the value tolerance value $0.760 > 0.1$ then the data can be said to not have multicollinearity.

3. Heteroscedasticity Test**Table 3. Results Heteroscedasticity Test**

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta			
1	(Constant)	0.245	0.126		1,949	0.054	
	TOTAL X1	0.003	0.013	0.028	0.226	0.822	
	TOTAL X2	-0.001	0.0014	-0.006	-0.048	0.962	
a. Dependent Variable: ABS_RES							

Source: Results of data processing using SPSS version 26, 2026.

Based on the test results in table 3, the significance value of the Product Quality variable (X1) was 0.822 with a t-count of 0.226, while the Service Quality variable (X2) obtained a significance value of 0.962 with a t-count of -0.048. Both variables have a



significance value greater than 0.05. Thus, it can be concluded that the Product Quality (X1) and Service Quality (X2) variables do not have a significant effect on the absolute residual value (ABS_RES). This indicates that the regression model does not experience symptoms of heteroscedasticity, so that the residual variance is constant (homoscedasticity). Therefore, the regression model in this study has met one of the classical assumptions and is suitable for use in multiple linear regression analysis and further hypothesis testing.

Multiple linear regression analysis test

Result 4. Multiple linear regression analysis test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.698	.341		2,043	.044		
	PRODUCT QUALITY	.341	.096	.315	3,547	.001	.760	1,316
	QUALITY OF SERVICE	.453	.093	.432	4,865	.000	.760	1,316

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Results of data processing using SPSS version 26, 2026.

Based on the results of the multiple linear regression test, the constant value obtained was 0.698, the regression coefficient of the Product Quality variable (X1) was 0.341, and the regression coefficient of the Service Quality variable (X2) was 0.453, so that the regression equation $Y = 0.698 + 0.341X_1 + 0.453X_2$ was obtained. The equation shows that if the value of the product quality and service quality variables is considered constant, then the customer satisfaction value is 0.698. The positive product quality regression coefficient of 0.341 indicates that every one-unit increase in product quality will increase customer satisfaction by 0.341 units assuming other variables remain constant. Similarly, the positive service quality regression coefficient of 0.453 indicates that every one-unit increase in service quality will increase customer satisfaction by 0.453 units assuming other variables remain constant. Thus, both independent variables have a positive relationship direction to customer satisfaction, which means that the better the product quality and service quality provided by Cafe D'Qaisar Jambi City, the higher the level of customer satisfaction. In addition, the value of the service quality regression

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coefficient that is greater than product quality indicates that service quality is the variable that has a more dominant influence on customer satisfaction in this study.

Hypothesis

1. T-test (partial)

Table 5. Results T-test (partial)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.698	.341		2,043	.044		
	PRODUCT QUALITY	.341	.096	.315	3,547	.001	.760	1,316
	QUALITY OF SERVICE	.453	.093	.432	4,865	.000	.760	1,316
a. Dependent Variable: CUSTOMER SATISFACTION								

Source: Results of data processing using SPSS version 26, 2026.

The Product Quality variable (X1) has a regression coefficient value of 0.341, a calculated t value of 3.547, and a significance value of 0.001. Since the significance value of 0.001 < 0.05, then Product Quality (X1) has a positive and significant effect on Customer Satisfaction (Y). This shows that the better the quality of the product provided, the higher the level of customer satisfaction. Furthermore, the Service Quality variable (X2) has a regression coefficient value of 0.453, a calculated t value of 4.865, and a significance value of 0.000. Since the significance value of 0.000 < 0.05, then Service Quality (X2) has a positive and significant effect on Customer Satisfaction (Y). This shows that the better the quality of service provided to customers, the higher the customer satisfaction. Furthermore, based on the Standardized Coefficients (Beta) value, the Service Quality variable ($\beta = 0.432$) has a greater influence than Product Quality ($\beta = 0.315$) on Customer Satisfaction. Thus, Service Quality is the most dominant variable influencing Customer Satisfaction in this study.



2. F Test (Simultaneous)**Table 6. F Test Results**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45,569	2	22,785	34,980	.000b
	Residual	63,181	97	.651		
	Total	108,750	99			
a. Dependent Variable: CUSTOMER SATISFACTION						
b. Predictors: (Constant), SERVICE QUALITY, PRODUCT QUALITY						

Source: Results of data processing using SPSS version 26, 2026.

Based on the results of the F test in the ANOVA table, the calculated F value was 34.980 with a significance value (Sig.) of 0.000. This significance value is smaller than 0.05 ($0.000 < 0.05$), so it can be concluded that Product Quality (X1) and Service Quality (X2) simultaneously or together have a positive and significant effect on Customer Satisfaction (Y). Thus, the hypothesis stating that Product Quality and Service Quality together have an effect on Customer Satisfaction is accepted. This shows that the better the product quality and service quality provided to customers, the higher the level of customer satisfaction. Therefore, these two variables are important factors that need to be considered in efforts to increase customer satisfaction.

Coefficient of Determination (R) TEST**Table 7. Results Coefficient of Determination (R) TEST**

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.647 ^a	.419	.407	.807	1.944

a. Predictors: (Constant), KUALITAS PELAYANAN, KUALITAS PRODUK

b. Dependent Variable: KEPUASAN PELANGGAN

Source: Results of data processing using SPSS version 26, 2026.

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Based on the Model Summary table, the R value obtained was 0.647, which indicates that there is a strong and positive relationship between the Product Quality variable (X1) and Quality Service (X2) with Customer Satisfaction (Y). The R Square (R^2) value of 0.419 indicates that 41.9% of the variation or change in the Customer Satisfaction variable (Y) can be explained by the Product Quality (X1) and Service Quality (X2) variables together. Meanwhile, the remaining 58.1% is influenced by other factors outside the variables examined in this study. Furthermore, the Adjusted R Square value of 0.407 indicates that after adjusting for the number of independent variables and the number of research samples, the model's ability to explain variations in Customer Satisfaction is 40.7%, while 59.3% is influenced by other variables not included in the research model. In addition, the Std. Error of the Estimate value of 0.807 indicates the level of prediction error of the regression model. The smaller the Std. Error of the Estimate value, the better the model's ability to predict the dependent variable. The Durbin-Watson value of 1.944 indicates that the regression model does not show any significant autocorrelation, because the value is close to 2. Thus, it can be concluded that the regression model used has a fairly good ability to explain the influence of Product Quality (X1) and Service Quality (X2) on Customer Satisfaction (Y), which is 41.9%, while the rest is influenced by other factors outside the research model.

DISCUSSION

The Influence of Product Quality on Customer Satisfaction

Based on the results of the t-test (partial), the Product Quality variable (X1) obtained a regression coefficient value of 0.341, a calculated t-value of 3.547, and a significance value of 0.001. This significance value is smaller than 0.05, thus indicating that Product Quality has a positive and significant effect on Customer Satisfaction. This means that the first hypothesis (H1) is accepted. These results indicate that the better the quality of the products served by Cafe D'Qaisar in Jambi City, the higher the level of customer satisfaction.

The results of the descriptive analysis also show that customers gave a good assessment of the quality of Cafe D'Qaisar products. The indicator with the highest score was the taste of food and drinks, while the indicator with the lowest score was the assessment that Cafe D'Qaisar's product quality was better than other cafes. This shows that although customers are satisfied with the quality of the products served, Cafe D'Qaisar still needs to improve its product excellence to have a higher competitiveness compared to competitors.

The findings of this study align with Kotler and Armstrong's theory, which states that product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of use, and other attributes that meet consumer needs and



expectations. A quality product will provide added value to customers, thereby increasing their satisfaction after a purchase. Therefore, product quality is an important factor that Cafe D'Qaisar must continuously maintain and improve to maintain customer satisfaction.

The Influence of Service Quality on Customer Satisfaction

Based on the results of the t-test (partial), the Service Quality variable (X2) obtained a regression coefficient value of 0.453, a calculated t-value of 4.865, and a significance value of 0.000. This significance value is smaller than 0.05, indicating that Service Quality has a positive and significant effect on Customer Satisfaction. Thus, the second hypothesis (H2) is accepted. These results indicate that the better the service provided to customers, the higher the level of customer satisfaction at Cafe D'Qaisar, Jambi City.

The descriptive analysis results show that the highest-scoring service indicator was polite and friendly staff, while the lowest-scoring indicator was neat and professional appearance. Nevertheless, overall, customers gave a positive assessment of Cafe D'Qaisar's service quality. Fast, friendly, and responsive service, along with the staff's ability to understand customer needs, provided a positive experience, which in turn increased customer satisfaction.

The results of this study align with Parasuraman's theory, which states that service quality is a company's ability to deliver services that meet customer expectations through the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. If the service provided meets or even exceeds customer expectations, customers will be satisfied and likely to make repeat purchases in the future.

The Influence of Product Quality and Service Quality on Customer Satisfaction

Based on the results of the F test (simultaneous), the calculated F value was 34.980 with a significance value of 0.000. This value is smaller than 0.05, so it can be concluded that Product Quality and Service Quality together have a positive and significant effect on Customer Satisfaction. Thus, the third hypothesis (H3) is accepted.

The coefficient of determination (R^2) test results showed a value of 0.419. This means that 41.9% of the variation in Customer Satisfaction can be explained by the variables of Product Quality and Service Quality, while the remaining 58.1% is influenced by other factors outside the research model, such as price, location, cafe atmosphere, promotions, and other factors not studied. In addition, the R^2 value of 0.647 indicates a strong and positive relationship between product quality and service quality with customer satisfaction.

Based on the results of multiple linear regression, it is known that the Service Quality variable has a regression coefficient (0.453) and a Standardized Beta value

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(0.432) which is greater than Product Quality with a regression coefficient (0.341) and a Standardized Beta value (0.315). This indicates that service quality is the most dominant factor in increasing customer satisfaction at Cafe D'Qaisar in Jambi City. Therefore, in addition to maintaining product quality, Cafe D'Qaisar management also needs to continue to improve service quality through employee friendliness, service speed, accuracy of order presentation, and the ability to understand customer needs so that customer satisfaction increases and customer loyalty can be maintained.

CONCLUSION

Based on the research findings, it can be concluded that product quality and service quality have a positive and significant effect on customer satisfaction at Café D'Qaisar Jambi City, both partially and simultaneously. Product quality, including taste, ingredient quality, presentation, and product consistency, as well as service quality, including friendliness, speed, responsiveness, and service convenience, have been proven to contribute to increasing customer satisfaction. Simultaneously, these two variables contribute to customer satisfaction, while the remaining factors are influenced by other variables not examined in this study, such as price, location, promotion, café atmosphere, and other factors. Therefore, continuous improvement in product and service quality is an important strategy for Café D'Qaisar to enhance customer satisfaction and maintain its business competitiveness.

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