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The Effect Of Service Quality, Digital Marketing, Brand Image, And Price On Customer Satisfaction At Janji Jiwa Coffee In Samarinda

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Abstract

Competition in Indonesia's coffee shop industry is driving companies to improve customer satisfaction through service quality, digital marketing, brand image, and pricing that aligns with consumer perceptions. This study aims to analyze the influence of service quality, digital marketing, brand image, and price on customer satisfaction at Kopi Janji Jiwa in Samarinda, both partially and simultaneously. This study employs a quantitative approach using a survey method. The sample consisted of 150 respondents selected using purposive sampling. Data were collected via a questionnaire and analyzed using IBM SPSS Statistics version 27 through validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2) test. The results indicate that service quality, digital marketing, and price have a positive and significant effect on customer satisfaction, whereas brand image does not have a significant effect on customer satisfaction. Collectively, service quality, digital marketing, brand image, and price have a significant effect on customer satisfaction with an R-squared value of 0.696, indicating that 69.6% of the variation in customer satisfaction can be explained by the variables in the research model, while the remaining 30.4% is explained by other factors outside the model. This study concludes that improving service quality, strengthening digital marketing, and setting prices that align with consumers' perceived value are key factors in enhancing customer satisfaction with Kopi Janji Jiwa in Samarinda.

Keywords: Service quality; Digital marketing; Brand image; Price; Customer satisfaction with Kopi Janji Jiwa

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INTRODUCTION

Changes in the lifestyles of Indonesians have driven the growth of the coffee shop industry. Coffee is no longer consumed merely as a beverage to ward off drowsiness but has become part of people's lifestyles, particularly among the younger generation. This trend has intensified competition in the coffee shop industry, requiring every company to deliver customer satisfaction through service quality, digital marketing, brand image, and pricing that align with consumer expectations. (Ayu and Pramaisella 2023)

One of the fastest-growing companies in Indonesia's coffee shop industry is Kopi Janji Jiwa. Since its founding in 2018 under the Jiwa Group umbrella, Kopi Janji Jiwa has successfully expanded to more than 900 outlets spread across various cities in Indonesia. However, increasingly fierce competition from various coffee brands—such as Kopi Kenangan, Kulo, and Fore Coffee—requires Kopi Janji Jiwa to continuously improve service quality, strengthen its digital marketing strategy, build a positive brand image, and set prices that align with consumer expectations in order to maintain customer satisfaction.

The city of Samarinda was chosen as the research location because it is the capital of East Kalimantan Province, which has experienced rapid growth in the coffee shop industry. The increasing number of coffee shops—both national and local brands—has led to increasingly fierce business competition, requiring every business operator to provide high-quality service, utilize digital marketing effectively, build a positive brand image, and set prices that align with consumer expectations. Kopi Janji Jiwa, as one of the national coffee brands, also has outlets in Samarinda and faces this competition. Furthermore, research examining the influence of service quality, digital marketing, brand image, and price on customer satisfaction at Kopi Janji Jiwa in Samarinda remains limited; therefore, this study is expected to provide relevant empirical evidence.

Based on the results of a preliminary survey conducted among 30 Kopi Janji Jiwa consumers in Samarinda, several issues related to customer satisfaction were identified. A total of 2 respondents (6.7%) stated that Kopi Janji Jiwa products did not fully meet their expectations. Additionally, 2 respondents (6.7%) felt that the service provided was not prompt. A total of 3 respondents (10%) also stated that they did not frequently receive information about Kopi Janji Jiwa through social media. Furthermore, 1 respondent (3.3%) stated that they did not fully trust the Kopi Janji Jiwa brand. Meanwhile, 3 respondents (10%) felt that the price offered was not commensurate with the benefits received. The results of this pre-survey indicate that there is still a gap between

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consumer expectations and perceptions. Therefore, this study was conducted to analyze the influence of service quality, digital marketing, brand image, and price on consumer satisfaction with Kopi Janji Jiwa in Samarinda.

Customer satisfaction is one of the key factors in a company's sustainability. Customer satisfaction is achieved when the products or services received meet or even exceed customer expectations. Therefore, companies need to consider various factors that can influence customer satisfaction, such as service quality, digital marketing, brand image, and price. Good service quality provides a positive experience for consumers; digital marketing makes it easier for companies to convey information and communicate with consumers; a positive brand image builds consumer trust; and pricing that aligns with a product's quality and benefits offers better value, thereby increasing consumer satisfaction.

Numerous studies have been conducted on the factors influencing customer satisfaction in the coffee shop industry. Fadillah (2022) found that service quality and price had a positive and significant effect on customer satisfaction at the Kopi Janji Jiwa branch in Pademangan, North Jakarta. This study is relevant because it also examines the influence of service quality and price on customer satisfaction, although it was conducted at a different location.

Khoirunnisa and Riva'i (2023) found that digital marketing, price perception, and brand image influence customer satisfaction at Kopi Kenangan in Semarang. That study is relevant to this research because both examine digital marketing as one of the factors influencing customer satisfaction in the coffee shop industry, although the research subjects differ.

Furthermore, Suhandy and Widoatmodjo (2022) state that service quality and brand image have a positive effect on customer satisfaction, which in turn leads to increased customer loyalty. These findings support this study because they show that service quality and brand image are important factors in enhancing customer satisfaction.

In addition, Papuangan and Fadhillah (2024) found that product quality, brand image, and price have a positive and significant effect on customer satisfaction at Janji Jiwa Coffee Shop in Sorong City. Their study reinforces the findings of this research, which indicate that brand image and price are factors that influence customer satisfaction in the coffee shop business, particularly at Janji Jiwa Coffee Shop.

Based on these previous studies, it can be concluded that service quality, digital marketing, brand image, and price are factors that influence consumer satisfaction.

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However, these previous studies were conducted on different subjects, locations, respondent characteristics, and combinations of variables. Research that simultaneously examines the effects of service quality, digital marketing, brand image, and price on consumer satisfaction at Kopi Janji Jiwa in Samarinda remains very limited. This situation indicates a research gap that requires further investigation. Therefore, this study aims to analyze the effects of service quality, digital marketing, brand image, and price—both individually and simultaneously—on customer satisfaction at Kopi Janji Jiwa in Samarinda. The results of this study are expected to contribute to the development of marketing management theory and serve as a basis for Kopi Janji Jiwa's management in formulating strategies to enhance customer satisfaction.

Objectives

The objectives of this study are:

1. To determine the effect of service quality on customer satisfaction at Kopi Janji Jiwa in Samarinda.
2. To determine the effect of digital marketing on customer satisfaction at Kopi Janji Jiwa in Samarinda.
3. To determine the effect of brand image on customer satisfaction at Kopi Janji Jiwa in Samarinda.
4. To determine the effect of price on customer satisfaction at Kopi Janji Jiwa in Samarinda.
5. To determine the simultaneous effect of service quality, digital marketing, brand image, and price on customer satisfaction at Kopi Janji Jiwa in Samarinda.

LITERATURE REVIEW

Conceptual Framework and Hypotheses

Based on the problems and objectives described above, the researcher developed the following conceptual framework:

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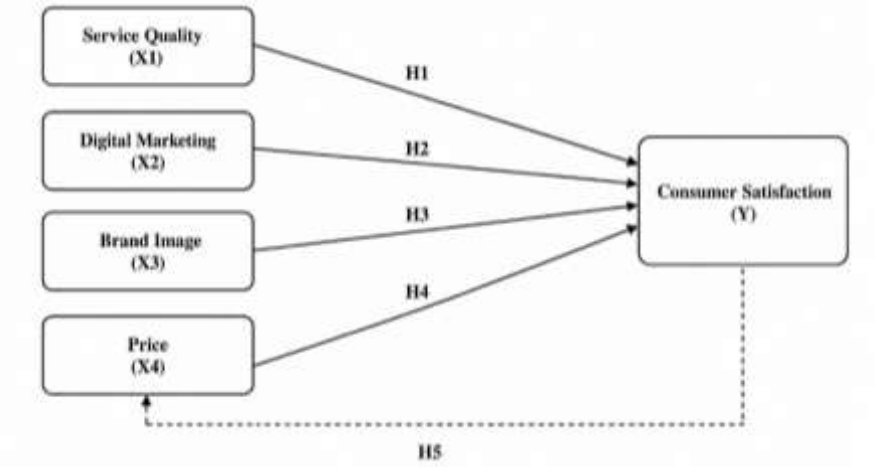


Figure 1. Conceptual Framework

Based on the conceptual framework above, the hypotheses in this study are as follows:

H1: Service quality has a positive effect on customer satisfaction with Kopi Janji Jiwa in Samarinda.

H2: Digital marketing has a positive effect on customer satisfaction at Kopi Janji Jiwa in Samarinda.

H3: Brand image has a positive effect on customer satisfaction at Kopi Janji Jiwa in Samarinda.

H4: Price has a positive effect on customer satisfaction at Kopi Janji Jiwa in Samarinda.

H5: Service quality, digital marketing, brand image, and price simultaneously have a positive effect on customer satisfaction at Kopi Janji Jiwa in Samarinda.

Marketing Management

According to Kotler (2012, as cited in Mahfud and Santoso, 2023), marketing management is the process of analyzing, implementing, and monitoring programs to create exchanges with the target market. Boyd, Walker, and Larreche (2000, as cited in Tri Nuryani, Nurkesma, and Baruna Hadibrata, 2022) add that marketing management involves planning, coordinating, and controlling marketing programs to create mutually beneficial exchanges. Based on these views, marketing management is the process of planning, implementing, and controlling marketing activities to achieve the company's objectives.

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Service Quality

Service quality is a company's ability to meet or exceed customer expectations. According to Tjiptono (2000, as cited in Samosir, 2025), service quality plays a crucial role in customer satisfaction, while Zeithaml, Parasuraman, and Berry (1991) explain that service quality is the comparison between the service customers expect and the service they actually receive. According to Parasuraman, Zeithaml, and Berry as cited in Tjiptono and Chandra (2011), the indicators include Reliability, Responsiveness, Assurance, Empathy, and Tangibles.

Digital Marketing

Digital marketing is a marketing strategy that leverages digital technology and the internet to promote products and build engagement with consumers. Sanjaya and Tarigan (2009, as cited in Iqbal, 2021) define it as the use of digital technology to achieve marketing objectives, while Chaffey, Chadwick, Mayer, and Johnston (2009) emphasize the use of digital technology to create, communicate, and deliver value to consumers. According to Y. Nasdini (2012), indicators of digital marketing include Accessibility, Interactivity, Entertainment, Credibility, Irritation, and Informativeness.

Brand Image

According to Kotler and Keller (2016), brand image is the public's perception of a company or its products, while Tjiptono (2015) defines it as consumers' associations with and beliefs about a brand. Thus, brand image is the consumer perception formed from associations with a brand. According to Kotler and Keller (2016), its indicators include the distinctiveness of brand associations, the strength of brand associations, and the uniqueness of brand associations.

Price

Price is the amount consumers must pay to obtain a product or service. Kotler and Keller (2007, as cited in Fhami, Sudirman, and Noviasari, 2024) state that price is an element of the marketing mix that generates revenue, while Kotler and Armstrong (2018) define price as the amount of money or value exchanged to obtain the benefits of a product or service. According to Kotler and Armstrong (2012), price indicators include affordability, the alignment of price with product quality, price competitiveness, and the alignment of price with product benefits.

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Consumer Satisfaction

Customer satisfaction is a feeling that arises after comparing the performance of a product or service with expectations. Kotler and Keller (2016) explain that satisfaction arises from a comparison between perceived performance and customer expectations, while Tjiptono (2019) refers to it as a post-purchase evaluation. According to Kotler and Keller (2016), indicators of consumer satisfaction include the fulfillment of expectations, the intention to repurchase, and the willingness to recommend.

RESEARCH METHOD

This study employs a quantitative approach using an associative research method. The quantitative approach was chosen because the research data consists of numerical values obtained through the measurement of variables using a questionnaire and analyzed statistically. According to Sugiyono (2019), associative research is a type of study aimed at identifying the relationship or influence between two or more variables. This study aims to analyze the effects of service quality, digital marketing, brand image, and price on consumer satisfaction with Kopi Janji Jiwa in Samarinda, both partially and simultaneously.

The population in this study consists of all Kopi Janji Jiwa consumers in Samarinda. According to Sugiyono (2019), a population is the scope of generalization comprising objects or subjects with specific characteristics that are studied to draw conclusions. The exact size of the study population is unknown because the number of Kopi Janji Jiwa consumers may vary over time.

Sampling was conducted using non-probability sampling with a purposive sampling technique, which involves selecting a sample based on specific considerations or criteria (Sugiyono, 2019). The criteria for respondents included being at least 17 years old, residing in Samarinda, and having purchased Janji Jiwa Coffee at least twice. The sample size was determined based on Roscoe's guidelines (1975, as cited in Sugiyono, 2019), which state that an appropriate sample size ranges from 30 to 500 respondents. Based on these guidelines, this study included 150 respondents.

The research data consists of primary and secondary data. Primary data was collected directly from respondents via an online questionnaire using Google Forms, while secondary data was obtained from books, scientific journals, previous studies, and relevant reference sources. The research instrument used a four-point Likert scale: Strongly Agree (4), Agree (3), Disagree (2), and Strongly Disagree (1).

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The research variables consist of independent and dependent variables. The independent variables include service quality (X1), digital marketing (X2), brand image (X3), and price (X4), while the dependent variable is customer satisfaction (Y) (Wijaya and Dewi, 2022).

Data analysis was conducted using IBM SPSS Statistics version 27. According to Ghozali (2021), data analysis in quantitative research is carried out through instrument validation and statistical analysis. The testing included validity and reliability tests to ensure the instruments' suitability, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests, as well as multiple linear regression analysis to determine the effect of independent variables on consumer satisfaction. Furthermore, the t-test was used to determine partial effects, the F-test to determine simultaneous effects, and the coefficient of determination (R^2) to determine the ability of independent variables to explain variations in consumer satisfaction.

The multiple linear regression model used in this study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Notes:
Y : consumer satisfaction
α: constant
β_1–β_4 : regression coefficients;
X_1 : service quality;
X_2 : digital marketing;
X_3 : brand image;
X_4 : price;
e: error.

RESULTS

Validity Test

Table 1. Validity Test

Variable	Item	Calculated r	Sig.	Table r	Description
Service Quality (X1)	X1.1	0.958	0.000	0.159	Valid
	X1.2	0.941	0.000	0.159	Valid
	X1.3	0.919	0.000	0.159	Valid
	X1.4	0.934	0.000	0.159	Valid

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Variable	Item	Calculated r	Sig.	Table r	Description
	X1.5	0.930	0.000	0.159	Valid
	X1.6	0.926	0.000	0.159	Valid
Digital Marketing (X2)	X2.1	0.958	0.000	0.159	Valid
	X2.2	0.945	0.000	0.159	Valid
	X2.3	0.945	0.000	0.159	Valid
	X2.4	0.943	0.000	0.159	Valid
	X2.5	0.933	0.000	0.159	Valid
	X2.6	0.926	0.000	0.159	Valid
Brand Image (X3)	X3.1	0.956	0.000	0.159	Valid
	X3.2	0.959	0.000	0.159	Valid
	X3.3	0.926	0.000	0.159	Valid
	X3.4	0.932	0.000	0.159	Valid
	X3.5	0.944	0.000	0.159	Valid
	X3.6	0.924	0.000	0.159	Valid
Price (X4)	X4.1	0.938	0.000	0.159	Valid
	X4.2	0.929	0.000	0.159	Valid
	X4.3	0.929	0.000	0.159	Valid
	X4.4	0.929	0.000	0.159	Valid
	X4.5	0.928	0.000	0.159	Valid
	X4.6	0.916	0.000	0.159	Valid
Customer Satisfaction (Y)	Y.1	0.944	0.000	0.159	Valid
	Y.2	0.935	0.000	0.159	Valid
	Y.3	0.941	0.000	0.159	Valid
	Y.4	0.942	0.000	0.159	Valid
	Y.5	0.936	0.000	0.159	Valid
	Y.6	0.932	0.000	0.159	Valid

Based on the table above, all items in the Service Quality (X1), Digital Marketing (X2), Brand Image (X3), Price (X4), and Customer Satisfaction (Y) variables have calculated r values > table r (0.160) and Sig. (2-tailed) values = 0.000 < 0.05. Thus, all 30 statement items are deemed valid and can be used in further research analysis.

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Reliability Test

Table 2. Reliability Test

Variable	Cronbach's Alpha	Number of Items	Standard Score	Description
Service Quality (X1)	0.971	6	0.700	Reliability
Digital Marketing (X2)	0.974	6	0.700	Reliability
Brand Image (X3)	0.974	6	0.700	Reliability
Price (X4)	0.968	6	0.700	Reliability
Customer Satisfaction (Y)	0.973	6	0.700	Reliability

Based on the table above, all research variables have a Cronbach's Alpha value greater than 0.700. The Service Quality variable (X1) obtained a Cronbach's Alpha value of 0.971, Digital Marketing (X2) of 0.974, Brand Image (X3) of 0.974, Price (X4) of 0.968, and Customer Satisfaction (Y) of 0.973. Thus, the entire research instrument, consisting of 30 statement items, was deemed reliable and can be used for further research analysis.

Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters [a, b]	Mean	.0000000
	Standard Deviation	3.00080672
Most Extreme Differences	Absolute	.058
	Positive	.034
	Negative	-.058
Test Statistic		.058
Asymptotic Significance (2-tailed)[c]		.200[d]

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Monte Carlo Sig. (2-tailed)[e]	Sig.		.245
	99% Confidence Interval	Lower Bound	.234
		Upper Bound	.256

Based on Table 3, the results of the normality test using the One-Sample Kolmogorov-Smirnov Test indicate that the dataset analyzed consisted of 150 respondents. The Asymp. Sig. (2-tailed) value was 0.200, while the Monte Carlo Sig. (2-tailed) value was 0.245. Both significance values were greater than 0.05. Therefore, it can be concluded that the residual data in the regression model are normally distributed. This indicates that the normality assumption in multiple linear regression analysis has been met, allowing the research data to proceed to the stage of testing classical assumptions and further regression analysis.

Multicollinearity Test

Table 4. Multicollinearity Test

	Collinearity Statistics	
Model	Tolerance	VIF
1. (constant)		
Service quality	.887	1.128
Digital marketing	.879	1,138
Brand image	.863	1,159
Price	.863	1,158

Based on Table 4, the results of the multicollinearity test in the *Coefficients* table show that the Service Quality variable (X1) has a *Tolerance* value of 0.887 and a VIF value of 1.128. The Digital Marketing variable (X2) has a *Tolerance* value of 0.879 and a VIF value of 1.138. The Brand Image variable (X3) has a *Tolerance* value of 0.863 and a VIF value of 1.159. Meanwhile, the Price variable (X4) has a *Tolerance* value of 0.863 and a VIF value of 1.158. These results indicate that all independent variables have *Tolerance* values greater than 0.10 and VIF values less than 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in the regression model, making the regression model suitable for further analysis.

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Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Model	Unstandardized coefficients
	Sig
(constant)	.000
Service quality	.073
Digital marketing	.981
Brand image	.053
Price	.139

Based on Table 5, the results of the heteroscedasticity test using the Glejser method show that the Service Quality variable (X1) has a significance value of 0.073, the Digital Marketing variable (X2) has a value of 0.981, the Brand Image variable (X3) has a value of 0.053, and the Price variable (X4) has a value of 0.139. All independent variables have significance values greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the regression model. This means that the residual variance in the regression model is relatively constant, so the model meets one of the classical assumptions and is suitable for further regression analysis.

Linearity Test

Table 6. Linearity Test

Variable	F Deviation from Linearity	Sig. Deviation from Linearity
Service Quality (X_1) vs. Customer Satisfaction (Y)	1.029	0.432
Digital Marketing (X_2) on Customer Satisfaction (Y)	1.019	0.521
Brand Image (X_3) on Consumer Satisfaction (Y)	1.124	0.335
Price (X_4) on Consumer Satisfaction (Y)	0.831	0.661

Based on Table 6, all independent variables satisfy the linearity assumption because the *Deviation from Linearity* values for service quality (0.432), digital marketing

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(0.521), brand image (0.335), and price (0.661) are greater than 0.05. Thus, the relationship between each independent variable and consumer satisfaction is linear and meets the requirements for multiple linear regression analysis.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Coefficients[a]						
		Unstandardized Coefficients	Standardized Coefficients			
	Model	B	Standard Error	Beta	T	Sig
1	(Constant)	-7.227	1,781		4,058	.000
	Service Quality (X1)	.375	.050	.367	7,540	.000
	Digital Marketing (X2)	.317	.048	.319	6,538	.000
	Brand Image (X3)	.295	.050	.288	5,845	.000
	Price (X4)	.306	.053	.286	5,812	.000

Based on Table 7, the results of the multiple linear regression analysis yield the following general equation:

$$\mathbf{Y = -7.227 + 0.375X_1 + 0.317X_2 + 0.295X_3 + 0.306X_4 + e}$$

This equation can be interpreted as follows:

1. The constant (a) of -7.227 indicates that if the variables service quality (X_1), digital marketing (X_2), brand image (X_3), and price (X_4) are held constant—that is, if they do not change—then the value of customer satisfaction (Y) is estimated to be -7.227.
2. The regression coefficient for service quality (X_1), which is 0.375, indicates that service quality has a positive effect on consumer satisfaction. This means that every one-unit increase in service quality will increase consumer satisfaction by

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0.375 units, assuming that the variables digital marketing, brand image, and price remain constant.

3. The regression coefficient for digital marketing (X_2) of 0.317 indicates that digital marketing has a positive effect on customer satisfaction. This means that a one-unit increase in digital marketing will increase customer satisfaction by 0.317 units, assuming that the variables of service quality, brand image, and price remain constant.
4. The regression coefficient for brand image (X_3), which is 0.295, indicates that brand image has a positive effect on consumer satisfaction. This means that a one-unit increase in brand image will increase consumer satisfaction by 0.295 units, assuming that the variables of service quality, digital marketing, and price remain constant.
5. The price regression coefficient (X_4) of 0.306 indicates that price has a positive effect on consumer satisfaction. This means that every one-unit increase in price will increase consumer satisfaction by 0.306 units, assuming that the variables of service quality, digital marketing, and brand image remain constant.

Analysis of Correlation and Coefficient of Determination

Table 8. Analysis of Correlation and Coefficient of Determination

Model Summary[b]				
Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	.834[a]	.696	.688	3.04192

Based on Table 8, the correlation coefficient (R) was found to be 0.834, indicating that service quality, digital marketing, brand image, and price simultaneously have a very strong relationship with customer satisfaction. Based on Table 8, the R-squared value is 0.696, or 69.6%. This means that 69.6% of consumer satisfaction can be explained by service quality, digital marketing, brand image , and price, while the remaining 30.4% is explained by other factors outside the research model.

F-Test

Table 9. F-Test

	Model	F	Sig.
1	Regression	83.009	.000[b]

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Based on Table 9, the calculated F-value is 83.009 with a significance level of 0.000. Since the significance value of 0.000 is less than 0.05, it can be concluded that service quality (X_1), digital marketing (X_2), brand image (X_3), and price (X_4) simultaneously have a significant effect on customer satisfaction (Y). Thus, H_0 is rejected and H_1 is accepted, meaning that the regression model used in this study is suitable for explaining the relationship between the variables of service quality, digital marketing, brand image, and price on consumer satisfaction. These results also indicate that the four independent variables collectively make a significant contribution to explaining changes in consumer satisfaction. This is consistent with the coefficient of determination, which shows that the model is able to explain a substantial proportion of the variation in consumer satisfaction.

t-test

Table 10. t-test

Model	B	T	Sig.
(constant)	-7.227	-4.058	.000
Service quality (X1)	.375	7,540	.000
Digital marketing (X2)	.317	6,538	.000
Brand image (X3)	.295	5,845	.000
Price (X4)	.306	5,812	.000

A t-test was conducted to determine the partial effect of each independent variable on the dependent variable. The test was performed by examining the significance value (Sig.) at a level of α = 0.05. If the significance value is < 0.05, then the independent variable is considered to have a significant effect on the dependent variable. Based on the results of the t-test in Table 10, the service quality variable (X_1) yielded a calculated t-value of 7.540 with a significance value of 0.000 < 0.05. The regression coefficient of 0.375 indicates a positive direction of influence. Thus, service quality has a positive and significant effect on customer satisfaction (Y). The digital marketing variable (X_2) yielded a calculated t-value of 6.538 with a significance level of 0.000 < 0.05. The regression coefficient of 0.317 indicates a positive direction of influence. Thus, digital marketing has a positive and significant effect on customer satisfaction (Y). The brand image variable (X_3) yielded a calculated t-value of 5.845 with a significance level of 0.000 < 0.05. The regression coefficient of 0.295 indicates a

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positive direction of influence. Thus, brand image has a positive and significant effect on customer satisfaction (Y). The price variable (X_4) yielded a t-value of 5.812 with a significance level of 0.000 < 0.05. The regression coefficient of 0.306 indicates a positive direction of influence. Thus, price has a positive and significant effect on customer satisfaction (Y). Based on the results of the t-test, it can be concluded that service quality (X_1), digital marketing (X_2), brand image (X_3), and price (X_4) each have a positive and significant partial effect on consumer satisfaction (Y). Thus, all partial hypotheses stating that each independent variable has a positive and significant effect on consumer satisfaction are accepted.

DISCUSSION

The Effect of Service Quality on Customer Satisfaction

The results of the study indicate that service quality has a positive and significant effect on customer satisfaction with Kopi Janji Jiwa in Samarinda. This is demonstrated by a t-value of 7.540 with a significance level of 0.000 < 0.05. The regression coefficient of 0.375 indicates that service quality has a positive effect on customer satisfaction. Thus, the better the quality of service provided to consumers, the higher the level of consumer satisfaction with Kopi Janji Jiwa in Samarinda.

The regression coefficient of 0.375 indicates that a one-unit increase in service quality will increase customer satisfaction by 0.375 units, assuming that other independent variables remain constant. These results indicate that service quality is a key factor in shaping customer satisfaction. Service that is reliable, fast, accurate, and responsive—and supported by assurance, empathy, and tangible evidence—can create a positive experience for customers.

Consumers consider not only the products they purchase but also the service they receive during the purchasing process. When the service provided meets or even exceeds consumer expectations, consumers tend to rate their overall shopping experience more positively. Conversely, service that is unresponsive or fails to meet expectations can lower consumer satisfaction levels.

The findings of this study are consistent with those of Fadillah (2022), who found that service quality has a positive and significant effect on customer satisfaction at the Kopi Janji Jiwa branch in Pademangan, North Jakarta. This similarity in results reinforces the finding that service quality is one of the factors that plays a role in increasing Kopi Janji Jiwa customer satisfaction, even though the studies were conducted at different locations. Therefore, Kopi Janji Jiwa needs to maintain and

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improve service reliability, employee responsiveness, service assurance, empathy, and the physical condition of its outlets to maintain customer satisfaction.

The Impact of Digital Marketing on Customer Satisfaction

The results of the study indicate that digital marketing has a positive and significant effect on customer satisfaction with Kopi Janji Jiwa in Samarinda. Based on the t-test results, the calculated t-value was 6.538 with a significance level of 0.000 < 0.05. The regression coefficient of 0.317 indicates that digital marketing has a positive effect on consumer satisfaction. Thus, the better the implementation of digital marketing, the higher the level of consumer satisfaction.

A regression coefficient of 0.317 indicates that a one-unit increase in digital marketing will increase customer satisfaction by 0.317 units, assuming all other independent variables remain constant. These results show that digital marketing serves not only as a promotional tool, but also as a medium that helps customers obtain information about products, prices, promotions, locations, and the various services offered by Kopi Janji Jiwa.

The use of informative and interactive digital media can make it easier for consumers to obtain information both before and after making a purchase. Engaging digital content, clear information, easily accessible promotions, and responsive communication can create a better experience for consumers. These factors can ultimately improve consumers' assessment of their experience with Kopi Janji Jiwa's products and services.

The results of this study are consistent with those of Khoirunnisa and Riva'i (2023), which demonstrate the influence of digital marketing on consumer satisfaction. These findings support the results of this study, which indicate that digital marketing plays a role in enhancing consumer satisfaction through the ease of access to information and communication. Therefore, Kopi Janji Jiwa needs to maintain the quality of information conveyed through digital media, enhance interaction with consumers, and present content that is informative, engaging, and relevant to consumer needs.

The Influence of Brand Image on Consumer Satisfaction

The results of the study indicate that brand image has a positive and significant effect on consumer satisfaction with Kopi Janji Jiwa in Samarinda. This is demonstrated by a t-value of 5.845 with a significance level of 0.000 < 0.05. The regression coefficient of 0.295 indicates that brand image has a positive effect on consumer satisfaction. Thus,

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the better the brand image of Kopi Janji Jiwa, the higher the level of consumer satisfaction.

A regression coefficient of 0.295 indicates that a one-unit increase in brand image will increase consumer satisfaction by 0.295 units, assuming all other independent variables remain constant. These results show that consumer perceptions of a brand are one of the factors that influence satisfaction. Brands that have a good reputation, are easily recognizable, create a positive impression, and are able to build consumer trust can foster more favorable perceptions of their products and services.

In the context of Kopi Janji Jiwa, brand image can be shaped through consumer experiences, product quality, brand identity, marketing communications, and consistent service. When consumers have a positive perception of the brand, they feel more confident about the products they purchase. This, in turn, can lead to a more positive evaluation of their consumption experience and ultimately increase consumer satisfaction.

The findings of this study are consistent with those of Papuangan and Fadhillah (2024), who found that brand image has a positive and significant effect on customer satisfaction at Janji Jiwa Coffee Shop in Sorong City. The similarity in these results indicates that brand image can be one of the factors contributing to increased customer satisfaction at Janji Jiwa Coffee, even though the studies were conducted in different locations. Therefore, Janji Jiwa Coffee needs to maintain a positive brand image through consistent product quality, service, brand communication, and customer experience.

The Effect of Price on Consumer Satisfaction

The results of the study indicate that price has a positive and significant effect on consumer satisfaction with Kopi Janji Jiwa in Samarinda. Based on the t-test results, the calculated t-value was 5.812 with a significance level of 0.000 < 0.05. The regression coefficient of 0.306 indicates that price has a positive effect on consumer satisfaction. Thus, the more favorable consumers' perceptions of the offered price, the higher their satisfaction.

A regression coefficient of 0.306 indicates that every one-unit increase in the perceived price will increase consumer satisfaction by 0.306 units, assuming all other independent variables remain constant. These results suggest that price is one of the factors consumers consider when evaluating the benefits and value they derive from a product. Consumers may consider price affordability, the alignment of price with product quality, price competitiveness, and the alignment of price with the benefits received. If

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consumers perceive that the price paid is commensurate with the quality and benefits of the product, they will have a more positive assessment of that product. This situation can enhance consumer satisfaction.

The results of this study are consistent with those of Fadillah (2022), who found that price has a positive and significant effect on consumer satisfaction at the Kopi Janji Jiwa branch in Pademangan, North Jakarta. This similarity in results reinforces the finding that price is one of the factors that can influence consumer satisfaction at Kopi Janji Jiwa. Therefore, the company needs to ensure that prices remain aligned with product quality and benefits, while also paying attention to price competitiveness in the face of competition within the coffee shop industry.

The Influence of Service Quality, Digital Marketing, Brand Image, and Price on Consumer Satisfaction

The results of the F-test indicate that service quality, digital marketing, brand image, and price simultaneously have a significant effect on customer satisfaction with Kopi Janji Jiwa in Samarinda. Based on Table 8, the calculated F-value was 83.009 with a significance level of 0.000 < 0.05. These results indicate that the four independent variables collectively have a significant effect on consumer satisfaction. Thus, the hypothesis stating that service quality, digital marketing, brand image, and price simultaneously influence consumer satisfaction is accepted.

The results indicate that customer satisfaction is not determined by a single factor, but rather is the result of a combination of various aspects related to service, digital marketing, brand perception, and price. Service quality provides customers with a direct experience; digital marketing facilitates access to information and communication; brand image shapes perceptions of the company; and price relates to customers' assessment of the value they derive from the product.

The results of the coefficient of determination test in Table 7 show an R-squared value of 0.696. This means that service quality, digital marketing, brand image, and price collectively account for 69.6% of the variation in customer satisfaction. Meanwhile, the remaining 30.4% is explained by other factors not included in the research model. The R-squared value of 0.696 indicates that the research model is quite robust in explaining the variation in consumer satisfaction with Kopi Janji Jiwa in Samarinda. Thus, the four independent variables used in this study make a significant contribution to explaining changes in consumer satisfaction.

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Overall, the research findings indicate that service quality, digital marketing, brand image, and price each have a positive and significant partial effect on customer satisfaction. In addition, these four variables also have a significant simultaneous effect on customer satisfaction. These results indicate that efforts to improve consumer satisfaction must be carried out in an integrated manner by improving service quality, optimizing digital marketing, building a positive brand image, and setting prices that align with the quality and benefits of the product.

CONCLUSION

Based on the results of a study conducted on 150 Kopi Janji Jiwa consumers in Samarinda, it can be concluded that service quality, digital marketing, brand image, and price simultaneously have a positive and significant effect on consumer satisfaction. The results of the coefficient of determination analysis show an R-squared value of 0.696, which means that service quality, digital marketing, brand image, and price together account for 69.6% of the variation in consumer satisfaction, while the remaining 30.4% is explained by other factors outside the research model. Partially, service quality, digital marketing, brand image, and price were found to have a positive and significant effect on consumer satisfaction with Kopi Janji Jiwa in Samarinda.

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