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Analyzing Product Quality, Price, Promotion, and Service Quality Impact on Consumer Satisfaction: Es Teh Indonesia Bogor

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ABSTRACT

This study aims to determine the extent to which product quality, price, promotion, and service quality significantly influence customer satisfaction at Es Teh Indonesia in Bogor. A total of 430 respondents participated in this study, with questionnaires distributed using a non-probability sampling technique in a descriptive quantitative research design. Data were analyzed using SPSS 29 software, applying multiple linear regression with an error value of $\alpha = 0.05$. The results indicate that (1) customer satisfaction is positively and significantly influenced by product quality, (2) price significantly and favorably affects customer satisfaction, (3) promotion significantly and positively impacts customer satisfaction, and (4) service quality also has a positive and significant impact on customer satisfaction. Furthermore, the study finds that product quality, price, promotion, and service quality collectively have a positive and significant influence on customer satisfaction at Es Teh Indonesia in Bogor. These findings underscore the importance of each marketing element in fostering customer loyalty and satisfaction. The research has significant implications for Es Teh Indonesia's strategy to enhance its product offerings, improve service quality, and design effective promotional campaigns. These results can guide the company's marketing practices to achieve a competitive advantage in the local beverage market.

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Introduction

Tea is a beverage prepared by brewing dried *Camelia sinensis* leaves, shoots, or stalks. In Indonesia, commodity tea plays a significant role in boosting the country's economy. Production of tea in Indonesia, one of the ten nations that produce the most tea globally (FAO, 2019). The table that follows shows Indonesia's tea production.

Table 1. Production of Tea in Indonesia

Year	Production (Tons)
2017	91.90
2018	89.90
2019	79.50
2020	78.20
2021	94.10

Source: BPS (2023)

Tea served cold with ice cubes is called iced tea. Flavors like jasmine, fruits like lemon, cherry, and strawberry, or milk are typically added to iced tea. Due to the heated air temperatures, iced tea is a popular beverage in the afternoon. Aside from drinking water, iced tea has become the most popular beverage in some Indonesian households. (Ariestio Amrullah, 2018; Budianto & Haris, 2020). Iced tea has become a modern drink, found not only in street vendors and restaurants but also in upscale places like shopping malls and cafes. This trend indicates that beverage businesses, especially iced tea, have great potential for long-term success in Indonesia.

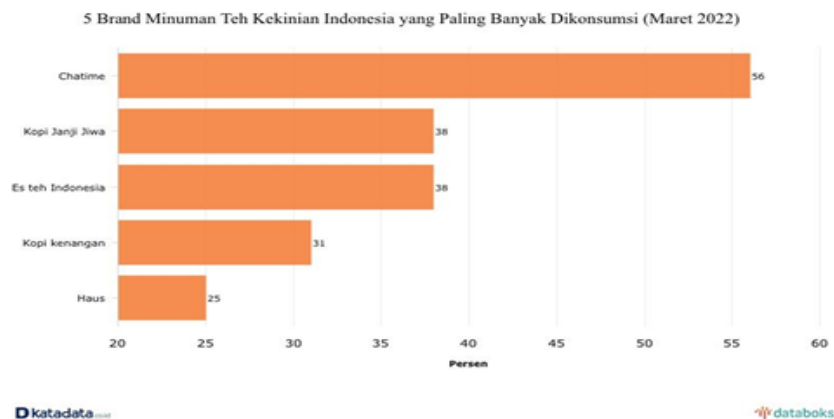


Figure 1. Beverage Brands: The Most Popular Consumed by Indonesian People

Source : Survey Populix (2022)

Es Teh Indonesia, founded by Haidhar Wurjanto, is a popular beverage brand that ranks third among Indonesians. It launched as PT Es Teh Indonesia Makmur in 2019, after initially entering the market in 2018. The brand is growing rapidly, expanding through its franchise model to meet consumer needs (Maryana, 2021). Draft Tea To Go is a local brand that is carried by PT. Es Teh Indonesia Makmur, a food and beverage company. According to the official Es Teh Indonesia website as of February 20, 2023 (Es Teh Indonesia, 2023), the company currently operates 867 gardens or dispersed locations around Indonesia,

both domestically and internationally, on the island of Java. Product Es Teh Indonesia, of course, including sweet drinks, however material is generally tea but mixed with various flavors such as milk, fruit, chocolate, etc. A sweet drink is allowed, because sugar is excellent for the body. However, eating too much sugar is not acceptable; it should only be done in moderation. According to a hadith, Allah's Messenger enjoyed sweet beverages (Al-Bukhari, 1997).

A criticism regarding the excessively sweet taste of Es Teh Indonesia's beverages was posted on Twitter in 2022, suggesting that regular consumption could potentially contribute to widespread diabetes. (Survey Populix, 2022). But according to Es Teh Indonesia, that criticism is offensive and lacks objectivity. Based on that, Es Teh Indonesia issued a summons, asking that his upload be removed and that he provide an explanation for his remark before the end of two 24-hour periods. When netizens noticed the commotion, they assessed that Es Teh Indonesia had gone too far in issuing the summons and that the corporation was anti-critical. Following this, Es Teh Indonesia sends out a statement apologizing for the completed summons to customers and promises to continue developing innovative items that customers will find appealing. (Nisa, 2023).

A dispute between an Es Teh Indonesia store clerk and a customer became viral on social media. An employee allegedly got into a fight with a customer over iced tea because Es Teh Indonesia had ordered the wrong type of tea. A known occurrence occurred at the Es Teh Indonesia beverage shop in Harapan Raya, Pekanbaru. Owing to the aforementioned occurrence, Es Teh Indonesia's party management has finally apologized and provided clarification. Additionally, Party Es Teh Indonesia took severe action against the affected outlets' workers and created an incident. Closing the temporary relevant update standard service is what this turns into (Tribun, 2022).



Figure 2: CEO Es Teh Indonesia

Source : Tribun (2022)

To enhance sales performance, Es Teh Indonesia collaborated with musicians, contributing to the brand's increasing popularity following a viral controversy. During this period of heightened public attention, a decline in sales was observed. Subsequently, Nagita Slavina spouse of public figure Raffi Ahmad was appointed as the CEO of Es Teh Indonesia, as part of strategic efforts aimed at transforming the company into a state-owned enterprise (Nagita-Owned Business). Prior to this, Es Teh Indonesia had also appointed singer Brisia Jodie as a commissioner. Collaborative initiatives involving Brisia Jodie and Prilly Latuconsina were undertaken to support cancer patients. (Riskita, 2020).

The business model of Es Teh Indonesia has allowed it to thrive in Indonesia's competitive beverage market. This study aims to explore how key factors, including product quality, price, promotion, and service quality, impact customer satisfaction at Es Teh Indonesia. By examining the relationship between these variables, the research seeks to identify the most influential factors contributing to customer loyalty and satisfaction. The study also delves into the significance of the franchise model and influencer collaborations, providing insights into their role in enhancing customer satisfaction.

The purpose of this study is to examine how customer satisfaction with Es Teh Indonesia products is impacted by factors such as pricing, promotion, product quality, and service quality. In particular, it looks at how price, marketing, product quality, and service quality all affect customer happiness and determines which aspect has the biggest impact on it. By understanding these factors, this research is expected to provide insights for Es Teh Indonesia in improving marketing strategies and services to enhance customer loyalty. The study from Permatasari dan Maryana (2021) Explored how product innovation and promotion influence consumer decisions at Es Teh Indonesia, finding that both factors significantly affect customer purchase decisions. Sutomo et al., (2022) Similarly studied brand image and promotion's effect on customer satisfaction in Tangerang Regency, demonstrating their significant impact on consumer perception.

In the context of beverage brands, Aini et al., (2024) Emphasized the importance of marketing strategies, particularly product and service quality, in shaping customer satisfaction. Similarly by Pulumbara et al., (2023) Found that product quality and price significantly influenced satisfaction among JR Tea consumers. Putra dan Setyadi (2022) Also confirmed that product quality was the most influential factor in improving service quality at Janji Jiwa coffee outlets. Moreover, Hendrasto et al., (2024) Highlighted the role of Generation Z as key drivers of business sustainability, making their preferences critical for brands like Es Teh Indonesia. Supporting this, Sudari et al., (2019) and Ghezelbash dan Khodadadi (2017) Demonstrated that elements of the marketing mix, especially product, price, promotion, and service quality, positively impact customer satisfaction and loyalty in the food and beverage sectors.

The existing literature tends to focus on individual elements of the marketing mix (such as price or product quality) or examines broader, multinational brands. The problem of this research aims to address how factors like product quality, price, promotion, and service quality influence customer satisfaction in a competitive beverage market, particularly for Es Teh Indonesia. This study focuses on the relationship between these marketing elements and customer satisfaction, with a particular emphasis on how the brand's recent viral events and celebrity endorsements have affected customer perceptions. The scope of this research is limited to Es Teh Indonesia's consumer base, particularly in the context of its marketing strategies, and aims to provide insights into how brands can navigate both positive and negative publicity through strategic marketing efforts.

The novelty of this research lies in its comprehensive investigation of the combined impact of product quality, price, promotion, and service quality on customer satisfaction within the context of a rapidly growing, franchise-based local beverage brand, Es Teh Indonesia. While previous studies have often examined these variables in isolation or within different industries such as e-commerce, retail, or traditional food and beverage businesses, there is a notable lack of research that simultaneously analyzes all four factors in the context of an emerging brand that targets youth consumers and leverages influencer marketing. This study fills that gap by employing an integrated model using empirical data from 430 respondents and focusing on Generation Z an increasingly influential consumer segment whose behaviors are shaped by digital culture, lifestyle alignment, and brand responsiveness to social trends.

This study examines how Indonesian consumer expectations on taste, service, and price influence satisfaction, focusing on Es Teh Indonesia's unique marketing mix, including digital promotions, public engagements, and influencer branding. It provides theoretical insights into marketing strategies and customer satisfaction, with practical implications for local brands in emerging markets. The research also contributes to understanding customer behavior in franchise-based beverage businesses in Indonesia.

Literature Review

Product Quality

According to Nasution (2005), a quality product satisfies or beyond customer expectations in terms of the product, human/power work, procedures, and tasks, as well as an environment. Utami et al., (2022) States that a quality product is compatible in use so that it can satisfy customers' needs and satisfaction, while according to Huda (2018) a quality product is defined by its overall qualities as well as its capacity to meet explicit or implicit needs.. As a result, high-quality products will also satisfy customers. Gaspersz (2008) states that the dimensions of a quality product are as follows: performance, additional features (conformance to specifications), aesthetics (aesthetics).

Price

Price is one of the core elements of marketing strategy that directly influences consumer purchasing decisions. As noted by Ali & Anwar (2021), pricing strategies play a crucial role in shaping consumer behavior, as the perceived fairness and value of a price can significantly affect the likelihood of purchase.. It not only represents the monetary cost incurred by consumers but also serves as an indicator of value and fairness in a transaction. According to Ali & Anwar (2021), appropriate pricing strategies can significantly shape consumer perceptions and play a crucial role in their purchase decisions. Furthermore, Saldanha et al. (2023) emphasize the importance of price fairness, which enhances customer satisfaction and strengthens product trust, ultimately leading to higher purchase intentions. In the context of the tourism industry, price alignment with the perceived value of consumer experiences is also a key factor. Ma et al. (2021) argue that the integration of pricing, service, and promotional strategies can create positive experiences that foster consumer loyalty. Therefore, price should not be seen merely as a number, but rather as a strategic component reflecting value, trust, and the overall consumer experience.

Promotion

Promotion is a key element of the marketing mix that focuses on how businesses communicate with their target audience to increase product awareness and drive purchasing decisions. As stated by Alexandrescu & Milandru (2018) Promotion serves as a strategic communication tool that enables companies to inform, persuade, and remind consumers about their offerings, thereby influencing consumer behavior and supporting overall marketing objectives. In today's digital landscape, especially in the post-pandemic era, promotion has gone beyond traditional advertising to include more personalized and interactive approaches. As noted by Nikbin et al. (2022) Companies have adapted their promotional strategies to fit changing consumer behaviors during and after the COVID-19 pandemic, shifting towards digital channels and value-driven campaigns. Moreover, Alsharif et al. (2023) Highlight the growing use of neuromarketing tools such as eye tracking and brainwave analysis to better understand consumer responses and improve the effectiveness of promotional messages. With the rise of remote work and digital communication, promotional efforts must now also consider the dynamics of online environments, where consumer attention is fragmented and harder to capture (Hackney et al., 2022). Altogether, promotion today is about more than just visibility; it's about engaging consumers in meaningful, science-informed ways

across multiple digital platforms.

Quality of Service

Quality service is defined as the customer's judgment of overall excellence or superiority of the service. (Zeithaml et al., 2020). Quality service, according to Kasmir (2017) It is an action or an organization's endeavor to provide customer or employee pleasure. Natural satisfaction can be produced if the customer's expectations are met. Furthermore, Tjiptono (2020) State that the quality of a service can be viewed as a rejection of measure of how much good level services are capable of being delivered in accordance with customers' expectations or hopes.

Customer Satisfaction

Kotler (2004) in (Putra et al., 2017) Stated that if the product purchased is in accordance with the needs of consumers, then they will feel satisfaction from the performance of the product and be able to influence them to decide to purchase repeatedly and increase their purchases. Customer satisfaction refers to the emotional response consumers experience as a result of using purchased products or services. (Susanti, 2017). Ma'azah & Prasetyo (2023) Highlight that customer satisfaction acts as a key mediating variable between brand image and customer loyalty, indicating that positive brand perception must be supported by satisfying customer experiences to foster loyalty. Furthermore, Achsanika & Hendratmi (2017) In their research focuses on online businesses, similar to how e-commerce platforms need to maintain user-friendly interfaces and strong brand identities, Es Teh Indonesia must emphasize consistent product quality, excellent service, and brand positioning to retain customer trust and long-term loyalty.

Customer satisfaction is a feeling of joy or disappointment caused when comparing between hope for a product or service with the reality accepted by consumers, whereas Tjiptono (2020) Shows that a satisfied customer is an estimation of what will be obtained. Customer expectations are a standard prediction in evaluating satisfaction.

Hypothesis Formulation

Product Quality and Customer Satisfaction

Product quality refers to the characteristics of a product that meet customer needs and provide satisfaction. (Gaspersz, 2008). A high-quality product is capable of satisfying consumer expectations through performance, durability, and aesthetics. (Utami et al., 2022). Previous studies have shown that. Hanifah & Susanti (2023) Customers tend to be more satisfied with products that consistently meet or exceed their expectations).

H1: Product quality has a positive effect on customer satisfaction at Es Teh Indonesia.

Price and Customer Satisfaction

Price is defined as the amount of money a customer is willing to pay for a product or service, and it significantly influences perceived value. (Kotler dan Armstrong, 2012). A fair, affordable, and competitive price can enhance customer satisfaction by aligning the perceived benefits with the costs incurred. (Mariansyah dan Syarif, 2020) Customers often associate reasonable pricing with fairness and trust, which can increase satisfaction, especially in a competitive market.

H2: Price has a positive effect on customer satisfaction at Es Teh Indonesia.

Promotion and Customer Satisfaction

Promotion includes all communication strategies used to inform, persuade, and remind consumers about products or services. (Kotler dan Amstrong, 2006). It plays a significant role in influencing consumer attitudes and purchasing behavior, especially when promotions are delivered through engaging social media content or influencer marketing. Putranto et al., (2021). In the case of Es Teh Indonesia, promotional strategies such as discounts, collaborations with public figures, and digital campaigns are expected to enhance customer interest and satisfaction. A well-executed promotional activity can increase customer awareness, interest, and perceived value, leading to higher satisfaction.

H3: Promotion has a positive effect on customer satisfaction at Es Teh Indonesia.

Service Quality and Customer Satisfaction

Service quality refers to how well a service meets or exceeds customer expectations, encompassing aspects such as responsiveness, empathy, reliability, and assurance. (Zeithaml et al., 2020). High service quality leads to improved customer experiences, satisfaction, and loyalty. In the beverage and food sector, prompt service, friendly staff, and ease of access significantly influence how customers perceive the brand. (Windarti & Ibrahim, 2017). Customers tend to be more satisfied when they are treated politely, served quickly, and feel valued during their purchase experience.

H4: Service quality has a positive effect on customer satisfaction at Es Teh Indonesia.

Product Quality, Price, Promotion, And Service Quality Collectively Have A Significant Influence On Consumer Satisfaction

Consumer satisfaction is the result of evaluating a product or service experience, which is influenced by several key factors such as product quality, price, promotion, and service quality. Product quality serves as a fundamental aspect in shaping satisfaction, as products that meet consumers' functional and emotional needs tend to generate positive perceptions. (Kotler & Keller, 2018; Pratminingsih et al., 2013). Price, when perceived as fair and aligned with the benefits received, enhances the perceived value, leading to greater satisfaction. (Ali et al., 2022; Saepulloh & Rauf, 2023; Zeithaml, 1988). Promotion plays an important role in building expectations and understanding, where effective and engaging promotional strategies foster emotional connection and positively influence consumers' perception of value. (Kotler dan Amstrong, 2006; Rikia, 2024; Sondoh et al., 2007). Moreover, service quality encompassing reliability, empathy, and responsiveness shapes the overall customer experience (Parasuraman et al., 2008; Tudescu, 2024). When these four factors are fulfilled collectively, consumers are more likely to experience a high level of satisfaction, resulting in increased loyalty and repurchase intention. When these four factors are fulfilled collectively, consumers are more likely to experience a high level of satisfaction, resulting in increased loyalty and repurchase intention. This is supported by the findings of Ekasari et al. (2019).

H5: Product quality, price, promotion, and service quality collectively have a significant influence on consumer satisfaction at Es Teh Indonesia.

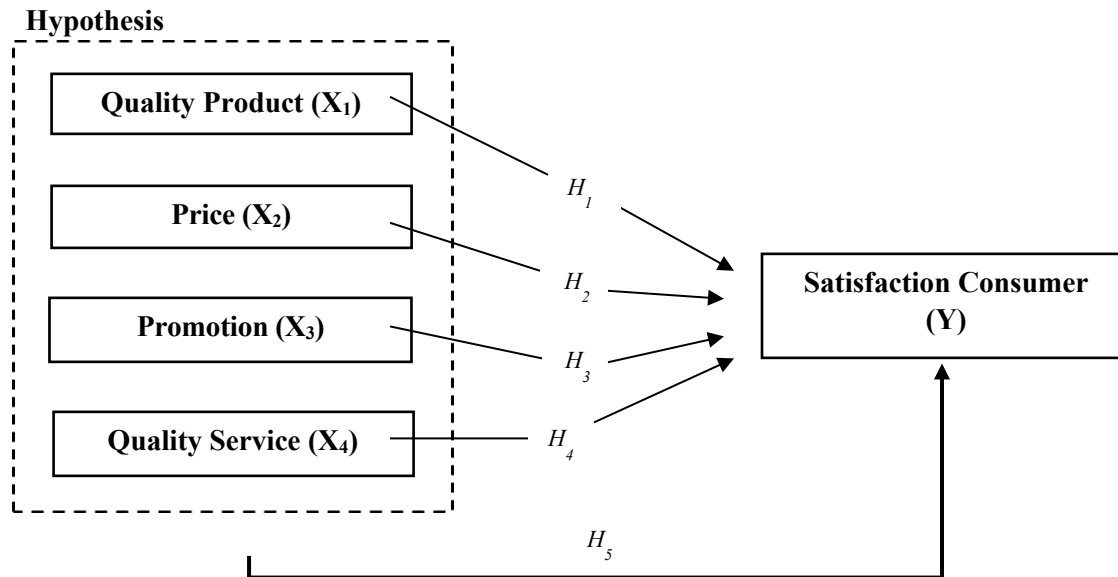


Figure 3. Conceptual Framework

Source: Author (2023)

The conceptual framework in Figure 3 illustrates the relationships between four independent variables, Product Quality (X₁), Price (X₂), Promotion (X₃), and Service Quality (X₄), and the dependent variable, Customer Satisfaction (Y), in the context of Es Teh Indonesia in Bogor.

Methodology

This study applied a quantitative descriptive method, which is appropriate for systematically analyzing relationships between variables using numerical data (Ghanad, 2023; Sardana et al., 2023). The research was conducted at Es Teh Indonesia outlets located in Bogor, Indonesia. The target population consisted of consumers who had purchased beverages from Es Teh Indonesia and resided in the Greater Bogor area. A total of 430 respondents participated, representing a range of age groups (15–50 years) and diverse backgrounds, including students, private-sector employees, civil servants, entrepreneurs, and homemakers. This demographic segment was selected as it represents the most active consumer base for Es Teh Indonesia.

The sampling technique used was simple random sampling, which ensures that every individual in the population has an equal chance of being selected. (Juliansyah et al., 2021; Suriani et al., 2023). The population frame was derived from official demographic data from BPS Kabupaten Bogor (2024), which reports 1,099,422 residents in Bogor City and 5,385,219 in Bogor Regency, totaling 6,484,641 individuals.

Primary data were collected using a structured questionnaire, developed based on indicators of each research variable: product quality, price, promotion, service quality, and customer satisfaction. The instrument utilized a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to measure the degree of respondents' agreement with each item. (Pradana & Mawardi, 2021; Yudha et al., 2024).

The collected data were processed using SPSS version 29, including procedures to test the validity and reliability of the data. Subsequently, the study employed multiple linear regression analysis to examine the influence of each independent variable on customer satisfaction. (Nurani et al., 2023). This technique was chosen to evaluate both the individual and collective impacts of the marketing mix elements on customer satisfaction.

Results and Discussion

Respondent Overview

The study's data collection process took place in July and August of 2023, and 430 respondents completed the questionnaire. The respondents had to be residents of Bogor Regency and City, have purchased Es Teh Indonesia Bogor products, and be at least 15 years old. The general description of respondents obtained from this study is as follows:

Table 2. Characteristics of Respondents

Gender	Frequency	Percentage
Man	103	24%
Woman	327	76%
Total	430	100%
Age	Frequency	Percentage
15-20 Years	48	11.2%
21-30 Years	257	59.8%
31-35 Years	116	27%
>35 Years	9	2.1%
Total	430	100%
Work	Frequency	Percentage
Student / Student	174	40.5%
Employee Private	153	35.6%
Government employees	72	16.7%
Etc	31	7.2%
Total	430	100%
Income	Frequency	Percentage
<Rp 500,000	68	15.8%
Rp. 500,000 – Rp. 2,000,000	128	29.8%
Rp. 2,000,000 – Rp. 5,000,000	145	33.7%
>Rp 5,000,000	89	20.7%
Total	430	100%
Consuming Esteeh Indonesia	Frequency	Percentage
2 times	68	15.8%
3 times	155	36%
4-5 Times	124	28.8%
>5 Times	68	15%
Total	430	100%

Source: Author (2023)

Based on the table, on seen that the majority of consumers in Es Teh Indonesia are respondents with various sex Woman as much as 76%, and respondents' men as much as 24%. Then based on age, respondent's majority 21-30 years old, as much as 59.8%, aged 31-35 years, as much as 27%, aged 15-20 years, as much as 11.2%, and the minority aged over 35 years old, as much as 2.1%.

The selection of Es Teh Indonesia as the research object is driven by its prominent position in the competitive beverage market, particularly in Bogor, Indonesia. Es Teh Indonesia's rise to popularity, particularly through viral events and celebrity endorsements, has had a significant impact on customer perceptions and satisfaction.

Test Results and Data Analysis

Instrument Test

1. Validity Test

The Pearson Correlation technique was employed in this study to determine the instrument or error. There were 430 respondents, and it is evident from the number of respondents that the r table's size is 0.361.

Table 3. Validity Test Results

Variables	Item	r count	r table	Results
Quality Product (X1)	X1.1	0.853	0.361	Valid
	X1.2	0.787		Valid
	X1.3	0.920		Valid
	X1.4	0.825		Valid
Price (X2)	X2.1	0.880	0.361	Valid
	X2.2	0.920		Valid
	X2.3	0.827		Valid
	X2.4	0.910		Valid
Promotion (X3)	X3.1	0.673	0.361	Valid
	X3.2	0.896		Valid
	X3.3	0.843		Valid
	X3.4	0.767		Valid
Quality Service (X4)	X4.1	0.922	0.361	Valid
	X4.2	0.878		Valid
	X4.3	0.934		Valid
Satisfaction Consumer (Y)	Y.1	0.944	0.361	Valid
	Y.2	0.933		Valid
	Y.3	0.977		Valid
	Y.4	0.968		Valid

Source: Research Data Processed (2023)

Based on Table 10, the mark correlation from every statement obtained results that the r value is greater than the r table value with 30 respondents at the beginning and a level of significance of 5%. Thus, it can be stated that the statement items used on the variable quality product, price, promotion, quality service, and satisfaction consumer in a way overall declared valid (Febriyanti et al., 2022; Wardhana & Ratnasari, 2022).

2. Reliability Test

According to Darma (2021) Reliability test instrument is used to know whether the data is generated reliably or naturally tough. Reliability test measures variables through questions or statements. Reliability test results obtained using the SPSS 29 program and the following results as obtained:

Table 4. Reliability Test Results

Variables	Cronbach's Alpha	N of items	Information
Quality Product (X1)	0.867	4	Reliable
Price (X2)	0.903	4	Reliable
Promotion (X3)	0.806	4	Reliable

Quality Service (X4)	0.897	4	Reliable
Satisfaction Consumer (Y)	0.968	3	Reliable

Source: Research Data Processed (2023)

Cronbach's Alpha values for the Product Quality variable (X1), Price variable (X2), Promotion variable (X3), Service Quality variable (X4), and Consumer Satisfaction variable (Y) are all greater than 0.60; these values are 0.867, 0.903, 0.806, and 0.897, respectively. Thus, it can be concluded that the five variables used in this study are considered reliable.

Assumption Test Classic

1. Normality Test

According to Ghozali (2016) states that a normality test is used to determine whether or not the independent and dependent variables in a regression model have a normal distribution. If a variable is not distributed normally, then statistical test results will decline (Ghifara et al., 2022; Wardhana et al., n.d.). The One-Sample Kolmogorov Smirnov test can be used to perform the data normalcy test with the use SPSS 29 program and obtained results as follows:

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			430
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.29690900
Most Extreme Differences	Absolute		.046
	Positive		.021
	Negative		-.046
Test Statistics			.046
Asymp. Sig. (2 2-tailed) ^c			.028
Monte Carlo Sig. (2-tailed). ^d	Sig.		.025
99% Confidence Interval			
	Lower Bound		.021
	Upper Bound		.029
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

Source: Research Data processed (2023)

Based on the table normality test results using the One-Sample Kolmogorov-Smirnov test show that with method Asymp Sig. (2- 2-tailed) c mark significance of 0.28, which is smaller than 0.05. that can be concluded that the data distribution in the study is not normally distributed (Fauziana et al., 2022).

2. Multicollinearity Test

According to Ghozali (2016) Multicollinearity testing is used to ascertain whether the regression model detects a link between independent or dependent variables. High variables in the sample are the result

of this multicollinearity. The results of the multicollinearity test were obtained using the SPSS 29 program, and the following results were obtained:

Table 6. Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Quality Product (X1)	.737	1,357
Price (X2)	.666	1,501
Promotion (X3)	.755	1.325
Quality Service (X4)	.767	1,304

a. Dependent Variable: Satisfaction Consumer (Y)

Source: Research Data Processed (2023)

Based on the table on show *Variance Inflation Factor (VIF)*, all variables < 10 , and the Tolerance value of the independent variable is > 0.01 . By terms, so in conclusion is all over variable on Already free from Multicollinearity.

3. Heteroscedasticity Test

According to Ghazali (2016) the purpose of the heteroscedasticity test is to determine whether the residual variance in a regression model varies uneasily from observation to observation. Heteroscedasticity is the term used to describe a difference in variance. The results of the multicollinearity test were obtained using the SPSS 29 program and the following results were obtained:

Table 7. Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,036	.409		4.978	<.001
Quality Product (X1)	-.030	.023	-.073	-1.316	.189
Price (X2)	-.001	.023	-.004	-.065	.948
Promotion (X3)	-.046	.017	-.148	-2.697	.007
Quality Service (X4)	.020	.026	.042	.762	.446

a. Dependent Variable: ABS RES

Source: Research Data processed (2023)

The result data from the table shows that:

1. Sig value. Variable X1 (0.189), then it can be said that no happen of symptom heteroscedasticity because bigger than 0.05.
2. Sig. Value of Variable X2 (0.948), then it can be said no evidence of symptom heteroscedasticity because bigger than 0.05.

3. Sig. Value of Variable X3 (0.007), then it can be said no symptom of heteroscedasticity because smaller than 0.05.
4. Sig value. Variable X4 (0.446), then it can be said no symptom of heteroscedasticity because bigger than 0.05.

Statistical Test

1. T-test

The purpose of the t-test is to evaluate each independent variable's performance about the dependent variable. The results of the t-test were obtained using the help of the SPSS 29 program, and the following results were obtained:

Table 8. T-Test Results

Model	<i>Coefficients^a</i>		<i>Standardized Coefficients</i> Beta	t	Sig.
	<i>Unstandardized Coefficients</i> B	Std. Error			
(Constant)	1,749	.660		2,651	.008
Quality Product (X1)	.204	.037	.204	5,535	<.001
Price (X2)	.202	.037	.209	5,399	<.001
Promotion (X3)	.084	.028	.110	3.017	.003
Quality Service (X4)	.547	.042	.466	12,898	<.001

a. Dependent Variable: Satisfaction Consumer (Y)

Source: Research Data processed (2023)

Based on the data obtained, you can know that t-test results as following:

1. The relationship between customer satisfaction and product quality. The computed t is 5.535 with a significance of <.001 based on the study of the product quality variable data. The value for the study's t table is known to be 1.966. So that the results can be obtained from the calculated t 5.535 > t table 1.966 with a significance of <.001 < 0.05 (H0 is rejected, H1 is accepted).
2. The effect of price on consumer satisfaction based on the analysis of the price variable results, the calculated t value is 5.399 with a significance of <.001. For the t table in this study, the value is known to be 1.966. So that the results can be obtained from the calculated t 5.399 > t table 1.966 with a significance of <.001 < 0.05. (H0 is rejected, H2 is accepted).
3. The effect of promotion on consumer satisfaction based on the analysis of the results of the promotion variable data, the t count is 3.017 with a significance of 0.003. For the t table in this study 1.966. So that the results can be obtained from the t count 3.017 > t table 1.966 with a significance of 0.003 < 0.05. (H0 is rejected, H3 is accepted).
4. The effect of service quality on consumer satisfaction based on data analysis of the results of the service quality variable, the calculated t is 12.898 with a significance of <.001. For the t table in this study, the value is known to be 1.966. So that the results can be obtained from the calculated t 12.898 > t table 1.966 with a significance of <.001 < 0.05. (H0 is rejected, H4 is accepted).

2. F Test

The F test is conducted to determine whether there is an influence between the independent variables on the dependent variables simultaneously. The results of the F test were obtained using the help of the SPSS 29 program and the following results were obtained:

Table 9. F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	578,539	4	144,635	109,916	<.001 _b
Residual	559,240	425	1,316		
Total	1137.779	429			

a. Dependent Variable: Y
b. Predictors: (Constant), X4, X3, X1, X2

Source: Research Data processed (2023)

The F test results show an F count of 109.916 with a significance of <.001, less than 0.05, and greater than the F table value of 2.39 (I. Rahman et al., 2022; Ryandono et al., 2025). This indicates that product quality, price, promotion, and service quality significantly and positively impact consumer satisfaction at Es Teh Indonesia.

Coefficient Test Determinant (R²)

The coefficient of determination test, using the R Square value, shows how well the independent variables explain the variation in the dependent variable. Results were obtained through SPSS 29, as follows:

Table 10. Coefficient Test Results Determinant R²

Model Summary ^a					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.758 ^a	.574	.570	1.30300	

a. Predictors: (Constant), X4, X1, X3, X2
b. Dependent Variable: Y

Source: Research Data processed (2023)

The R Square value of 57.4% means that the independent variables explain 57.4% of the variation in consumer satisfaction, with the remaining 42.6% attributed to other factors not studied.

3. Multiple Linear Regression Test

Multiple linear regression analysis was used to examine the relationship between independent and dependent variables. The results were obtained using SPSS 29, as follows:

Table 11. Multiple Linear Regression Test Results

Coefficients ^a		
Model	Unstandardized Coefficients	
	B	Std. Error

(Constant)	1,749	.660
Quality Product (X1)	.204	.037
Price (X2)	.202	.037
Promotion (X3)	.084	.028
Quality Service (X4)	.547	.042

Source: Research Data processed (2023)

The following equation can be used to create a multiple linear regression equation based on the table of hypothesis test results: A constant value of 1.749 was obtained by the regression equation with consumer satisfaction as the dependent variable. The regression coefficient values for product quality, price, promotion, and service quality were 0.204, 0.202, and 0.547, respectively. Based on these values, the following equation can be compiled:

$$KK = 1.749 + 0.204X_1 + 0.202X_2 + 0.084X_3 + 0.547X_4 + e$$

Discussion

This section discusses how the study's findings impact customer satisfaction at Es Teh Indonesia Bogor, focusing on product quality, services, promotions, and prices. The results show that each variable independently influences purchasing decisions. The F-test result of 109.916 with a significance level of <.001 indicates a simultaneous effect. The subsequent discussion is based on these findings.

The Influence of Product Quality on Customer Satisfaction

The t-test results ($t = 5.535$, $p < 0.0001$) exceed the critical value ($t\text{-table} = 1.966$), confirming that the influence is statistically significant. The test findings show that a high-quality product can influence customer happiness. These results support H1, indicating that product quality has a significant and positive influence on customer satisfaction.

The study aligns with (Lesmana, 2019; Shah et al., 2023) which found that product quality positively affects customer satisfaction, including at Es Teh Indonesia, Bogor. According to the Expectation-Confirmation Theory Oliver (1980). Consumers experience satisfaction when the actual performance of a product meets or exceeds their initial expectations. In this context, product quality plays a crucial role in shaping consumer perceptions and satisfaction levels. When a product delivers benefits that align with or surpass what consumers initially anticipated, it leads to a higher likelihood of satisfaction. Therefore, maintaining product consistency is essential to sustaining customer satisfaction and fostering long-term loyalty (Adirestuty et al., 2025; Loestefani et al., 2022).

Despite some complaints regarding product sweetness variation across locations, the overall quality consistency is a strong key to maintain customer satisfaction. Thus, maintaining high product standards is essential for sustaining consumer trust and loyalty, as consistent product quality directly influences customer satisfaction and long-term commitment. This is supported by (Riduwan & Wardhana, 2022; Yudha et al., 2024) that product quality affects customer satisfaction and loyalty significantly. Businesses need to prioritize quality to build lasting consumer relationships. Future studies should include such a question for a more balanced analysis. These findings are also reinforced by Hanifah & Susanti (2023), who confirmed that product quality plays a crucial role in shaping consumer purchasing decisions, as consistent and reliable product performance directly impacts customer satisfaction. Overall, the findings emphasize the central role of product quality in shaping customer satisfaction and highlight the need for product consistency as a strategic priority for businesses.

The Influence of Price on Customer Satisfaction

The test results show that price significantly influences customer satisfaction, as the calculated t-value (5.399) exceeds the t-table value (1.966), with a significance level of $p < 0.0001$ ($\alpha = 0.05$). Thus, the study successfully proves H2, which states that price positively affects customer satisfaction, and the hypothesis is accepted. These findings are consistent with previous studies by Mariansyah dan Syarif (2020) on customer satisfaction at Cafe Kabalu, and Mediti (2020) on user satisfaction with the Shopee application, both of which concluded that price affected customer satisfaction. In the context of Es Teh Indonesia Bogor, the price influences consumer satisfaction. While customers generally perceive the prices as reasonable considering the product quality, they also feel that the pricing is not highly competitive and may not fully reflect the value offered. These findings align with (Lusianto, 2024), who found that price significantly influences purchasing decisions, as consumers associate fair pricing with product value and satisfaction. Therefore, maintaining a balance between price and perceived value is essential for enhancing customer satisfaction (Ryandono et al., 2025; Zaki et al., 2024).

The Influence of Promotion on Customer Satisfaction

The statistical analysis reveals that the calculated t-value (3.017) exceeds the t-table value (1.966), with a significance level of $p < 0.001$, which is below the alpha value of 0.05. Thus, the findings support and confirm H3, which states that promotion positively influences customer satisfaction. These results are consistent with prior studies, such as Putranto et al. (2021), who found that promotions significantly enhanced customer satisfaction at En Dining, a Japanese restaurant, and Ardiansyah dan Wibowo (2020), who reported similar findings in the context of Indomilk Surabaya milk products. However, Es Teh Indonesia Bogor, faces challenges in this area. The lack of promotional variety, limited influencer collaboration, and absence of discounts have reduced customer awareness and engagement. Influencer marketing plays a significant role in shaping advertising effectiveness and consumer perception in the digital marketplace; thus, the absence of diverse and strategic promotional efforts can weaken brand visibility and diminish consumer responsiveness (Suprayogi et al., 2025; Zakik et al., 2022). Social media reviews frequently mention dissatisfaction with the brand's low visibility and infrequent promotional activities. Customer complaints on review platforms highlight dissatisfaction with Es Teh Indonesia's limited promotions.

A small-scale Twitter content analysis involving 50 user comments reveals a clear demand for more engaging promotional activities and attractive discounts. This finding aligns with the study by Agatha et al. (2023), which examined how Es Teh Indonesia responded to online feedback and emphasized the importance of addressing consumer voices in digital spaces. In response to these insights, it is recommended that Es Teh Indonesia enhance its social media marketing strategies, establish collaborations with relevant influencers, and intensify promotional campaigns across both online and offline platforms to improve customer satisfaction and drive sales performance.

These conditions suggest that although Es Teh Indonesia Bogor has strong potential, its marketing efforts need reinforcement. According to Hendrasto et al., (2024) Structured strategic communication, such as using Business Model Canvas (BMC), can enhance decision-making clarity and brand communication, which supports the development of more impactful promotional strategies. Additionally, (Suhartanto et al., 2020) stated that strong governance and strategic investment are critical to building economic resilience and trust. These principles can be applied to promotional management by ensuring that investments in

marketing are transparent, targeted, and aligned with customer expectations (Iman et al., 2022; Ryandono et al., 2020). To improve customer satisfaction and sales performance, Es Teh Indonesia is encouraged to enhance its presence on social media, collaborate with influencers, provide regular promotional discounts, and broaden its advertising efforts. Furthermore, implementing well-structured business strategies and strong governance within promotional planning can contribute to building lasting customer trust and brand loyalty (Ovami et al., 2023; Zakik et al., 2022).

The Influence of Service Quality on Customer Satisfaction

The statistical analysis shows a significance value (sig) of less than 0.001 and a computed F value of 109.916, which is greater than the critical F value from the F table (2.39). Since $\text{sig} < 0.05$ and $F_{\text{computed}} > F_{\text{table}}$ ($109.916 > 2.39$), the overall model is statistically significant. Thus, the findings support and confirm H4, which states that Service Quality positively influences Customer Satisfaction.

These findings are consistent with previous research. For example, (Bahar, A & Sjaharuddin, 2015) found that service quality significantly affects customer satisfaction at McDonald's Alauddin Makassar. Similarly, Windarti & Ibrahim (2017) demonstrated that excellent service has a strong impact on customer satisfaction, which in turn influences customers' purchase intentions. These results align with broader marketing mix and brand perception theories. In the marketing mix framework, service quality is a key element embedded within both product and promotion strategies, as it directly influences customer satisfaction. Hawari (2024) emphasize that service quality, when integrated with an effective marketing mix, plays a crucial role in enhancing customer satisfaction and, ultimately, customer loyalty. Moreover, Positive service experiences enhance customers' brand perception, leading to increased trust and loyalty. This is supported by Sang & Cuong (2025), who found that in the e-commerce sector, brand experience significantly influences brand loyalty, particularly through the mediating effects of brand association and brand trust.

Based on these insights, Es Teh Indonesia Bogor should focus on improving its service quality to enhance customer satisfaction. Improving service quality in aspects such as staff friendliness, speed of service, and cleanliness can significantly enhance customer satisfaction. (Haque et al., 2015) found that these dimensions of service quality play a critical role in shaping customer perceptions and satisfaction levels in the hospitality industry, highlighting their relevance across service-based sectors (Qosim et al., 2023; Santoso & Kusuma, 2023). For Es Teh Indonesia Bogor, addressing issues like long waiting times and inconsistent service quality reported by customers would be crucial (Pratiwi et al., 2022). Enhanced service quality could boost customer loyalty and encourage positive word-of-mouth, which is vital for sustaining business growth (Loestefani et al., 2022). This is supported by (M. K. Rahman et al., 2017), who found that service quality, along with customer satisfaction and perceived value, serves as a holistic determinant of both loyalty and word-of-mouth behavior in service industries.

Influence Quality Products, Prices, Promotions, and Quality Service to Customer Satisfaction

This study shows how the elements of product quality, price, promotion, and service quality all have an impact on customer satisfaction at Es Teh Indonesia Bogor at the same time. This is predicated on a sig value $< .001$ and a computed F value of 109.916. Therefore, with $\text{sig} < .001 < 0.05$, the computed $F > F_{\text{table}}$ is $109.916 > 2.39$. Thus, the findings support and confirm H5, which states that Product quality, Prices, Promotions, and Service Quality influence Customer Satisfaction simultaneously.

This study aligns Marpaung dan Mekaniwati, (2020) which found that product quality, price, promotion, and service significantly influence customer satisfaction and purchase decisions. Their study, using accidental and purposive sampling and multiple linear regression analysis, confirms the strong influence of these factors on consumer satisfaction. Furthermore, Rizki & Achsania (2017) found that while personality type does not significantly affect marketing mix perceptions, an effective marketing mix strongly influences repurchase behavior (Juliansyah et al., 2021; Susanto et al., 2025). Product quality, pricing, promotions, and service are key drivers of customer satisfaction and loyalty. (Susanty et al., 2021) confirmed that in the context of fast-food restaurants in China, perceived price, service quality, food quality, and physical environment quality significantly influence customer satisfaction, loyalty, and happiness, with notable variations across gender. For Es Teh Indonesia, maintaining a balanced and customer-oriented marketing mix is essential to sustaining customer trust, overcoming negative perceptions, and ensuring long-term engagement in a competitive market (Ryandono et al., 2022; Susanty et al., 2021).

Conclusion

This study examined the impact of product quality, price, promotion, and service quality on customer satisfaction at Es Teh Indonesia Bogor. Findings confirm that all four factors significantly influence satisfaction, with service quality being the most dominant, followed by product quality and price, while promotion had a smaller yet notable effect. From a managerial perspective, beverage companies, including Es Teh Indonesia, should enhance service delivery by improving staff friendliness, order accuracy, and speed. Maintaining product consistency, competitive pricing, and diversifying promotional efforts especially through digital marketing and influencers are also crucial. To refine customer experience, adjustments in taste balance, pricing strategies, and employee service training are recommended. This research reinforces the importance of the marketing mix in shaping customer satisfaction within franchise-based businesses. However, its scope is limited to one brand and location, excluding factors like brand image or digital engagement. Future studies should expand demographic coverage, explore additional variables, and incorporate qualitative insights for a deeper understanding of consumer behavior.

Author's Contribution

Nur Hendrasto provided critical revisions, guidance, and refinement of the theoretical framework. Abdullah Haidar contributed to the data analysis, interpretation of findings, and overall refinement of the manuscript. All authors reviewed and approved the final version of the manuscript and were involved in discussions regarding the research findings.

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Declaration of Competing Interest

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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