

The Influence Of Customer Value And Product Variation On Dotuku Coffee Customer Satisfaction

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Abstract - The purpose of this study is to assess how factors like product variety and customer value affect Dotuku Coffee customers' level of happiness. Purposive sampling, a sample technique, was used to choose 100 consumers to represent the community under investigation. Multiple linear regression is the analytical technique that is applied. The results of this study show that product diversity and customer value have a big impact on consumer satisfaction. The purpose of this study is to assist Dotuku Coffee in enhancing the caliber of customer value and product variety in order to better satisfy customers and, consequently, raise the competitiveness of the business. Currently, competition in the business world is very fierce, so this research is expected to provide guidance to Dotuku Coffee to increase the level of customer satisfaction with their coffee products.

Keywords— Customer Value, Product Variety, Customer Satisfaction.

I. INTRODUCTION

Coffee shops in Bandar Lampung City are currently experiencing rapid development. Therefore, every business in this industry must implement smart strategies to differentiate itself from its competitors. This differentiation is very important because in a competitive market, similar products with similar or even the same prices can be found everywhere, there are many coffee shop competitors in Bandar Lampung, for example El's Coffee House, Nuju Coffee, Dijou Coffee Bar, Dotuku Coffee. and many more, dotuku Coffee was founded in 2020. Even though there are many product variations on the menu, there are also several problems faced by coffee dotuku, namely tight competition against other coffee shops, customer complaints about slightly different coffee flavors due to changes in coffee bean ingredients and consumer tastes continuing to change, so coffee shops must be able to adapt to new trends and demands.

According to Krisnanto and Yulianthini, in (Husain et al., 2023), “customer value is the ultimate goal of a service company's activities, both from the activities and the benefits that will be received by the customer”. According to (Arulampalam Kunaraj, P. Chelvanathan, Ahmad AA Bakar, 2023). “Product variety is a collection of various goods or services offered. According to Kotler & Keller, in” (Aprita Nur Maharani & Ali Alam, 2022) determines consumer satisfaction, namely a person's degree of (buyer) after receiving a product or service in exchange for money and then comparing it with their expectations. According to Sunyoto, in (Putri et al., 2022) “Customer satisfaction is the feeling of pleasure that consumers feel when they find out that the goods they buy provide so many benefits”. Meanwhile, according to Rangkuti, in (Indrawan et al., 2021), “Customer satisfaction is a response or reaction to a discrepancy between the previous level of importance and the actual performance felt after use or use”. Thus, the question posed by this study is: Does customer value affect customer satisfaction? Does the diversity

of products affect the happiness of customers? Do product diversity and client value jointly affect customer satisfaction? This study aims to ascertain the value of customers in relation to customer satisfaction, the contribution of product variation to customer satisfaction, and the contribution of both customer value and product variation to customer satisfaction.

II. THEORETICAL BASIS

2.1 Customer satisfaction

Companies need to have the ability to attract and retain customers. The key is to deeply understand target customer behavior and then use those insights to design, communicate, and execute marketing programs more effectively than competitors. According to Indrasari, in (Mardikawati & Farida, 2013), “customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in question with the expected performance (results)”.

According to Indrasari, in (Elvina & Lestari, 2022), “the indicator that forms consumer satisfaction, namely conformity to expectations, is the level of conformity between the service performance expected by consumers and that perceived by consumers”. The consumer's desire to return or make advantage of associated services is known as their intention to revisit. The willingness of a customer to refer friends and family to services they have used is known as willingness to suggest.

2.2 Customer Value

According to Tjiptono, in (Fadilah & Mardian, 2023), “which states that customer value is the customer's overall assessment of the utility of a product based on his perception of what is received and what is given. Apart from that, another factor that plays a role in building customer satisfaction is product variety”. This factor is also considered important because customer satisfaction can be formed if the product variants or variations offered can meet customer needs. Business actors must be able to provide all types of products that are the main needs of potential customers so as to minimize the level of disappointment. According to Tjiptono, in (Fadilah & Mardian, 2023), “explains that there are 4 indicators of customer value, including emotional value, namely the benefits that come from positive feelings or emotions that are generated from using a product, social value, namely the benefits obtained from the product's ability to improve the customer's social perception, service quality/performance value, namely the benefits that is obtained from a product because it reduces costs both in the short and long term, value to cost is the benefit obtained from the way we view the anticipated quality and performance of a product”.

2.3 Product Variations

According to Kotler, in (Efnita, 2017), “A product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas”. According to Mursyid, in (Efnita, 2017), “product variations or series of products that the company sells or trades, both to small traders and to giant companies”. According to Indrasari, in (Savira Kusuma Wardani & Witjaksono Eko Hartoto, 2024), “product variety refers to all the goods that producers sell to buyers”. According to Wijayasari in (Savira Kusuma Wardani & Witjaksono Eko Hartoto, 2024), “product variations are tactics used by sellers to make customers feel happy and interested in the goods we sell”. As for indicators of product variation according to Kotler, in (Mardikawati & Farida, 2013) “namely product brand variations are the many types of brands on offer, product completeness variations are the number of different categories of goods in a shop or department store, product brand variations are many variations in the size of goods or product diversity is the general quality standard in the store category, quality variations product is a general benchmark in a product category regarding packaging, labeling, durability, warranties and benefits provided by the product”.

III. RESEARCH METHODOLOGY

This research adopts quantitative techniques based on multiple regression analysis, according to Sujarweni, in (Fatih et al., 2023), “quantitative research is a type of research that produces discoveries that can be achieved or obtained using statistical procedures or other means of measurement”. Purposive sampling is the method employed, according to Sugiyono, in (Komala, 2017), “Purposive Sampling is a technique for determining samples with certain considerations. such as Dotuku Coffee customers who have made repeat purchases, are at least 18 years old, coffee drink enthusiasts where the primary data collection technique uses a questionnaire”. The questionnaire contains 5 question items for the customer value variable, 5 question items for product variety, 5 question items for customer satisfaction. Responses were taken from Dotuku Coffee customers who were asked to provide responses according to their respective perceptions of question items related to customer value, product variety and

customer satisfaction on a scale of 1 to 5. The population of this research was Dotuku Coffee customers. Purposive sampling was used with a total of 100 respondents. person.

According to (Purba & Citizen, T, L, 2022) “Data analysis is the first step after obtaining all the data from respondents, then grouping the data according to variables, explaining the data for all the variables studied, running calculations to solve the problem formulation, then running calculations to verify the hypothesis”.

A validity test was performed to ensure that the values for $\alpha = 0.05$ and degree of freedom (df) = n-2 matched the rcount and rtable values. If the r value is positive and rcount > rtable, the query is deemed legitimate. Reliability tests using the Cronbach Alpha (α) statistical test may be conducted with the help of the SPSS version 21 program. A variable is deemed dependable if its Cronbach Alpha value is greater than 0.60.

The relationship between two or more independent variables and the dependent variable is determined using multiple linear regression analysis (Y). In order to determine whether each independent variable is influenced by the dependent variable, the T test assesses the significance of each regression coefficient. The multiple linear regression coefficient test was largely carried out using the T test. In order to determine if the independent variable had a substantial impact on the dependent variable, whether the model created by the feasibility test could be used, and whether it was suitable for use in additional research, the F test was utilized, and vice versa.

3.1 Framework of Thinking

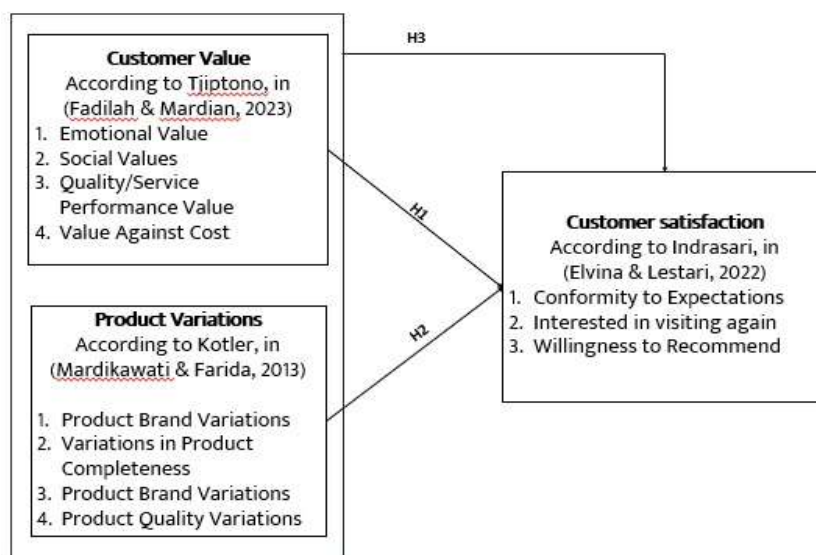


Fig I. Framework of Thought

3.2 Hypothesis

- H1: Customer satisfaction at Dotuku Coffee is positively and significantly impacted by the Customer Value variable.**
- H2: Customer satisfaction at Dotuku Coffee is positively and significantly impacted by product variation factors.**
- H3: Customer satisfaction at Dotuku Coffee is positively and significantly impacted by the factors of customer value and product variety.**

IV. RESULTS AND DISCUSSION

4.2 Validity test

A questionnaire's validity is evaluated using the validity test. If the statements on a questionnaire are able to convey what the questionnaire is intended to assess, then the questionnaire is considered valid.

Table I. Validity Test Results

Variable	Statement Items	r Count	r Table	Information
Customer Value (X1)	X1.1	0.504	0.1966	Valid
	X1.2	0.552		Valid
	X1.3	0.666		Valid
	X1.4	0.724		Valid
	X1.5	0.757		Valid
Product Variations (X2)	X2.1	0.606	0.1966	Valid
	X2.2	0.526		Valid
	X2.3	0.478		Valid
	X2.4	0.670		Valid
	X2.5	0.584		Valid
Customer Satisfaction (Y)	Y.1	0.476	0.1966	Valid
	Y.2	0.684		Valid
	Y.3	0.687		Valid
	Y.4	0.643		Valid
	Y.5	0.720		Valid

Resource: SPSS V.21. data analysis, 2023.

according to Table 1's validity test findings. All statement items are deemed acceptable since, based on a sample of 100 respondents, it is evident that Customer Value (X1), Product Variation (X2), and Customer Satisfaction (Y) all have values of $r_{count} > r_{table}$.

4.3 Reliability Test

When a questionnaire's Cronbach's Alpha (α) result is higher than 0.6 (>0.6), it is considered trustworthy. The dependability test findings for this study are:

Table II. Reliability Test Results

Variable	Cronbach's Alpha	Reliability
X1	0.738	Reliable
X2	0.641	Reliable
Y	0.779	Reliable

Resource: SPSS V.21. data analysis, 2023.

All items of customer value (X1), product variety (X2), and customer happiness (Y) have Cronbach's Alpha (α) > 0.60, indicating that all statement items are deemed trustworthy, according to the reliability test findings in Table 2, which included 100 respondents.

4.4 Multiple Linear Regression Analysis Discussion

To assess the influence of the variables customer value (X1), product variety (X2), customer satisfaction (Y).

Table III. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,192	1,537		4.0300	,000
Customer value	,450	,092	,495	4,912	,000
Product variety	,288	,099	,292	2,895	,005

Resource: SPSS V.21. data analysis, 2023.

The equation for the multiple linear regression model above is as follows: based on Table 3 above, the dependent variable in this regression is customer happiness (Y), while the independent variables are customer value (X1) and product variety (X2).:

$$\text{Formula} = a + b_1X_1 + b_2X_2 + e$$

$$Y = 6192 + 0,450X_1 + 0.288X_2 + e$$

4.5 Discussion

1. Customer Value

Given that the customer value variable's regression coefficient value is.450, it follows that for every 1% rise in customer value, there will be a corresponding 45% increase in customer satisfaction. This is because the caliber of the given goods and services has improved. Customers may become more happy as a result of this rise if they are happier with the goods or services they have received.

2. Product Variations

The product variation variable's regression coefficient value is equal to,288So it can be interpreted that if customer satisfaction increases by 1%, it will increase the number of customer satisfaction by28.8%. This is because new product variations include variations that better suit customer needs and wants, it is more likely for customers to find the product they really want. This can increase satisfaction because products that better suit their needs are available.

4.6 T Test (Partial)

Table IV. T Test (Partial)

Variable	Tcount	Table	Sig	Alpha
Customer Value (X1)	4,912	1,661	0,000	0.05
Product Variations (X2)	2,895	1,661	0.005	0.05

Resource: SPSS V.21. data analysis, 2023.

Based on the T test results above, the following results can be obtained:

1. The customer value variable, with a significance threshold of 5% ($\alpha = 0.05$), has a partly positive and significant impact on customer satisfaction if $0.00 < 0.05$ and Tcount (4.912) > Ttable (1.661). H1 is accepted and H0 is

rejected. This corroborates the findings of Husain et al. (2023), who discovered that customer happiness is positively and significantly impacted by customer value.

2. 2. The product variation variable has a somewhat positive and significant influence on customer satisfaction, with a significance threshold of 5% ($\alpha = 0.05$), equivalent to $0.00 < 0.05$ and $T_{\text{count}} (2.895) > T_{\text{table}} (1.661)$. H2 is accepted and H0 is not accepted. This corroborates the findings of (Efnita, 2017) who discovered that a wide range of products significantly and favorably affected consumer satisfaction..

4.7 F Test (Simultaneous)

Table V. *F Test (Simultaneous)*

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	472,874	2	236,437	57,549	,000b
	Residual	398,516	97	4.108		
	Total	871,390	99			
a. Dependent Variable: Customer Satisfaction (y)						
b. Predictors: (Constant), Product Variety (X2), Customer Value (X1)						

Resource: SPSS V.21. data analysis, 2023.

The F test was used to ascertain the association between independent variables concurrently (simultaneously) on the resulting customer satisfaction based on table 5 above. ($\alpha = 0.05$), $df_1(k-1)$, $df_2 = 100 (n) - 2 (k) = 98$; F_{table} yields a result of 3,089, whereas F_{count} yields a result of 57,549 with a significance level of 0.000, indicating that F_{count} exceeds F_{table} . In summary, at a 95% confidence level, Hypothesis H3 is supported and Hypothesis H0 is denied, indicating that independent variables like product variety and consumer value affect customer pleasure concurrently.

4.8 R Square(Coefficient of Determination)

R Square used to determine the relationship between variables, or used to measure how much variation that occurs in the customer satisfaction variable can be explained simultaneously by independent variables that influence customer satisfaction

Table VI. R Square

Mmode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737	,543	,533	2,027

Resource: SPSS V.21. data analysis, 2023.

Based on R Square Table 6 findings. It is evident that the R Square value is.543, indicating a 54.3% outcome for the R Square value. Customer value and product diversity have an impact on customer satisfaction, however additional factors that are not included in the research variables have an impact on 45.7% of the respondents.

V. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

From the results of this research, the main conclusion is that customer value and product variety have a significant influence on customer satisfaction at Dotuku Kopi. This study highlights the importance of understanding customer needs and offering product variations that suit their preferences in increasing satisfaction levels. Based on the results of the research and analysis described, it can be concluded that variables such as customer value and product variations simultaneously contribute 54.3% to

customer satisfaction at Dotuku Kopi. Partially, the variables of customer value and product variety have a significant influence on customer satisfaction. Even though it is only 54.3%, it is important to note that other factors outside the research variables also influence Dotuku Kopi customer satisfaction.

5.2 Recommendations

In increasing customer satisfaction, try to continue to increase value, this can be done through improving product quality, better service, or satisfying experiences for customers and also developing product variations that are relevant to customer needs and preferences. Pay attention to market trends and customer responses to new products to adjust your offerings. Ensure consistency in providing quality products or services. This will help maintain customer loyalty. Apart from that, business people must also provide motivation to the public to want to enter the business world so that the productivity of coffee shops in the Lampung area continues to grow.

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