



The Impact of Service Quality, Product Quality and Content Marketing on Customer Satisfaction at Coffee Shop Tandalan Blitar

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Abstract.

The expansion of business is currently becoming more difficult, and consequently, it is possible to classify the situation as an increasingly cutthroat competition between one coffee shop and another. Improving and paying attention to aspects like as service quality, product quality, and content marketing are some strategies that may be used in the coffee shop industry to increase customer satisfaction. The strategy that was taken in this study was quantitative, and the data was collected via the use of a questionnaire method that was provided to respondents. The sampling was done through the use of simple random sampling. The findings of the questionnaire were analysed, and several different tests, including the research instrument test, the normality test, the multiple linear regression test, and the hypothesis test, were carried out. It is possible to draw the following conclusions about coffee shop Tandalan's customer satisfaction based on the findings of the hypothesis testing: Service quality has a positive and significant effect on customer satisfaction at coffee shop Tandalan; Product quality has a positive and significant effect on customer satisfaction at coffee shop Tandalan; At coffee shop Tandalan, content marketing has a beneficial and noticeably large impact on the level of consumer happiness. At coffee shop Tandalan, the quality of service, the quality of products, and the quality of content marketing all have a concurrently positive and significantly impactful effect on customer satisfaction.

Keywords: Service Quality, Product Quality, Content Marketing, Customer Satisfaction

A. INTRODUCTION

Nowadays, Indonesians are starting to change their lifestyle because they tend to imitate the lifestyle of outsiders. One of the business ventures or businesses in the field of trade that faces intense competition in the era of the industrial revolution 4.0 is the coffee shop business. The presence of coffee shop in the Blitar Regency area has become a daily sight, especially for teenagers. One of the coffee shop in Blitar Regency that caught my attention was coffee shop Tandalan. The first thing I noticed was the number of visitors who were increasingly crowded, especially at night. In addition, coffee shop Tandalan is also used as a community gathering place, and the last thing I noticed was the number of events organized by coffee shop Tandalan, and the customers who come to this coffee shop. Based on this relationship, I would like to consider the factors that generate customer interest in going to coffee shop Tandalan.

Customers are one of the most important components in using products produced by cafe food and beverage companies so customers always want the best service. Therefore, in order to improve work efficiency, time, and human resources, it is necessary to build a smooth management information system so that it makes it easier to provide maximum service later.

Customer satisfaction is influenced by service quality, and service quality has a substantial impact on customer satisfaction, so that quality service can meet customer satisfaction in the form of friendliness and timeliness of service. Because of the relationship between the seller and the client, service quality can effect customer happiness. Meanwhile, the concept of customer satisfaction states that customer satisfaction can be met if the results or performance perceived by the customer are in line with their expectations. As a result, the good and terrible quality of service given by trade enterprises has a significant impact on client satisfaction. (Kotler & Keller, 2012a).

One way to stay connected with customers is by utilizing social media, one of which is by implementing content marketing. Content marketing can attract customers by creating customer engagement through sharing content and creative content that is informative, entertaining, and provides solutions so that it can change the mindset of customers and become an inspiration for potential customers and customers of a company. Content posts can have an impact on Instagram social media metrics through likes and comments (Santoso et al., 2017).

The results of an interview with the owner of coffee shop Tandalan Femi Lestari, a graduate of the State University of Malang majoring in Biology. coffee shop Tandalan is a coffee shop company founded in 2020 which is located on Jln. Kawi, Kauman, Srengat District, Blitar Regency because of its specialty and strategic location. At coffee shop Tandalan, not only focus on how to serve coffee and food, but also attract as many visitors as possible. During the Covid- 19 pandemic, coffee shop Tandalan was affected by a decrease in income due to fewer customers coming to the coffee shop. The coffee shop's owner, however, is unconcerned about this because she continues to offer high-quality customer service and goods, as well as promotions and reasonable rates.

This study presents several visitor data tables at coffee shop Tandalan Blitar, including the following:

Table 1.
Visitor of Coffee Shop Tandalan Blitar in 2021

NO	MONTHS	NUMBER OF VISITORS
1	February	1856 Pengunjung
2	March	2102 Pengunjung
3	April	1578 Pengunjung
4	May	2437 Pengunjung
5	June	2342 Pengunjung
6	July	2559 Pengunjung
7	August	2632 Pengunjung
8	September	2660 Pengunjung
9	October	2414 Pengunjung
10	November	2541 Pengunjung
11	December	2859 Pengunjung

Source: Owner of coffee shop Tandalan Blitar



It is clear from table 1 above that the number of patrons visiting coffee shop Tandalan has grown month over month. Along with its advantageous location, Tandalan's coffee shop draws people in with affordable prices and high-quality goods. Tandalan Coffee Shop is a popular cafe frequented by everyone from parents to youngsters. The marketing technique of the coffee shop Tandalan is particularly effective at luring customers.

B. LITERATURE REVIEW

Customer Satisfaction

Philip Kotler claims that the gap between a customer's perception of performance and their expectations for the good or service they received can be used to measure customer satisfaction. Customers can experience one of three levels of overall satisfaction, i.e., they can be disappointed if performance falls short of expectations, satisfied if performance meets expectations, or happy if performance exceeds expectations. (Kotler & Keller, 2012b).

Service Quality

Service quality is defined by more than just the features and attributes of a product or service. According to the book "Marketing Management" by Philip Kotler and Kevin Lane Keller, service quality covers the whole of answers and activities from service providers to client needs. (Kotler & Keller, 2012a).

The ability of a product or service to meet client needs, both explicitly stated and implicitly conveyed, is referred to as service quality. This indicates that service quality considers not only the qualities and characteristics of the product or service, but also how customers perceive and receive the service. (Kotler & Keller, 2012b).

Product Quality

Product quality refers to all of a product's attributes that influence its capacity to satisfy explicit or implicit client needs and desires. The capacity of the product to meet the needs of the client is one of several elements that go into determining product quality in this context, along with functional features, construction quality, dependability, and usability. (Kotler & Armstrong, 2008).

By paying attention to these aspects, companies can develop high-quality products to meet customer needs and achieve higher customer satisfaction.

Content Marketing

To attract, engage, and influence target audiences, content marketing focuses on producing, maintaining, and disseminating pertinent, useful, and fascinating material. Articles, blogs, infographics, videos, podcasts, photos, and a variety of other forms can all be used for the content. (Yunita et al., 2021).

The main goal of content marketing is to build strong relationships with customers and prospects, gain their trust, increase brand awareness, and influence their attitudes and behaviors. The content created in content marketing usually includes relevant information, solutions to customer problems, education, entertainment, and inspirational content.

C. RESEARCH METHODOLOGY

Associative research is used in this study to look at the relationships or influences between two or more variables. (Kurniawan, 2014). This study uses a quantitative technique, and its data sources are respondents—specifically, customers of Tandalan coffee shops—who were given questionnaires.

Numbers and statistical analysis are the two main types of data employed in quantitative research (Sugiyono, 2018). Simple random sampling, a method of gathering samples from members of the population using random methods without considering the population's strata, is the sampling approach that was utilized (Sugiyono, 2010). By using the slovin formula, the sample result was 99.6 respondents. The results were rounded up to 100 respondents.

The two types of data sources employed in this study are primary and secondary data. Primary data came through direct research with respondents by way of questionnaire distribution, while secondary data came from coffee shop Tandalan. Due to the quantitative nature of this study, IBM SPSS Statistics 26 was used to test the data analysis method, which makes use of statistics. The instrument test, normality test, multiple linear regression test, hypothesis testing, and determination coefficient test were all used in the data analysis for this study.

D. RESULTS AND DISCUSSION

Research Instrument

Test Validity Test

The validity test is used to determine the reliability and validity of the research instrument, which takes the form of statement items in the questionnaire. With the degree of freedom (df) formula $df = n - 2$, where n is the number of samples, the validity indicator is examined. With a 5% threshold of significance, the df utilized is $100 - 2 = 98$. The result is 0.1966 for the r table. The following table displays the findings of the validity test:

Table 2.
Results of the Validity Test for the Service Quality Variables (X¹)

Item	R count	R table	Description
1	0,574	0,1966	Valid
2	0,472	0,1966	Valid
3	0,518	0,1966	Valid
4	0,569	0,1966	Valid
5	0,351	0,1966	Valid
6	0,618	0,1966	Valid
7	0,202	0,1966	Valid
8	0,389	0,1966	Valid
9	0,456	0,1966	Valid
10	0,447	0,1966	Valid

Source: Data processed by SPSS 26, 2022

According to table 2. As can be observed, the price variable's statement items all have calculated r values with table r values of 0.196. Therefore, it can be claimed that all conclusions drawn from the study's usage of service quality measures are reliable.

Table 3.
Results of the Product Quality Variable Validity Test (X^2)

0	R count	R table	Description
1	0,635	0,1966	Valid
2	0,452	0,1966	Valid
3	0,699	0,1966	Valid
4	0,548	0,1966	Valid
5	0,544	0,1966	Valid
6	0,519	0,1966	Valid
7	0,542	0,1966	Valid
8	0,621	0,1966	Valid
9	0,530	0,1966	Valid
10	0,574	0,1966	Valid

Source: Data processed by SPSS 26, 2022

According to table 3. As can be observed, the calculated r value > r table value (0.1966) is present for each statement item from the product quality variable. Therefore, it can be concluded that all of the conclusions drawn from the study's usage of the service quality measure are true.

Table 4.
Results of the Content Marketing Variables Validity Test (X^3)

Item	R count	R table	Description
1	0,468	0,1966	Valid
2	0,443	0,1966	Valid
3	0,612	0,1966	Valid
4	0,514	0,1966	Valid
5	0,656	0,1966	Valid
6	0,576	0,1966	Valid
7	0,550	0,1966	Valid
8	0,578	0,1966	Valid
9	0,587	0,1966	Valid
10	0,514	0,1966	Valid

Source: Data processed by SPSS 26, 2022

According to table 4. As can be observed, the calculated r value > r table value (0.1966) is present for each statement item from the Content Marketing variable. Thus, all statement items from the Content Marketing variable employed in this study can be inferred to be true.

Table 5.
Results of the Customer Satisfaction Variables Validity Test (Y)

Item	R count	R table	Description
Y.1	0,649	0,1966	Valid
2	0,473	0,1966	Valid
3	0,686	0,1966	Valid
4	0,611	0,1966	Valid
5	0,465	0,1966	Valid
6	0,576	0,1966	Valid
7	0,494	0,1966	Valid
8	0,520	0,1966	Valid
9	0,671	0,1966	Valid
10	0,486	0,1966	Valid

Source: Data processed by SPSS 26, 2022

According to table 5. As can be observed, the calculated r value > r table value (0.1966) is present for all statement items from the customer satisfaction variable. All statement items from the customer satisfaction variable utilized in this study are therefore certified legitimate, it can be said.

Reliability Test

In order to determine whether or not the statement items in the questionnaire (research instrument) may be believed, the reliability test is used. The table below displays the reliability test results:

Table 6.
Results of the Service Quality Variables Reliability Test (X¹)

Reliability Statistics		
Cronbach's Alpha Based on		
Cronbach's Alpha	Standardized Items	N of Items
0,586	0,818	10

2022 Source: Data processed by SPSS 26, 2022

According to Table 7. It is apparent that the Cronbach's Alpha value for the variable reflecting product quality is bigger than 0.60, precisely 0.765 is greater than 0.60. As a result, every statement item produced from the product quality variable used in this study can be regarded reliable.

Table 7.
Results of the Product Quality Variables Reliability Test (X²)

Reliability Statistics		
Cronbach's Alpha Based on		
Cronbach's Alpha	Standardized Items	N of Items
0,764	0,765	10

Source: Data processed by SPSS 26, 2022

According to Table 7. It is apparent that the Cronbach's Alpha value for the variable reflecting product quality is bigger than 0.60, precisely 0.765 is greater than 0.60. As a result, every statement item produced from the product quality variable used in this study can be regarded reliable.

Table 8.
Results of the Content Marketing Variables Reliability Test (X³)

Reliability Statistics		
Cronbach's Alpha Based on		
Cronbach's Alpha	Standardized Items	N of Items
0,738	0,745	10

Source: Data processed by SPSS 26, 2022

According to table 8 makes it evident that the Cronbach's Alpha value for the variable related to content marketing is greater than 0.60; precisely, 0.761 is greater than 0.60. It is possible to reach the following conclusion: All statement items obtained from the content marketing variable used in this study may be regarded as reliable.

Table 9.
Reliability Test Results of Customer Satisfaction Variable (Y)

Reliability Statistics		
Cronbach's Alpha Based on		
Cronbach's Alpha	Standardized Items	N of Items
0,761	0,761	10

Source: Data processed by SPSS 26, 2022

Table 9 shows that the Cronbach's Alpha value for the variable customer satisfaction is greater than 0.60, namely 0.761 > 0.60. This is due to the variable's value being bigger than 0.60. As a result, all of the statement items contained inside the customer satisfaction variable used in this inquiry can be considered credible.

Normality Test

The normality test is used to test whether the residual value is normally distributed or not (Kurniawan, 2014). In this study using the normality test with the Kolmogorov-Smirnov test. The normality test results are presented in the following table:

Table 10.
Results of the Kolmogorov-Smirnov Test for Normality
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	275.581.252
Most Extreme Differences	Absolute	.078
	Positive	.053
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.143 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data processed by SPSS 26, 2022

According to table 10, the Asymp. Sig (2-tailed) value is 0.143. This means it is larger than 0.05, specifically $0.143 > 0.05$. As a result, the residual values in this investigation can be assumed to be regularly distributed.

Multiple Linear Regression Test

When two or more independent variables serving as predictor factors have their values increased or decreased, multiple linear regression tests are employed to examine how the dependent variable's status changes (Sugiyono, 2010). The table below displays the findings of various linear regression tests:

Table 11.
Results of the Multiple Linear Regression Test

		Coefficients ^a				
Model				Standardized	t	Sig.
				Beta		
1	(Constant)	4,362	3,154		1,383	0,170
	Service Quality (X ¹)	0,204	0,092	0,180	2,220	0,029
	Product Quality (X ²)	0,327	0,095	0,324	3,432	0,001
	Content Marketing (X ³)	0,383	0,082	0,402	4,663	0,000

a. Dependent Variable: Customer Satisfaction (Y)

Source: Data processed by SPSS 26, 2022

According to table 11, the multiple linear regression equation in this study can be compiled:

$$Y = 4,362 + 0,204X_1 + 0,327X_2 + 0,383X_3 + e$$

Following is an interpretation of the equation for multiple linear regression:

- The constant is positive at this point (4.362). This shows that customer satisfaction increases by 4.362 points when the factors of service quality, product quality, and content marketing stay constant.
- A positive regression coefficient of 0.204 exists for the service quality measure (X₁). According to this, a one-unit increase in service quality results in a 0.204 increase in customer satisfaction. The positive coefficient indicates a favorable relationship between customer satisfaction and service quality.
- The regression coefficient for the X₂ variable (which measures product quality) is equal to 0.327. This shows that everytime the product quality variable increases by one unit, the overall level of customer satisfaction will increase by 0.327 percentage points. Since the coefficient is positive, we can infer that there is a relationship between the product's quality and the target market's degree of satisfaction.
- The content marketing variable (X₃)'s regression coefficient is 0.383, which is a value. This demonstrates that a one unit increase in the content marketing variable will lead to a 0.383 increase in customer satisfaction levels. Given that the coefficient is positive, it can be concluded that there is a link between the variable corresponding to content marketing and how satisfied customers are.

Hypothesis Test

Test t (Partial Test)

To determine whether content marketing, product quality, and service quality jointly or separately influence customer satisfaction, the t test is employed. The Sig. value is compared with a significance threshold of 0.05 when making decisions on the t test. Afterward, by comparing the calculated t value with the t table value.

Using the formula $t_{table} = /2; n-k-1$ (k is the number of independent variables and n is the number of samples), the t table was calculated with the following results: $0.05/2; 100-3-1 = 0.025; 96$. Therefore, row 96 in the table was given a value of 1.98498 and the column significance was 0.025. The following table shows the t test results:

Table 12.
Results of the t Test

Coefficients ^a						
Model				Standardized	t	Sig.
		Beta		Coefficients		
1	(Constant)	4,362	3,154		1,383	0,170
	Service Quality (X ¹)	0,204	0,092	0,180	2,220	0,029
	Product Quality (X ²)	0,327	0,095	0,324	3,432	0,001
	Content Marketing (X ³)	0,383	0,082	0,402	4,663	0,000

a. Dependent Variable: Customer Satisfaction (Y)

Sumber: Data diolah SPSS 26, 2022

The impact of service quality (X¹) on client satisfaction (Y).

Hypothesis:

H₀ = Customer satisfaction at the coffee shop Tandalan Blitar is not significantly impacted by service quality.

H_a = Customer satisfaction at the coffee shop Tandalan Blitar is significantly impacted by the quality of the service.

According to table 12. As can be seen, there is a positive correlation between the service quality variable and the coefficient value of 0.204. The service quality variable's t value is then 2.220, but the t table value is 1.98498. This implies that $2.20 > 1.98498$, or $t \text{ count} > t \text{ table}$. While the service quality variable's Sig. value is 0.029. It follows that the Sig. value is 0.05, or $0.029 < 0.05$. Therefore, it can be said that H_a is accepted and H₀ is rejected, proving that service quality has a big impact on customer satisfaction.

The impact of Product Quality (X²) on Customer Satisfaction (Y).

Hypothesis:

H₀ = Customer satisfaction at the coffee shop Tandalan Blitar is not significantly impacted by the quality of the products.

H_a = Customer satisfaction at Tandalan Blitar's coffee shop is significantly influenced by the quality of the products.

According to table 12, there is a positive correlation between the content marketing variable and the coefficient value of 0.383. As a result, the content marketing variable's t value is 4.663 and the t table value is 1.98498. This indicates that $t \text{ count} > t \text{ table}$, namely $4.663 > 1.98498$. The content marketing variable's Sig. value is 0.000, meanwhile. The Sig. value is therefore 0.05, or $0.000 < 0.05$, according to this. We can therefore draw the conclusion that H₀ is rejected and H_a is accepted, i.e., content marketing has a major impact on customer satisfaction.

The impact of Content Marketing (X^3) on Customer Satisfaction (Y).
Hypothesis:

H_0 = Content marketing does not have a significant influence on customer satisfaction at coffee shop Tandalan Blitar.

H_a = Content marketing has a significant influence on customer satisfaction at coffee shop Tandalan Blitar.

According to table 12, the coefficient value of the content marketing variable is 0.383, showing a positive association. The content marketing variable's t value is 4.663, but the t table value is 1.98498. This suggests that t table > t count, or 4.663 > 1.98498. The content marketing variable has a Sig. value of 0.000. This suggests that the Sig. value is 0.05; specifically, 0.000 0.05. As a result, H_0 is refused while H_a is accepted, indicating that content marketing has a major impact on customer satisfaction.

F Test (Simultaneous Test)

The F test is designed to determine whether customer satisfaction is simultaneously (collectively) impacted by service quality, product quality, and content marketing. In order to decide on the F test, the Sig value is compared to a significance level of 0.05. by contrasting the computed F value with the F table value after that. The formula $F_{table} = k; n-k$ (k is the number of independent variables and n is the number of samples) yields the results 3; $100-3 = 97$ when used to calculate the F table. The F table value is 2.70 as can be seen in the third column table and the 97th row. The following table shows the outcomes of the F test:

Table 13.
Results of the F Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1201,984	3	400,661	51,158	.000 ^b
	Residual	751,856	96	7,832		
	Total	1953,840	99			

a. Dependent Variable: Customer Satisfaction (Y)
b. Predictors: (Constant), Content Marketing (X^3), Service Quality (X^1), Product Quality (X^2)

Source: Data processed by SPSS 26, 2022

Service Quality (X^1), Product Quality (X^2) and Content Marketing (X^3) to Customer Satisfaction (Y).

Hypothesis:

H_0 = Customer satisfaction at the coffee shop Tandalan Blitar is not simultaneously influenced (together) by service quality, product quality, and content marketing.

H_a = Customer satisfaction at the coffee shop Tandalan Blitar is simultaneously influenced by service quality, product quality, and content marketing.

According to table 13, the computed F value is 51.158, but the F table value is 2.70. This implies that F count > F table, i.e. 51.158 > 2.70. While the Significance value is 0.000. That is, the Sig. value 0.05; specifically, 0.000 0.05. As a result, H_0 is rejected and H_a is accepted, indicating that service quality, product quality, and content marketing all have a major effect on customer satisfaction at the same time (together).

Determination Coefficient Test

The coefficient of determination test is used to measure the level of variation or change in service quality factors, product quality, and content marketing can explain changes or variations in customer satisfaction variables. The coefficient of determination test results are presented in the table below:

Table 14.
Results of the Determination Coefficient Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.429a	.184	.159	4.400

a. Predictors: (Constant), Content Marketing (X3), Kualitas Pelayanan (X1), Kualitas Produk (X2)

Source: Data processed by SPSS 26, 2022

According to table 14, the R Square value is 0.603, or 60.3%. As a result, the independent variables of service quality, product quality, and content marketing factors may explain 60.3% of the dependent variable consumer satisfaction. The remainder (100% - 60.3% = 39.7%) is influenced by additional factors not investigated in this study.

The Impact of Service Quality on Customer Satisfaction at Coffee Shop Tandalan Blitar

The results obtained from this research process are the same as the initial hypothesis predicted by the researcher, namely service quality has a positive and significant effect on customer satisfaction, which means that good service quality has an impact in the form of increasing customer satisfaction with the products offered.

The results of this study are in accordance with the theory put forward by Pride and Ferrell, who define service quality as customer perceptions of how well services meet or exceed their expectations (Pride & Ferrell, 2010). In the influence of service quality on customer satisfaction, there are two main things that are closely related, namely customer expectations of service quality (expected quality) and perceived quality. This is because customers always assess a service received with customer expectations, this behavior takes place when customers experience the services provided by the company or after experiencing these services. The results of this assessment will affect the level of customer satisfaction and will also affect subsequent customer behavior. The relationship between service quality and customer satisfaction cannot be separated from the creativity of the services offered by the company. To realize a quality of service that can create customer satisfaction, companies must be able to understand the level of customer perceptions and expectations (Hidayat et al., 2009). This is because customer satisfaction is a comparison between perceptions and customer expectations of perceived service quality.

From the statement of the research results above, it can be concluded that service quality is a factor that cannot be separated from customer satisfaction at coffee shop Tandalan Blitar, because of its significant value, service quality will affect whether or not customer satisfaction increases. Generally, high service standards will result in high satisfaction and more frequent repeat purchases. The better the service provided by a company will provide a sense of comfort for customers to use a product (Mangkunegara, 2012). Based on the results of this study, service quality has a big influence on customer

satisfaction, because with good and good service quality to customers can provide maximum value and in accordance with what customers expect, so that it will increase the number of customers who come back.

The Impact of Product Quality on Customer Satisfaction at Coffee Shop Tandalan Blitar

The results obtained from this research process are the same as the initial hypothesis predicted by the researcher, namely product quality has a significant and positive effect, which means that with a good and quality product, it will increase customer desire to repurchase the product, so that with customer decisions in buying a product, customer satisfaction will also increase.

Product quality is a characteristic of products and services that affects their ability to meet stated or implied needs and desires, with the ability of a product to perform its functions including durability, reliability, accuracy, usability, maintenance and repair and other properties (Kotler & Armstrong, 2008). Product quality refers to the extent to which a product can meet customer needs. An item is said to be of quality if the buyer believes that the item purchased is in accordance with the expected function. In this case, the product quality owned by coffee shop Tandalan has a positive value on customer satisfaction. The more the quality of the product or the quality of food and drinks increases, the more customer satisfaction will increase.

From the statement of the research results above, it can be concluded that product quality is also an important factor in influencing customer satisfaction. The better the quality of the products provided, the more customer satisfaction will also increase, so it is necessary to set standards in product quality and also periodically evaluate whether the quality of the products provided by coffee shop Tandalan Blitar is in accordance with the standards and customer expectations.

The Impact of Content Marketing on Customer Satisfaction at Coffee Shop Tandalan Blitar

The results obtained from this research process are the same as the initial hypothesis predicted by the researcher, namely content marketing has a significant influence on customer satisfaction, which means that the existence of interesting content marketing will have an impact in the form of customer satisfaction.

The goal of content marketing is to provide high-quality material that stands out from the competition by being original, meaningful, dynamic, and relevant. If content can draw in, hold the attention of, inform, and educate readers, it is said to have overall value. In this instance, content marketing at the coffee business Tandalan had a favorable impact on client satisfaction. The higher the quality of content marketing, the more satisfied customers will be. (Yunita et al., 2021)

From the statement of the research results above, it can be concluded that content marketing has a positive and significant effect on customer satisfaction at coffee shop Tandalan Blitar. The existence of interesting and useful content displayed by coffee shop Tandalan will certainly increase the engagement relationship that exists between the two parties, namely the company and its customers and also increase customer satisfaction because it is in accordance with what is visualized.

The Impact of Service Quality, Product Quality and Content Marketing Simultaneously on Customer Satisfaction at Coffee Shop Tandalan Blitar

The results obtained from this research process are the same as the initial hypothesis predicted by the researcher, namely service quality, product quality and content marketing have a positive and significant effect on customer satisfaction, which means that with the right service quality, product quality and content marketing, it has an impact in the

form of increasing customer satisfaction and also increasing the number of customers who come back to coffee shop Tandalan.

Pelanggan dapat mengalami salah satu dari tiga tingkat kepuasan secara keseluruhan, atau dengan kata lain, jika kinerja di bawah harapan, mereka akan kecewa, jika kinerja sesuai harapan, mereka akan puas, dan jika kinerja melebihi harapan, mereka akan merasa senang. Kepuasan pelanggan tergantung pada kesenjangan antara kinerja yang dirasakan dan harapan. (Kotler & Keller, 2012a). The value of service quality, product quality, and content marketing in this situation is positive, therefore if service quality, product quality, and content marketing are carried out correctly and effectively, customer happiness at the coffee shop Tandalan will also rise.

This research is in accordance with the theory put forward by Sangajdi and Sopiah, satisfaction is defined as the similarity between the performance of products and services received and the performance of products and services expected by customers (Sangadji & Sopiah, 2013). In this era of intense business competition, customer satisfaction is the main key, customers are like kings who must be served. Efforts to satisfy customer needs must be made in a win-win solution situation, where both parties are satisfied and no one is harmed. In addition, customer satisfaction can also be influenced by good service quality, politeness, and friendly, it can also be from quality products and interesting and entertaining content marketing that can make people want to come to coffee shop Tandalan.

Service quality variables play an important role in business continuity, because the better the quality of service provided, the more customer satisfaction will increase. As is the case with excellent service, polite appearance, being friendly, listening to what is the customer's problem, and giving trust to customers so as to cause customer satisfaction to come back to the coffee shop. In addition, product quality also has an important effect on customer satisfaction. Quality products will make it easier for a coffee shop to attract customers to visit and make purchases. The more product choices provided at a coffee shop, the easier it will be for customers to choose products that suit their desires. On the other hand, to attract customers to come and buy at the coffee shop cannot be realized without good and interesting content marketing. Content marketing is designed to create quality content that is unique, meaningful, dynamic, and relevant above its competitors and to be easily accepted by the target market, content marketing needs to be tailored to the specific needs of the target market to create a storytelling model, the goal is to encourage customers to buy the desired product (Pandrianto & Sukendro, 2018).

E. CONCLUSIONS

The researcher ultimately came to the following conclusions based on the research findings and discussions around the Impact of Service Quality, Product Quality, and Content Marketing on Customer Satisfaction:

1. At Tandalan Blitar coffee shop, customer satisfaction is positively and significantly influenced by service quality.
2. At the Tandalan Blitar coffee shop, product quality has a good and considerable impact on customer satisfaction.
3. At Tandalan coffee shop Blitar, the level of customer satisfaction is positively and significantly influenced by the use of content marketing there.
4. At the Tandalan coffee shop in Blitar, the level of customer satisfaction is simultaneously positively and significantly influenced by the quality of service, products, and content marketing.



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