

## THE EFFECTIVENESS OF SALES PROMOTION AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF FLASH COFFEE INDONESIA

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### Abstract

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In Jakarta itself, coffee shops are growing and getting more and more, so that every coffee shop is competing with each other to get regular customers by making various kinds of interesting promos. Usually every coffee shop has a way to make the promo sound interesting. Therefore, researchers conducted this study with the aim to determine the effect of Sales Promotion (X1) and Quality of Service (X2) of the Customer Satisfaction Flash Coffee Indonesia (Y). This study used a sample of 97 respondents who were measured using a questionnaire consisting of 25 statements. The tests carried out in this study were validity tests, reliability tests, descriptive statistical analysis, coefficient of determination, simple linear analysis, multiple linear analysis, correlation tests and hypothesis testing. Based on the research that has been done, namely Sales Promotion conducted by Flash Coffee Indonesia with a mean of 3.36 in the very good category, Service Quality at Flash Coffee with a mean of 3.55 in the very good category, and Customer Satisfaction Flash Coffee with a mean of 3.35 in the very satisfied category. Sales Promotion has a fairly strong relationship with Customer Satisfaction. Service Quality has a strong relationship with Customer Satisfaction. Sales Promotion (X1) has an influence on Customer Satisfaction Flash Coffee (Y) by 34.6% and the remaining 65.4% is influenced by other factors not examined in this study. Quality of Service (X2) to give effect to the Customer Satisfaction Flash Coffee (Y) amounted to 45.1% and the remaining 54.9% influenced by other factors not examined in this study. Sales Promotion and Service Quality together affect Customer Satisfaction Flash Coffee by 48.4% and the remaining 51.6% is influenced by other factors not examined in this study.

Keywords: Sales promotion, service quality, customer satisfaction,

### 1. INTRODUCTION

Indonesia is one of the countries contributing to coffee consumers and producers in quite a large number. Based on the results of the National Socioeconomic Survey (SUSENAS) by BPS (2015), demand for coffee consumption during 2002-2015 increased by 1.66 percent per year. In Indonesia itself, this type of coffee drink is not a strange thing. Communities in various regions make coffee a daily routine, even many people in urban areas make consuming coffee a way of life. Previously, drinking a cup of coffee could be done at home or in a coffee shop (*warkop*), but now enjoying coffee can be done in coffee shops and premium coffee shops with an increasingly broad consumer segmentation, both in terms of gender, age range, and also type of work. This is a sizable business opportunity for those who want to work in the coffee sector, one of which is Flash Coffee Indonesia.

Coffee is a drink made by brewing coffee beans that have been roasted and ground into powder. Coffee is one of the commodities in the world which is cultivated in more than 50 countries. Two varieties of coffee trees that are generally known are Robusta Coffee and Arabica Coffee. The processing of coffee before it can be drunk goes through a long process, namely from harvesting the



coffee beans, drying the coffee beans, roasting them with varying degrees of temperature, grinding them and then brewing them with hot water.

The development of the Coffee Shop business in Indonesia is growing rapidly. Many new entrepreneurs are starting their business in the culinary world. The increasingly tight competition in the coffee shop business, the conditions of competition that are so tight, it is expected that companies must be able to survive and be able to continue to grow. The important thing that is considered by the company is to continue to maintain existing customers and continue to work on new potential customers so that customers do not leave the company for other companies. Without Quality of Service and carrying out strong Sales Promotions, it is very difficult for companies to attract new customers and retain existing ones.

The range, ranging from young age to adulthood. They come to coffee shops not only to consume coffee or enjoy the menu there, but also to spend their free time, relax, work meetings, do assignments, as a place for discussion or to meet family, colleagues and relatives. This makes the coffee shop industry in tight competition because this business has quite promising prospects. To maintain their existence in this business, business actors must look at consumer needs from various aspects, especially the quality of service which must continue to increase following consumer desires which refers to consumer satisfaction. When consumers get good service quality and profits on sales promotions that have been given by the company, consumers will feel satisfied. According to Schnaars (1991) in Tjiptono and Chandra (2011: 298) states that the goal of a business is to create satisfied customers.

Along with the development of businesses in the food and beverage sector, especially in coffee shops which are currently booming in Indonesia, we see various kinds of coffee shop developments that have been built in Indonesia. With the shift in people's lifestyles that make entertainment activities a part of life's necessities, many business people are looking at cafes or coffee shops. Products produced by cafes or coffee shops include food products, beverage products, and the most in demand today are coffee beverage products.

With customer interest and the development of each Coffee Shop company competing to make attractive products and promotions, this certainly has an impact on competition between existing Coffee Shop companies showing each other the quality of products from each Coffee Shop company, so that it can attract prospective customers. Starting from the quality, menu and attractive promotions given to meet customer satisfaction.

Every coffee shop company has a different way of doing sales to each customer to buy the products offered. The methods also vary, starting from branding, buy 1 get 1 promotions, attractive discounts and shopping vouchers available on smartphone applications, one of which is "Flash Coffee" which can be downloaded via the iOS and Android platforms. With the many promotions offered, of course it makes it easier for customers to place coffee orders, because in the application you can order easily without having to come to the business location. So that it is more flexible for customers and also of course good service quality will affect Flash Coffee customer satisfaction. The innovation changes made by Flash Coffee Indonesia have made things very advanced because customers no longer need to queue to buy drinks from Flash Coffee, but customers only have to open the Flash Coffee application and just order the drinks they want to order and the order will automatically enter the Flash application system.

Flash Coffee is a coffee outlet chain with a technology concept that offers a different coffee experience with premium coffee at affordable prices. Technology-based coffee chain startup Flash Coffee, a Rocket Internet portfolio company, will expand to 10 countries in Asia Pacific. Flash Coffee first appeared in Indonesia in early 2020 with 4 outlets at that time. Currently Flash Coffee is moving faster to build 70 outlets by the end of 2021 which are spread across Greater Jakarta.

Over time, one of the brands from Singapore, PT Ninety Six Degrees, became one of the companies from Flash Coffee Indonesia. With a very striking characteristic, eccentric colors to give visitors a feeling of freshness and positive energy suggestions. The reason Flash Coffee chooses excited and dynamic colors is so that visitors don't feel sleepy when visiting.

In Jakarta itself, coffee shops are growing and there are more and more, so that every coffee shop is competing with each other to get regular customers by making various kinds of attractive promos. Usually every coffee shop has a way to make the promo sound interesting. One of them is Flash Coffee, which is one of the coffee shop trends that has an ordering application that has lots of promos. There are also many aspects that can be a selling point of Flash Coffee, starting from sales promotions, service quality and prioritizing customer satisfaction. Based on the background above, the researcher will conduct research on: "Sales Promotion Effectiveness and Service Quality on Customer Satisfaction Flash Coffee Indonesia"

## 2. LITERATUR RIVIEW

According to Tjiptono, Chandra, and Adriana (2008:546) Sales Promotion is any form of short-term offer or incentive aimed at buyers, retailers or wholesalers and is designed to obtain a specific and immediate response. Meanwhile, according to Kotler et al (2008:204) Sales Promotion consists of short-term incentives to encourage the purchase or sale of a product or service. Sales promotion is a company activity to sell products that are marketed in such a way that consumers will easily see them and even with certain placements and arrangements, these products will attract the attention of consumers. Sales promotion is very responsive because it is able to create an audience response to the company.

According to Utami (2010), sales promotion indicators are: Price Discounts According to Kotler (2003) discounts are a direct reduction of the price of goods purchased during a stated time period. Meanwhile, according to Tjiptono (2007) a discount is a discount given by the seller to the buyer as a reward for certain activities from the buyer which is pleasant for the seller, Shopping Coupons, Certificates that give buyers a discount on purchasing certain products in order to provide savings to buyers when they buy a particular product. Most shoppers love coupons, Direct selling, Kotler and Armstrong (2012) state that direct marketing is a direct relationship with individual consumers to get an immediate response and gain customer loyalty, Frequent Shopper Program, customers are given points or discounts based on how much they shop, which later these points can be exchanged for goods.

Service quality is the level of excellence expected and control over that excellence to meet customer or consumer expectations (Lovelock, 2002). Meanwhile, according to (Zeithaml, 1988) service quality is a customer's assessment of the advantages or privileges that consumers feel for a product or service as a whole. Meanwhile, according to Wyckof (Tjiptono, 2000) is the level of excellence expected in controlling the level of excellence to fulfill the desires of customers or consumers. Thus there are main factors of service quality, namely, expected service and perceived service. Conformity between the quality of service perceived or received by consumers commensurate with what is expected or desired by consumers, in other words, service quality can be perceived as satisfactory quality. And if the quality of service received or felt by the customer/consumer is not in accordance with the expectations of the consumer, then this quality can be said to be unsatisfactory or it can be called poor quality. So from that the company must create or realize service quality according to the requirements proposed or demanded by customers. In other words, quality is a way to consistently and efficiently give customers what customers want and expect.

There are five main dimensions of service quality proposed by Parasuraman, et.al (1993). The five main dimensions are: 1. Physical evidence (tangible), focusing on physical elements. Includes physical facilities as well as means of communication. For example café equipment and supplies, the appearance of the employees. 2. Reliability, the ability to provide services to customers accurately, first and on time. 3. Guarantee (assurance), guarantee includes ability, knowledge, courtesy and freedom from danger or risk that fosters customer trust in the company. 4. Responsiveness, the desire of the staff to help customers by providing services by providing fast and responsive service and providing appropriate information to customers. 5. Empathy, emphasis on making relationships, good communication, personal attention, and understanding customer needs specifically.

The word satisfaction or satisfaction comes from the Latin "satin" (meaning good enough, adequate) and "facio" (to do or make). In simple terms satisfaction can be interpreted as an effort to fulfill something or make something. The problem of consumer satisfaction is becoming increasingly

complex because companies need to pay attention to other aspects that exist in product quality and service quality (Wibisono 2011:50-51). Basically the goal of a business is to earn big profits and also create satisfied customers. The creation of customer satisfaction can provide several benefits, including the relationship between companies and consumers to be harmonious, create customer loyalty, and also form a word of mouth recommendation (Tjiptono 2007:24). According to Kotler (2006) quoted in (Asbar & Saptari, 2017) consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product that is thought of against the expected performance. The creation of customer satisfaction can provide several benefits, including the relationship between companies and consumers to be harmonious, providing a good basis for repeat purchases and creating consumer loyalty. Consumer satisfaction is the level of feeling where someone states the results of a comparison of the performance of service products received with what is expected, Kotler in Lupiyoadi (2014: 228). Meanwhile, according to Kotler quoted again by Fandy Tjiptono (2007:312) consumer satisfaction is the level of one's feelings after comparing the performance (or results) that he perceives compared to his expectations.

According to Tjiptono (2007) quoted in (Razak & Finnora, 2017) Customer satisfaction indicators consist of: 1). Conformity of Expectations; Is the level of conformity between product performance expected by customers and perceived by consumers, including: products obtained are in accordance with or exceed expectations, services by employees obtained are in accordance with or exceed expectations, and supporting facilities obtained are in accordance with or exceed expectations. 2). Interest in Returning; Is the consumer's willingness to revisit or repurchase related products, including: interested in revisiting because the services provided by employees are satisfactory, interested in revisiting because of the value and benefits obtained after consuming or using the product, and interested in revisiting because The supporting facilities provided are adequate. 3). Willingness to Recommend; Is the willingness of consumers to recommend products that they have experienced to friends or family, including: suggesting friends or relatives to buy the products offered because of satisfactory service, suggesting friends or relatives to buy the products offered because the supporting facilities provided are adequate, and suggesting friends or relatives to buy the product offered because of the value or benefits gained after consuming or using a service product.

Based on the theories above research framework, the following hypotheses can be developed:

- a. There is no effect of Sales Promotion on Customer Satisfaction (H0)
- b. There is an influence of Sales Promotion on Customer Satisfaction (H1)
- c. There is no effect of Service Quality on Customer Satisfaction (H0)
- d. There is an influence of Service Quality on Customer Satisfaction (H2)
- e. There is no effect of Sales Promotion and Service Quality on Customer Satisfaction (H0)
- f. The Effect of Sales Promotion and Service Quality on Customer Satisfaction (H3)

This research is a descriptive quantitative research with the independent variables being Sales Promotion (X1) and Service Quality (X2) while the dependent variable is Customer Satisfaction. This study uses a probability sampling technique with the population taken from customers who have purchased Flash Coffee products at Bintaro Kesehatan outlets from September 2022 to November 2022. According to data sources obtained by the author, consumers who purchased Flash Coffee products totaled 3,181 transactions per September 22, 2022 to November 10, 2022. The sampling technique in this study uses the slovin technique by determining a statistical approach for an error rate of 10%, therefore the sampling used in this study was 97 respondents.

### 3. RESULTS AND DISCUSSION

Based on data processing with SPSS, all statement items on Variable X1 (Sales Promotion), variable X2 (Service Quality) and Y (Customer Satisfaction) are declared VALID according to the basis of decision making in the validity test, namely if  $r(\text{count}) > r(\text{table})$  then the statement is declared VALID, so it is worthy of further analysis.

The Cornbach's Alpha value on the Sales Promotion Variable (X1) shows a value of 0.807, then according to the Cornbach's Alpha criteria if the value is between 0.81 – 1.00 then it is included in the

“Very Reliable or Excellent” criteria, while the Service Quality Variable (X2) shows a value of 0.929, then it is in accordance with Cornbach's Alpha criteria if the value is between 0.81 – 1.00 then it is included in the “Highly Reliable or Excellent” criteria. Cornbach's Alpha value or Customer Satisfaction Variable (Y) shows a value of 0.818, then according to Cornbach's Alpha criteria if the value is between 0.81 - 1.00 then it is included in the "Very Reliable or Excellent" criteria.

The results of the questionnaire on statement 1 Variable X1 Sales Promotion, Sub Variable Price Discount show that respondents who strongly disagreed with statement 1 were 0% (0 respondents), disagreed 2.1% (2 respondents), agreed 69.1% (67 respondents), and strongly agree 28.9% (28 respondents). It can be concluded that respondents AGREE with statement 1 because Flash Coffee provides various kinds of discounts. The Price Discount sub-variable shows that respondents who strongly disagreed with statement 2 were 0% (0 respondents), disagreed 3.1% (3 respondents), agreed 52.6% (51 respondents), and strongly agreed 44.3 % (43 respondents). It can be concluded that respondents AGREE with statement 2 because Flash Coffee products offer bundling packages to buy food and drinks to make them cheaper. The results of the questionnaire on statement 3 Variable X1 Sales Promotion, Shopping Coupon Sub Variable show that respondents who strongly disagreed with statement 3 were 0% (0 respondents), disagreed 7.2% (7 respondents), agreed 55.7% (54 respondents), and strongly agree 37.1% (36 respondents). It can be concluded that the respondents AGREE with statement 3 because the customer gets a shopping coupon with a 50% discount with a minimum purchase of 70,000. The results of the questionnaire on statement 4 Variable X1 Sales Promotion, Shopping Coupon Sub Variable show that respondents who strongly disagree with statement 4 are 0% (0 respondents), disagree 3.1% (3 respondents), agree 51.5% (50 respondents), and strongly agree 45.4% (44 respondents). It can be concluded that respondents AGREE with statement 4 because the Coupons offered are in accordance with the terms and conditions of the shop. The results of the questionnaire on statement 5 Variable X1 Sales Promotion, Sub-Variable Direct Sales show that respondents who strongly disagreed with statement 5 were 1% (1 respondent), disagreed 9.3% (9 respondents), agreed 47.4% (46 respondents), and strongly agree 42.3% (41 respondents). It can be concluded that respondents AGREE with statement 5 because the promotion carried out by Flash Coffee made me interested in making purchases at Flash Coffee outlets.

The results of the questionnaire on statement 1 Variable X2 Quality of Service, Tangible Sub Variable (Physical Evidence) shows that respondents who strongly disagree with statement 1 are 0% (0 respondents), disagree 1% (1 respondent), agree 39.2% (38 respondents), and strongly agree 59.8% (58 respondents). It can be concluded that respondents STRONGLY AGREE with statement 1 because Flash Coffee employees dress neatly when serving customers. The results of the questionnaire on statement 2 Variable X2 Quality of Service, Tangible Sub Variable (Physical Evidence) shows that respondents who strongly disagree with statement 2 are 0% (0 respondents), disagree 0% (0 respondents), agree 37.1% (36 respondents), and strongly agree 62.9% (61 respondents). It can be concluded that respondents STRONGLY AGREE with statement 2 because the Flash Coffee Room is always neat and clean. The results of the questionnaire on statement 3 Variable X2 Service Quality, Reability Sub Variable (Reliability) shows that respondents who strongly disagree with statement 3 are 0% (0 respondents), disagree 0% (0 respondents), agree 43.3% (42 respondents), and strongly agree 56.7% (56 respondents). It can be concluded that respondents STRONGLY AGREE with statement 3 because Flash Coffee employees serve well and are reliable. The results of the questionnaire on statement 4 Variable X2 Service Quality, Reability Sub Variable (Reliability) shows that respondents who strongly disagree with statement 4 are 0% (0 respondents), disagree 3.1% (3 respondents), agree 44.3 % (43 respondents), and strongly agree 52.6% (51 respondents). It can be concluded that respondents STRONGLY AGREE with statement 4 because Flash Coffee employees provide services quickly and precisely. The results of the questionnaire on statement 5 Variable X2 Quality of Service, Reability Sub Variable (Reliability) shows that respondents who strongly disagree with statement 5 are 0% (0 respondents), disagree 1% (1 respondent), agree 41.2% (40 respondents), and strongly agree 57.7% (56 respondents). It can be concluded that respondents STRONGLY AGREE with statement 5 because of the accuracy and speed of the food and drinks ordered. The results of the questionnaire on



statement 6 Variable X2 Quality of Service, Sub Variable Assurance (Guarantee) shows that respondents who strongly disagree with statement 6 are 0% (0 respondents), disagree 1% (1 respondent), agree 41.2% (40 respondents), and strongly agree 57.7% (56 respondents). It can be concluded that respondents STRONGLY AGREE with statement 6 because customers are satisfied with the services provided. The results of the questionnaire on statement 7 Variable X2 Quality of Service, Sub Variable Assurance (Guarantee) shows that respondents who strongly disagree with statement 7 are 0% (0 respondents), disagree 4.1% (4 respondents), agree 40.2 % (39 respondents), and strongly agree 55.7% (54 respondents). It can be concluded that respondents STRONGLY AGREE with statement 7 because Flash Coffee employees provide clear product information. The results of the questionnaire on statement 8 Variable X2 Quality of Service, Sub Variable Assurance (Guarantee) show that respondents who strongly disagree with statement 8 are 0% (0 respondents), disagree 0% (0 respondents), agree 39.2% (38 respondents), and strongly agree 60.8% (59 respondents). It can be concluded that respondents STRONGLY AGREE with statement 8 because Flash Coffee maintains the cleanliness and freshness of food and drinks. The results of the questionnaire on statement 9 Variable X2 Quality of Service, Sub Variable Assurance (Guarantee) shows that respondents who strongly disagree with statement 9 are 0% (0 respondents), disagree 2.1% (2 respondents), agree 42.3 % (41 respondents), and strongly agree 55.7% (54 respondents). It can be concluded that respondents STRONGLY AGREE with statement 9 because Flash Coffee employees are ready to provide services when customers need them. The results of the questionnaire on statement 10 Variable X2 Quality of Service, Sub Variable Assurance (Guarantee) show that respondents who strongly disagree with statement 10 are 0% (0 respondents), disagree by 1% (1 respondent), agree 45.4% (44 respondents), and strongly agree 53.6% (52 respondents). It can be concluded that respondents STRONGLY AGREE with statement 10 because Flash Coffee employees are quick to respond in serving customer complaints. The results of the questionnaire on statement 11 Variable X2 Quality of Service, Sub Variable Empathy (Empathy/Concern) shows that respondents who strongly disagree with statement 11 are 0% (0 respondents), disagree 3.1% (3 respondents), agree 43.3% (42 respondents), and strongly agree 53.6% (52 respondents). It can be concluded that respondents STRONGLY AGREE with statement 11 because Flash Coffee employees pay attention to customers. The results of the questionnaire on the statement 12 Variable X2 Quality of Service, Sub Variable Empathy (Empathy/Concern) indicate that respondents who strongly disagree with statement 12 by 1% (1 respondent), disagree by 1% (1 respondent), agree 43.3% (42 respondents), and strongly agree 54.6% (53 respondents). It can be concluded that respondents STRONGLY AGREE with statement 12 because Flash Coffee employees always welcome customers with a smile and are friendly.

The results of the questionnaire on statement 1 of the Customer Satisfaction Variable, the Conformity of Expectations Sub Variable show that respondents who strongly disagreed with statement 1 were 0% (0 respondents), disagreed by 1% (1 respondent), agreed 34% (33 respondents), and strongly agree 64.9% (63 respondents). It can be concluded that respondents STRONGLY AGREE with statement 1 because the services provided by Flash Coffee are good. The results of the questionnaire on statement 2 of the Customer Satisfaction Variable, the Conformity of Expectations Sub-Variable show that respondents who strongly disagreed with statement 2 were 0% (0 respondents), disagreed by 1% (1 respondent), agreed 48.5% (47 respondents), and strongly agree 50.5% (49 respondents). It can be concluded that respondents STRONGLY AGREE with statement 2 because customers do not complain about the services provided. The results of the questionnaire on statement 3 of the Customer Satisfaction Variable, the Conformity of Expectations Sub-Variable show that respondents who strongly disagreed with statement 3 were 0% (0 respondents), disagreed by 1% (1 respondent), agreed 36.1% (35 respondents), and strongly agree 62.9% (61 respondents). It can be concluded that respondents STRONGLY AGREE with statement 3 because customers are satisfied with the services provided. The results of the questionnaire on statement 4 of the Customer Satisfaction Variable, Sub Variable Interest in Returning show that respondents who strongly disagreed with statement 4 were 1% (1 respondent), disagreed were 3.1% (3 respondents), agreed 47.4% (46 respondents), and strongly agree 48.5% (47 respondents). It can be concluded that respondents STRONGLY AGREE with statement 4 because I

will make another purchase at Flash Coffee. The results of the questionnaire on statement 5 Variable Customer Satisfaction, Sub-Variable Interest in Returning shows that respondents who strongly disagreed with statement 5 were 4% (4 respondents), disagreed 15.5% (15 respondents), agreed 46.4% (45 respondents), and strongly agree 34% (33 respondents). It can be concluded that respondents AGREE with statement 5 because I always make purchases at Flash Coffee. The results of the questionnaire on statement 6 Variable Availability Recommends, Sub Variable Availability Recommends shows that respondents who strongly disagree with statement 6 are 1% (1 respondent), disagree 4.1% (4 respondents), agree 52.6% (51 respondents), and strongly agree 42.3% (41 respondents). It can be concluded that respondents AGREE with statement 6 because I would recommend my family and friends to try Flash Coffee. The results of the questionnaire on statement 7 Variable Customer Satisfaction, Sub Variable Availability Recommends show that respondents who strongly disagree with statement 7 are 6.2% (6 respondents), disagree 13.4% (13 respondents), agree 43.3% (42 respondents), and strongly agree 37.1% (36 respondents). It can be concluded that respondents AGREE with statement 7 because I post stories or products about Flash Coffee to social media accounts.

Based on the results of descriptive statistical analysis, the mean value of each statement shows the diversity of respondents' behavior in answering the questionnaire statements. The mean of the four (4) Sales Promotion Variable (X1) indicators is 3.36, if adjusted based on the Interval Rating Criteria Table it is at the interval 3.26 – 4.00 which is VERY GOOD. The highest mean value on the Sales Promotion Variable (X1) indicator is 3.42 which is owned by statement 4 which contains "Coupons are offered in accordance with the terms and conditions of the store", this means that the Sales Promotion value for statement 4 is in the VERY GOOD category because respondents considered that the coupons offered were in accordance with the terms and conditions of the store. The lowest mean value on the Sales Promotion Variable (X1) indicator is 3.30 which is owned by statement 3 which contains "Customers get a 50% discount shopping coupon with a minimum purchase of 70,000", this means that the Sales Promotion value for statement 3 is included in VERY GOOD category because respondents considered that customers get shopping coupons with a 50% discount with a minimum purchase of 70,000.

Based on the results of descriptive statistical analysis, the mean value of each statement shows the diversity of respondents' behavior in answering the questionnaire statements. The mean of the five (5) indicators Variable (X2) Quality of Service is 3.55, if adjusted based on the Interval Rating Criteria Table it is in the interval 3.26 – 4.00 which is VERY GOOD. The highest mean value on the Variable (X2) indicator of Service Quality is 3.63 which is owned by statement 2 which contains "The Flash Coffee Room is always neat and clean", this means that the value of Service Quality for statement 2 is in the VERY GOOD category because the respondent judged that the Flash Coffee room was always neat and clean. The lowest mean value on the Variable (X2) indicator of Service Quality is 3.49 which is owned by statement 4 which contains "Flash Coffee employees provide services quickly and accurately", this means that the value of Service Quality for statement 4 is included in the VERY GOOD category because respondents considered that Flash Coffee employees provided services quickly and precisely.

Based on the results of descriptive statistical analysis, the mean value of each statement shows the diversity of respondents' behavior in answering the questionnaire statements. The mean of the three (3) indicators of Customer Satisfaction Variable (Y) is 3.35, if adjusted based on the Interval Rating Performance Table it is in the interval 3.26 – 4.00, namely VERY SATISFIED. The highest mean value on the Variable (Y) indicator of Customer Satisfaction is 3.64 which is owned by statement 1 which contains "Services provided by Flash Coffee are good", this means that the value of Customer Satisfaction on statement 1 is included in the VERY SATISFIED category because respondents assess that the service provided by Flash Coffee is good. The lowest mean value on the Customer Satisfaction Variable (Y) indicator is 3.10 which is owned by statement 5 which contains "I always make purchases at Flash Coffee", this means that the value of Customer Satisfaction on statement 5 is included in the PUAS category because respondents rated that I always make purchases at Flash Coffee.

The value of the X1 Sales Promotion variable has a relationship with the Y variable Customer Satisfaction is 0.588 according to the Table of Correlation Levels at the STRONG ENOUGH level, as in the interval 0.400 – 0.599. There is a fairly strong positive relationship between the Sales Promotion Variable and the Customer Satisfaction Variable. If the Sales Promotion Variable Increases, the Customer Satisfaction Variable will increase. Variable X2 Quality of Service has a relationship with variable Y Customer Satisfaction is equal to 0.672 according to the Correlation Level Table at the STRONG level, as it is in the interval 0.600 – 0.799. There is a strong positive relationship between Service Quality Variables and Customer Satisfaction Variables. If the Service Quality Variable increases, the Customer Satisfaction Variable will increase.

The coefficient of determination ( $R^2$ ) is 0.346, meaning that the value of the influence of the Sales Promotion Variable on Customer Satisfaction is 34.6% and the remaining 65.4% is influenced by other variables but not examined in this study. The coefficient of determination ( $R^2$ ) is 0.451, meaning that the influence value of the Service Quality Variable on Customer Satisfaction is 45.1% and the remaining 54.9% is influenced by other variables but not examined in this study.

Variables X1 Sales Promotion and X2 Service Quality have a relationship with the variable Y Customer Satisfaction which is equal to 0.696 according to the Table of Correlation Levels at the STRONG level, as in the interval 0.600 – 0.799. Then, it is known that the coefficient of determination ( $R^2$ ) is 0.484, meaning that the value of the influence of Sales Promotion and Service Quality Variables on Customer Satisfaction is 48.4% and the remaining 51.6% is influenced by other variables but not examined in this study.

To determine the effect of the variable (X1) on the variable (Y), a simple linear regression analysis was performed. simple linear regression equation between the Variable Sales Promotion (X1) to Customer Satisfaction (Y) with the following equation:  $Y = 8.841 + 0.742X$

Based on the calculation results above, a value of 8,841 is obtained. This shows that if the Sales Promotion Variable (X1) is 0, then the value of Customer Satisfaction (Y) is 8,841. The regression coefficient value of Sales Promotion (X1) is 0.742, this indicates that every time there is an increase of one (1) unit of respondent's assessment of Sales Promotion (X1), it will increase Customer Satisfaction by 0.742. If Sales Promotion increases it will further increase Customer Satisfaction and vice versa if Sales Promotion decreases it will decrease Customer Satisfaction. To find out the effect of the variable (X2) on the variable (Y), a simple linear regression analysis is performed. Based on the calculation results above, a value of 4,980 is obtained. This shows that if the variable Service Quality (X2) is 0, then the value of Customer Satisfaction (Y) is 4,980. The regression coefficient value of Service Quality (X2) is 0.441, this indicates that every time there is an increase of one (1) unit of respondent's assessment of Service Quality (X2), it will increase Customer Satisfaction by 0.441. If the Service Quality increases, it will further increase Customer Satisfaction and vice versa if the Service Quality decreases, it will reduce Customer Satisfaction.

The results of the multiple linear regression equation between Sales Promotion (X1) and Service Quality (X2) variables on Customer Satisfaction (Y) with the following equation:  $Y = 3.383 + 0.311X1 + 0.331X2$ . Then the results of the analysis of these equations, are:

- If the Sales Promotion Variable increases by one (1) unit with the assumption that the Quality Variable Constant service, then able to increase the Customer Satisfaction Variable by 0.311.
- If the Service Quality Variable increases by one (1) unit with the assumption that

The Sales Promotion Variable is constant, so it can increase the Customer Satisfaction Variable of 0.331.

- The Constant value will be 3,383 if the Sales Promotion and Service Quality Variable values are 0. Then the value of the Customer Satisfaction Variable is 3,383.

The T-test was conducted to determine the effect of the Sales Promotion Variable (X1) on the Customer Satisfaction Variable (Y). This T test is done by comparing the Tcount value with the Ttable value. If  $T_{count} > T_{table}$ , it can be stated that the Sales Promotion Variable (X1) has an influence on the Customer Satisfaction Variable (Y). The test in this study used a significance level of 10%, but because this study was tested in two ways, the significance level was 0.05 according to the formula N



$= \alpha/2$ . The value of df (degree of freedom) is calculated using the formula  $df = n-2$ , so that it becomes  $df = 97 - 2 = 95$ , which means that the value of df is 95, so it can be seen that the value in Ttable for the value of df 95 is 1.66105. the Tcount value contained in Table 4.46 is 7.085 which means that the value is greater than 1.66105 then the  $Tcount > Ttable$  then the hypothesis is accepted ( $H_0$  is rejected and  $H_1$  is accepted), where it can be concluded that the Sales Promotion Variable ( $X_1$ ) has a partial effect on the variable Customer Satisfaction (Y). The T test was conducted to determine the effect of the Service Quality Variable ( $X_2$ ) on the Customer Satisfaction Variable (Y). This T test is done by comparing the Tcount value with the Ttable value. If  $Tcount > Ttable$ , it can be stated that the Service Quality Variable ( $X_2$ ) has an influence on the Customer Satisfaction Variable (Y). The test in this study used a significance level of 10%, but because this study was tested in two ways, the significance level was 0.05 according to the formula  $N = \alpha/2$ . The value of df (degree of freedom) is calculated using the formula  $df = n-2$ , so that it becomes  $df = 97-2 = 95$ , which means that the value of df is 95, so it can be seen that the value in Ttable for the value of df 95 is 1.66105. The Tcount value contained in Table 4.47 is 8.839 which means that the value is greater than 1.66105 then the  $Tcount > Ttable$  then the hypothesis is accepted ( $H_0$  is rejected and  $H_1$  is accepted), where it can be concluded that the Service Quality Variable ( $X_2$ ) has a partial effect on the variable Customer Satisfaction (Y). To prove the effect of Sales Promotion and Service Quality on Customer Satisfaction, a hypothesis test (Test F) was carried out. The F test aims to determine the effect of Sales Promotion and Service Quality on Customer Satisfaction simultaneously or simultaneously. The following is the formulation of the hypothesis that has been set: Hypothesis 3:

- a. There is no influence of Sales Promotion and Service Quality on Flash Customer Satisfaction Coffee ( $H_0$ )
- b. There is an influence of Sales Promotion and Service Quality on Flash Coffee Customer Satisfaction ( $H_1$ ). The analytical method of the F Hypothesis Test is:
  1. If  $Fcount < Ftable$ , then  $H_0$  is accepted and  $H_1$  is rejected so that the variables  $X_1$  and  $X_2$  simultaneously does not affect Variable Y.
  2. If  $Fcount > Ftable$ , then  $H_1$  is accepted and  $H_0$  is rejected so that the variables  $X_1$  and  $X_2$  simultaneously affect Variable Y.

Based on the SPSS output, it can be seen that  $Fcount = 44,136$  with a significance level or probability of 0,000 so that it can be said that the  $sig. < (\alpha) 0.1$ , then ( $H_0$ ) is rejected and ( $H_1$ ) is accepted. hypothesis ( $H_1$ ) is accepted which says Sales Promotion ( $X_1$ ) and Service Quality ( $X_2$ ) together have a significant effect on Customer Satisfaction with evidence.  $Fcount (44.136) > Ftable (2.359307)$ .

#### 4. CONCLUSION

The sales promotion carried out at Flash Coffee is stated to be VERY GOOD, this is indicated by an average value (mean) of 3.36 which is in the interval 3.26 – 4.00. The quality of service provided by Flash Coffee is stated to be VERY GOOD, this is indicated by the average value (mean) of 3.55 which is in the interval 3.26 – 4.00. Flash Coffee customer satisfaction is stated to be VERY SATISFIED, this is indicated by the average (mean) value of 3.35 which is in the interval 3.26 – 4.00. Sales Promotion ( $X_1$ ) has an influence on Flash Coffee Customer Satisfaction (Y) of 34.6% and the remaining 65.4% is influenced by other factors not examined in this study. Service Quality ( $X_2$ ) has an influence on Flash Coffee Customer Satisfaction (Y) of 45.1% and the remaining 54.9% is influenced by other factors not examined in this study. Sales Promotion ( $X_1$ ) and Service Quality ( $X_2$ ) have an influence on Flash Coffee Customer Satisfaction (Y) of 48.4% and the remaining 51.6% is influenced by other factors not examined in this study.

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