



HOW COFFEE BEVERAGE QUALITY DRIVES CONSUMER SATISFACTION: A QUANTITATIVE STUDY IN BANDUNG

Hariadi Ismail^{1*}, Aksan Saifullah²

¹⁾ *Universitas Logistik dan Bisnis Internasional*

²⁾ *Universitas Telkom*

¹⁾ hariadiismail@ulbi.ac.id

INFO ARTIKEL	ABSTRAK
<p>Diterima 07 Agustus 2025 Direvisi 10 September 2025 Diterima 17 November 2025 Tersedia online 30 November 2025</p> <p>Kata Kunci: Kualitas Produk, Kepuasan Konsumen, Industri Kopi, Perilaku Konsumen.</p> <p><i>Keywords:</i> <i>Product Quality, Consumer Satisfaction, Coffee Industry, Consumer Behavior.</i></p>	<p>Studi ini meneliti pengaruh kualitas produk minuman kopi terhadap kepuasan konsumen di Yellow Truck Coffee Bandung. Dengan menggunakan pendekatan kuantitatif dengan analisis regresi berganda, penelitian ini mengevaluasi empat dimensi kualitas produk. Hasil penelitian menunjukkan bahwa daya tarik visual dan presentasi memainkan peran kunci dalam membentuk persepsi konsumen. Secara manajerial, Yellow Truck Coffee Bandung disarankan untuk memperluas dan menyempurnakan varian menu kopinya, meningkatkan responsivitas barista dan kecepatan pelayanan, serta menerapkan sistem komentar pelanggan untuk menangkap umpan balik pelanggan dengan lebih baik. Penguatan area-area ini diharapkan dapat meningkatkan kepuasan konsumen secara keseluruhan dan mendukung kinerja kompetitif kedai kopi tersebut..</p> <p><i>ABSTRACT</i> <i>This study examines the influence of coffee beverage product quality on consumer satisfaction at Yellow Truck Coffee Bandung. Using a quantitative approach with multiple regression analysis, the research evaluates four dimensions of product quality. The findings suggest that visual appeal and presentation play a key role in shaping consumer perceptions. Managerially, Yellow Truck Coffee Bandung is advised to expand and refine its coffee menu variants, enhance barista responsiveness and service speed, and implement a guest comment system to better capture customer feedback. Strengthening these areas is expected to improve overall consumer satisfaction and support the coffee shop's competitive performance.</i></p>

*Corresponding author: ¹⁾ hariadiismail@ulbi.ac.id

1. Introduction

Yellow Truck is a business engaged in coffee shop located on Jalan Linggawastu No. 11 Bandung which is located from a local roastery. Starting on Jalan Pajajaran Bandung and now has four branches in the Bandung area, Yellow Truck is also open to customers who want to try brewing their own coffee, exchange ideas and experiences with a cup of coffee, even long before coffee

became a lifestyle in Bandung. Yellow Truck is also reaching its customers more widely. Not only coffee lovers, but also students and students who have finally become loyal customers of Yellow Truck Coffee until now. With the increasing trend of coffee and increasing customers, Yellow Truck decided to open a new place on Jalan Linggawastu. By increasing customer capacity without sacrificing the familiar atmosphere typical of coffee shops, plus various facilities that were not in the previous place also made Yellow Truck even more popular. It doesn't stop there, Yellow Truck sees an opportunity to build more shops with different concepts, and offer a variety of coffee experiences and reach more types of lifestyle enthusiasts in the future.



Figure 1: Logo of Yellow Truck

The city of Bandung is the largest metropolitan city in West Java as well as the capital of the province. Bandung has cool air and a strong cultural identity that makes this city popular with local and foreign tourists. Apart from this, Bandung has many natural tourist attractions as well as culinary tourism. Culinary offerings in Bandung are highly diverse, with innovations ranging from street food to luxury restaurants (Richards, 2012). However, people in Bandung enjoy gathering with friends and family in cafés, reflecting a lifestyle trend in urban areas (Oldenburg, 1999).

Along with the rapidly growing culinary business sector in Bandung, competition among businesses has intensified. To face increasing competition, companies need to develop appropriate strategies to survive, achieve profits, and expand their business activities (Porter, 2008). Restaurants today have evolved significantly, especially in terms of product offerings. Not only food products, but beverages also play a major role in sales performance, particularly coffee-based drinks (Samoggia & Riedel, 2020).

Coffee is one of the plantation commodities with high economic value and plays an important role as a source of foreign exchange. It is also a key source of income for millions of farmers in Indonesia (Neilson et al., 2015). Globally, coffee consumption is dominated by Arabica (around

70%) and Robusta (around 26%) species (International Coffee Organization, 2020). The increase in coffee consumption in Indonesia is driven by economic growth and the emergence of a middle-class society with modern lifestyles, including the habit of consuming coffee in coffee shops (Samoggia & Riedel, 2020; Yuliawati, 2022).

Coffee shops must have the ability to meet consumer needs by maintaining product quality to ensure customer satisfaction (Kotler & Keller, 2016; Fikri, 2022). A coffee shop can be defined as a small café that serves coffee, non-alcoholic beverages, and light food, while also providing a comfortable place for social interaction (Oldenburg, 1999). Therefore, maintaining product quality is essential, as it directly affects customer satisfaction and loyalty (Parasuraman et al., 1988).

The development of coffee shops in Bandung has been rapid, marked by the emergence of new cafés with unique concepts and product offerings. Consumers are increasingly selective in choosing coffee shops that provide high-quality coffee experiences (Samoggia & Riedel, 2020). One well-known coffee shop in Bandung is Yellow Truck Coffee, which has maintained consistency in its coffee products since its establishment. Maintaining product quality, including proper ingredient selection and standardized preparation processes, is crucial because any decline in quality can lead to customer complaints and reduced visitor numbers (Kotler & Keller, 2016).

2. Literature Review

Service quality needs to receive significant attention from companies because it has a direct relationship with competitiveness and profitability (Porter, 2008; Parasuraman et al., 1988). Service quality is defined as the level of excellence expected and the control over that excellence to meet consumer expectations (Parasuraman et al., 1988). In other words, there are two main factors that influence service quality, namely expected service and perceived service (Parasuraman et al., 1988). Parasuraman, Zeithaml, and Berry (1988) proposed five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988). Reliability relates to the company's ability to provide accurate and error-free services from the first time and deliver them as promised. Responsiveness refers to the willingness and ability of employees to assist customers and provide prompt service. Assurance is related to employees' knowledge, courtesy, and ability to inspire trust and confidence. Empathy involves providing caring and individualized attention to customers. Tangibles refer to the physical facilities, equipment, and appearance of personnel (Parasuraman et al., 1988).

Companies must be able to identify consumer needs, expectations, and perceptions in order to deliver effective services, as customer evaluations of service quality are based on the comparison between expectations and actual performance (Parasuraman et al., 1988; Zeithaml et al., 1996). Consumers will feel satisfied when their expectations are met or exceeded.

Customer satisfaction is defined as a person's feeling of pleasure or disappointment that results from comparing perceived performance with expectations (Oliver, 1980; Homburg et al., 2005). If performance falls below expectations, customers are dissatisfied; if it meets expectations, they are satisfied; and if it exceeds expectations, they are highly satisfied (Oliver, 1980). Quality has a close relationship with customer satisfaction, as higher perceived quality encourages customers to build long-term relationships with companies and enhances loyalty (Cronin & Taylor, 1992; Homburg et al., 2005). In the long term, this relationship enables companies to better understand customer needs and expectations (Homburg et al., 2005).

Based on the description that has been presented above, schematically the framework model in this study can be described as follows:

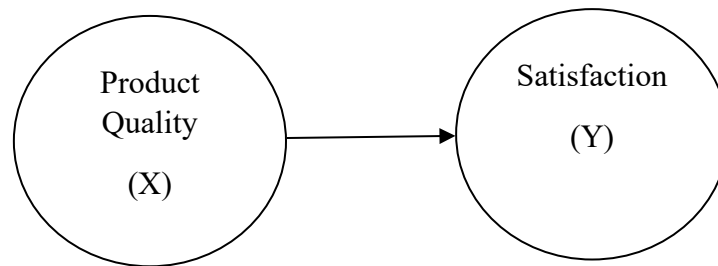


Figure 2: Research Framework

Research Hypothesis

A hypothesis is a temporary answer to a research problem formulated in the form of a question, which is based on relevant theories but has not yet been tested using empirical data (Wacker, 1998). Therefore, hypotheses need to be tested through data collection and analysis to determine their validity (Creswell & Creswell, 2018). Based on the theoretical framework, the proposed hypothesis in this study is:

H1: The product quality affects customer satisfaction in Bandung

3. Research Methods

The research method is an explanation of the approach used by the researcher in accordance with the research objectives (Creswell & Creswell, 2018). In this study, the researcher used an associative research method, which aims to examine the relationship between two or more variables (Wacker, 1998). Associative research focuses on identifying relationships that can be symmetric, causal, or reciprocal (Creswell & Creswell, 2018). To answer the research objectives and test the hypotheses, it is necessary to determine the research objects and variables. In this study, the object of research is Yellow Truck Coffee Bandung. The respondents consist of two groups. The first group includes the managers of Yellow Truck Coffee Bandung, from whom the researcher gathers information regarding the quality of coffee drink products. The second group consists of visiting customers who have sufficient knowledge and experience related to coffee product quality. From this group, the researcher examines perceptions of product quality and its effect on customer satisfaction. The use of multiple respondent groups allows for a more comprehensive understanding of the research problem and improves the validity of findings through different perspectives (Hair et al., 2019). Furthermore, measuring variables through indicators enables researchers to analyze the relationship between product quality and customer satisfaction systematically (Hair et al., 2019).

4. Results and Discussion

Partial correlation analysis testing was carried out to determine the close relationship between each dimension of the independent variable and the dependent variable. The following are the results of data processing using SPSS 20 software.

Table 1: Partial Correlation Analysis Test

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Partial
	B	Std. Error	Beta			
(Constant)	2.582	1.070		2.413	.018	
1 Performance	.083	.063	.149	1.312	.193	.133
Feature	.017	.096	.020	.178	.859	.018
Aesthetics	.219	.072	.410	3.032	.003	.297

Conformance to specifications	.028	.102	.033	.277	.783	.028
-------------------------------	------	------	------	------	------	------

Source : Author's Processed Data, 2020

With a significance level (α) of 0.05 (5%), variables with a significance value greater than 0.05 are considered statistically insignificant (Hair et al., 2019). Based on the test results, of the four dimensions analyzed, only the aesthetic dimension (X3) has a significant effect on consumer satisfaction (Y), with a significance value of 0.03 (< 0.05). Meanwhile, the performance (X1), feature (X2), and conformance to specifications (X4) dimensions have significance values of 0.193, 0.859, and 0.783, respectively, indicating no significant effect.

The findings indicate that aesthetics (X3) play a crucial role in influencing consumer satisfaction. Elements such as taste consistency, aroma, portion suitability, color, and temperature accuracy contribute to enhancing customer attraction and purchase intention, which ultimately increases satisfaction (Homburg et al., 2005; Samoggia & Riedel, 2020). Aesthetic quality can also serve as a differentiating factor for a coffee shop compared to competitors (Kotler & Keller, 2016). On the other hand, the performance dimension (X1) does not significantly influence consumer satisfaction. Similarly, the feature (X2) and conformance to specifications (X4) dimensions also show no significant effect. These findings suggest that not all aspects of product quality equally influence satisfaction, supporting the notion that overall product quality consists of multiple attributes that contribute differently to customer perceptions (Garvin, 1987).

Coefficient of Determination

The coefficient of determination (R^2) is used to measure how much independent variables explain the dependent variable (Hair et al., 2019). Based on the calculation:

$$KD = r^2 \times 100\%$$

$$KD = (0.552)^2 \times 100\% = 30.47\%$$

This result indicates that product quality explains 30.47% of the variation in consumer satisfaction, while the remaining 69.53% is influenced by other factors such as promotion, service quality, and brand image (Cronin & Taylor, 1992; Zeithaml et al., 1996).

Discussion

The results show that the quality of coffee drink products at Yellow Truck Coffee Bandung is

categorized as “sufficient,” with a percentage of 72%. This indicates that consumers perceive the product quality as adequate overall. Furthermore, product quality has a significant effect on consumer satisfaction, which aligns with previous studies stating that higher perceived quality leads to higher customer satisfaction (Cronin & Taylor, 1992; Homburg et al., 2005).

According to Garvin (1987), product quality consists of multiple dimensions such as performance, features, conformance, and aesthetics, each contributing differently to customer satisfaction.

1. Performance

Performance refers to the core characteristics of the product, including preparation process, pricing, and product variety. Although performance is generally considered important in determining satisfaction, the findings show that its influence is not statistically significant in this study (Garvin, 1987).

2. Feature

Features represent additional attributes that enhance product attractiveness, such as latte art, toppings, and presentation equipment. While features can increase consumer interest, their impact on satisfaction may vary depending on consumer expectations (Kotler & Keller, 2016).

3. Aesthetics

Aesthetics is the most influential dimension in this study. It includes taste, aroma, color, portion, temperature, and presentation. Previous research confirms that sensory attributes strongly influence consumer satisfaction and purchase decisions in food and beverage contexts (Samoggia & Riedel, 2020).

4. Conformance to Specification

This dimension relates to the consistency of product standards and service processes. Although important for maintaining quality control, its influence on satisfaction may not always be directly perceived by customers (Garvin, 1987).

5. Conclusion

Based on the results of research and discussion of the quality of coffee drink products on consumer satisfaction at Yellow Truck Coffee Bandung, the author can conclude that: In general, the four dimensions contained in the quality of coffee drink products have reached the good category, but they need to be further improved because there are still several aspects that have not been able to achieve consumer satisfaction, such as the suitability of coffee drink prices. In terms of service,

the level of speed of employees in serving coffee drinks is still considered to have not been able to achieve guest satisfaction. This happened because the management of Yellow Truck was not able to prepare its products thoroughly so that it could not meet the needs of consumers. In general, aspects of consumer satisfaction are considered important. Based on the results of the study, it is proven that consumer satisfaction has not been fulfilled in terms of coffee drink products sold and the speed of employees at Yellow Truck Coffee Bandung. Consumers have a very important role for coffee shops in achieving their goals. Without consumers, coffee shops will not develop to carry out their business activities. Therefore, every consumer must always be considered and served as best as possible. Based on the partial correlation analysis test or t-test, the quality of coffee drink products (X) consists of several dimensions, namely performance, feature, aesthetics and conformance to specifications where the aesthetics dimension gets a t-calculation result of 3.023 with a significant level of 0.003. Because the probability (0.003) is smaller than 0.005, this aesthetic dimension has the most significant effect on consumer satisfaction at Yellow Truck Coffee Bandung.

REFERENCES

- Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55–68. <https://doi.org/10.1177/002224299205600304>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications. <https://doi.org/10.5539/elt.v12n5p40>
- Fikri, M., & Silvianita, A. (2022). Influence Of Customer Behaviour And Customer Experience On Purchase Decision Of Urban Distro. *Business Journal : Jurnal Bisnis Dan Sosial*, 7(2), 61–86. <https://doi.org/10.25124/businessjournal.v7i2.4730>
- Garvin, D. A. (1987). Competing on the eight dimensions of quality. *Harvard Business Review*, 65(6), 101–109. <https://doi.org/10.1108/10878570810902087>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning. https://doi.org/10.1007/978-3-319-05542-8_3
- Homburg, C., Koschate, N., & Hoyer, W. D. (2005). Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay. *Journal of Marketing*, 69(2), 84–96. <https://doi.org/10.1509/jmkg.69.2.84.60760>
- International Coffee Organization. (2020). *Coffee market report*. <https://doi.org/10.13140/RG.2.2.34362.24006>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson. <https://doi.org/10.4324/9781315099200>
- Neilson, J., Labaste, P., & Jaffee, S. (2015). *Towards a more competitive and dynamic value chain for Indonesian coffee*. World Bank. <https://doi.org/10.1596/978-1-4648-0456-4>
- Oldenburg, R. (1999). *The great good place*. Marlowe & Company.

- <https://doi.org/10.2307/2651359>
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.1177/002224378001700405>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40. [https://doi.org/10.1016/S0148-2963\(99\)00084-3](https://doi.org/10.1016/S0148-2963(99)00084-3)
- Porter, M. E. (2008). The five competitive forces that shape strategy. *Harvard Business Review*, 86(1), 78–93. <https://doi.org/10.1108/10878570810902087>
- Richards, G. (2012). An overview of food and tourism trends and policies. *OECD Studies on Tourism*. <https://doi.org/10.1787/9789264171923-3-en>
- Samoggia, A., & Riedel, B. (2020). Coffee consumption and purchasing behavior review. *Sustainability*, 12(11), 4556. <https://doi.org/10.3390/su12114556>
- Wacker, J. G. (1998). A definition of theory: Research guidelines for different theory-building research methods in operations management. *Journal of Operations Management*, 16(4), 361–385. [https://doi.org/10.1016/S0272-6963\(98\)00019-9](https://doi.org/10.1016/S0272-6963(98)00019-9)
- Yuliawati, Y., & Akbar, A. (2022). Persepsi Konsumen Dan Keputusan Pembelian: Sebuah Kajian Pada Marketplace Shopee. *Business Journal : Jurnal Bisnis Dan Sosial*, 7(2), 97–108. <https://doi.org/10.25124/businessjournal.v7i2.4732>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46. <https://doi.org/10.1177/002224299606000203>