

The Influence of Customer Value, Product Innovation, and Brand Image on Customer Satisfaction at Black Cup Coffee Jalan Flamboyan Manado

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ABSTRACT

Black Cup is a local coffee shop that has five branches, one of which is on Jalan Flamboyan Manado. Data collection in this study used questionnaires and documentation with 50 respondents (saturated sample) who had made purchases more than twice using purposive sampling as the population. This research aims to analyze the influence of customer value, product innovation, and brand image on customer satisfaction at Kedai Kopi Black Cup Manado. The results of this research are: 1) Customer value has a significant influence on customer satisfaction at Kedai Kopi Black Cup Manado. 2) Product innovation has a positive and significant influence on customer satisfaction at the Black Cup Manado Coffee Shop. 3) Brand image has a positive and significant influence on customer satisfaction at the Black Cup Manado Coffee shop.

Keywords: customer value, product innovation, brand image, customer satisfaction

INTRODUCTION

The development of the coffee shop business in Manado is increasingly busy, drinking coffee has become one of the needs and lifestyles of the people of the city of Manado today along with the

development of coffee shops, traditional and modern coffee shops can be found in various corners of the city of Manado, even in every sub-district of the city of Manado. Many cafes have emerged that have strong brands and are known locally. In Wenang sub-district, starting from the city center has dozens of traditional and modern cafes. One of them is in Sario Village on Jalan Flamboyan SMA Negeri 1 Manado, a coffee shop that has been a big business opportunity as proven by the many cafes that have sprung up since the Black Cup coffee shop was founded on Jalan Flamboyan despite the long journey from the Black Cup coffee shop which has grown as can be seen by coffee lovers in Manado if they visit Tarik Black Cup Coffee and Roastery.

Black Cup has a characteristic that is the signature of this coffee shop itself, namely the bon-bon product they have which has a distinctive taste among coffee lovers and local coffee traders in Manado, but also with this taste, there is a lack of coffee shops. This is the maintenance time after it is made or brewed which is around 30 to 45 minutes every 2 days which results in customers waiting to be served. It can be seen from Black Cup's history in starting a coffee business that has gone through many experiences that require developing markets to increase profits along with brand recognition that has been built in the eyes of the public, especially for coffee lovers.

The development of the Black Cup coffee shop market has gone through various processes so that it can be seen as a coffee shop that became the first pioneer on the flamboyant road with every product offered and the unique taste of coffee in this coffee shop as said (Amir, 2018), product innovation is any activity that cannot be produced with just one trial, but is a long and cumulative process. It could be said that the nearby shop brings profits to other business people who set up other cafes which also increases profitable competition among other customers. They come from various ethnic, religious, racial, and social backgrounds. classroom context, student/students, and many others. They have become loyal customers of coffee shops in the area. Looking at customer value, product innovation, and brand image can influence customer satisfaction at black cup coffee shops on the flamboyant streets of Manado.

Existing product innovations retain their customers because this coffee shop is located in a place where coffee is sold which is not only mutually beneficial in terms of location to attract customers, but it also directly influences intense competition, for example, this business aims to become big in a partnership or stand-alone. just. For this reason, coffee shops must pay attention to every innovation they make to maintain the brand image that has been built in the eyes of the public. Black Cup has coffee products that have their characteristics which has created a perception among coffee lovers that Black Cup Signature Coffee, such as bon-bon coffee and Maniso coffee, has indeed become a favorite choice for customers, also with the development of the brand this coffee shop has created, namely excelled in participating in coffee making competitions in certain qualifications which increased the brand's position among coffee shops in the city of Manado, especially around Jalan Flamboyan, Manado city.

Research purposes are 1. Analyzing the influence of customer value, product innovation, and brand image on customer satisfaction at Black Cup Coffee Jalan Flamboyan Manado. 2. Analyzing the influence of customer value on Customer Satisfaction at Black Cup Coffee Jalan Flamboyan Manado. 3. Analyzing the influence of Product Innovation on Customer Satisfaction at Black Cup Coffee Jalan

Flamboyan Manado. 4. Analyzing the influence of Brand Image on Customer Satisfaction at Black Cup Coffee Jalan Flamboyan Manado.

LITERATURE REVIEW

Marketing Management

Marketing management is the art and science of selecting target markets and acquiring, retaining, and increasing the number of customers through creating, delivering, and communicating superior customer value. Marketing is the main activity carried out by a company organization to maintain its survival to development while getting maximum profits.

Customer satisfaction

According to Zikmund (2003), satisfaction is an evaluation after purchase resulting from a comparison between expectations before purchase and actual performance. Satisfaction will encourage consumers to buy and re-consume the product. On the other hand, feelings of dissatisfaction will cause consumers to be disappointed and stop repurchasing or consuming the product (Nirwana, 2004).

Product Innovation

According to Kotler and Keller (2009), innovation is a person's new products, services, ideas, and perceptions. Innovation is a product or service that is perceived by consumers as a new product or service. In simple terms, innovation can be interpreted as a breakthrough related to new products. However, Kotler added that innovation is not only limited to developing new products or services. Innovation also includes new business thinking and new processes. Innovation is also seen as a company's mechanism for adapting to a dynamic environment.

Brand Image

According to Kotler and Keller (2009), brand image is the perception that consumers have when they first hear a slogan that is remembered and embedded in the consumer's mind. And brand image plays an important role in differentiating brands in product categories or similar brands.

Previous Research

Kurniasih, Rochdiani, and Setia (2020) . Angkringan Irdan Coffee is a coffee shop business that is experiencing problems in its marketing. Apart from that, another obstacle faced is the emergence of competitors close to this shop. Thus, it is necessary to know alternative marketing strategies that can be used by the Angkringan Irdan Coffee coffee shop so that it can face competition. The results of the IE matrix show that the company is in a position of stable growth. Five alternative strategies were formulated from the results of the SWOT matrix with the priority strategy being to maintain flagship products by opening branches elsewhere. Lasasi (2021). The results of this research are business competition between traditional coffee shops and modern coffee shops, namely in the aspects of business competition including, Product (product), Place (place), Price (price), Promotion (promotion),

People (people), Process (process), Physical Evidence (physical evidence). In fact, from the business competition analysis that has been formulated using the 7Ps, the average traditional coffee shop business owner only carries out 3 aspects. This is different for modern coffee shop business owners. These 7 scopes of business competition or aspects are all used and implemented. However, competition between traditional coffee shops and modern coffee shops is very weak because they have their market share. Sophani and Setyarko (2018). The purpose of this research is to find out how service quality, promotion, brand image, and product quality influence purchasing decisions. The sample in this research was consumer purchases at KFC Alam Sutera, South Tangerang. The analytical tool used is AMOS SEM using primary data and secondary data. The population is unknown, the sample uses a probability sampling method of 100 respondents using the Lemeshow formula. The research results show that service quality, brand image, and product quality influence purchasing decisions, while promotion variables do not influence purchasing decisions.

METHODS

Location and Place of Research

This research will be carried out at Black Cup Coffee Jalan Flamboyan Manado from April 2023 to October 2023.

Method of collecting data

In this research, the instrument used to collect data was a questionnaire. A questionnaire is several written questions used to obtain information from respondents in the sense of reports about their personality, or things they know. This questionnaire is used to refer to methods and instruments. (Arikunto, 1993). A questionnaire is a data collection technique that is carried out by giving a set of written statements or questions to respondents to answer.

Research Population and Sample

The population in this study were 50 customers of the Black Cup Manado Coffee Shop on Jalan Flamboyan who had made purchases more than twice. Samples are data that represent the population you want to study. Seeing the population that will be studied by the researcher, there are 50 clients with various characteristics. (Arikunto, 2006) explains that if there are less than one hundred research subjects, it is better to take all of them so that the research is a population. However, if the number of subjects is greater than 100, then it can be taken between 10-15% or 25-50% or more. This opinion follows Roscoe's opinion in Sugiyono's book where a suitable sample for research is between 30 and 500. So the sampling technique that researchers used in this research is the Non Probability Sampling technique with the Purposive Sampling method. In this technique, sample determination is based on certain considerations.

Data Analysis Techniques

Validity test

The validity test aims to determine the validity of the questionnaire used by researchers in measuring and obtaining research data from respondents. According to Rahmawati (2019), testing the validity of a questionnaire is tested using a validity test. Questionnaire items are declared valid if the outer loading value is > 0.50 .

Reliability Test

Reliability refers to an understanding that an instrument is trustworthy enough to be used as a data collection tool because the instrument is good. Reliable means trustworthy, so it can be relied on (Arikunto, 2010).

Classical Assumption Testing

In using the multiple linear regression analysis model, to produce the Best Linear Unbiased Estimator (BLUE), an econometric evaluation must be carried out. This evaluation is intended to find out whether the use of the multiple linear regression model as an analytical tool meets several assumptions. The classical assumption tests used in this research are the multicollinearity test, heteroscedasticity test, and normality test.

Hypothesis testing

This research has two hypothesis testing models, namely hypothesis testing with the F-test (simultaneous) and the T-test (partial). In this research, the F test is used to determine the significant level of influence of the independent variables together (simultaneously) on the dependent variable. Meanwhile, the t-test is used to determine the significance of the influence of the independent variables separately or partially on the dependent variable.

Research Model

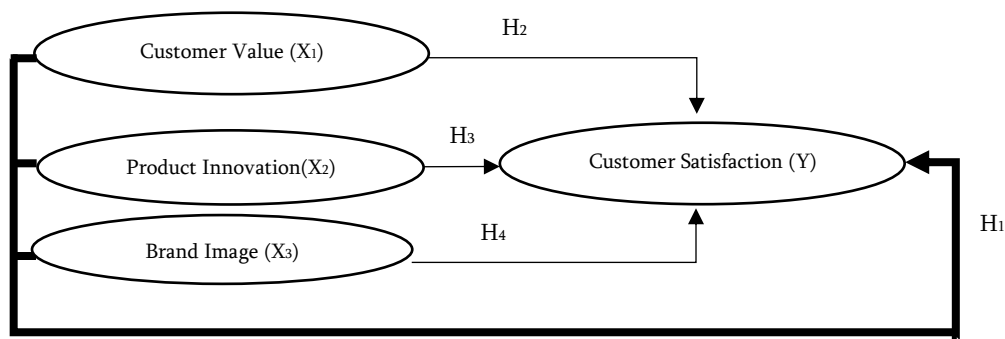


Figure 1. Research Model
Source: Theoretical and Empirical Studies

Hypothesis

Based on the research model image above, the proposed research hypothesis is as follows:

- H 1: Suspected simultaneous influence of Customer Value, Product Innovation, and Brand Image on Customer Satisfaction.
H 2: It is suspected that the influence of Customer Value on Customer Satisfaction is partial.
H 3: It is suspected that the influence of Product Innovation on Customer Satisfaction is partial.
H 4: It is suspected that the influence of Brand Image on Customer Satisfaction is partial.

RESULTS AND DISCUSSION

Reliability Test

Table 1. Reliability Test Results

Variable	Cronbach's Alpha	Information
Service Quality (X_1)	0.850	Reliable
Product Quality (X_2)	0.823	Reliable
Price Perception (X_3)	0.844	Reliable
Customer Satisfaction (Y)	0.840	Reliable

Source: Processed Data (2023)

Table 1 shows that the variables customer value (X_1), product innovation (X_2), brand image (X_3), and customer satisfaction (Y) have an Alpha coefficient above 0.6 so it can be said that all measuring concepts for each variable from the questionnaire are reliable. so that it can then be used as a measuring tool.

Table 2. Validity Test Results of Research Instruments

Variable	Items	r count	r table	sig	information
Customer Value (X_1)	X1.1	0.805	0.354	0,000	Valid
	X1.2	0.762		0,000	Valid
	X1.3	0.728		0,000	Valid
Product Innovation (X_2)	X2.1	0.931	0.354	0,000	Valid
	X2.2	0.840		0,000	Valid
	X2.3	0.942		0,000	Valid
Brand Image (X_3)	X3.1	0.805	0.354	0,000	Valid
	X3.2	0.744		0,000	Valid
	X3.3	0.751		0,000	Valid
Customer Satisfaction (Y)	Y1	0.837	0.354	0,000	Valid
	Y2	0.892		0,000	Valid
	Y3	0.872		0,000	Valid

Source: Processed Data (2023)

Table 5.1 shows that all statement items for each variable are valid because they are above the R-value of the table (0.354) so the instrument items can be used to measure research variables.

Classic Assumption Test Results

Multicollinearity Test

Table 3. Multicollinearity Test Results

Independent Variable	VIF	Information
Customer Value (X_1)	3,509	Non-Multicollinearity
Product Innovation (X_2)	1,506	Non-Multicollinearity
Brand Image (X_3)	3,248	Non-Multicollinearity

Source: Processed Data (2023)

The test results in 3 show that all the variables used show VIF values below 10. This means that the independent variables used in the research do not show any symptoms of multicollinearity, which means the independent variables can be used as independent variables.

Heteroscedasticity Test

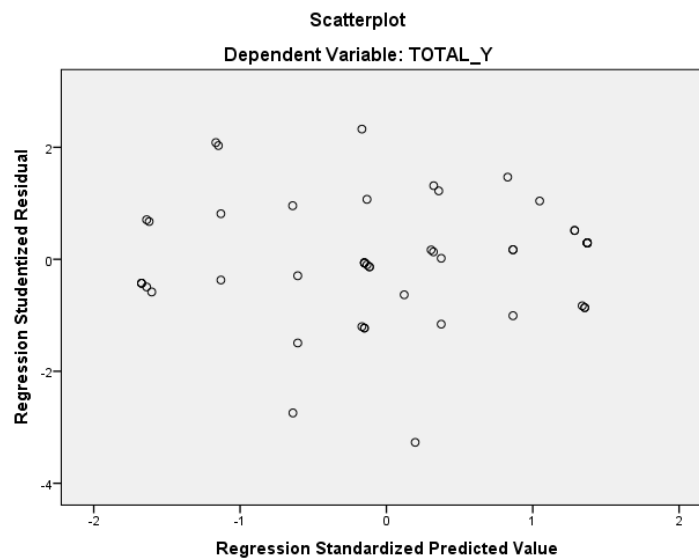


Figure 2. Heteroscedasticity test

Source: Processed Data (2023)

Figure 2 shows the *scatterplot graph* displayed for the heteroscedasticity test showing points that are spread randomly and do not form a particular pattern. This identifies the absence of heteroscedasticity in the regression model so that the regression model is suitable for use to predict the dependent variable customer satisfaction (Y) based on the independent variables customer value (X_1), product innovation (X_2), and brand image (X_3).

Normality test

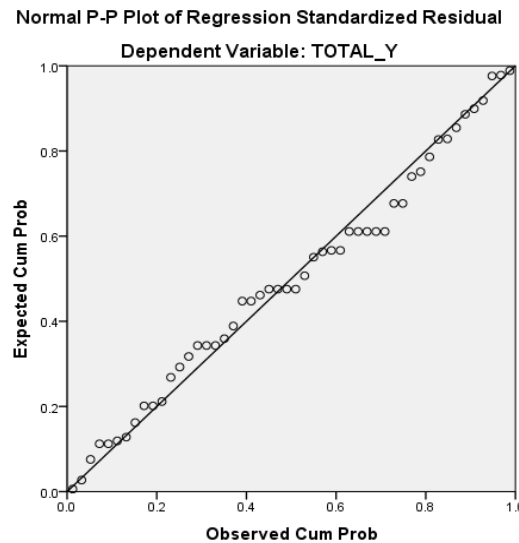


Figure 3. Normality Test Results
Source: Processed Data (2023)

Figure 3 shows that the data spreads around the diagonal lines and follows the direction of the diagonal line or the histogram graph shows a normal distribution, so the regression model used in this research meets the normality assumption.

Results of Multiple Linear Regression Analysis

Table 3. Results of Multiple Linear Analysis

<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	1,242	,942		1,319	,194
	TOTAL_X1	-.388	.126	-.364	-3,079	,003
	TOTAL_X2	,870	,076	,882	11,395	,000
	TOTAL_X3	,418	.123	,388	3,413	,001

a. Dependent Variable: TOTAL_Y

Source: Processed Data (2023)

Based on Table 3, the following multiple linear regression equation is obtained:

$$Y = 1.242 - 0.388 (X_1) + 0.870 (X_2) + 0.418 (X_3) + e$$

From the multiple linear regression equation above, it can be concluded that:
The empirical regression equation indicates the following:

- The constant value of the equation above is 1.242. This value shows that if the customer value variable (X_1), the product innovation variable (X_2), and the brand image variable (X_3) are constant or $X=0$, then customer satisfaction will be = 1,242.
- The customer value variable (X_1), shows a coefficient value of -0.388. This means that if there is an increase in customer value of 1% then customer satisfaction will also increase by -0.399 assuming the other independent variables are considered constant.
- The product innovation variable (X_2), shows a coefficient value of 0.870, this means that if there is an increase in product innovation of 1% then customer satisfaction will also increase by 0.870 assuming the other independent variables are considered constant.
- The brand image variable (X_3), shows a coefficient value of 0.418. This means that if there is an increase in brand image by 1% then customer satisfaction will also increase by 0.418 assuming the other independent variables are considered constant.

Correlation Coefficient (R) and Determination Coefficient (R^2)

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904 ^a	.817	.805	.867
a. Predictors: (Constant), TOTAL_X ₃ , TOTAL_X ₂ , TOTAL_X ₁				
b. Dependent Variable: TOTAL_Y				

Source: Processed Data (2023)

Based on Table 4, what can be interpreted is as follows:

- The R-value in the summary model can be seen as the correlation coefficient (R) value produced in model 1 is 0.904. This shows that customer value, product innovation, and brand image simultaneously have a very strong relationship.
- R Square Value. R Square number or coefficient of determination number. The coefficient of determination in the table above is 0.817 or equal to 81.7%. This figure means that 81.7% of the resulting customer satisfaction can be explained using the variables customer value, product innovation, and brand image. Meanwhile, 18.3% is explained by other variables not studied.
- Standard Error of Estimate (SEE) value. This value is used to assess the appropriateness of the predictor (independent variable) concerning the dependent variable. The conditions are: If the SEE value < Standard Deviation value then the predictor used to predict the dependent variable is correct or feasible in the table above, the SE value is $0.867 \leq$ the standard deviation value for the customer satisfaction variable is 1.963. This means that the independent variable is worthy of being used as a predictor for the dependent variable of customer satisfaction

Hypothesis Test Results

F Test Results

Table 5. F Test Results

<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	154,317	3	51,439	68,460	,000 ^b
	Residual	34,563	46	,751		
	Total	188,880	49			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X₃, TOTAL_X₂, TOTAL_X₁

Source: Processed Data (2023)

Table 5, shows the probability or significance figures in the Anova calculations used to test the feasibility of the regression model, provided that the probability as a reference is below 0.05. Furthermore, in Table 5.28 above, the ANOVA test produces an F-number of 68,460 with a significance level (probability number) of 0.000. Because the probability number is ≤ 0.05 , this regression model is suitable for use in predicting the dependent variable in this research, namely customer satisfaction.

t Test Results

Table 6. t test results

<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	1,242	,942		1,319	,194
	TOTAL_X1	-.388	.126	-.364	-3,079	,003
	TOTAL_X2	,870	,076	,882	11,395	,000
	TOTAL_X3	,418	.123	,388	3,413	,001

a. Dependent Variable: TOTAL_Y

Source: Processed Data (2023)

Based on Table 6 regarding partial test results (t-test), it can be concluded that:

- The Customer Value variable (X₁) calculated t value is -3.079 with a probability of 0.003. Because the probability value (sig) $t < 5\%$ ($0.003 < 0.05$) then partially the Customer Value variable (X₁) has a significant effect on the customer satisfaction variable (Y) if the other independent variables remain the same value. Thus the hypothesis which states that there is a positive and significant influence of the Customer Value variable (X₁) on the customer satisfaction variable (Y) is accepted.
- The product innovation variable (X₂) has a calculated t value of 11,395 with a probability of 0.000. Because the probability value (sig) $t < 5\%$ ($0.000 < 0.05$) then partially the product innovation variable (X₂) has a significant positive effect on the customer satisfaction variable (Y) if the other independent variables remain constant in value. Thus the hypothesis which

states that there is a positive and significant influence of the product innovation variable (X_2) on the customer satisfaction variable (Y) is accepted.

- The brand image variable (X_3) has a calculated t-value of 3.413 with a probability of 0.001. Because the probability value (sig) $t < 5\%$ ($0.001 < 0.05$) then partially the brand image variable (X_3) has a significant positive effect on the customer satisfaction variable (Y) if the other independent variables remain constant in value. Thus the hypothesis which states that there is a positive and significant influence of the brand image variable (X_3) on the customer satisfaction variable (Y) is accepted.

Discussion

The Influence of Customer Value, Product Innovation, and Brand Image on Customer Satisfaction

The results of this research show that there is a positive and significant influence of customer value, product innovation, and brand image on customer satisfaction at black cup coffee shops. The results of this research are supported by research conducted by Widyastuti and Husnayetti (2021) on product innovation on consumer satisfaction. Hypothesis test results prove that service quality has a significant effect on consumer satisfaction at PT Rama Karyakarsa Bendari (Interval Easy Angout) South Tangerang. in line with research conducted by Tejasari (2018) that product innovation and brand image have a significant influence on customer satisfaction.

The Influence of Customer Value on Customer Satisfaction

The results of this research indicate that there is a significant influence of customer value on customer satisfaction at black cup coffee shops. This shows that the values provided by Kedai Kopi Black Cup directly lead to feelings of satisfaction for its customers. This feeling of satisfaction is an evaluation of the customer's experience in using a product or service provided by the shop. In this case, the higher the customer value, the higher the customer's satisfaction. Customer value provides an incentive for customers to establish strong long-term relationships. This kind of relationship allows black cup coffee shops to thoroughly understand customer expectations and their needs. Customer value plays an important role in shaping customer satisfaction. These results are supported by service quality having a significant effect on customer satisfaction. This is supported by previous research from Mumek, Tampi, and Tamengkel (2020), which shows that customer value and service quality together have a significant influence on customer satisfaction. Previous research also includes research by Wijayanto (2013), which states that customer value has a positive and significant effect on satisfaction.

The Effect of Product Innovation on Customer Satisfaction

The results of this research indicate that there is a positive and significant influence of product innovation on customer satisfaction at black cup coffee shops. which shows that the better the innovation carried out by the black cup coffee shop, the better the customer satisfaction will be. The results of this research are in line with the results of research conducted by Mukarram (2020), with

research results that innovation has a significant effect on customer satisfaction. The results of this research also support research that has been conducted (Fillayata & Mukaram, 2020) which shows that there is a positive and significant influence of product innovation on consumer satisfaction.

The Influence of Brand Image on Customer Satisfaction

The results of this research show that there is a positive and significant influence of product innovation on customer satisfaction at black cup coffee shops, which shows that the better the brand image given by Black Cup Coffee Shop, the higher the satisfaction received by customers. The results of this research are supported by research conducted by Tanudiredja (2016) who also conducted research with the brand image variable which gave the same results, namely that overall brand image affects customer satisfaction.

CONCLUSION

From the research results described previously, it can be concluded as follows: 1. There is a simultaneous influence of customer value, product innovation, and brand image on customer satisfaction at black cup coffee shops. So it can be concluded that if the three variables are increased together, customer satisfaction will also increase. 2. partial influence on customer satisfaction at the Black Cup Coffee Shop. This means that the higher the customer value, the higher the satisfaction obtained by the customer, and vice versa, the lower the customer value given, the lower the customer satisfaction. 3. partial positive influence on customer satisfaction at the Black Cup Coffee Shop. This means that the higher the product innovation, the higher the customer satisfaction, and vice versa, the lower the product innovation provided, the lower the customer satisfaction. 4. partial positive influence on customer satisfaction at the Black Cup Coffee Shop. This means that the higher the brand image, the higher the customer satisfaction, and vice versa, the lower the brand image given, the lower the customer satisfaction.

Suggestion

Based on the research results, Blackcup Coffee Jalan Flamboyan Manado can increase customer value product innovation, and brand image by implementing the following strategies:

- 1) It would be better for the Black Cup Coffee Shop to pay more attention to matters related to customer value and this needs to be developed and optimized, such as improving the service side so that the owner carries out training for his employees because customer value also influences customer satisfaction.
- 2) Preferably a Coffee Shop Black Cup will continue to innovate in developing new menus to suit the market and carry out observations at Blackcup branches so that each branch can understand consumer needs and also maintain the quality of its products so that more customers come because they feel satisfied.

- 3) The Black Cup Coffee Shop maintains and maintains its brand image but expands branding to adults, not only to millennials, which is effective and good for achieving maximum goals.

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