
Influence Brand Awareness, Product Variations and Word of Mouth Towards Customer Satisfaction at Coffee Shop Tuku Cipete Branch, South Jakarta

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Abstract:

This study aims to determine the influence of the independent variables of this study in the form of brand awareness variables, product variation variables and word of mouth variables on the dependent variables of this study with customer satisfaction variables at Coffee Shop Cipete South Jakarta Branch. The method in this study is descriptive-quantitative with a population in the form of respondents or, more specifically, consumers of Coffee Shop Tuku. The sample of research respondents was 100 using non-probability sampling techniques. In using non-probability sampling techniques, the pieces are expected to meet the conditions or criteria required in this study. The data used was in the foata through the distribution of questionnaires with model tests in the form of multiple linear regression processed using SPSS 25. The results were obtained after data processing analysis with the following conclusions: Brand Awareness, Product Variations, and Word of Mouth positively and significantly affect Customer Satisfaction. It was previously tested against statements that were declared valid and reliable.

Keywords: Brand Awareness, Product Variation, Word of Mouth, Customer Satisfaction

INTRODUCTION

The development of the food and beverage business has become a choice for many entrepreneurs in Indonesia because customers are increasing with the increasing population in Indonesia, which has an impact on the level of food and beverage consumption, which is the need and desire of consumers. Entrepreneurs take various steps to attract and retain customers.

Coffee is a drink that is popular throughout the world. During the period from 2015 to 2022, demand for coffee continues to increase. In Indonesia, almost all ages enjoy coffee, from teenagers to adults and even seniors. Coffee drinks have become part of the lifestyle for children of the millennial generation, not just as a drink to ward off drowsiness. For them, coffee is a drink that is consumed every day. The latest trend is the popularity of coffee shops or coffee shops. A coffee shop is a location that provides a large selection of coffee and food in a relaxed atmosphere. This

place is equipped with comfortable facilities such as music and unique interior design and provides a fast internet connection for customers who come.

Apart from selling coffee, several coffee places also offer a variety of food choices, both light snacks and heavy dishes. Coffee places not only offer drinks made from coffee but also provide other drinks that do not contain coffee. One of the coffee places frequently visited by teenagers, especially in the South Jakarta area, is Kopi Tuku. Kopi Tuku is located on Jalan Cipete Raya No. 7, South Jakarta. Tuku comes from a Javanese term that means "buy". Jalan Cipete Raya is an area surrounded by many cafes and restaurants. Therefore, Tuku Coffee Shop must develop an effective marketing strategy to compete well.

More and more coffee shops standing means there are more choices for customers to choose the coffee they want. Something must be substantial to differentiate coffee shop Tuku from coffee shop. Business people are also expected to develop valuable and innovative products according to customer expectations so that satisfied customers can make purchases in the future.

Based on the research results, it shows sales data from the Tuku Cipete Coffee Shop in the period 1 April to 1 June 2022. From 1 April to 1 May 2022, sales were at 15,000 glasses, but in the period 1 May - 1 June 2022, sales were approximately 9,000. This data shows fluctuating customer satisfaction, namely a decrease in purchasing power and income in May - June. Problems with customer satisfaction can be influenced by brand Awareness (X1), Product Variations (X2), and word of Mouth (X3).

Customer satisfaction has become the leading cause in marketing, considering many coffee shops in the Cipete area. The level of competition is high with the increase in product diversity. For companies, customer satisfaction is an essential factor to increase company profits. Umar (2005:65) explains that "customer satisfaction is the level of consumer feelings after comparing what was received with what was expected. Two important things influence customer satisfaction, namely product quality and service." Satisfaction is an impression of the company's work and customer expectations. Companies must focus on customer satisfaction to determine whether customers will be satisfied or vice versa with the company's performance and the products offered. If customers are happy with a product, the brand printed on the product will become increasingly known and remembered by customers, giving rise to brand awareness (David A. Aaker, 1997).

Brand awareness positively and significantly influences customer satisfaction. This can be seen from the relationship between brand awareness and customer satisfaction. According to different studies (Izzudin & Novadari, 2018), assessing customer happiness benefits brand recognition. Brand awareness directly influences customer satisfaction (Damayanti & Wahyono, 2015). Brand awareness shows that the brand awareness variable has a favorable impact on variables related to customer satisfaction. This shows how easy it is to recognize and remember the Tuku Cipete Coffee Shop. Customer satisfaction will increase with increasing brand awareness among customers. Brand awareness is an essential component because it directly correlates with the level of public trust as consumers.

Product variations have a positive and significant impact on customer satisfaction. This can be proven using the product diversity of the products they sell, the various sizes of products they

sell, the designs sold, packaging, service, and returns, which companies must pay careful attention to regarding variations. Products obtained holistically, the more diverse the products sold result in increased perceived customer satisfaction (Adi Rizki Suwito & Nugroho Mardi Wibowo Soenarmi). According to Bauer (2012), a positive and significant relationship exists between product variety and customer satisfaction.

Word of Mouth has a positive and significant influence on customer satisfaction, to say that it retains customers, namely customer satisfaction. Customer satisfaction indicators can be constructive word of mouth Kottler theory in Suwardi (2011). The theory explained by Kotler and Keller (2009: 140) is that satisfied customers generally remain loyal for a longer time, buy again when the company introduces new products and updates old products, convey positive things about the company, its products or services to other people. . Satisfied customers tend to convey good references about products or services to other people (Lupiyoadi and Hamdani, 2009: 194). Word of mouth influence on customer satisfaction. Customers will use word of mouth If you are satisfied with the product you received.

Based on the background described above, the author is interested in researching Coffee Shop by the title "**Influence Brand Awareness, Product Variations and Word of Mouth Towards Customer Satisfaction on Coffee Shop Tuku, Cipete Branch, South Jakarta.**"

RESEARCH METHODS

Data analysis is a method used to process data that has been collected. The results of data processing can be used to answer questions that have been formulated. The data analysis carried out in this research is quantitative analysis expressed in numbers, and the calculations use standard methods assisted by the program Statistical Package Social Sciences (SPSS) version 25.

The descriptive analysis method is a method that can be used to study material by explaining or presenting the data that has been obtained to create a result that is functional for the public or a generalization (Sugiyono, 2015). The purpose of the research is to make descriptive descriptions systematically and according to the facts regarding the phenomenon being researched, carried out to find the strength of the relationship between variables where researchers analyze data on brand awareness, product variations, and word of mouth on customer satisfaction.

RESULTS AND DISCUSSION

A. Validity test

Validity testing was conducted to assess the questionnaire items suggested as a tool in this investigation to determine whether the items were suitable for use. The calculation is a comparison of the r count with the r table. If the calculated r exceeds the r table, where the correlation coefficient is greater than 0.195, then all statements are declared valid and can be used in this research, following validity testing:

Table 1. Validity Test Results

| Variable | Item | R Count | R Table | Information |
|----------|------|---------|---------|-------------|
|----------|------|---------|---------|-------------|

Influence Brand Awareness, Product Variations and Word of Mouth Towards Customer Satisfaction at Coffee Shop Tuku Cipete Branch, South Jakarta

| | | | | |
|---------------------------|------|-------|-------|-------|
| Brand Awareness (X1) | X1.1 | 0,377 | 0,195 | Valid |
| | X1.2 | 0,540 | 0,195 | Valid |
| | X1.3 | 0,495 | 0,195 | Valid |
| | X1.4 | 0,510 | 0,195 | Valid |
| Product Variations (X2) | X2.1 | 0,363 | 0,195 | Valid |
| | X2.2 | 0,525 | 0,195 | Valid |
| | X2.3 | 0,533 | 0,195 | Valid |
| Word of Mouth (X3) | X3.1 | 0,530 | 0,195 | Valid |
| | X3.2 | 0,584 | 0,195 | Valid |
| Customer satisfaction (Y) | Y1.1 | 0,693 | 0,195 | Valid |
| | Y1.2 | 0,856 | 0,195 | Valid |
| | Y1.3 | 0,821 | 0,195 | Valid |

Based on table 1 above, the results of the validity research instrument test processed using the SPSS program, it can be concluded that the variable brand Awareness (X1) which amounts to 4 statements, Product Variations (X2) which amounts to 3 statements, Word of Mouth (X3) which amounts to 2 statements, and Customer Satisfaction (Y) which amounts to 3 statements are declared valid and trustworthy. This can be seen from the results of all the table values above that the count is greater than the table (0.195).

The highest score of Brand Awareness (X1) score is 0.540 for statement number two and a minimum result of 0.377 for statement number one. Regarding Product Variation (X2), the maximum result is 0.533 in statement number three, and the minimum value is 0.363 in statement number one. For word of Mouth (X3), the highest result is 0.584 in statement number two, and the lowest result is 0.530 in statement number one. Meanwhile, for Customer Satisfaction (Y), the highest value was 0.856 for statement number two, and the lowest value was 0.693 for telephone number one.

1. Reliability Test

The Reliability Test is a test used to determine the consistency of a measuring instrument, whether the measuring instrument can be relied upon for further use. After the validity test is declared valid, a reliability test is carried out using a formula called Cronbach's Alpha. An instrument can be reliable if it has a reliability coefficient alpha of more than 0.60. The reliability test results are presented in the table below:

Table 2. Reliability Test

| No | Variable | Reliability | Alpha | Information |
|----|-------------------------|-------------|-------|-------------|
| 1 | Brand Awareness (X1) | 0,830 | 0,6 | Reliable |
| 2 | Product Variations (X2) | 0,716 | 0,6 | Reliable |
| 3 | Word of Mouth (X3) | 0,753 | 0,6 | Reliable |

| | | | | |
|---|---------------------------|-------|-----|----------|
| 4 | Customer satisfaction (Y) | 0,704 | 0,6 | Reliable |
|---|---------------------------|-------|-----|----------|

Source: Data processed from SPSS version 25 results, 2023

From Table 4.17 above it can be seen that the value Cronbach Alpha for the four variables it is above 0.60. So, because these values are more significant than 0.60, then the value of the measuring instrument is reliable or meets the reliability requirements.

a. Classic assumption test

In this research, the classical assumption test was carried out with four tests: normality test, multicollinearity test, heteroscedasticity test and autocorrelation test with a sample size of 100 respondents.

1) Normality test

One Sample Kolmogorov–Smirnov Test, or Normality Test, is used to determine whether the population distribution follows the theoretical distribution (normal, Poisson, or uniform). Which aims to test whether, in the regression model, the dependent variable and the independent variable both have a normal distribution. Distribution data is expected if the significance value is $> \alpha = 0.05$, and if vice versa $< \alpha = 0.05$, then it is said to be abnormal. Below is a table of results from the Normality Test in this study.

Table 3. Normality Test Output

| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|----------------|-------------------|
| :standardized Residual | | |
| N | | 100 |
| Normal Parameters ^b | Mean | .0000000 |
| | Std. Deviation | 1.06724625 |
| Most Extreme Differences | Absolute | .080 |
| | Positive | .080 |
| | Negative | -.065 |
| Test Statistic | | .080 |
| Asymp. Sig. (2-tailed) | | .111 ^c |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Sumber: Output SPSS 25. Coefficients, linier regression. Processed 2023

The results from Table 3 above show that the Asymp Sig. (2-tailed) is 0.111, which means that the regression model in this study, the dependent and independent variables have a normal sample distribution based on the significance

value $> \alpha = 0.05$. So it can be said that the distribution of Customer Satisfaction results comes from Brand Awareness, Product Variations, and Word of Mouth life is normally distributed at the significance level $\alpha = 0.05$.

2) Multicollinearity Test

The multicollinearity test is used to determine whether there are deviations from the classic assumption of multicollinearity, namely the existence of a linear relationship or value variance inflation factor (VIF), if the Tolerance value is > 0.1 or $VIF < 10$, then it can be said that there is no multicollinearity in the model being studied. To find out whether multicollinearity occurs, you can see the table below:

Table 4. Multicollinearity Test Output

| | | Coefficients ^a | | | | | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | | |
| Model | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.177 | .847 | | 3.751 | .000 | | |
| | TotalX1 | .096 | .059 | .165 | 1.628 | .107 | .476 | 2.101 |
| | TotalX2 | .332 | .075 | .356 | 4.432 | .000 | .758 | 1.318 |
| | TotalX3 | .444 | .120 | .361 | 3.697 | .000 | .513 | 1.950 |

a. Dependent Variable: totally

Sumber: Output SPSS 25. *Coefficients, linier regression*. Processed 2023

Based on table 4, the value can be seen variance inflation factor (VIF) for each variable is less than 10.0 and the tolerance value is more than 0.1, so there are no symptoms of multicollinearity. Thus, it can be concluded that the regression equation model does not have multicollinearity and can be used in this research.

3) Heteroscedasticity Test

In a good Heteroscedasticity Regression test, heteroscedasticity should not occur. This test aims to test whether a regression model has unequal variance from one observation to another. A good regression model is one that is homoscedastic, or does not have heteroscedasticity. In this study, researchers used the Heteroscedasticity Test with the Glejser test where the test results can be seen in the table below:

Table 5. Glejser Test Output (Heteroscedasticity)

| | | Coefficients ^a | | Collinearity Statistics |
|--|--|-----------------------------|---------------------------|-------------------------|
| | | Unstandardized Coefficients | Standardized Coefficients | |
| | | | | |

| Model | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
|--------------|-------|------------|-------|-------|------|-----------|-------|
| 1 (Constant) | 1.118 | .508 | | 2.199 | .030 | | |
| TotalX1 | .012 | .035 | .050 | .341 | .734 | .476 | 2.101 |
| TotalX2 | -.043 | .045 | -.111 | -.947 | .346 | .758 | 1.318 |
| TotalX3 | .008 | .072 | .015 | .109 | .913 | .513 | 1.950 |

a. Dependent Variable: Abs_RES

Sumber: Output SPSS 25. *Coefficients, linier regression*. Processed 2023

Based on Table 5. above, it can be concluded that there are no symptoms of heteroscedasticity because the significance value is greater than 0.05.

4) Autocorrelation Test

The Autocorrelation Test aims to test whether, in the linear regression model, there is a correlation between confounding errors in the current period and confounding errors in the previous period.

A good regression equation does not have autocorrelation. If autocorrelation occurs, then the equation is not good for production use. One measure to determine whether there is an autocorrelation problem is to use a test *Durbin-Watson* (DW). The results of the autocorrelation test can be seen in the table below:

Table 6. Autocorrelation Test Output

| Model Summary | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .728 ^a | .530 | .515 | 1.084 | 1.847 |

Sumber: Output SPSS 25. *Coefficients, linier regression*. Processed 2023

Based on Table 6, it can be explained that the Durbin-Watson value is 1.847, with the following conclusions:

$N = 100$

$d = 1.847$

$dL = 1.613$

$From = 1.736$

$4-DL = 4 - 1.613 = 2,387$

$4-Du = 4 - 1.736 = 2.264$

Hasil = $Du < d < 4-Du$

= $1.736 < 1.847 < 2.264$

So, it can be concluded that there is no autocorrelation.

a. Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is a form of analysis that discusses the extent of the influence of the independent variable (X) on the dependent variable (Y). Where is The independent variable Brand Awareness (X1), Product Variations (X2) and word of Mouth (X3), and the dependent variable is Customer Satisfaction (Y). In calculating the regression coefficients in this study, the SPSS 25 program was used. Below are the output results presented in the following table:

Table 7. Multiple Linear Regression Analysis Output

| Model | Coefficients | | | | | | Collinearity Statistics | |
|--------------|-----------------------------|------------|---------------------------|--|-------|------|-------------------------|-------|
| | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. | Tolerance | VIF |
| | B | Std. Error | Beta | | | | | |
| 1 (Constant) | 3.177 | .847 | | | 3.751 | .000 | | |
| TotalX1 | .096 | .059 | .165 | | 1.628 | .107 | .476 | 2.101 |
| TotalX2 | .332 | .075 | .356 | | 4.432 | .000 | .758 | 1.318 |
| TotalX3 | .444 | .120 | .361 | | 3.697 | .000 | .513 | 1.950 |

a. Dependent Variable: totally

Sumber: Output SPSS 25. *Coefficients, linier regression*. Processed 2023

Based on the results of multiple linear regression analysis, refer to table 4.22, the Multiple Linear Regression equation is as follows:

$$Y = 165 X1 + 356 X2 + 361 X3.$$

So the interpretation is:

1. Mark *Brand Awareness* (X1) has a regression coefficient of 0.165 and is positive, meaning when *Brand Awareness* increases, then Customer Satisfaction will also increase.
2. The Product Variation Value (X2) has a regression coefficient of 0.356 and is positive, meaning that when Product Variation increases, Customer Satisfaction will also increase.
3. Mark *Word of Mouth* (X3) has a regression coefficient of 0.361 and is positive, meaning when *Word of Mouth* increases, customer Satisfaction will also increase.

b. Model Feasibility Test

c) Simultaneous Test (F Test)

The f test is used to test the significance of the influence of the independent variable on the dependent variable. Testing was carried out using a significance level of 0.05.

Table 8. Model Feasibility Test Output (F Test)

| ANOVA ^a | | | | | | |
|--------------------|----------------|----|-------------|--------|-------------------|--|
| Model | Sum of Squares | df | Mean Square | F | Sig. | |
| 1 Regression | 126.998 | 3 | 42.333 | 36.040 | .000 ^b | |
| Residual | 112.762 | 96 | 1.175 | | | |
| Total | 239.760 | 99 | | | | |

a. Dependent Variable: TotalY

b. Predictors: (Constant), TotalX3, TotalX2, TotalX1

Sumber: Output SPSS 25. *Coefficients, linier regression*. Processed 2023

Based on table 4.23 in the F Test, it can be explained that the calculated f value is 36.040, and the significance value is 0.000. The f table value is obtained from the residual degree of freedom (df) value, namely 112,762 as the denominator df and df *regression* (treatment), which is three as the numerator df with a significance level of 5% so that f table ($\alpha = 5\%$) is obtained, namely 2.71. Because the calculated f value of 36.040 is greater than the f table value of 2.71, it can be concluded that H1 is accepted.

Therefore, in this research, the model is said to be suitable for predicting the dependent variable. The model is suitable for use based on the significance value obtained that all independent variables can explain any changes in the value of the dependent variable because they have a significant influence.

c) Coefficient of Determination (R²)

Analysis of the Coefficient of Determination (R²) is used to determine how much the independent variable developed in the research can explain the dependent variable.

Table 9. Determination Coefficient Output

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .728 ^a | .530 | .515 | 1.084 |

a. Predictors: (Constant), TotalX3, TotalX2, TotalX1

Sumber : Output SPSS 25. *Model Summary, linear regression*. Processed 2023

Based on Table 4.24, it is known that the coefficient of determination or r square is 0.515 or equal to 51.5%. This number means that it the variable *Brand Awareness* (X1), *Product Variations* (X2) and *Word of Mouth* (X3) simultaneously influence the *Customer Satisfaction* variable (Y) by 51.5%. Meanwhile, the remainder (100% - 51.5% = 48.5%) is influenced by variables outside this regression equation or not studied.

c) t-test (Research Hypothesis Test)

The t-test is carried out to determine how far the independent variables partially or individually influence the dependent variable. The t-test results were compared with a significance level of 5% (0.05). If the significance value is <0.05, then H0 is rejected in this study, meaning brand *Awareness* (X1), Product Variations (X2), and word of *Mouth* (X3) partially and significantly influence Customer Satisfaction (Y). The t-test results in this research are as follows:

Table 10. t test output

| Coefficients | | | | | | |
|--------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.177 | .847 | | 3.751 | .000 |
| | TotalX1 | .096 | .059 | .165 | 1.628 | .107 |
| | TotalX2 | .332 | .075 | .356 | 4.432 | .000 |
| | TotalX3 | .444 | .120 | .361 | 3.697 | .000 |

a. Dependent Variable: Total Y

Sumber: Output SPSS 25. *Model Summary, linear regression*. Processed 2023

Based on the calculation results in table 4.25 spss output, the calculation of the significance value (sig), in the ttable value obtained $df = n - k - 1$ ($100 - 3 - 1 = 96$) then the significance of 0.05 is 1.984, explained as follows:

a) Hypothesis test *Brand Awareness* to Customer Satisfaction

Based on the test results in the table above, it shows that the t count value for the variable brand *Awareness* (X1) is 1.628 with a significant value of 0.107, so you must look for the ttable value ($\alpha = 0.05$) which is 1.984 because the t count value is ($1.628 < 1.984$) with a significant level of ($0.107 > 0.05$). This shows that H0 is rejected and Ha is accepted, which is meaningful that brand *Awareness* has a positive and significant influence.

b) Hypothesis Testing of Product Variations on Customer Satisfaction

Based on the test results in the table above, it shows that the count value for the Product Variation variable (X2) is 4.432 with a significant value of 0.028, so the ttable value ($\alpha = 0.05$) must be looked for which is 1.984 because the count value ($4.432 > 1.984$) is at a significant level. ($0.028 < 0.05$). This shows that H0 is rejected and Ha is accepted, which means that tthe Product Variation variable has a positive and significant influence on Customer Satisfaction.

c) Hypothesis test *Word of Mouth* to Customer Satisfaction

Based on the test results in the table above, it shows that the calculated t value for the variable *Word of Mouth* (X3) is 3.697 with a significant value of 0.038, so you must look for the ttable value ($\alpha = 0.05$), which is 1.984 because the count value is ($3.697 > 1.984$) with a significant level of ($0.038 < 0.05$). This shows that H_0 is rejected, and H_a is accepted, which means there is a positive and significant influence on the variable *word of Mouth* to Customer Satisfaction.

Discussion

The Influence of Brand Awareness (X1) on Customer Satisfaction (Y)

Based on the results of research conducted by researchers, the results obtained were variable Brand Awareness consisting of indicators Brand Recall, Recognition, Purchase, and Consumption positive and significant effect on Customer Satisfaction in coffee shop Tuku Cipete Branch, South Jakarta. This is proven by the results of the variable t-test Brand Awareness on Customer Satisfaction, which shows a count of 1.628 and a significant value of 0.000, which is smaller than 0.05. This positive influence means that the higher the Brand Awareness the company provides, the higher the Customer Satisfaction at the Tuku coffee shop, Cipete Branch, South Jakarta. Brand Awareness has a positive and significant influence on Customer Satisfaction, especially the contribution of indicators Recognition with a mean 3.78, and the statement is that Kopi Tuku products are easily recognized compared to the brand coffee shop another.

Koniewski (2012), in his research, stated that brand Awareness is the first point of Customer Satisfaction. The Stronger the customer's awareness of a brand, the higher the Customer's Satisfaction will get.

As for Brand Awareness's influence on customer satisfaction according to research (Mahanani & Sari, 2019) with the titled "Influence Analysis Awareness, Brand Loyalty and Price on Customer Satisfaction of PT JICO AGUNG JAKARTA". The research results are the significance values of the variables brand awareness of $0.001 < \alpha 0.05$. So H_0 is rejected, meaning there is an influence on brand awareness on customer satisfaction of Mamasuka bakwan flour products.

Effect of Product Variations (X2) on Customer Satisfaction (Y)

Based on the results of research conducted by researchers, the results were obtained that the Product Variation variable consisting of the Size, Price and Appearance indicators has a positive and significant effect on Customer Satisfaction in coffee shop Tuku Cipete Branch, South Jakarta. The results of the t-test for the Product Variation variable on Customers prove this Satisfaction, showing a t count of 4.432 and a significant value of 0.000, which is smaller than 0.05. This positive influence means that the higher the product variety provided by the company, the higher the customer satisfaction coffee shop Tuku Cipete Branch, South Jakarta. Product Variations have a positive and significant influence on Customer Satisfaction, especially the contribution of the Price indicator mean 3.97 and the statement says that the price of Kopi Tuku products suits my taste and taste according to my wishes.

Product variations are an attraction for customers, especially when they can provide more varied alternative choices. More varied alternative choices for customers can encourage customer satisfaction (Botti & Iyengar 2006).

Product Variations have an effect on Customer Satisfaction according to research (Efnita, 2017) with the title "The Influence of Product Variations, Service Quality, Price and Location on Consumer Satisfaction in Wedding Organizers" the results of the research are that there is a Positive and Significant influence between the Product Variation variables on Consumer Satisfaction It can be seen that the t-count is 2.916 and the t-table is 1.999 where the t-count is greater than the t-table ($2.916 > 1.999$) or the significance level is smaller than alpha ($0.005 < 0.05$).

The Influence of Word of Mouth (X3) on Customer Satisfaction (Y)

Based on the results of research conducted by researchers, the results obtained were variable Word of Mouth which consists of the Discuss and Recommend indicators have a positive and significant effect on Customer Satisfaction coffee shop Tuku Cipete Branch, South Jakarta. This is proven by the results of the variable t test Word of Mouth on Customer Satisfaction shows a t count of 3.697 and a significant value of 0.000 which is smaller than 0.05. This positive influence means that the higher Word of Mouth provided by the company, the higher the Customer Satisfaction will be coffee shop Tuku Cipete Branch, South Jakarta. As for Word of Mouth has a positive and significant influence on Customer Satisfaction, especially the contribution of the Recommend with indicator mean 3.72 and his statement convinced friends to buy Kopi Tuku.

Word of mouth is an important and supporting factor in influencing customer satisfaction. (Brown, Barry, 2005) states that word of mouth is created when consumers talk to other people about brands, products, services, or companies to other consumers (Sumadi, 2015).

As for Word of Mouth influence on Customer Satisfaction according to research (Dewi & Hariawan, 2022) with the title "The Influence of WOM, Product Quality and Service Quality on Consumer Satisfaction in Purchasing Cellphone at the KSC Cellular Mojokerto Shop." The results of the research, namely Word Of Mouth (WOM) (X1), obtained a significant value of $0.049 < 0.05$. Therefore on an individual basis, it is variable word of mouth (X1) has a good influence on Consumer Satisfaction (Y) at the KSC Cellular Mojokerto store.

CONCLUSION

Based on the research results described previously, several conclusions related to the problem formulation can be drawn. First, Brand Awareness positively and significantly influences Customer Satisfaction at the Tuku Coffee Shop, Cipete Branch, South Jakarta. This means that increasing Brand Awareness will impact increasing Customer Satisfaction. Second, product variety also positively and significantly influences customer satisfaction in the same store, indicating that increasing product variety will increase customer satisfaction. Third, Word of Mouth also has a positive and significant effect on Customer Satisfaction, implying that increasing positive conversations about the store will increase customer satisfaction. This conclusion provides a clear understanding of the factors influencing customer satisfaction at Toko Kopi Tuku, Cipete Branch, South Jakarta, providing a basis for companies to optimize their strategies to increase customer satisfaction levels.

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Influence Brand Awareness, Product Variations and Word of Mouth Towards Customer Satisfaction at Coffee Shop Tuku Cipete Branch, South Jakarta

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