The Influence Of Marketing Mix (7PS) To Customer Satisfaction Customer Loyalty And Customer Retention At Coffeshop

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ABSTRACT

This study delves into Indonesia's coffee shop industry, investigating the interplay between the 7P Marketing Mix elements and customer satisfaction, loyalty, and retention. Leveraging a quantitative methodology, data was gathered from Google form to construct a Structural Equation Modeling (SEM) analysis. The findings underscore the significant impact of price, people, process, and physical evidence on customer satisfaction, while revealing that product, place, and promotion exhibit nuanced effects within this context. Importantly, the research confirms the robust relationship between customer satisfaction and loyalty, elucidating the pivotal role of loyal customers in bolstering sustained retention. This comprehensive analysis sheds light on strategies imperative for businesses within the competitive Indonesian coffee market, emphasizing the need to prioritize customer satisfaction and loyalty to ensure enduring success.

INTRODUCTION

The food and beverages sector in Indonesia has undergone notable growth in recent times. An area that has gained attention is the domestic coffee industry, which has experienced a 250% rise in Indonesia's coffee production over the last decade (Ministry of the Economy, 2021). Moreover, Indonesia is presently ranked fourth as the world's largest coffee producer (Ministry of Agriculture, 2022). The rise aligns with the upsurge in coffee intake in this nation, spurred by shifting lifestyles and heightened awareness of locally sourced, high-quality coffee products.

The food and beverage sector plays a critical role in bolstering Indonesia's Gross Domestic Product (GDP). Estimated to attain roughly IDR 367 trillion in 2022, the worth of food and beverage service activities rose IDR 34 trillion YoY (BPS, 2022). Domestic coffee production is a significant sector in the industry, with an average annual growth of 10%. According to the Ministry of Agriculture (2022), Indonesia's coffee production is projected to reach 761 thousand

tonnes in 2021, valued at approximately IDR 12.5 trillion. Consequently, the coffee industry plays a pivotal role in driving Indonesia's economic growth and GDP.

Figure 1 GDP At Current Price From Food And Beverages Services
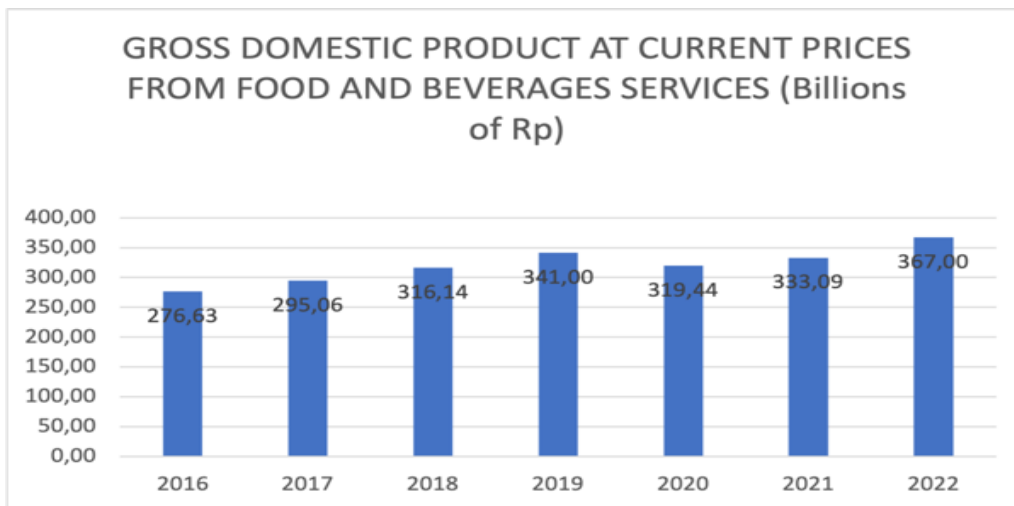
In Jambi City, the growth of the coffee industry has stimulated the development of the Micro, Small and Medium Enterprises (MSME) sector. MSME growth in Jambi Province reached 68.77%. Komari, Head of the Department of Manpower, Cooperatives and MSMEs, identified a noteworthy increase in the number of MSMEs. As of December 2022, there are over 60,000 MSME units in Jambi City, with 57,470 MSMEs that have been verified. survei has highlighted that 21,186 small and medium-sized enterprises (MSMEs) are active in the culinary sector in Jambi Province (Department of Manpower, Cooperatives, Small and Medium Enterprises, 2022). This trend is in line with a 42.8% increase in the number of coffee shops in Jambi City from 2018 to 2020.

The coffee industry's recent growth presents challenges in the form of fierce competition, particularly from new entrants such as restaurants and cafes. Consequently, it is vital for industry players to place significant importance on customer satisfaction, customer loyalty and customer retention as they strive for excellence in an increasingly competitive market. To achieve this goal, companies need to implement appropriate marketing mix strategies to build long-term relationships with consumers.

LITERATURE REVIEW

Marketing Mix

The marketing mix, a fundamental concept in business, traditionally centered on the 4Ps: product, price, place, and promotion. Later, Boom and Bitner (1981) expanded this model to encompass service products, introducing three additional Ps: people, process, and physical evidence. This extended framework, known as the 7Ps, offers a comprehensive approach to crafting effective marketing strategies for service-oriented offerings. The 7Ps model serves as a guiding structure for analyzing and optimizing various elements crucial to successful marketing campaigns

Product

According to (Kotler & Keller, 2016)products encompass high quality, performance, and innovative features. (Chana et al., 2021) broaden the definition of a product as a collection of physical goods, services, and experiences that a business presents to its audience, where quality,

design, and brand value play a significant role in meeting customer expectations specifically quality products that meet or exceed expectations enhance customer satisfaction. Research by Limna et al., (2023) aligns with this perspective, emphasizing that products can be tangible or intangible offerings aimed at satisfying consumer wants and needs.

Price

Pricing is a reflection of how consumers evaluate the worth of a product or service.. This reflects consumers evaluation of the value they provide in return for the product or service offered (Elgarhy & Mohamed, 2022) To achieve profitability, companies must find a balance between consumer expectations and competition in the market. Pricing involves price strategies, discounts, and payment options as crucial aspects that must be considered. Effective pricing strategies that align with perceived value increase customer satisfaction (Diputra and Yasa, 2021). In simple terms, price is the amount of money consumers are willing to spend to purchase a product or service, which is closely related to their purchasing power and the perceived value of the offering (Anjani et al., 2019)

Place

In the marketing mix, the concept of place refers to the channels used to provide products or services to consumers (Kim & Lee, 2019). This involves stock management, ensuring products are available when and where consumers want them. The location of a retail outlet or ease of access to services can significantly influence consumer comfort and accessibility (Tanjung, 2021). Apart from that, place is also related to strategic location and distribution decisions to ensure products can reach the target market directly (Saidani & R Sudiarditha, 2019). Easily accessible locations and pleasant ambiance enhance customer satisfaction.

Promotion

Promotion within the marketing mix encapsulates the communication strategies and tactics used by companies to inform, persuade, and remind customers about their offerings (Sudari et al., 2019). Effective promotion increases customer awareness and satisfaction. It involves a diverse array of methods, including traditional advertising, public relations initiatives, and sales promotions, aiming to effectively convey and endorse offers to the intended audience. This vital element ensures that the audience is informed about the value of the products or services offered. Notably crucial for a company's survival (Liu et al., 2022). Promotion involves investments in advertising, publicity, and various communication media, encompassing a spectrum of techniques such as advertising, public relations, sales promotions, personal selling, direct marketing, social media marketing, search engine optimization (SEO), and more (Pinto et al., 2022).

People

People are integral to service delivery and the focus on personnel highlights their crucial role. People in the context of the 7Ps marketing framework refers to personnel, staff, or employees involved in providing services or interacting with customers. The qualities, skills, and attitudes of these individuals significantly influence customer decisions and the overall customer experience (Elgarhy & Mohamed, 2022). This person factor influences consumer perceptions and decisions regarding a company's goods or services (Do & Vu, 2020). The 'People' element in the marketing mix emphasizes the importance of well-trained, skilled and customer-centric staff in influencing customer decisions and shaping their experience with a brand or business (Jain 2022)

Process

In the marketing mix, processes refer to operational steps aimed at creating a smooth and effective customer experience. This involves structuring workflows and service delivery

mechanisms to ensure consistency and quality at every point of interaction (Chana et al., 2021). Implementation of well-defined processes has a major impact on customer satisfaction and loyalty. Meanwhile, according to Do & Vu (2020), process also refers to real mechanisms and procedures in delivering services that add value to customers. The important role in providing services and its influence on customer satisfaction shows that the process is a key element in creating a satisfying experience for consumers.

Physical Evidence

Physical evidence embodies the tangible, observable elements that customers encounter during their interactions with a business. These elements include the physical environment, facilities, equipment, packaging, and branding, which collectively contribute to shaping customer perceptions and experiences (Limna et al., 2023). This tangible evidence significantly influences customer satisfaction and plays an important role in communicating brand quality and value. Moreover, these visible aspects not only support the marketing of a product or service but also serve as influential factors in customers' decision-making processes, guiding their choices and behavior (Noor et al., 2023)

Customer Satisfaction

Customer satisfaction, measured through methods such as surveys and direct communication, is a significant factor in business. It indicates how well a product or service meets customer needs, affects loyalty, and contributes to sustained profitability (Kotler & Keller, 2016). Examining areas of dissatisfaction can enhance the customer experience as it fosters sustainable growth through attraction and retention of new and existing clientele. Assessing satisfaction promotes comprehension of consumer behaviour and informs marketing strategies, taking into account product quality, post-purchase assistance, and ease of interaction (Chatterjee et al., 2021; Li et al., 2023). A successful strategy encompasses providing high-quality goods, delivering superior service, upholding transparency, and responsively addressing feedback. Achieving this provides a competitive edge in adapting to shifting customer expectations (Benaglia et al., 2023).

Customer Loyalty

Customer loyalty, defined as the commitment to repurchase or resubscribe to a chosen product or service, endures despite potential influences that may lead to behavioural change (Kotler & Keller, 2016). Cultivating loyalty is recognised as a significant outcome of channel management (Herhausen et al., 2019).Extending beyond repeat purchases to encompass loyal customers who actively endorse the brand, engage in word-of-mouth promotion, and defend the brand against competitors. The focus is on customer attitudes, preferences, and dedication, highlighting bespoke experiences, data-led analysis, and issue resolution (Cardoso et al., 2022). Tactics like loyalty schemes, personalized communications, and ethical corporate conduct boost the bond between a brand and its devoted customer community.

Customer Retention

Customer retention, a critical aspect in business, encapsulates a company's ability to uphold relationships with its existing clientele (Fook & Dastane, 2021). It involves tailored strategies and actions aimed at preventing customers from shifting to competitors, focusing on nurturing enduring connections for continued subscriptions or repeat purchases. In a competitive market landscape, the core of customer retention lies in fostering satisfaction and strong bonds between customers and the company, transcending mere transactions to build profound relationships. Understanding and meeting customer needs, expectations, and preferences are pivotal, emphasizing the value and care they receive. Common strategies encompass loyalty programs, responsive customer service, and exclusive offers (Mardika &

Effendi, 2020). The advantages of effective customer retention are multifaceted, including ensuring consistent revenue streams, reducing acquisition costs, and elevating Customer Lifetime Value (CLV) by nurturing long-term customer relationships (Kotler & Keller, 2016). As customers stay loyal, the potential revenue a company can derive from each customer over their lifetime increases, reinforcing the business's financial stability and growth prospects.

Figure 2 Conceptual Framework
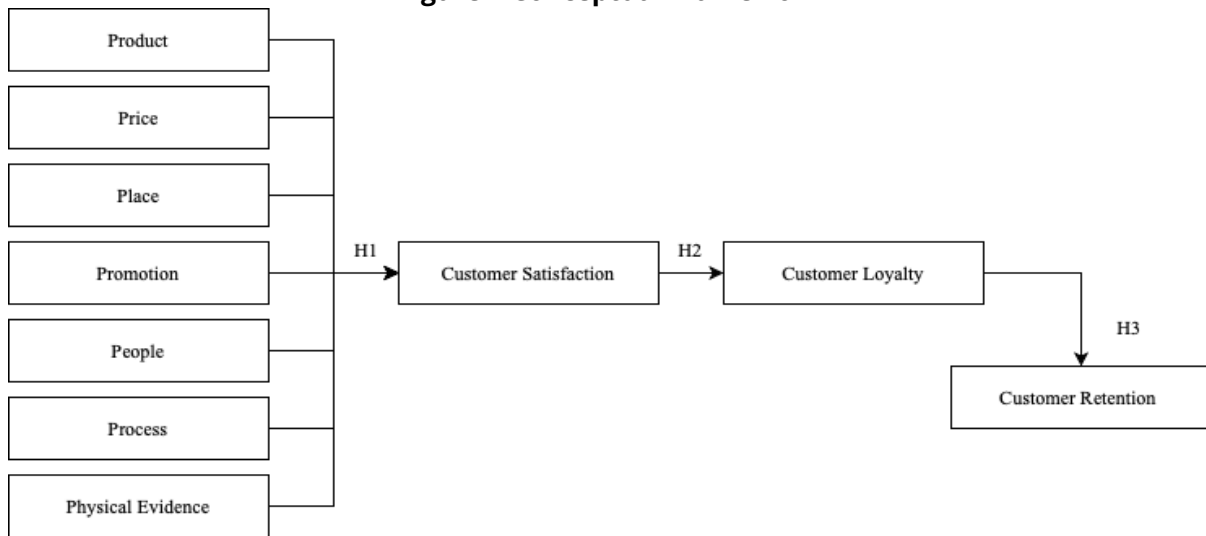
Hypotheses development

Based on literature review and previous research, the following research hypothesis is developed:

a. H_1: Product has a significant positive influence on customer satisfaction
b. $H_{1.b}$: Price has a significant positive influence on customer satisfaction
c. $H_{1.c}$: Place has a significant positive influence on customer satisfaction
d. $H_{1.d}$: Promotion has a significant positive influence on customer satisfaction
e. $H_{1.e}$: People has a significant positive influence on customer satisfaction
f. $H_{1.f}$: Process has a significant positive influence on customer satisfaction
g. $H_{1.g}$: Physical Evidence has a significant positive influence on customer satisfaction
h. H_2 : Customer satisfaction has a significant positive influence on customer loyalt
i. H_3 : Customer loyaty has a significant positive influence on customer retention

METHODS

The study employed a quantitative approach with a descriptive element to investigate customer perspectives onCoffee' shop 7Ps marketing mix. Conducted through a GForm-based questionnaire featuring closed-ended questions, the survey aimed to gather insights on customer preferences, satisfaction, loyalty and retention levels. The survey, targeted at customers aged 17 to 30 through purposive sampling, aimed to collect insights on preferences, satisfaction, and purchasing behaviors.

The sample size of 235 respondents was determined based on Roscoe's guidelines for SEM analysis, ensuring statistical adequacy for a robust examination of how product, price, place, promotion, process, people and physical evidence influence customer satisfaction , loyalty and retention.

RESULTS

Validity Test

Hair et al. (2022) propose that to confirm convergent validity, each item's AVE should be above 0.5. The AVE values presented in Table 1 indicate that all variables exceeded this prescribed threshold, affirming the study's successful establishment of convergent validity across all latent variables**.**

Table 1 Validity Test Results For Each Variable

Variables	Average Variance Extracted (AVE)
Product	0.704
Price	0.748
Place	0.676
Promotion	0.784
People	0.804
Process	0.702
Physical Evidence	0.691
Customer Satisfaction	0.834
Customer Loyalty	0.893
Customer Retention	0.746

Table 1 shows that each variable displays an AVE value that exceeds the minimum threshold of 0.5. This shows that the survey instrument containing questions regarding these aspects is sufficient to confirm convergent validity.

Reliability Test

Reliability is established by assessing consistency and stability. Consistency reflects how well concept-measuring items hang together as a set (Sekaran and Bougie, 2016).

Table 2 Reliability Test Results For Each Variable

Variables	Cronbach's Alpha	Composite Reliability (CR)
Product	0.894	0.922
Price	0.831	0.899
Place	0.761	0.862
Promotion	0.862	0.916
People	0.879	0.925
Process	0.788	0.876
Physical Evidence	0.849	0.899
Customer Satisfaction	0.829	0.898
Customer Loyalty	0.945	0.962
Customer Retention	0.900	0.938

As evidenced in Table 2, During the reliability assessment, all Cronbach's Alpha and Composite Reliability (CR) values surpass the 0.7 benchmark, signifying strong internal consistency and high reliability for every construct examined in this study.

Descriptive statistics

Through descriptive statistical analysis, the aim of this research was to generate a comprehensive understanding of the diverse dimensions that influenced the marketing mix, customer satisfaction, customer loyalty, and customer retention at Coffe Shop generated by Mean value.

Table 3 Average Answer Score for Each Variable

Variables	Average Score
Product	4.417
Price	4.363
Place	4.167
Promotion	4.202
People	4.332
Process	4.450
Physical Evidence	4.462
Customer Satisfaction	4.408
Customer Loyalty	4.510
Customer Retention	4.155

From the Table 3 average scores for various variables related to a coffee shop. Among them, Customer Loyalty has the highest score of 4.510, indicating a strong level of loyalty among customers. Physical Evidence"also stands out with a high score of 4.462, suggesting that customers highly appreciate the coffee shop's cleanliness and ambiance. On the other hand, Customer Retention has the lowest score at 4.155, indicating a moderately high but slightly lower sentiment regarding the intention to explore alternative options. Overall, customer satisfaction is quite positive, with most variables scoring above 4, reflecting a favorable perception of the coffee shop's offerings and services.

Model Interpretation

In order to comprehensively examine hypotheses related to the impact of marketing mix factors on customer satisfaction and subsequent effects on loyalty and retention, Structural Equation Modeling Partial Least Squares (SEM PLS) analysis was employed. The survey responses served as the dataset for each variable, enabling the identification of positive significant or negative influences among the variables

Table 4 Path Coefficient

Variables	Original Sample	P-Values
Product -> Customer Satisfaction	0.098	0.077
Price -> Customer Satisfaction	0.159	0.015
Place -> Customer Satisfaction	0.039	0.271
Promotion -> Customer Satisfaction	-0.021	0.357
People -> Customer Satisfaction	0.283	0.000
Process -> Customer Satisfaction	0.050	0.000
Physical evidence -> Customer Satisfaction	0.294	0.000
Customer Satisfaction -> Customer Loyalty	0.725	0.000
Customer Loyalty -> Customer Retention	0.798	0.000

Table 4 shown the P-values corresponding to the nine hypotheses, indicating the statistical significance of the test outcomes. The predetermined significance threshold set for this research is 5%, implying that hypotheses with P-values below 0.05 will be disregarded. Conclusion for that analysis can be describe such as:

a. $H_{1.a}$ rejected, meaning product does not have a significant influence on customer satisfaction
b. $H_{1.b}$ accepted, meaning price has a significant influence on customer satisfaction
c. $H_{1.c}$ rejected, meaning place does not have a significant influence on customer satisfaction
d. $H_{1.d}$ rejected, meaning promotion does not have a significant influence on customer satisfaction
e. $H_{1.e}$ accepted, meaning people has a significant influence on customer satisfaction
f. $H_{1.f}$ accepted, meaning process has a significant influence on customer satisfaction
g. $H_{1.g}$ accepted, meaning physical evidence has a significant influence on customer satisfaction
h. H_2 accepted, meaning customer satisfaction has a significant influence on customer loyalty
i. H_3 accepted, meaning customer loyaty has a significant influence on customer retention

In assessing the model's capability to elucidate the research aims, Table 6 illustrates the R-Square value, presenting the outcomes regarding the precision of the exogenous variables in influencing the endogenous variables.

Table 5 R-Square Results

Models	R-Square
Customer Loyalty	0.525
Customer Retention	0.636
Customer Satisfaction	0.638

The R-Square values offer insights into how much of the variability in a particular outcome variable is explained by the included variables in the model. For instance, an R-Square of 0.525 for Customer Loyalty means that roughly 52.5% of the variance in Customer Loyalty can be accounted for by the considered variables, like Customer Satisfaction. Similarly, an R-Square of 0.636 for Customer Retention indicates that approximately 63.6% of the variance in Customer Retention is elucidated by the incorporated factors. Likewise, an R-Square of 0.638 for Customer Satisfaction signifies that about 63.8% of the variability in Customer Satisfaction can be understood through the variables included in the model, such as Product, Price, Place, Promotion, People, Process, and Physical evidence.

DISCUSSION

H_1: Product Has A Significant Positive Influence On Customer Satisfaction

The hypothesis which states that the product has a significant effect on customer satisfaction is not supported, even though the coefficient is positive at 0.098. This shows that for every increase in one product unit, there is a possibility of an increase in customer satisfaction of 0.098, assuming other variables remain constant. However, the p value of 0.077 exceeds the significance level of 5%, indicating there is not enough evidence to confirm a large influence of the product on satisfaction. These results are in line with previous research conducted by Mariansyah and Syarif (2020) and Setio & Kurnia Wahjudono (2020) who also concluded that products have no significant effect on customer satisfaction. These findings can be attributed to various dynamics in the coffee industry. Despite consistently ranking high in terms of quality, menu diversity and strong brand image, analysis revealed that the product itself did not significantly drive customer satisfaction. Evolving customer expectations in this highly competitive industry may make high-quality products the standard, thereby reducing the importance of products in increasing satisfaction.

H₁.ʙ : Price Has A Significant Positive Influence On Customer Satisfaction

Accepted under H1.b, the hypothesis implies that price significantly influences customer satisfaction. Supported by a notably positive coefficient of 0.159 and a low p-value (0.015) below the set threshold, it indicates a substantial impact of price on satisfaction. Lower pricing appears to elevate satisfaction, consistent with prior studies by Low et al. (2013) and Alderighi et al. (2022). Coffeeshop serves mainly students with constrained coffee shop budgets, the correlation between price and satisfaction is evident in how customers perceive quality and affordability. Ratings reveal that customers perceive prices at Coffee shop as commensurate with product quality, indicating a perceived value for the price paid. Additionally, customers perceive prices at this cafe as more affordable compared to others, aligning with their budgets and contributing to a satisfying experience. Furthermore, discounts offered, particularly appealing to students or those on limited budgets, significantly contribute to heightened customer satisfaction.

H₁.c : Place Has A Significant Positive Influence On Customer Satisfaction

Hypothesis H1.c highlights that the impact of physical location on customer satisfaction does not have statistical significance, as evidenced by the p value (0.271) exceeding the predetermined significance threshold, even though the initial sample value was at 0.039. This echoes the findings of Soliha et al. (2019), emphasize that in this model, place does not actually have a large influence on overall satisfaction. Several factors contribute to this scenario, most notably the proliferation of nearby coffee shops and the increasing trend of online purchasing.

The presence of a variety of nearby options and the convenience of online shopping is changing the importance of specific physical locations in influencing customer satisfaction. This shift may stem from customers having a variety of choices in close proximity, thereby reducing the importance of a particular place in influencing satisfaction levels. Additionally, the competitive nature of the coffee industry combined with advances in technology is changing the way customers view and access products and services. These changing dynamics are critical in shaping customer satisfaction, as they offer a variety of choices and accessibility, influencing how customers measure their satisfaction with a particular location.

H₁.ᴅ : Promotion Has A Significant Positive Influence On Customer Satisfaction

The hypothesis regarding the influence of promotions on customer satisfaction (H1.d) was rejected based on the analysis. Despite a negative coefficient (-0.021) indicating a potential negative relationship between promotions and satisfaction, the p-value (0.357) exceeded the predetermined significance level. This finding resonates with the insights of Chana et al. (2021), suggesting that promotional activities might not notably impact customer satisfaction in this context.

The rejection of this hypothesis could be attributed to a mismatch between the promotional strategies employed and the actual needs or preferences of coffee shop customers. It's plausible that these promotions may not encompass aspects that customers find crucial, such as menu variety or coffee options. Customers tend to respond more favorably to promotions that align with their specific needs or desires. Therefore, when promotional efforts fail to meet these expectations or resonate with the actual customer experience, it may lead to the rejection of the hypothesis that promotions significantly influence satisfaction. This mismatch between promotional messages and customer needs could be a key factor contributing to the lack of substantial impact on customer satisfaction.

H₁.ᴇ : People Has A Significant Positive Influence On Customer Satisfaction

The hypothesis investigating the influence of People, encompassing staff conduct and service quality, reveals a robust correlation with customer satisfaction. The substantial coefficient value of 0.283, accompanied by an impressively low p-value of 0.000, emphasizes the

significant and statistically notable effect of the People factor in augmenting overall customer satisfaction.

This finding strongly resonates with earlier research within the coffee shop industry, particularly Chicu et al. (2019), which underscores the pivotal role played by employees in shaping patrons' satisfaction levels. The courteous and knowledgeable behavior of staff members, in tandem with service quality, emerges as pivotal elements significantly enhancing the overall customer experience. This aligns seamlessly with the broader understanding that staff-customer interactions are crucial in shaping satisfaction levels.

$H_{1.F}$: Process Has A Significant Positive Influence On Customer Satisfaction

The hypothesis regarding Process and its impact on customer satisfaction within the coffee shop setting was resoundingly validated. This was highlighted by a notably positive coefficient of 0.050, accompanied by an exceptionally low p-value of 0.000, signifying a robust and statistically significant influence of efficient processes on elevating customer satisfaction levels.This finding strongly aligns with established research by Morkunas & Rudiene (2020), which emphasizes that customer satisfaction doesn't hinge solely on the inherent quality of a product or service but is also influenced by the anticipation of service levels. In the context of the coffee shop, the emphasis on streamlined and efficient processes distinctly shapes and positively influences customer satisfaction levels. This is exemplified by well-structured operational hours, encompassing facets from order management to service delivery and an easy payment process, all contributing significantly to shaping the overall customer experience.

$H_{1.G}$: Physical Evidence Has A Significant Positive Influence On Customer Satisfaction

The analysis underscores the significant impact of Physical Evidence on customer satisfaction within a coffee shop. With a substantial positive coefficient of 0.294 and a remarkably low p-value of 0.000, it becomes evident how tangible elements—such as the ambiance, decor, cleanliness, and amenities—shape customer perceptions and satisfaction levels. Customers consistently emphasize the importance of specific physical aspects within the coffee shop. These include the cleanliness standards, the availability of efficient and reliable WiFi, the creation of a conducive atmosphere for discussions or work, and the uniqueness of the overall decor. These elements collectively contribute to an enriched customer experience by exceeding their expectations and positively impacting their satisfaction levels.

H_2 : Customer Satisfaction Has A Significant Positive Influence On Customer Loyalty

The accepted Hypothesis H2 demonstrates that customer satisfaction significantly impacts customer loyalty, evidenced by a substantial positive coefficient of 0.725 and an impressively low p-value of 0.000. These statistical measures indicate a robust and meaningful correlation, highlighting that higher levels of customer satisfaction play a pivotal role in fostering long-term loyalty. The Previous research by Al Masud & Ferdous Azam, (2022) ; Liu et al., (2022); Sharma et al., (2020) a consistently reinforce this correlation, emphasizing that satisfied customers are more likely to develop stronger loyalty towards a brand or service.This underscores the critical need for businesses to prioritize customer satisfaction. Strategies aimed at elevating customer satisfaction such as enhancing service quality, fostering deeper employee engagement, and creating an enjoyable in-store environment have a direct impact on customer loyalty. These actions, supported by empirical evidence, underscore the vital role of maintaining high customer satisfaction levels as a linchpin for cultivating and sustaining loyal customer relationships, ultimately contributing to long-term business success.

H_3 : Customer Loyaty Has A Significant Positive Influence On Customer Retention

Hypothesis H3, which investigates the relationship between customer loyalty and customer retention, is strongly supported by the data. The substantial positive coefficient of

0.798, combined with an exceptionally low p-value of 0.000, unequivocally demonstrates the robust and statistically significant influence of customer loyalty on the maintenance of customer retention. This finding highlights that the higher a customer's level of loyalty, the more likely they are to stay with a business or service, aligning with previous research that consistently shows loyal customers are more inclined to remain subscribed or utilize a service over an extended period. This concept is substantiated by research conducted by Fook & Dastane (2021), which consistently confirms that customers with high levels of loyalty are more likely to remain committed to a company's products or services. Consequently, enhancing customer loyalty emerges as a pivotal factor in ensuring sustainable customer retention, emphasizing the importance of cultivating and nurturing customer loyalty as a strategic approach for businesses seeking to maintain long-term customer relationships.

CONCLUSION

In exploring the dynamics of customer satisfaction in the coffee shop landscape, this research reveals important factors that significantly influence customer satisfaction. It becomes clear that certain elements such as price, people, processes, and physical evidence play an important role in shaping customer satisfaction levels. Surprisingly, conventional factors such as product, place, and promotion showed not significant influence to customer satosfaction, indicating potential changes in consumer expectations or market trends that go beyond traditional marketing norms.

A significant revelation emerged in the strong correlation between customer satisfaction and loyalty in coffee shops. This study highlights that satisfied customers tend to exhibit higher levels of loyalty, thus underscoring the importance of maintaining satisfaction to build lasting relationships with coffee shop customers. Furthermore, this research highlights the important relationship between loyalty and customer retention, emphasizing the role of loyalty in ensuring continued customer retention. Understanding these complex dynamics of satisfaction, loyalty and retention is becoming a necessity for coffee shop businesses, offering strategic insights for designing approaches aimed at increasing satisfaction, growing loyalty and ensuring continued customer support in an increasingly competitive market landscape.

SUGGESTION

Research that only focuses on one coffee shop in jambi city has significant geographical limitations. These limitations may reduce the overall generalizability of the findings in the broader context of the coffee industry. The solution to overcome this is to expand the scope of research to include a more varied number of coffee shops, not only in terms of geographic location, but also various market segments and cultural contexts. This approach will provide a more comprehensive picture of the impact of the marketing mix on customer satisfaction in various cultural contexts. Analysis of coffee shops from different regions and demographics will reveal subtler patterns in consumer behavior, as well as show how factors such as pricing, product offerings and promotional strategies have different impacts among customers. With this broader approach, more adaptive strategies can be identified that not only apply to specific locations, but also provide more general insights that can be applied to increase customer satisfaction and loyalty across the coffee industry.

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