



The Effect Of Product Quality And Packaging Prices Of Herbal Drinks On Customer Satisfaction Among Generation Z At Warkop Maju Rorotan, North Jakarta

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ABSTRACT

This research serves to find out and explain the ability of the influence of product quality on customer satisfaction, as well as to find out and explain the ability to influence price on customer satisfaction. Herbal beverage packaging in Indonesia, which is influenced by changes in the lifestyle of people who are aware of health and the environment. Packaging of herbal drinks, such as ginger, is a better alternative choice than sweet or carbonated drinks, especially among Generation Z. Warkop Maju Rorotan North Jakarta innovates by selling packaging of herbal drinks to attract the younger generation, with a focus on product quality for customer satisfaction. This research also applies SEM and PLS methods to analyze the data, which allows researchers to obtain the value of variables that are relevant for predictions. Thus, the results of this research are expected to provide new insights in the development of herbal beverage products and improve the quality of educational institutions through scientific work at the University of August 17, 1945 Jakarta.

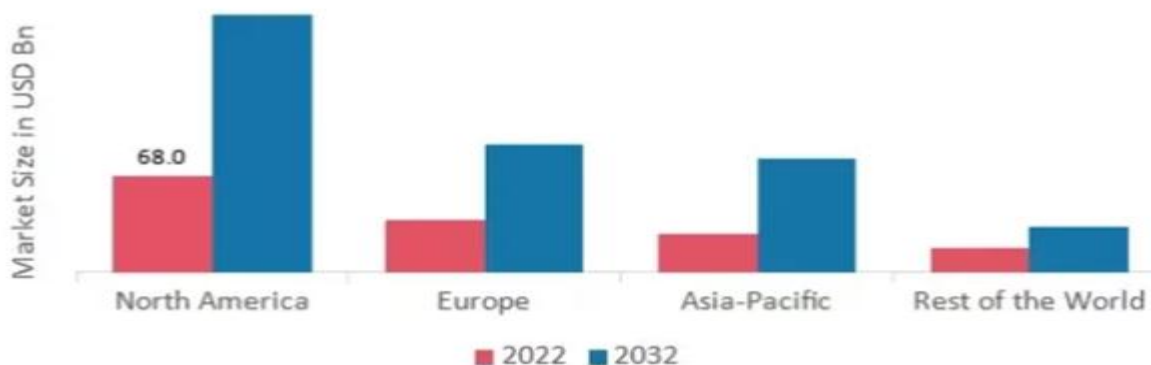
INTRODUCTION

Herbal packaged drinks have become one of the trends, growing rapidly in the Indonesian market in recent years. Products offering health benefits, such as herbal drinks, are increasingly in demand because people increasingly understand the crucial importance of health and well-being. Herbal drinks are considered a solution to various health problems. They also consider it a good choice rather than sugary or carbonated drinks. Apart from the development of herbal drink packaging, Warkop Maju Rorotan North Jakarta has made innovations, selling these drinks so that Generation Z can try and enjoy them. Product quality is very important for customer satisfaction. The quality of herbal drinks depends on many things, including taste, aroma, packaging, and nutritional content. Satisfied customers tend to repurchase the product and suggest others to buy. Therefore, it is important for manufacturers to understand how consumer satisfaction can be affected by high-quality products, especially Gen Z, considered as critical and

selective consumers. Critical and selective should make Gen Z choose herbal drinks because the packaging of herbal drinks has many benefits. The Generation Z group consists of people born between 1995 and 2010. They are heavily involved in technology and social media. They tend to pay more attention to the quality of the product, they buy because they have wide access to information. These characteristics, Generation Z is an attractive market for herbal beverage manufacturers. Therefore, this research will focus on how product quality and the price of herbal packaged drinks have an impact on the satisfaction of Generation Z customers when they go to Warkop Maju. affordable prices in the pockets of the advanced generation, should make this Generation Z choose herbal drink packaging. Warkop is one of the gathering places for Generation Z, Warkop Maju Rorotan North Jakarta sells the herbal drink packaging to be the option of choice for Gen Z to buy it. And the satisfaction of the benefits of herbal drink packaging makes Gen Z make repeat purchases.

Diseases that do not know children, adults, and the elderly need treatment and medicines, herbs are one of the safe medicines to use. The following is data from MRF (Market Research Future) on the market share of herbal medicines by region in 2023.

Figure 1 Herbal Medicines Market Share by Region in 2023 (USD Billion)



Source: <https://www.marketresearchfuture.com/>, 2023

The herbal medicine market in North America occupies the first largest market share, followed by the herbal medicine market in Europe. While turmeric is gaining popularity in the health products market in Europe, Europe is expected to contribute significantly to the future market growth in response to the demand from European countries. This event is influenced by several things, as in Indonesia herbal drinks can be influenced by changes in people's lifestyles, more aware of health and the environment (Tuldjanah, 2022). Generation Z, who have tended to prefer fast food and high-glucose packaged drinks, are becoming more aware of the importance of consuming healthy foods and drinks. It is hoped that the packaging of this herbal drink can maintain immunity (Sinaga *et al.*, 2024).

Drinks are the basic need of every individual, for example packaged drinks. Packaged drinks are drinks that can be brewed directly using boiled water. As the main ingredient in packaged drinks, ginger can be grown easily in the home environment and in various regions of Indonesia (Fizriani *et al.*, 2021). Therefore, it is not surprising that Indonesia is among the highest ginger-producing countries in the world and ginger production in Indonesia is increasing every year (Achmad and Millaty, 2021). Ginger zingiber officinale is a type of spice that is often used for various things to have significant health benefits because of the aroma and certain ingredients in it (Sukmawati and Sunaryo, 2021). Warkop Maju sells a variety of drinks, one of the products useful for health is herbal drink packaging, namely wedang ginger warm sari, ginger milk warm sari, red ginger AHM and other packaging products such as sachet milk, pop ice, nutrition, tarik tea and various types of packaged coffee containing a lot of unhealthy glucose (Wahyuddin and Wafiah, 2022).

Previous research (Mahira, Hadi and Nastiti, 2021) stating that product quality variables have a significant impact on customer satisfaction, because product quality is better at increasing customer satisfaction. This research shows that Indihome's products have good quality. Meanwhile, according to researchers Previous (Dewi and Budiarti, 2021) stating that the price variable has a significant impact on customer satisfaction, Queenstreetstore provides economical prices to its customers. The difference between this research and previous research is from:

- research locus at Warkop Maju Rorotan North Jakarta, with
- Generation Z respondents who came to buy.

Meanwhile, previous research focused on fashion Queenstreetstore and provider Indihome, analyzed using quantitative.

The formulation of the problem in this writing is whether product quality has a positive and significant impact on customer satisfaction in Warkop Maju, Rorotan, and whether price has a positive and significant impact on customer satisfaction in Warkop Maju, Rorotan. Also, the purpose of this research is to find out and explain the ability of product quality to affect customer satisfaction, and to know and explain the ability of price to influence customer satisfaction.

LITERATURE REVIEW

Marketing Management

Management is the application of rules through an organized process of the management function. Management is a very important science for every company because it has a great impact on the development and progress of the company. According to (Gani, Basit and Saepuloh, 2023) Marketing management is a business effort to create strong connections with customers so that exchanges can be beneficial for the company. Marketing is not only promoting goods/services in the market. Marketing management is a discipline and business activity related to designing, managing, implementing, and guiding all things related to the market of goods and services, and the activities in which the ultimate goal is to achieve the greatest possible profit.

Product Quality

Product Quality is a ready-to-trade item by paying attention to all aspects in it, both from manufacturing, composition, packaging, and benefits obtained by its users or buyers. It is important in the product, it is necessary to determine and record how long this product can be used, to prevent unwanted events. And the quality of the product must also have a positive impact, be useful and get satisfaction from its users. Product quality is related to reliability, ease of operation, and repair process if the product has problems. Product Quality variables are measured by four indicators stated by Mullins, Orville. Larreche, and Boyd (2008 : 19) in journal (Kumrotin and Susanti, 2021) that is:

1. Performance
2. Conformity with specifications
3. Durability
4. Feature

Pricing

Price is the determination of the cost of a product to be traded, both in the form of food, drinks, and other necessities of life. If the consumer matches the goods and the price, the consumer will make a purchase and allow the consumer to make a repurchase. Price determines the quality and benefits of a product that is traded. The existence of quality and benefits, then the price adjusts. The Price variable is measured by four indicators put forward by Rachman (2017) in journal (Mukti and Aprianti, 2021) that is:

1. Price affordability
2. Price and product quality compatibility
3. Benefits and price compatibility
4. Pricing based on competitiveness or ability

Customer Satisfaction

Customer satisfaction is one of the spending decisions in a place that can meet the necessary needs. Satisfaction can simply mean achieving something or being enough. Customers are satisfied with their products, places, and services, making them come back again, and do not hesitate to inform others about their experience. A strategic and safe location makes customers feel comfortable when shopping and gives a good impression to customers. Customer Satisfaction variables are measured by five indicators put forward by Purnomo Edwin Setyo (2017) in journal (Tampanguma, Kalangi and Walangitan, 2022) that is:

1. Achieving consumer desires
2. Suggest to others
3. Quality of service
4. Loyal
5. Location

METHODS

Types of Research, Time and Location

1. Types of research
This research uses explanatory as a basis, according to Sugiyono (2017) that explanatory research is research to analyze research results between variables and other variables (Hidajat and Ananda, 2024).
2. Time and Location
This research took 3 months, and the research location was in Warkop Maju, Rorotan, North Jakarta.

Operational Variables and Concept Models

The basic theory of this research:

1. Product Quality (Kumrotin and Susanti, 2021).
2. Price (Mukti and Aprianti, 2021).
3. Customer Satisfaction (Tampanguma, Kalangi and Walangitan, 2022).

This research has operational variables as shown in the following table below:

Table 1 Operational Variables

| Variabel | Indicator |
|----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Product Quality (X1) (Kumrotin and Susanti, 2021) | <ol style="list-style-type: none"> 1. Performance 2. Conformity with specifications 3. Durability 4. Feature |
| 2. Price (X2) (Mukti and Aprianti, 2021) | <ol style="list-style-type: none"> 1. Price affordability 2. Price and product quality compatibility 3. Benefits and price compatibility 4. Pricing based on competitiveness or ability |
| 3. Customer Satisfaction (Y) (Tampanguma, Kalangi and Walangitan, 2022) | <ol style="list-style-type: none"> 1. Achieving consumer desires 2. Suggest to others 3. Quality of service 4. Loyal 5. Location |

Source : Processed by Researcher, 2025

Table 1 above is an operational variable, with the hypothesis:

1. H1 = Product quality has the ability to affect customer satisfaction
2. H2 = Price has the ability to affect customer satisfaction

The hypothesis explains the concept model on the research variables in the figure below.

Figure 2 Research Variable Concept Model



Source : Processed by Researcher, 2025

Data Collection Methods

In this research, the method of data collection over a period of 3 months uses several methods, namely:

1. The questionnaire method is a method of data collection used through written statements made by the researcher and answered by the respondents.
2. Google Form is distributed by researchers through social media such as WhatsApp when customers make purchases at Warkop Maju Rorotan, North Jakarta.

Population and Sample

The population in this research is limited by buyers in Warkop Maju, Rorotan, especially for buyers among Generation Z. Generation Z is people born in 1995 – 2010 and born in an advanced era, one of which in terms of technology can be used in finding the information needed (Lubis and Hanayani, 2022). This research uses a type of purposive sampling, which is a method of randomly determining samples produced with a certain decision to become a respondent in this research (Mukti and Aprianti, 2021). The sample used by the researcher is individuals, especially Generation Z, making purchases at Warkop Maju, Rorotan. Because the number of the population is unknown or cannot be calculated, according to (Normanita, Hidajat

and Yogantari, 2021) The Lemeshow formula is used to calculate the number of samples used. This is the formula.

$$n = \frac{z^2 p (1 - p)}{d^2}$$

$$n = \frac{1,96^2 0,5(1 - 0,5)}{0,1^2} = \frac{3,8416 \times 0,25}{0,01^2} = \frac{0,9604}{0,01} = 96,04$$

Information:

- n : number of samples required
 z : normal distribution value of 95% or 1.96
 p : maximum estimated 50% = 0.5
 d : sampling error 10%

Z measures the number of standard errors deviating from the mean. The precision of the term quantity d, can be made as low as increasing the sample size n. Specifically, if z is 1.960, then 95% of the entire proportion of the sample is contained in the standard error of 1.960 proportion of the population P, where the standard error is $\sqrt{P(1-P)/n}$. This standard error is the role of the population parameter is incomprehensible, P. However, it should be noted that P(1-P) gives a different P score:

Table 2 Options P and P(1-P)

| P | P (1-P) |
|-----|---------|
| 0.5 | 0.25 |
| 0.4 | 0.24 |
| 0.3 | 0.21 |
| 0.2 | 0.16 |
| 0.1 | 0.09 |

Source: (Normanita, Hidajat and Yogantari, 2021)

As a result, the minimum total sample required for this research is 96 respondents, which will be completed to 100 respondents. The reason for using Lemeshow (1990) is because the proportion of the population is not fixed, buyers in warkop maju rorotan North Jakarta.

Data Processing

The SEM PLS method based on Variance involves several research variables using the parameter estimation method. *Bootstrap* PLS is a method or method of analysis used by researchers at all data scales, does not require excessive assumptions and even small samples can. The purpose of PLS is to obtain variable values as a prediction goal (Hidajat and Ananda, 2024).

Validity Test

In the validity test, outer model testing is used as part of the PLS Algorithm. The stages of analysis on the outer model are estimated with validity and reliability (Yulita and Hidajat, 2021).

Reliability Test

The reliability test applied the Partial Least Square (PLS) method, applying two methods, namely Cronbach's Cronbach's $\alpha > 0.7$ and ideal value 0.8/0.9, along with composite reliability. Discriminant validity is recognized when the AVE value exceeds 0.5 (Hutami and Lanisy, 2025).

Inner models

The R-squared value in the equation between the latent variables shows how well the exogenous variables in the inner model test are able to explain the endogenous variables. The rules of the model criteria for R2 are as follows: very strong ≥ 0.70 , strong 0.46 to 0.70, moderate 0.26 to 0.45, and weak ≤ 0.25 (Hidajat and Ananda, 2020).

Uji Hypothesis

To test the significance of the coefficient, the PLS hypothesis test uses a nonparametric bootstrap method. The test is carried out with a T-test and if the P-Value value is 0.05 (alpha 5%), then it is considered significant, and if it exceeds 0.05 it is considered insignificant (Wulandari and Mustofa, 2025).

RESULTS

Gender-Based Characteristics

Gender-based research respondents can be checked in table 3, namely:

Tabel 3 Respondents based on Gender

| Yes | Gender | Number of Respondents | Total Percentage |
|-----|-------------|-----------------------|------------------|
| 1. | Male – Male | 59 | 59% |
| 2. | Woman | 41 | 41% |

Source : Google Form processed by the author, 2025

Age-Based Respondents

The characteristics of respondents based on age can be checked in table 4, namely:

Table 4 Respondents Based on Age

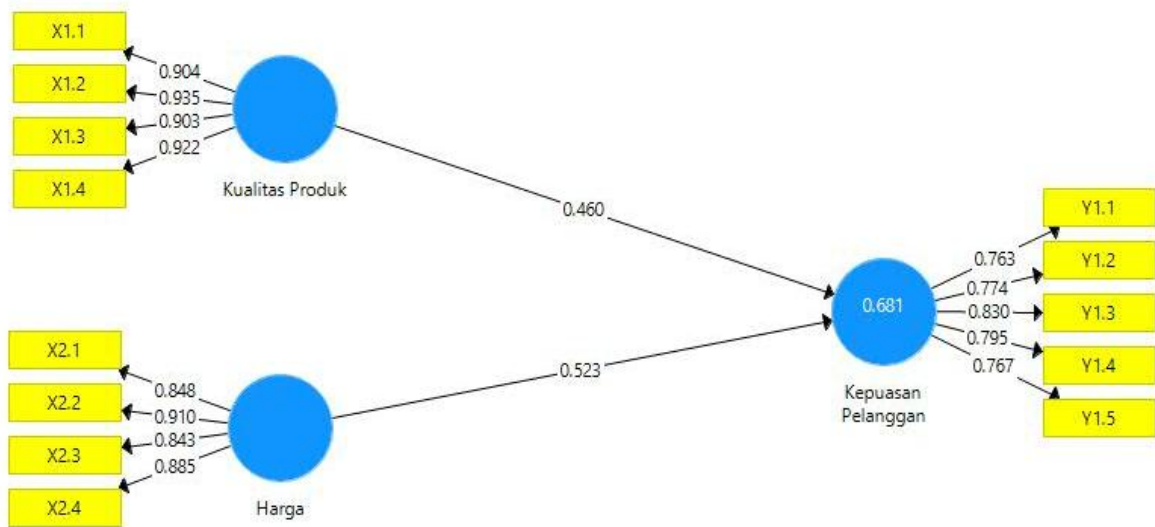
| NO | Age | Sum | Total Percentage |
|----|---------------|-----|------------------|
| 1. | 13 – 20 Years | 30 | 30% |
| 2. | 21 – 28 Years | 70 | 70% |

Source : Google Form processed by the author, 2025

Research Results

The results of the research test with PLS (Partial Least Square) showed validity, reliability (Outer Model), and research hypothesis test (Inner Model). The results of the outer loading, cronbach alpha, composite reliability, discriminant validity, and average variance extracted (AVE) tests were validity and reliability. The research hypothesis was tested using T-Statistics and R-Square.

Figure 3 Path Coefficients - Convergent Validity



Source : SmartPLS 3 processed by Researcher, 2025

External Loading Test

The results of this research are concluded that the Outer Loading of Product Quality, Price, Customer Satisfaction > 0.7 according to Chin (1995), no indicator is eliminated, in accordance with the rule of thumb.

Table 5 External Loading Results

| | Price | Customer Satisfaction | Product Quality |
|------|-------|-----------------------|-----------------|
| X1.1 | | | 0.90 |
| X1.2 | | | 0.93 |
| X1.3 | | | 0.90 |
| X1.4 | | | 0.92 |
| X2.1 | 0.85 | | |
| X2.2 | 0.91 | | |
| X2.3 | 0.84 | | |
| X2.4 | 0.88 | | |
| Y1.1 | | 0.76 | |
| Y1.2 | | 0.77 | |
| Y1.3 | | 0.83 | |
| Y1.4 | | 0.80 | |
| Y1.5 | | 0.77 | |

Source : SmartPLS 3 processed by researchers, 2025

Validity and Reliability Test Results

Table 6 Construct Validity and Reliability

| | CA | rho_A | CR | AVE |
|-----|------|-------|------|------|
| H | 0.89 | 0.90 | 0.93 | 0.76 |
| KP | 0.85 | 0.85 | 0.89 | 0.62 |
| KPR | 0.94 | 0.95 | 0.95 | 0.84 |

Source : SmartPLS 3 processed by researchers, 2025

Results of the Discriminant Test

Table 7 Discriminatory Test

| | Price | Customer Satisfaction | Product Quality |
|-----------------------|-------|-----------------------|-----------------|
| Price | 0.87 | | |
| Customer Satisfaction | 0.71 | 0.79 | |
| Product Quality | 0.41 | 0.67 | 0.92 |

Source : SmartPLS 3 processed by researchers, 2025

R-Square Test Results

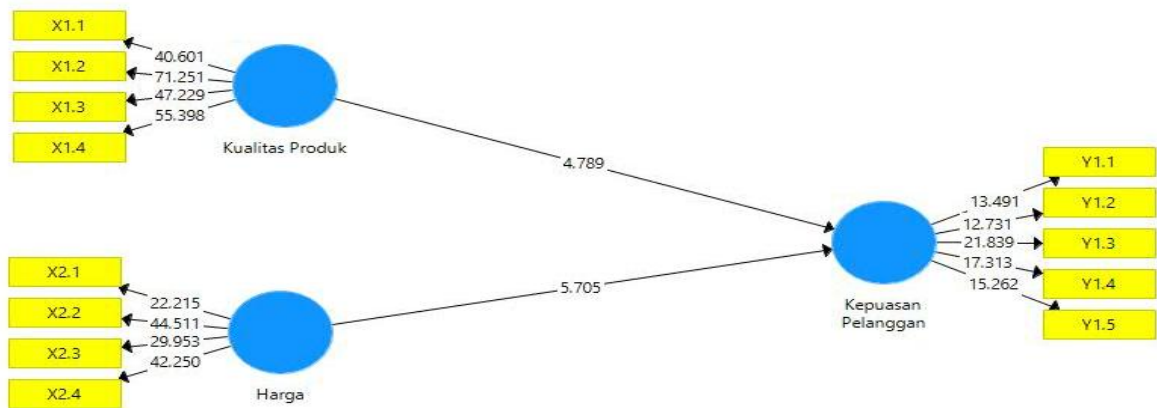
Table 8 Test R - Square

| | R Square | R Square Adjusted |
|-----------------------|----------|-------------------|
| Customer Satisfaction | 0.68 | 0.67 |

Source : SmartPLS 3 processed by researchers, 2025

Hypothesis Test Results

Figure 4 Bootstrapping or Hypothesis Test



Source : SmartPLS 3 processed by researchers, 2025

Table 9 Hypothesis Test Results

| | Original Sample | Sample Mean | Standard Deviation | T Statistics | P Values |
|------------------------------------------|-----------------|-------------|--------------------|--------------|----------|
| Product Quality to Customer Satisfaction | 0.46 | 0.46 | 0.10 | 4.789 | 0.00 |
| Price to Customer Satisfaction | 0.52 | 0.52 | 0.09 | 5.711 | 0.00 |

Source : SmartPLS 3 processed by researchers, 2025

DISCUSSION

The results of the validity and reliability in table 4.3, the composite reliability shows > 0.7 , then Cronbach's alpha score is achieved, and the AVE value > 0.5 . The results of the discriminant test proved > 0.7 , meaning that the variables of price, customer satisfaction and product quality have good validity.

The results of the R-Square test on the customer satisfaction variable had an influence of 0.67 or 67% and the remaining 33% had an influence that was not included in this research. The result of this R-Square is included in the strong criteria.

H1 = product quality has an impact on customer satisfaction. Product quality, T Statistics $4.789 > 1.96$ T Table, P Value $0.00 < 0.05$ significant level. The results of this research prove that product quality has a positive and significant impact on customer satisfaction. This is in accordance with research from Evi Laili (2021) that product quality has a significant impact on customer satisfaction (Kumrotin and Susanti, 2021). H2 = price has an impact on customer satisfaction. Price, T Stats $5,711 > 1.96$ T Table, P Value $0.00 < 0.05$ Significant Level. The results of this research prove that price has a positive and significant impact on customer satisfaction. The results of this hypothesis test are in accordance with research from Gracia (2023) that price has a significant impact on customer satisfaction (Pulumbara, Latief and Ilham, 2023).

CONCLUSION

Based on the results of the research conducted, it can be concluded that:

1. Product quality in herbal beverage packaging has a positive and significant impact on customer satisfaction, especially Gen Z at Warkop Maju Rorotan, North Jakarta. Product quality, which includes aspects such as taste, aroma, packaging, and nutritional content, contributes greatly to customer satisfaction.
2. The price of herbal drink packaging has a positive and significant impact on customer satisfaction, especially Gen Z at Warkop Maju Rorotan, North Jakarta. Affordable prices are also an important factor that encourages Generation Z to choose and repurchase herbal beverage products.

With increasing health awareness among the public, especially Generation Z, high-quality herbal drink products and competitive prices can be an attractive option. Therefore, manufacturers are expected to continue to improve product quality and maintain competitive prices in order to meet consumer expectations and needs.

LIMITATION

1. Limited Sample: This research only involved respondents from Warkop Maju Rorotan in North Jakarta, so the results may not be generalized to the entire Generation Z population in Indonesia.
2. Data Collection Method: Because this research researches warkop, where consumers are uncertain every day.
3. Research Time: The duration of the research of only three months may not be enough to observe the overall change in consumer behavior, especially in the context of rapidly changing trends among Generation Z.
4. External Influences: External factors such as economic conditions, health trends, and social changes that occurred during the research period may affect the results, but cannot be fully controlled in this research.

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