


The Effect of Product Quality and Customer Satisfaction on Purchasing Decisions at Babang Redo Coffee Shop, Megamas Area, Manado

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Article Info	ABSTRACT
Keywords: Product Quality, Customer Satisfaction, Purchase Decision, Coffee Shop, Babang Redo	This research aims to explore the influence of product quality and customer satisfaction on purchase decisions at Babang Redo Coffee Shop in Megamas Manado. The rapid growth of coffee shops in Manado has increased competition, making it essential for businesses to understand factors influencing consumer choices. This quantitative associative study collected data from 150 purposively sampled respondents via questionnaires. Data were analyzed using multiple linear regression with SPSS 25, including t-tests, F-tests, and coefficient of determination (R^2). Results show that product quality and customer satisfaction significantly and positively affect purchase decisions both partially and simultaneously. The R^2 value of 0.729 indicates that 72.9% of purchase decision variance is explained by these variables, with customer satisfaction having a stronger effect. These findings suggest that continuous improvement in product quality and customer satisfaction directly strengthens consumer purchase decisions, providing a basis for effective marketing strategies.
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INTRODUCTION

The Indonesian coffee industry has experienced significant progress in recent decades, with the trend extending to areas like Manado. Coffee shops are now used not only as places to enjoy coffee but also as a place to socialize and work. According to Smith (2018), modern coffee shops serve a dual role as recreation venues and centers of social interaction, requiring entrepreneurs to manage the customer experience holistically. For coffee entrepreneurs, this presents both an opportunity and a challenge to adapt to fierce competition. According to Kotler and Keller (2016), adapting to changing consumer needs is a crucial factor in maintaining business sustainability in a competitive industry.

Babang Redo Coffee, established in 2019 in the Megamas area of Manado, is one of the fastest-growing local coffee businesses. This business focuses on processing Arabica and Robusta coffee from local plantations in North Sulawesi and collaborates with the Diocese of Manado to develop coffee agroforestry on Mount Mahawu. At the end of 2020, Babang Redo upgraded its legal status to PT. Kimentur Mahawu Indonesia. According to Rahman (2021), legalization and business diversification strategies can increase credibility and opportunities

for business expansion. Innovation continues, including the launch of a mobile cafe concept in February 2022. Currently, Babang Redo has six outlets across Manado and Tomohon. This growth demonstrates the business's ability to identify market opportunities and adapt to consumer needs, as Porter (1985) emphasized that innovation and competitive advantage are key to long-term success in the retail business.

Understanding the elements that influence consumer decisions is crucial for generating new business and maintaining existing client loyalty, such as product quality and customer satisfaction. According to Ernawati (2019), product quality plays a crucial role in attracting customer purchase interest. This is reinforced by Nurfauzi et al. (2023), who state that product quality is a mix of characteristics that determine how well a product meets consumer expectations. Kotler and Armstrong (2018) add that consistent product quality can increase perceived value and customer satisfaction. Good quality can create customer satisfaction. According to Lionarto et al. (2022), satisfaction depends on the extent to which a product meets consumer expectations. This aligns with Oliver's (2010) opinion, which states that customer satisfaction is achieved when the consumer experience meets or exceeds their expectations. Furthermore, Ariyati, in Nikmatur Rizkiyah et al. (2025), states that satisfaction arises when the customer experience meets or exceeds expectations, ultimately driving loyalty and recommendations. Zeithaml et al. (2006) assert that customer loyalty is closely correlated with repeated positive experiences and consistent perceptions of quality.

To date, little research has in-depth examined the contribution of product quality and customer satisfaction to purchasing decisions at Babang Redo Coffee Shop, located in the Megamas area of Manado. Therefore, this study aims to explore the influence of these two aspects to support the formulation of strategies to improve business performance, as suggested by Parasuraman et al. (1991) in emphasizing the importance of analyzing service quality and customer experience for developing effective marketing strategies.

Hypothesis Development

The Influence of Product Quality on Purchasing Decisions

Product quality is one of the main factors influencing consumer behavior in making purchasing decisions. Product quality encompasses various aspects such as taste, aroma, consistency, appearance, and packaging, which are directly perceived by consumers. According to Kotler and Keller (in Devina Martina Lieyanto, 2021), product quality is the ability of a product to meet or even exceed consumer expectations. In the context of Babang Redo Coffee Shop, superior product quality not only creates a satisfying taste experience but also builds a positive image and consumer trust in the brand.

(Fitriah, 2020) emphasized that consumers tend to choose high-quality products because they expect them to provide added value and sustained satisfaction. Good product quality can also be a key differentiator amidst the intense competition in the coffee shop industry, thereby increasing customer loyalty and encouraging repeat purchases. Therefore, product quality is a crucial factor that Babang Redo Coffee must consider to maintain and increase market share. Based on this description, the first hypothesis is formulated as follows: H1: Product quality is suspected to have a positive and significant influence on purchasing decisions at Babang Redo Coffee Shop in the Megamas area of Manado.

The Influence of Customer Satisfaction on Purchasing Decisions

Customer satisfaction is a consumer's emotional and cognitive reaction after using a product or service, based on a comparison between actual experiences and prior expectations (Kotler & Keller in Elisa, 2024). Customer satisfaction not only reflects how well a product meets needs but also encompasses aspects of service, atmosphere, and perceived value.

In the coffee shop industry, customer satisfaction is crucial because satisfied customers tend to make repeat purchases, become loyal customers, and recommend the product to others (Theresia Pradiani, 2024). This satisfaction can be achieved through consistent product quality, friendly and responsive service, and a comfortable and attractive shop atmosphere. Therefore, Babang Redo Coffee needs to ensure that all these aspects are met to improve overall customer satisfaction. Therefore, the second hypothesis is:

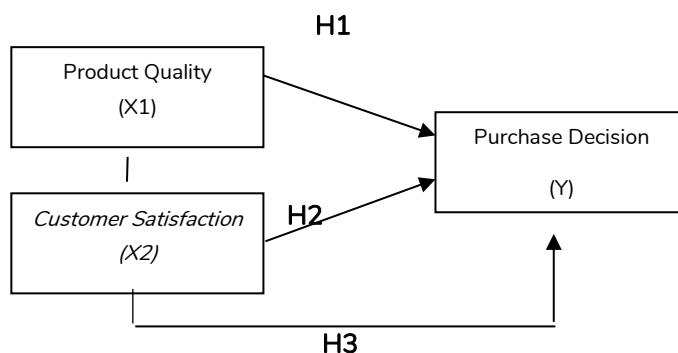
H2: Customer satisfaction is suspected to have a positive and significant effect on purchasing decisions at Babang Redo Coffee Shop in the Megamas Manado area.

The Simultaneous Effect of Product Quality and Customer Satisfaction on Purchasing Decisions

Good product quality and customer satisfaction are two interrelated variables that jointly influence consumer purchasing decisions. Superior product quality will increase customer satisfaction, while high customer satisfaction will strengthen loyalty and encourage repeat purchasing decisions. This aligns with the theory that customer satisfaction is a crucial mediator between product quality and purchasing decisions (Riana Fatmaningrum et al., 2020).

In the context of Babang Redo Coffee Shop, the simultaneous integration of product quality improvements and customer satisfaction efforts is believed to have a greater impact than focusing solely on one aspect. Therefore, managing these two factors in an integrated manner is a crucial strategy for improving purchasing decisions and maintaining a competitive advantage. The third hypothesis is formulated as follows: H3: Product Quality and Customer Satisfaction are suspected to simultaneously have a positive and significant influence on purchasing decisions at Babang Redo Coffee Shop in the Megamas area of Manado.

Thoughtful Framework



METHOD

This study uses a quantitative approach with the primary objective of analyzing the influence of independent variables, namely Product Quality and Customer Satisfaction, on the

dependent variable, namely Purchase Decisions, among consumers at Babang Redo Coffee Shop located in the Megamas area of Manado. A quantitative approach was chosen because the data collected is in numerical form, allowing for statistical analysis to objectively and systematically examine the relationships and influences between variables.

The population in this study was all customers of Babang Redo Coffee Shop in the Megamas area of Manado. The research sample consisted of 150 respondents selected using purposive sampling, a sampling technique based on specific criteria. These criteria included customers who had made at least two purchases at Babang Redo Coffee Shop and were willing to participate by completing the provided questionnaire. Primary data were collected through a questionnaire containing closed-ended questions on a Likert scale ranging from 1 to 5. This questionnaire was designed to measure respondents' perceptions of the variables Product Quality, Customer Satisfaction, and Purchase Decisions. The use of a Likert scale allows for quantitative measurement of respondents' level of agreement with each statement.

After data collection, analysis was conducted using multiple linear regression with the aid of SPSS software. Before testing the hypotheses, a series of validity and reliability tests were conducted to ensure the data collection instruments could measure the variables consistently and accurately. In addition, classical assumption tests were conducted, including a normality test to ensure data distribution was approximately normal, a multicollinearity test to detect correlations between independent variables, an autocorrelation test to examine residual relationships, and a heteroscedasticity test to ensure constant residual variance. This step is crucial to ensure that the regression model meets the requirements for statistical validity and reliability.

Hypothesis testing was conducted using a t-test to determine the partial effect of each independent variable on the dependent variable, and an F-test to examine the simultaneous effect of both independent variables on the dependent variable. Furthermore, the coefficient of determination (R^2) was calculated to measure the proportion of variation in the dependent variable that can be explained by the independent variables in the regression model.

RESULTS AND DISCUSSION

Classical Assumption Test Normality Test

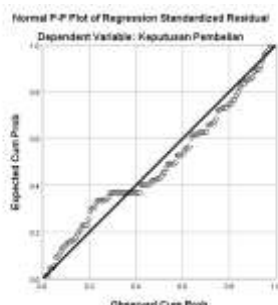


Figure 1

Source: Processed SPSS Data Results (2025)

The normality assumption in this study was tested using histograms and normal P-P plots. The analysis results show that the residual points in the normal P-P plot are relatively evenly distributed around the diagonal line. This distribution pattern indicates that the residual distribution approaches a normal distribution. Therefore, it can be concluded that the normality assumption in the regression model examining the influence of product quality and customer satisfaction on purchasing decisions has been met. Therefore, the regression model can be considered suitable for use in the next stage of analysis.

Multicollinearity Test

Table 1. Multicollinearity Test

Model	Coefficients ^a				t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	Beta			Tolerance	VIF
	B	Std. Error						
(Constant)	1.960	.686			2.856	.005		
1 Product Quality	.176	.080	.179		2.216	.028	.281	3.553
Customer Satisfaction	.696	.081	.696		8.606	.000	.281	3.553

a. Dependent Variable: Purchase Decision

Source: Processed SPSS Data Results (2025)

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Multicollinearity Test

Table 1. Multicollinearity Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.854 ^a	0,729	0,725	2,03015	1,803

a. Predictors: (Constant), Customer Satisfaction, Product Quality

b. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results (2025)

The test results show a Durbin-Watson value of 1.803, which falls within the range of 1.5 to 2.5. This value indicates the absence of autocorrelation in the data, thus concluding that the autocorrelation-free assumption in the regression model has been met.

Heteroscedasticity Test

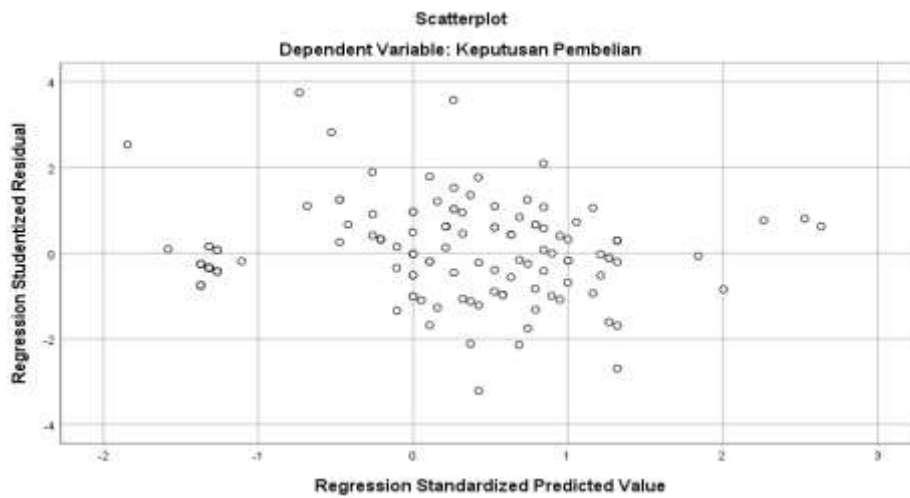


Figure 2

Source: Processed SPSS Data Results (2025)

The scatterplot presented in Figure 2 shows a distribution of residuals randomly distributed around the zero line, without forming any specific pattern such as widening or narrowing. This random distribution pattern indicates that the regression model does not contain symptoms of heteroscedasticity. Therefore, it can be concluded that the residual variance is constant across various values of the predictor variables, thus the assumption of homoscedasticity in this regression model has been adequately met.

Analysis Technique

Multiple Linear Regression Analysis

Table 3. Results of Multiple Linear Analysis

Model	Coefficients ^a				Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	1.960	.686		2.856	.005		
1 Product Quality	.176	.080	.179	2.216	.028	.281	3.553
Customer Satisfaction	.696	.081	.696	8.606	.000	.281	3.553

a. Dependent Variable: Purchase Decision

Source: Processed SPSS Data Results (2025)

Based on the results of the multiple linear regression analysis listed in Table 3, the following equation was obtained:

$$Y = 1,960 + 0,176X_1 + 0,696X_2 + e$$

The equation shows that product quality and customer satisfaction have a positive influence on purchasing decisions. The regression coefficient for product quality is 0.176,

indicating that every one-unit increase in product quality will increase purchasing decisions by 0.176 units, assuming other variables remain constant.

Meanwhile, the regression coefficient for Customer Satisfaction is 0.696, indicating that every one-unit increase in customer satisfaction will increase purchasing decisions by 0.696 units. This value also confirms that customer satisfaction has a more dominant influence than product quality. Statistically, both variables are proven significant because their significance values are less than 0.05::

1. Product Quality (Sig. = 0,028)
2. Customer Satisfaction (Sig. = 0,000)

Therefore, increasing product quality and customer satisfaction, both simultaneously and partially, have a significant impact on increasing purchasing decisions at Babang Redo Coffee.

Coefficient of Determination (R²) Analysis

Table 4. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	0,729	0,725	2,03015

a. Predictors: (Constant), CustomerSatisfaction, Product Quality

b. Dependent Variable: Purchase Decision

Source: Processed SPSS Data Results (2025)

The analysis results show a correlation coefficient (R) of 0.854, indicating a very strong relationship between Product Quality (X₁) and Customer Satisfaction (X₂) and Purchase Decisions (Y). The R-squared value of 0.729 indicates that the two independent variables explain 72.9% of the variation in purchase decisions, while the remaining 27.1% is influenced by factors outside the model. The Adjusted R-squared value of 0.725 indicates model stability, even considering the number of variables and sample size. Furthermore, the Standard Error of Estimate of 2.03015 confirms that the level of prediction error is within reasonable limits, so the regression model can be considered reliable in explaining the relationship between variables.

Hypothesis Testing

Partial Test (T-Test)

Table 5. T-Test (Hypothesis Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.960	.686		2.856	.005		
1 Product Quality	.176	.080	.179	2.216	.028	.281	3.553
Customer Satisfaction	.696	.081	.696	8.606	.000	.281	3.553

a. Dependent Variable: Purchase Decision

Source: Processed SPSS Data Results (2025)

Based on Table 5 above, the calculated t-value for the product quality variable is 2.216 with a significance level of 0.028, and the customer satisfaction variable is 8.606 with a significance level of 0.000. At a 5% significance level and degrees of freedom (df) = $n - k = 150 - 2 = 148$, the t-value is 1.976. This can be explained as follows:

1. The probability value (sig) for the Product Quality variable is $0.028 < 0.05$, and the calculated t-value of $2.216 > t\text{-value of } 1.976$. Therefore, H_0 is rejected and H_a is accepted. This means that Product Quality has a significant influence on Purchasing Decisions.
2. The probability value (sig) for the Customer Satisfaction variable is $0.000 < 0.05$ and the t-count value is $8.606 > t\text{-table } 1.976$. Thus, H_0 is rejected and H_a is accepted. This shows that Customer Satisfaction has a significant influence on Purchasing Decisions, even with a more dominant influence than Product Quality.

Simultaneous Test (F Test)

Table 6. F Test (Simultaneous)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	1629,896	2	814,948	197,730	.000 ^b
1	Residual	605,864	147	4,122		
	Total	2235,760	149			

a. Dependent Variable: Purchase Decision
 b. Predictors: (Constant), CustomerSatisfaction, Product Quality

Source: Processed SPSS Data Results (2025)

Based on the F-test results, the calculated F-value was 197.730, which is greater than the F-table of 3.06, and the significance value was $0.000 < 0.05$. These findings indicate that the regression model is suitable for simultaneous use. Thus, the product quality (X_1) and customer satisfaction (X_2) variables jointly have a significant effect on purchasing decisions (Y) at Babang Redo Coffee. Therefore, H_0 is rejected and H_a is accepted.

Discussion

The Effect of Product Quality on Purchasing Decisions

The results of the regression analysis indicate that the Product Quality variable (X_1) has a significant positive effect on purchasing decisions (Y), with a regression coefficient of 0.176, a calculated t-value of $2.216 > t\text{-table of } 1.976$, and a significance level of $0.028 < 0.05$. This indicates that improving consumer perceptions of product quality, including taste, consistency, presentation, appearance, and packaging, will increase the likelihood of consumers making purchases, both initial and repeat purchases.

This finding is consistent with research by (Riana Fatmaningrum et al., 2020) and (Ilhamalimy & Mahaputra, 2020), which confirms that Product Quality has a significant positive effect on purchasing decisions and consumer satisfaction. Similarly, (Joannes Tamengkel, 2024) indicates that the quality of taste, consistency, and packaging of coffee products play a significant role in driving repeat purchase decisions. Therefore, Babang Redo

Coffee needs to consistently maintain product quality standards to build its brand image and increase consumer loyalty.

The Influence of Customer Satisfaction on Purchasing Decisions

The Customer Satisfaction variable (X2) was also shown to have a significant influence on purchasing decisions, with a regression coefficient of 0.696, a calculated t-value of 8.606 > t-table of 1.976, and a significance level of 0.000 < 0.05. This indicates that increased customer satisfaction is directly proportional to the likelihood of repeat purchases. Satisfaction is formed from the conformity or superiority of the consumer experience to their expectations, including product quality, service, convenience, and price.

These results align with research by Joannes Tamengkel (2024), Widagdo et al. (2022), and Rafiah (2019), which confirms that customer satisfaction significantly contributes to loyalty and repeat purchase decisions. Therefore, Babang Redo Coffee needs to focus on improving the holistic customer experience through consistent, responsive service and a comfortable atmosphere.

The Simultaneous Influence of Product Quality and Customer Satisfaction on Purchasing Decisions

Simultaneously, Product Quality (X1) and Customer Satisfaction (X2) significantly influenced purchasing decisions (Y). This is indicated by the calculated F-value of 197.730 > F-table 3.06 and a significance level of 0.000 < 0.05, with a correlation (R) of 0.854 and an R² of 0.729. This means that these two independent variables explain 72.9% of the variation in purchasing decisions, while the remainder is influenced by other factors such as price, promotion, or cleanliness.

These results reinforce the findings of (Riana Fatmaningrum et al., 2020) and (Ilhamalimy & Mahaputra, 2020), which indicate that the combination of product quality and customer satisfaction is more powerful in explaining purchasing behavior than either variable alone. Therefore, Babang Redo Coffee needs to integrate product quality improvement and customer satisfaction through regular training, service standard evaluation, and menu innovation to strengthen customer loyalty and business competitiveness.

CONCLUSION

Based on this research, it was concluded that Product Quality and Customer Satisfaction influence Purchase Decisions among consumers of Babang Redo Coffee in Pierre Tendean, Manado. Multiple regression results with 150 respondents showed that both significantly influence purchase decisions. Partially, Product Quality has a significant positive effect; the better the perceived quality, the higher the consumer's likelihood of purchasing. Customer Satisfaction also has a significant effect, with satisfaction driving loyalty, repeat purchases, and positive recommendations. Simultaneously, both variables significantly influence purchase decisions, as evidenced by the calculated F-value > F-table (sig. < 0.05) and an R² of 0.729. This means that 72.9% of the variation in purchase decisions is explained by product quality and customer satisfaction, while 27.1% is influenced by other factors such as price, promotions, and additional services.

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