The Influence of Product Diversity, Experiential Marketing and Service Quality on Customer Satisfaction

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Abstract:

This study aims to examine and analyze the influence of product diversity, experiential marketing, and service quality on consumer satisfaction in coffee shops in Bojonegoro. This research adopts a quantitative approach with data collected through questionnaire distribution. The participants in this study are consumers at Warkop Rebox, Warkop Giras 21, Warkop Bento Ngopi, W.Oi Warkop Original Basra, and Warung Mak Bah, aged at least 17 years old and residing in Bojonegoro. A sample of 151 individuals was selected for this study using the Cochran formula and Non-Probability Sampling - Purposive Sampling technique. Data analysis was conducted using multiple linear regression in SPSS 25. The findings indicate a significant positive influence of product diversity, experiential marketing, and service quality on consumer satisfaction, both individually and collectively. Enhancing product variety, providing unique marketing experiences, and ensuring good service contribute to increased customer satisfaction in coffee shops in Bojonegoro. These findings have practical implications for coffee shop owners and future researchers in enhancing consumer satisfaction.

Keywords: *Product Diversity, Experiential Marketing, Service Quality, Customer Satisfaction*

1. Introduction

The growth of the coffee industry has become a significant focus in the global economy, playing a vital role in the economies of coffee-producing countries. According to data from the United States Department of Agriculture (USDA), global coffee production reached 170 million bags (60 kg per bag) in the 2022/2023 period, reflecting a 2.8% increase from the previous year, which recorded 165.37 million bags in 2021/2022 (Databoks, 2023).

Indonesia ranks as the third-largest coffee producer globally, with a total production of 11.85 million bags in 2022/2023. This substantial output contributes significantly to the global coffee supply. As worldwide demand for coffee continues to rise, the industry presents promising opportunities for entrepreneurs, particularly for Micro, Small, and Medium Enterprises (MSMEs) operating in the coffee shop sector. Today, coffee shops have

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evolved beyond mere places to enjoy coffee; they serve as hubs for social interaction, discussions, and business meetings. The expanding coffee industry offers lucrative prospects for MSME entrepreneurs in Indonesia, enabling them to bolster the local economy, promote local coffee products, and generate job opportunities for communities.

In East Java, Bojonegoro stands out as a thriving hub for coffee shop businesses. As noted by Suryo (2018), the culture of "cangkruk," rooted in coffee consumption, is deeply ingrained in the Bojonegoro community, fostering a unique phenomenon in the development of coffee shops in the area. Over the past five years, there has been a remarkable increase in the number of coffee shops, ranging from traditional stalls to modern cafes featuring manual brewing techniques. This growth is a reflection of the Bojonegoro community's relaxed and coffee-loving lifestyle, which has been an integral part of their local culture for years. Consequently, new coffee spots are continually emerging throughout the region, creating a vibrant atmosphere at coffee shop tables throughout the day.

Each coffee shop in Bojonegoro emphasizes its uniqueness and attractiveness through three main aspects: product diversity, experiential marketing, and service quality. The success of these coffee shops in attracting and retaining customers hinges not only on the quality of their coffee products but also on the overall customer experience, including ambiance and service.

This notion is supported by research conducted by Julfadiati (2021), which indicates that product diversity significantly influences customer satisfaction. However, findings from Pojoh et al. (2019) present a contrasting view, suggesting that product diversity does not significantly affect customer satisfaction.

In alignment with the study by Sumarwoko et al. (2022), experiential marketing is shown to have a positive and significant impact on customer satisfaction. Conversely, Thamrin & Aresa (2021) indicate that experiential marketing does not influence customer satisfaction.

Regarding service quality, the findings resonate with Shrestha (2021), who asserts that service quality is a crucial determinant of customer satisfaction and loyalty. However, this perspective is challenged by Mahsyar & Surapati (2020), who argue that service quality does not significantly impact customer satisfaction.

Given these discrepancies, this research aims to provide deeper insights into how coffee shops can enhance their appeal and customer satisfaction. It is

hoped that the findings will yield practical recommendations and strategies for coffee shop owners in Bojonegoro, enabling them to improve service quality, optimize customer experience, and strengthen their contributions to both the local economy and the coffee industry as a whole.

2. Theoretical Background

Marketing
Marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment (Jocks et al, 2023). Marketing is the process of promoting a brand or product to an audience using various strategies and media. It encompasses both direct and indirect marketing techniques, as well as a variety of methods to connect businesses with their customers. Marketing involves all activities conducted by a business with the aim of attracting new customers, retaining existing ones, and strengthening its brand identity (Ndegwa, 2021).

Product Diversity
Product diversity is a key factor that significantly influences the interest of buyers or consumers. In this regard, consumers tend to give a positive assessment of the market if it is able to provide goods according to their needs and desires. Therefore, product diversity becomes a crucial element in maintaining market attractiveness for consumers. Markets that effectively accommodate the needs and desires of consumers will build a good reputation in their eyes (Julfadiati, 2021). Product diversity is a process of planning and controlling products within a single category or the number of product groups available in retail stores. Based on the type and level of diversity, product groups are reclassified to facilitate retailers in planning the variety of products they need to have (Pojoh et al, 2019).

Experiential Marketing
Experiential marketing is a marketing concept that offers products and services by embedding emotional elements to consumers arising from situations experienced by consumers. The marketing approach to experience is divided into strategic experiences consisting of 5 types: sensing, feeling, thinking, acting, and relating (Sumarwoko et al, 2021). Experiential Marketing is a marketing approach that has been practiced since ancient times up to the present by marketers. This approach is considered highly effective because it aligns with the changing times and technology, wherein marketers emphasize product differentiation to distinguish their products from those of competitors (Widowati & Tsabita, 2017).

Service Quality

Service quality focuses on meeting the needs and desires of customers and the accuracy of its delivery to match customer expectations. This underscores the importance of alignment between what is offered by the business and the expectations held by customers. By prioritizing customer satisfaction, businesses can build strong and sustainable relationships with customers, ultimately enhancing customer loyalty and the business's reputation. Therefore, quality service is key to maintaining long-term business success and growth (Kurniawan et al, 2020). Service quality is a highly significant factor as it is sensitive to consumers. Just like pleasant service quality, it will also significantly impact consumer satisfaction (Amalia, 2022).

Consumer Satisfaction

Customer satisfaction is one of the key elements that determines the success of implementing the marketing concept. The consequences of customer satisfaction or dissatisfaction are highly crucial for businesses, governments, and consumers themselves. Increased customer satisfaction has the potential to generate both long-term and short-term sales growth, as well as market share resulting from repeat purchases (Kurniawan et al, 2020). Customer satisfaction is the level of one's feelings after comparing the performance or results perceived to his expectations. Customer satisfaction with service companies is defined as a situation where customer expectations for service follow the reality received about the services provided to customers. If the company's service falls far below customer expectations, the customer will be disappointed (Sumarwoko et al, 2021).

The Effect of Product Diversity, Experiential Marketing, and Service Quality on Consumer Satisfaction at Coffe Shops in Bojonegoro

Product diversity refers to the variety of options available to consumers. Experiential marketing aims to create memorable interactions between the brand and consumers. High service quality also plays a key role in influencing customer satisfaction. When a business provides good service and a positive experience to customers, it enhances customer satisfaction and builds loyalty. Therefore, the relationship between product diversity, experiential marketing, service quality, and customer satisfaction is crucial to business success. In line with research (Aristyan U, 2017) that experiential marketing, product diversity, and service quality have a positive impact on consumer satisfaction. So the first hypothesis proposed in this study is

H1: Product Diversity, Experiential marketing, and Service quality significantly influence Consumer Satisfaction at Coffee Shops in Bojonegoro.

The Effect of Product Diversity on Consumer Satisfaction at Coffe Shops in Bojonegoro

The relationship between product diversity and consumer satisfaction is an important aspect that businesses need to understand. Product diversity encompasses the variety of products offered to consumers, which can directly impact their satisfaction levels. The more product options available to consumers, the greater the likelihood they will be satisfied with their shopping experience or the services provided. Therefore, it is important for businesses to understand the relationship between the product diversity they offer and consumer satisfaction levels in order to enhance customer experiences and strengthen consumer loyalty. In line with research (Amalia, 2022) that product diversity have a impact on consumers satisfaction. So, the second hypothesis in this study is:

H2: Product Diversity significantly influences Consumer Satisfaction at Coffee Shops in Bojonegoro.

The Effect of Experiential Marketing on Consumer Satisfaction at Coffe Shops in Bojonegoro

Experiential marketing creates deep interaction between the brand and consumers, providing a memorable and positive experience for customers. When a business is able to provide enjoyable and meaningful experiences to consumers, it tends to increase customer satisfaction levels. Pleasant interactions with the brand, whether through direct interactions in-store, online purchasing experiences, or creative marketing campaigns, can enhance customer loyalty and build a stronger relationship between the brand and consumers. Therefore, by prioritizing experiential marketing, businesses can enhance customer satisfaction and achieve greater business success. In line with research (Alfiani & Rachmawati, 2020) that experiential marketing have a positive impact on consumers satisfaction. So, the third hypothesis in this study is:

H3: Experiential marketing significantly influences Consumer Satisfaction at Coffee Shops in Bojonegoro.

The Effect of Service Quality on Consumer Satisfaction at Coffe Shops in Bojonegoro

Service quality encompasses all aspects of the customer experience, ranging from response speed, staff friendliness, product or service reliability, to the ability to effectively resolve customer issues or complaints. When a business is able to provide high-quality service to customers, it tends to increase customer satisfaction. Customers feel valued and heard when a business provides friendly, efficient, and responsive service to meet their needs. Conversely, when the service provided does not meet expectations, customers may feel disappointed and inclined to seek alternatives. Therefore, high service

quality can help build a strong relationship between the business and customers, increase customer loyalty, and ultimately strengthen the business's position in the market. In line with research (Kurniawan et al, 2020) that service quality have a positive impact on consumers satisfaction. So, the fourth hypothesis in this study is:

H4: Service quality significantly influences Consumer Satisfaction at Coffee Shops in Bojonegoro.

3. Methodology

This study employs a quantitative method through multiple linear regression analysis to assess the relationship between two or more variables by reflecting the influence of interactions between the variables under study with the dependent variable. In this research, the author utilizes both primary and secondary data obtained from questionnaire responses, interviews, observations, etc. (primary), as well as references from books, journals, previous research articles, and relevant theories (secondary). The sampling technique used is Non-Probability Sampling-Purposive Sampling method, thus obtaining a sample size of 151 respondents obtained through the distribution of questionnaires to consumers of Warkop Rebox, Warkop Giras 21, Warkop Bento Ngopi, Warkop W.Oi Original Basra, and Warung Mak Bah, aged at least 17 years old and residing in Bojonegoro.

There are two variables in this study, namely independent variables and dependent variables: Independent variables consist of Product Diversity (X1), Experiential Marketing (X2), and Service Quality (X3). Meanwhile, the Dependent Variable is Customer Satisfaction (Y). All the data obtained are then analyzed using the statistical software SPSS 25. The testing methods include validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and coefficient of determination testing.

4. Empirical Findings/Result

The results of the questionnaire distributed using Google Form yielded 151 respondents out of the total number of questionnaires distributed. All obtained questionnaires can be processed. There were 51 respondents, or approximately 34%, aged between 17-21 years old. There were 70 respondents, or about 46%, in the age range of 22-26 years old. Meanwhile, there were 24 respondents, or about 16%, aged between 27-31 years old. The number of respondents aged 32-36 years old was only 3 people, or about 2%, as well as respondents aged over 36 years old. From this data, it can be concluded that the most dominant age group in this study is the age range of 22-26 years old.

Based on the data of occupation types, 16 respondents, or approximately 11%, were entrepreneurs. There were 77 respondents, or about 51%, who were students. Furthermore, 47 respondents, or about 31%, were employees. Meanwhile, there were 11 other respondents, or about 7%. From this data, it can be concluded that the most dominant occupation type in this study is students.

Validity Test

Table 1. Validity Test Results

No.	Variable/Question	Correlation	r_{tabel}	Notes
Product Diversity				
1.	X1.1 Product Completeness	0,924		Valid
2.	X1.2 Product Brand	0,938	0.1598	Valid
3.	X1.3 Product SizeVariations	0,927		Valid
4.	X1.4 Prduct Quality Variations	0,926		Valid
Experiential Marketing				
1.	X2.1 Sense Experience	0,796		Valid
2.	X2.2 Feel Experience	0,86		Valid
3.	X2.3 Think Experience	0,837	0,1598	Valid
4.	X2.4 Action Experience	0,88		Valid
5.	X2.5 Relate Experience	0,779		Valid
Service Quality				
1.	X3.1 Reliability	0,89		Valid
2.	X3.2 Rensponsiveness	0,87		Valid
3.	X3.3 Assurance	0,911	0,1598	Valid
4.	X3.4 Emphaty	0,902		Valid
5.	X3.5 Tangibles	0,843		Valid
Consumer Satisfaction				
1.	Y.1 Satisfaction Feeling	0,887		Valid
2.	Y.2 Always Buying Products	0,857		Valid
3.	Y.3 Will Recommend to Others	0,854	0,1598	Valid
4.	Y.4 Fulfillment of Consumer Expectations After Using Services	0,907		Valid

Source: SPSS Processed Data, 2024

Referring to the table, it is evident that the value of the correlation coefficient (r) for all variables exceeds the critical value (r-table) of 0.1598 (r-table value for n=200) at a significance level of 5%. Therefore, all indicators in this research variable are considered valid.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha Hitung	Cronbach Alpha Minimun	Notes
Product Diversity (X1)	0,947	0,6	Reliable
Experiential Marketing (X2)	0,886	0,6	Reliable
Service Quality (X3)	0,928	0,6	Reliable
Consumer Satisfaction (X4)	0,896	0,6	Reliable

Source: SPSS Processed Data, 2024

Referring to the table above, it can be observed that all indicators of variables in the study have Cronbach's alpha coefficient (α) greater than 0.6. Thus, the questionnaire used in this study is reliable, exhibiting good accuracy and suitability for further analysis.

Classical Assumption Test
Normality Test

Table 4.3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		151
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.57929303
Most Extreme Differences	Absolute	.055
	Positive	.050
	Negative	-.055
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance		

Source: SPSS Processed Data, 2024

Based on the table above, a significance value of 0.200 is obtained, indicating a value greater than 0.05. This suggests that the normality test using the Kolmogorov-Smirnov method indicates a normally distributed data. Therefore, the research can proceed to the next testing stage.

Classical Assumption Test

Multicollinearity Test

Table 3. Multicollinearity Test Results

Coefficients[a]

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Product Diversity	.334	2.291
	Experiential Marketing	.172	5.802
	Service Quality	.152	6.575
a. Dependent Variable: Consumer Satisfaction			

Source: SPSS Processed Data, 2024

Based on the data in the table above, it can be observed that the results of the multicollinearity test indicate that all independent variables have VIF values below 10 and tolerance values exceeding 0.1. These results indicate that there is no indication of multicollinearity among the investigated independent variables.

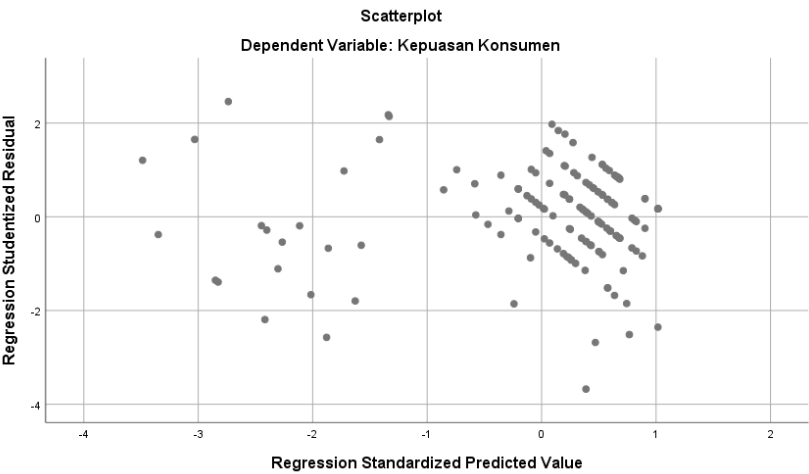**Classical Assumption Test**
Heterocedasticity Test

Table 4. Heteroscedasticity Test Results

Source: SPSS Processed Data, 2024

Referring to the data represented in the scatterplot, it can be observed that there is no specific pattern observed. It can be seen that the points tend to be evenly distributed on both sides of the 0 value on the Y-axis. Therefore, it can be concluded that there is no evidence of heteroskedasticity in this analysis.

Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test Results

	Coefficients[a]				
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
(Constant)	1.349	.692		1.948	.053
Product Diversity	.206	.058	.235	3.554	.001
Experiential Marketing	.229	.078	.272	2.948	.004
Service Quality	.342	.079	.427	4.349	.000

a. Dependent Variable: Product Diversity

Source: SPSS Processed Data, 2024

Referring to the table above, the multiple linear regression equation can be obtained as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$
$$Y = 1.349 + 0.206 X_1 + 0.229 X_2 + 0.342 X_3 + e$$

Below is the interpretation of the linear regression equation:

1. The constant value of 1.349 implies that the value of the consumer satisfaction variable is 1.349 when the values of the product diversity, experiential marketing, and service quality variables are positive and constant.
2. The regression coefficient of the product diversity variable is 0.206. This result indicates that product diversity has a positive impact on consumer satisfaction levels.
3. The regression coefficient of the experiential marketing variable is 0.229. This result indicates that experiential marketing has a positive impact on consumer satisfaction levels.
4. The regression coefficient of the service quality variable is 0.342. This indicates that service quality has a positive impact on consumer satisfaction levels.

Coefficient of Determination Test (R_2)

Table 6. Coefficient of Determination Test Results

	Model Summary			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886[a]	.784	.780	1.596

a. Predictors: (Constant), Service Quality, Product Diversity, Experiential Marketing

b. Dependent Variable : Customer Satisfaction

Source: SPSS Processed Data, 2024

Hypothesis Testing
F Test

Table 7. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1361.319	3	453.773	178.295	.000[b]
	Residual	374.125	147	2.545		
	Total	1735.444	150			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Product Diversity, Experiential Marketing, Service Quality

Source: SPSS Processed Data, 2024

Referring to the table above, it can be concluded that the significant value for the simultaneous effect of the variables Product Diversity (X1), Experiential Marketing (X2), and Service Quality (X3) on the variable Customer Satisfaction (Y) is 0.000 < 0.05 with the calculated F value > the critical F value, which is 178.295 > 2.65. Therefore, H0 is rejected, and H1 is accepted. This means that simultaneously, the variables Product Diversity, Experiential Marketing, and Service Quality have a significant effect on Customer Satisfaction.

Hypothesis Testing
T Test

Table 8. T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.349	.692		1.948	.053
Product Diversity	.206	.058	.235	3.554	.001
Experiential Marketing	.229	.078	.272	2.948	.004
Service Quality	.342	.079	.427	4.349	.000

a. Dependent Variable: Product Diversity

Source: SPSS Processed Data, 2024

Based on the table above, it can be observed that:

1. The Product Diversity variable (X1) t-test curve shows that t calculated > t table, which is 3.554 > 1.655, with a significance of 0.001 < 0.05. Therefore, H0 is rejected, and H1 is accepted. This indicates that partially, Product Diversity has a significant effect on customer satisfaction.

2. The Experiential Marketing variable (X2) indicates that the t calculated value > t table, which is 2.948 > 1.655, with a significance of 0.004 < 0.05. Thus, H0 is rejected, and H1 is accepted, indicating that the partial effect of Experiential Marketing on customer satisfaction is statistically significant.
3. The Service Quality variable (X3) shows that the t calculated value > t table, which is 4.349 > 1.655, with a significance of 0.000 < 0.05. Consequently, H0 is rejected, and H1 is accepted, indicating that partially, Service Quality has a significant effect on customer satisfaction.

5. Discussion

The Effect of Product Diversity, Experiential Marketing, and Service Quality on Consumer Satisfaction at Coffe Shops in Bojonegoro
Based on the data analysis results, product diversity, experiential marketing, and service quality significantly influence consumer satisfaction, as evidenced by the probability of 0.000 < 0.05. This indicates the importance of these aspects in creating a satisfying experience. Product diversity provides consumers with a wide range of choices, while experiential marketing creates positive and memorable interactions. Good service quality, including friendly service and product consistency, is also crucial. Coffee shop owners in Bojonegoro need to enhance product diversity, implement experiential marketing strategies, and ensure service quality. Thus, they can create a positive experience for consumers, increase satisfaction, and strengthen their business position in the market.

This is in line with the research from (Aristyan U, 2017) in the study titled "Analysis of the Effect of Experiential Marketing, Product Diversity, and Service Quality on Customer Satisfaction (Case Study at Gubug Penyet Kemangi Semarang)." One of the conclusions of their research indicates that experiential marketing, product diversity, and service quality have a positive impact on consumer satisfaction.

The Effect of Product Diversity on Consumer Satisfaction at Coffe Shops in Bojonegoro
Based on the data analysis results, product diversity significantly influences consumer satisfaction, as evidenced by the probability of 0.001 < 0.05. This means that the diversity of products in coffee shops in Bojonegoro is a crucial factor in creating a satisfying experience for consumers. With a variety of menu options and coffee variations offered, consumers have more choices to suit their tastes and preferences. This increases the likelihood of consumers feeling satisfied with their experience visiting the coffee shop because they can find products that match their desires.

This is in line with the research from (Amalia, 2022) in the study titled "The Effect of Location, Service Quality, Product Quality, and Product Diversityon Consumer Satisfaction". One of the conclusions ot their research indicates that product diversity have a impact on consumers satisfaction.

The Effect of Experiential Marketing on Consumer Satisfaction at Coffe Shops in Bojonegoro

Based on the data analysis results, experiential marketing significantly influences consumer satisfaction, as evidenced by the probability of 0.004 < 0.05. This indicates that experiential marketing has a significant impact on consumer satisfaction in coffee shops in Bojonegoro. By implementing effective strategies, such as creating a pleasant atmosphere and presenting products creatively, coffee shops can enhance the consumer experience and loyalty to their brand. Therefore, coffee shop owners need to pay attention to experiential marketing strategies to improve consumer satisfaction.

This is in line with the research from (Alfiani & Rachmawati, 2020) in the study titled "The Effect of Experiential Marketing and Brand Image on Customer Satisfaction". One of the conclusions ot their research indicates that experiential marketing have a positive impact on consumers satisfaction.

The Effect of Service Quality on Consumer Satisfaction at Coffe Shops in Bojonegoro

Based on the data analysis results, service quality significantly influences consumer satisfaction, as evidenced by the probability of 0.000 < 0.05. This reaffirms the crucial role of service quality in determining the level of customer satisfaction at coffee shops in Bojonegoro. High service standards, including friendly and efficient service as well as consistent product quality, positively contribute to the overall customer experience. Customers tend to be more satisfied and return to coffee shops where they receive excellent service. Therefore, coffee shop owners should prioritize maintaining and improving service quality to enhance customer satisfaction and loyalty.

This is in line with the research from (Kurniawan et al, 2020) in the study titled "The Effect of Service Qualityon Customer Satisfaction (Survey on Soutbank Bar & Resto Bandung City Concumers)". One of the conclusions ot their research indicates that service quality have a positive impact on consumers satisfaction

5. Conclusions

Based on the research findings, product diversity, experiential marketing, and service quality have been shown to have a significant influence on customer

satisfaction in coffee shops in Bojonegoro. These findings underscore the pivotal role of product variety, customer experience, and high service standards in shaping customer perception and satisfaction. Consequently, it is imperative for coffee shop owners to prioritize marketing strategies that address these aspects to enhance their business appeal and retain a loyal customer base amid increasingly fierce competition.

To that end, concrete steps are necessary for coffee shop owners in Bojonegoro. They can enhance product diversity by offering a variety of menu options that cater to customer preferences. Additionally, special attention should be paid to the customer experience by creating a comfortable and welcoming atmosphere for patrons. Investing in improving service quality is also crucial, including providing training for staff to better interact with customers. Thus, implementing these findings in business practice will assist coffee shop owners in increasing customer satisfaction and strengthening their position in the competitive market.

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