THE INFLUENCE BRAND IMAGE, PROMOTION, AND PRODUCT QUALITY INFLUENCE ON CUSTOMER SATISFACTION ON J.CO DONUTS IN THE CITY OF LHOKSEUMAWE

PENGARUH CITRA MEREK, PROMOSI, DAN KUALITAS PRODUK TERHADAP KEPUASAN PELANGGAN PADA J.CO DONUTS DI KOTA LHOKSEUMAWE

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Article Info	Abstract
	Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, promosi, dan kualitas produk terhadap kepuasan pelanggan donat J.CO di Kota Lhokseumawe. Data yang digunakan dalam penelitian ini adalah data primer. Populasi dalam penelitian ini terdiri dari seluruh konsumen atau pelanggan J.CO di Lhokseumawe, dengan sampel sebanyak 105 responden yang dipilih menggunakan non-probability sampling. Metode yang digunakan adalah pendekatan kuantitatif dengan pengumpulan data melalui kuesioner yang disebarkan kepada pelanggan J.CO di Lhokseumawe. Teknik analisis data yang digunakan adalah regresi linier. Hasil penelitian menunjukkan bahwa secara parsial dan simultan, ketiga variabel bebas berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Temuan ini menunjukkan bahwa dalam industri makanan dan minuman, strategi pemasaran yang mengintegrasikan citra merek yang menarik, promosi yang efektif, dan kualitas produk yang baik merupakan faktor kunci dalam meningkatkan kepuasan dan loyalitas pelanggan. ***Kata Kunci: Citra Merek, Promosi, Kualitas Produk, Kepuasan Pelanggan***

Abstract

This study aims to determine the effect of brand image, promotion, and product quality on customer satisfaction of J.CO donuts in Lhokseumawe City. The data used in this study is primary data. The population in this study consists of all consumers or customers of J.CO in Lhokseumawe, with a sample of 105 respondents selected using non-probability sampling. The method used is a quantitative approach by collecting data through questionnaires distributed to J.CO customers in Lhokseumawe. The data analysis technique used is linear regression. The results indicate that partially and simultaneously, all three independent variables have a positive and significant effect on customer satisfaction. These findings suggest that in the food and beverage industry, marketing strategies that integrate attractive brand image, effective promotions, and good product quality are key factors in increasing customer satisfaction and loyalty.

Keywords: Brand Image, Promotion, Product Quality, Custumer Satisfaction

INTRODUCTION

The food and beverage industry in Indonesia is experiencing rapid growth in line with increasing purchasing power and changing lifestyles. One segment that has seen significant growth is the snack food business, particularly donuts. J.CO Donuts & Coffee, established in 2005, has successfully built a reputation as a renowned brand by prioritizing product innovation, quality taste, and service. (Dewi Cinta Kusuma, Sahroni Muhammad, 2023) The presence of J.CO outlets in

Lhokseumawe City is part of the brand's expansion strategy into Sumatra, offering a modern and convenient consumption experience for local consumers.

According to Lesnussa et al. (2021), customer satisfaction is a crucial element in maintaining loyalty and winning the competition. This satisfaction is influenced not only by product quality but also by brand image and promotional strategies. A strong brand image can create positive perceptions and trust among consumers. Meanwhile, well-targeted promotions can attract new customers while retaining existing ones (Kim et al., 2019)

According to Gök et al. (2019), product quality also plays a significant role in creating customer satisfaction. Today's consumers demand consistent taste, attractive product presentation, and relevant innovation. In the food and beverage industry, particularly for J.CO donuts, good product quality can meet or even exceed customer expectations. This not only increases satisfaction but also fosters long-term loyalty.

Based on this background, this study aims to analyze the influence of brand image, promotion, and product quality on J.CO customer satisfaction in Lhokseumawe City. The research findings are expected to provide strategic input for businesses, particularly in the culinary sector, in designing effective marketing strategies to increase customer satisfaction and loyalty (Aprileny et al., 2022).

Literature Review

According to Uzir et al., 2020; Sustiyatik, (2020), customer satisfaction is defined as the degree of correspondence between consumer expectations before consumption and the perceived performance of a product or service after consumption. When product performance meets or exceeds expectations, customers will be satisfied, while mismatches will lead to disappointment. In the food and beverage industry, customer satisfaction plays a crucial role because it directly impacts loyalty, repeat purchase behavior, and word-of-mouth recommendations (Abigail et al., 2024). Factors such as product quality, service, price, and consumer emotions are key determinants of satisfaction levels (Ramadhini, 2022). Indicators of customer satisfaction include repeat purchases, recommendations to others, service quality, fulfilled expectations, and a pleasant experience.

Brand image is a consumer's perception or view of a brand based on their experience, knowledge, and interactions with the brand (Tahir et al., 2024). Elements that shape brand image include product attributes, functional and emotional benefits, and customer experiences. A strong brand image can increase customer trust, loyalty, and satisfaction, as well as differentiate them from the competition (Behboudi & Khodadad Hosseini, 2017; Dam & Dam, 2021). Well-known brands like J.CO leverage a positive image through consistent product quality, innovation, and a pleasant in-store customer experience, thereby strengthening positive associations in consumers' minds.

Promotion is a marketing communications strategy to introduce, persuade, and remind consumers about a product, whether through advertising, sales promotions, public relations, personal selling, or direct marketing (Lesnussa et al., 2021; Blom et al., 2021). Well-targeted promotions can increase purchase intention, strengthen loyalty, and create positive customer experiences.

Meanwhile, product quality refers to a product's ability to meet consumer needs and expectations, encompassing aspects of performance, reliability, durability, aesthetics, and safety

(Hoe & Mansori, 2018). High product quality can minimize dissatisfaction and increase customer trust, ultimately resulting in repeat purchases and positive recommendations.

METHODOLOGY

Research Design

This study uses a quantitative research design with an associative approach to analyze the influence of independent variables—brand image, promotion, and product quality—on the dependent variable, customer satisfaction. This method was chosen because it can measure the relationships and influences between variables in a structured manner using numerical data processed through multiple linear regression statistical analysis.

Sample

The population in this study was all consumers or customers of J.CO Donuts in Lhokseumawe City. The sampling technique used was non-probability sampling with a purposive sampling method, namely selecting respondents based on certain criteria relevant to the research objectives. The sample size used was 105 respondents who were J.CO customers in Lhokseumawe City.

Data Collection

The data used is primary data obtained directly from respondents through questionnaire distribution. The questionnaire was structured based on research variable indicators and measured using a Likert scale. Respondents were asked to rate statements related to brand image, promotions, product quality, and customer satisfaction.

Data Analysis

Data analysis in this study was conducted using multiple linear regression methods to determine the effect of brand image, promotion, and product quality on customer satisfaction. Prior to the regression test, the data were first tested through a validity test to ensure each questionnaire item was able to measure the intended variable, and a reliability test to assess the consistency of respondents' answers. Next, classical assumption tests were conducted, including a normality test to examine data distribution, a multicollinearity test to identify the presence or absence of high correlations between independent variables, and a heteroscedasticity test to ensure equality of residual variances.

After the data meets the requirements, hypothesis testing is conducted using a t-test to assess the partial influence of each independent variable on the dependent variable, and an F-test to examine the influence of all three independent variables simultaneously on customer satisfaction. In addition, the coefficient of determination (R^2) is used to measure the extent of the independent variable's contribution in explaining variations in customer satisfaction.

RESULTS AND DISCUSSION

Result

The results of multiple linear regression analysis indicate that the variables of brand image, promotion, and product quality have a positive and significant effect on customer satisfaction of

J.CO Donuts in Lhokseumawe City, both partially and simultaneously. The t-test shows that each independent variable has a significance value <0.05, which means that brand image, promotion, and product quality individually contribute significantly to increasing customer satisfaction.

The F-test produces a significance value <0.05, which indicates that the three variables jointly influence customer satisfaction. The coefficient of determination (R^2) value indicates that most of the variation in customer satisfaction can be explained by the combination of brand image, promotion, and product quality, while the rest is influenced by other factors outside this research model.

Discussion

The findings of this study align with previous theories and research, which emphasize that a strong brand image can increase customer trust and loyalty. Effective promotions can attract consumer attention and encourage purchasing interest. Consistent product quality that meets expectations strengthens customer satisfaction. In the context of J.CO in Lhokseumawe, brand image is built through consistent taste, innovative donut variants, and a comfortable store atmosphere.

Promotional strategies are implemented through social media, discount offers, and loyalty programs that attract new customers while retaining existing ones. Meanwhile, product quality is maintained by selecting quality raw materials, hygienic production processes, and friendly service standards. The combination of these three factors has been proven to create a positive experience that encourages customers to make repeat purchases and recommend J.CO to others.

CONCLUSION

Based on the results of the research test that has been carried out with the title Influence of brand image, promotion, and product quality influence on customer satisfaction on j.co donuts in the city of Lhokseumawe:

1. Brand image has been shown to have a positive and significant influence on customer satisfaction, thus H1 is accepted. These findings indicate that a strong brand image is an important factor influencing consumer satisfaction with the product used. These results reinforce the view that brand image plays a role in shaping trust, positive perceptions, and customer loyalty. Consumers are more likely to choose J.CO if they perceive the brand to have a good reputation, be easily recognized, and provide an experience that meets expectations. A positive brand image can foster trust, provide satisfaction, and encourage repeat purchases.

2. Promotions have been shown to have a positive and significant impact on customer satisfaction, thus H2 is accepted. These results indicate that attractive and targeted promotional strategies, such as discounts, loyalty programs, and social media campaigns, can attract consumers' attention while maintaining good relationships with existing customers. Effective promotions not only increase purchasing interest but also create positive experiences that strengthen consumer loyalty to the J.CO brand.

3. Product quality has been shown to have a positive and significant influence on customer satisfaction, thus H3 is accepted. This finding confirms that product quality is a crucial factor influencing consumer satisfaction. Consistent quality, distinctive flavors, the use of quality raw

materials, and hygienic production processes can meet or even exceed customer expectations. Good product quality can foster trust, provide satisfaction, and encourage consumers to repurchase and recommend J.CO products to others.

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