

THE EFFECT OF QUALITY OF SERVICE, CUSTOMER EXPERIENCE, AND PROMOTION ON CUSTOMER SATISFACTION (A Study at BSH Coffee in Denpasar City)

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Abstract. This study aims to examine the effects of quality of service, customer experience, and promotion on customer satisfaction using the Expectation Confirmation Theory as the theoretical foundation. The theory posits that customer satisfaction is formed through the alignment between customers' initial expectations and the actual performance of the service received. A quantitative research approach was employed, with data collected through questionnaires distributed to active customers of BSH Coffee in Denpasar City. The findings indicate that quality of service has a positive and significant effect on customer satisfaction, suggesting that higher service quality leads to greater customer satisfaction. Customer experience also demonstrates a significant positive influence, as favorable experiences enhance customers' perceptions of the value provided by the service. Furthermore, promotion significantly affects customer satisfaction by shaping customers' initial expectations before consuming the products or services offered. Simultaneously, the three independent variables were found to contribute significantly to customer satisfaction. These findings highlight the importance for businesses to continuously improve service quality, create memorable customer experiences, and develop effective promotional strategies to meet and exceed customer expectations in accordance with the principles of Expectation Confirmation Theory.

Keywords: Quality of Service, Customer Experience, Promotion, Customer Satisfaction, Expectation Confirmation Theory

INTRODUCTION

Coffee has undergone a significant transformation within Indonesian society. No longer perceived merely as a beverage for enhancing alertness, coffee has evolved into an integral part of lifestyle, social identity, and recreational activities. In an increasingly competitive business environment, companies are required to develop effective strategies to retain their customers. The rapid growth of local coffee shops across major cities and tourist destinations indicates a shift in consumer preferences. Based on preliminary observations, several popular local coffee shops operate in Denpasar, one of which is BSH Coffee, a coffee shop recognized for its contemporary concept and comfortable, relaxing atmosphere. Consistent with the findings of Silalahi (2024), changes in consumer behavior are influenced by several factors, including quality of service, customer experience, and promotion, all of which are critical considerations for businesses seeking to enhance customer satisfaction.

The Indonesian Coffee Association has highlighted the increasingly intense competition within the culinary industry, emphasizing the necessity for business operators to adopt customer-oriented strategies aimed at achieving customer satisfaction. According to Wicaksono et al. (2022), customer satisfaction refers to a condition in which consumers perceive that the benefits derived from a product or service are aligned with their expectations and needs. Previous satisfaction experiences can foster customer trust,

which may subsequently lead to repeat purchase behavior once consumers develop confidence in a particular product or service (Gultom et al., 2020). Sasongko (2021) argues that customer satisfaction is derived from customers' evaluations of products or services they have previously consumed. When the perceived performance of a product exceeds customers' expectations, they experience satisfaction; conversely, dissatisfaction occurs when the perceived performance falls below their expectations (Gultom et al., 2020).

The selection of BSH Coffee as the research object was motivated by its recent business performance, which indicates a decline over the past several months. Based on observations and internal sales data collected since the beginning of 2025, BSH Coffee has experienced a substantial and consistent decrease in sales through the middle of the year. This decline is reflected in the reduction of daily customer visits as well as lower sales volumes of coffee beverages and accompanying food products. Contemporary consumers no longer seek only beverages but also enjoyable experiences, including a pleasant café atmosphere, comfortable seating, internet accessibility, and efficient ordering services (Naini, 2022). This phenomenon is particularly noteworthy because, during the same period, two major competitors, namely Koja Coffee and Bayside Coffee, demonstrated significant sales growth and a stable increase in customer numbers.

Customer satisfaction is an emotional response that varies in intensity and serves as one of the primary indicators of business success within the service sector, including coffee shop businesses (Giese & Cote, 2000). High levels of customer satisfaction generally contribute positively to customer loyalty and revisit intentions. This phenomenon can be observed in Denpasar City, where several local coffee shops have experienced an increase in customer visits, while others have encountered a decline. Such differences suggest the presence of specific factors influencing customer satisfaction and consumers' decisions to revisit a particular coffee shop. This phenomenon can be further illustrated through the level of customer visits to local coffee shops in Denpasar, as presented in Table 1.

Table 1. Customer Visit Data at BSH Coffee, Bayside Coffee, and Koja Coffee in 2024

Month	BSH Coffee (Customers)	BSH Change (%)	Bayside Coffee (Customers)	Bayside Change (%)	Koja Coffee (Customers)	Koja Change (%)
January	473	–	491	–	391	–
February	446	-5.72%	505	2.86%	374	-4.33%
March	433	-2.94%	482	-4.55%	383	2.39%
April	455	5.08%	468	-2.49%	364	-4.95%
May	436	-4.18%	486	3.85%	374	2.74%
June	414	-5.05%	455	-6.58%	359	-4.01%
July	419	1.20%	471	3.52%	345	-3.90%
August	398	-4.77%	450	-4.43%	355	2.90%
September	395	-0.76%	455	1.11%	343	-3.38%
October	389	-1.54%	432	-5.26%	327	-4.66%
November	395	1.54%	439	1.62%	323	-1.23%
December	373	-5.57%	418	-4.78%	309	-4.32%

Source: Processed Data, 2025.

Table 1 shows that the number of customer visits to the three coffee shops

fluctuated throughout the year, with a general tendency to decline during the final months. This phenomenon may indicate the influence of external factors such as changing consumer preferences, intense market competition, or a lack of innovation in service delivery and promotional activities. In addition to customer visit frequency, coffee sales can also serve as an indicator of customer traffic and business performance. The coffee sales data for the three coffee shops are presented in Table 2.

Table 2. Local Coffee Sales Data at BSH Coffee, Bayside Coffee, and Koja Coffee in 2024

Month	BSH (IDR)	Coffee Change (%)	Bayside (IDR)	Coffee Change (%)	Koja (IDR)	Coffee Change (%)
January	52,000,000	-	54,000,000	-	43,000,000	-
February	49,000,000	-5.77	55,500,000	2.78	41,000,000	-4.65
March	47,500,000	-3.06	53,000,000	-4.50	42,200,000	2.93
April	50,000,000	5.26	51,500,000	-2.83	40,000,000	-5.21
May	48,000,000	-4.00	53,500,000	3.88	41,000,000	2.50
June	45,500,000	-5.21	50,000,000	-6.54	39,500,000	-3.66
July	46,200,000	1.54	51,800,000	3.60	38,000,000	-3.80
August	44,000,000	-4.76	49,500,000	-4.44	39,000,000	2.63
September	43,500,000	-1.14	50,000,000	1.01	37,800,000	-3.08
October	42,800,000	-1.61	47,500,000	-5.00	36,000,000	-4.76
November	43,500,000	1.64	48,300,000	1.68	35,500,000	-1.39
December	41,000,000	-5.75	46,000,000	-4.76	34,000,000	-4.23

Source: Authors' Processed Data, 2025.

Table 2 demonstrates that throughout 2024, sales performance among the three local coffee shops in Denpasar exhibited fluctuations with an overall downward trend. The significance of this study can be viewed from both theoretical and practical perspectives. From a theoretical standpoint, this research contributes to the existing body of knowledge in marketing management and consumer behavior by adopting the Expectation Confirmation Theory, originally developed by Victor Vroom (1964). This theory posits that an individual's motivation to engage in a particular behavior is influenced by the expectation that such behavior will lead to desirable outcomes. Within the context of consumer behavior, Expectation Confirmation Theory provides a relevant framework for understanding how consumers' expectations regarding products and services influence their satisfaction levels.

The findings of this study are expected to provide valuable insights for local coffee shop operators in Denpasar in formulating business strategies that emphasize service quality improvement and the creation of memorable customer experiences. This research is anticipated to contribute not only to academic discourse but also to the sustainable development of Denpasar's local coffee industry, which faces increasing challenges from globalization and intensifying competition among coffee brands. Several factors have frequently been identified as determinants of customer satisfaction in the coffee shop industry, including service quality, customer experience, and consumer motivation. According to Kotler and Keller (2016), these factors are considered essential variables influencing customer satisfaction. Service quality is defined as the actions and efforts undertaken by individuals or organizations to provide satisfaction to customers and

employees (Kasmir, 2017).

High service quality positively influences customer satisfaction, which subsequently contributes to increased sales performance. Consequently, both profitability and service quality can enhance the stability and sustainability of food and beverage businesses (Nasution et al., 2022). Customer satisfaction fundamentally reflects the extent to which consumers are pleased with the products and services offered to them, a condition closely associated with service excellence, satisfied customers, and business profitability (Tarigan et al., 2021). When customers perceive that service quality meets or exceeds their expectations, their loyalty toward the company is likely to increase (Amrullah et al., 2022).

Waluyowati and Bustomi (2022), in their study of Omah Boto Coffee Shop, found that among the five dimensions of service quality, assurance had the most dominant influence on customer satisfaction. This finding indicates that trust, reliability, and professionalism in service delivery play critical roles in determining customer satisfaction. Similarly, Dewi and Putri (2022), in a study conducted at Kopi Kenangan, reported that service quality had a positive and significant effect on customer satisfaction, demonstrating that improvements in service quality contribute substantially to consumer satisfaction. Consistent with these findings, Safina et al. (2022) found that service quality significantly influenced customer satisfaction among coffee shop customers in Cimanggis District, reinforcing the argument that service quality is a primary determinant of customer satisfaction. In contrast, Wicaksono et al. (2022) reported that service quality did not have a significant effect on customer satisfaction.

In addition to service quality, customer experience has emerged as an important factor in shaping customer satisfaction. Setiobudi et al. (2021) define customer experience as the outcome of customers' emotional and rational perceptions formed through direct or indirect interactions with a business. Positive experiences encourage higher levels of satisfaction with products and services. Such experiences may include convenient, secure, and efficient transactions. Conversely, customers may also encounter negative experiences, such as system errors or failed transactions despite successful payment deductions. Both positive and negative experiences can substantially influence customer satisfaction levels (Agustiono et al., 2022).

Fauzi (2024) found that customer experience has a positive and significant impact on customer satisfaction and loyalty. Consumers increasingly perceive interactions, atmosphere, and emotional experiences within coffee shops to be as important as the products themselves. This finding is supported by Pratama and Kurniawan (2025), who reported that servicescape and customer experience significantly enhance customer satisfaction and encourage repeat purchase intentions. These findings suggest that customer satisfaction in the contemporary coffee industry results from a combination of service quality and the overall customer experience created by the coffee shop. However, Afwan et al. (2024) found that customer experience did not significantly affect customer satisfaction, indicating the need for further investigation into the relationship between customer experience and customer satisfaction.

Another important determinant of customer satisfaction is promotion. Promotion refers to a company's efforts to inform, persuade, and remind consumers about its products or services (Dwipayana & Respati, 2023). Effective promotional strategies can increase brand awareness, attract consumer interest, and ultimately enhance customer satisfaction and loyalty. According to Kurniasih et al. (2023), the promotional mix consists of advertising, sales promotion, public relations, personal selling, and direct marketing.

Promotional activities in coffee shops may include discounts, bundled offers, social media campaigns, and loyalty programs. The effectiveness of promotional activities depends not only on their frequency but also on their creativity and alignment with the target market (Azizi et al., 2025). Promotion plays a vital role in marketing because organizational success largely depends on understanding consumer needs and satisfying them through high-quality products and services (Nurjaya et al., 2022).

Irawan and Jaswita (2024) reported that promotion has a positive and significant effect on customer satisfaction through both social media and offline promotional channels. Their findings indicate that more effective promotional activities contribute to higher levels of customer satisfaction. Likewise, Mardika (2024) found that promotional intensity positively and significantly influences customer satisfaction. Azizi et al. (2025), in their study of coffee shop customers in Kalibaru Kulon Village, also reported that promotional strategies significantly enhance customer satisfaction. These findings highlight the importance of maintaining product quality while implementing effective promotional strategies to improve customer satisfaction. In contrast, Ningtias et al. (2022) found that promotion did not significantly affect customer satisfaction.

Furthermore, previous studies examining the relationships among service quality, customer experience, and customer satisfaction in the Indonesian coffee shop industry have predominantly focused on major cities such as Jakarta, Depok, Yogyakarta, and Surabaya. To date, limited research has specifically explored the context of local coffee shops in Denpasar, despite the city's unique market characteristics. As an internationally recognized tourism destination, Denpasar serves a diverse customer base consisting of local residents, domestic tourists, and international visitors, each with distinct preferences and service expectations. This unique market environment provides an important context for further investigation into the determinants of customer satisfaction within the local coffee shop industry.

METHOD

This study employed a quantitative approach using an associative research design and a survey method to examine the effects of quality of service, customer experience, and promotion on customer satisfaction among BSH Coffee customers in Denpasar City. Primary data were collected through questionnaires distributed to customers who had previously purchased products at BSH Coffee, with the objective of obtaining empirical evidence regarding the relationships among the variables under investigation. The dependent variable in this study was customer satisfaction (Y), while the independent variables consisted of quality of service (X_1), customer experience (X_2), and promotion (X_3).

The study population comprised all BSH Coffee customers in Denpasar, whose exact number was unknown and therefore categorized as an infinite population. The sample was determined using a non-probability sampling technique with a purposive sampling approach. Respondents were required to have visited or made a purchase at BSH Coffee at least once and possess a minimum educational qualification equivalent to senior high school level. Data were collected using a four-point Likert scale questionnaire. The quality of the research instrument was assessed through validity and reliability tests. The results indicated that all measurement indicators were valid and reliable, confirming their suitability for data collection purposes.

Data analysis was conducted using IBM SPSS Statistics version 25. The analytical process began with descriptive statistical analysis to describe the characteristics of the

data, followed by inferential statistical analysis. Prior to hypothesis testing, classical assumption tests, including normality, heteroscedasticity, and multicollinearity tests, were performed to ensure that the regression model satisfied the required statistical assumptions. Subsequently, multiple linear regression analysis was employed to examine the relationships among variables. Hypothesis testing was conducted using the F-test, coefficient of determination (R^2), and t-test to evaluate both the simultaneous and partial effects of the independent variables on customer satisfaction.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 3. Research Questionnaire Return Rate

Description	Frequency	Percentage
Questionnaires Distributed	100	100%
Questionnaires Not Returned	0	0%
Questionnaires Returned	100	100%
Invalid Questionnaires	0	0%
Questionnaires Used for Analysis	100	100%
Response Rate	$100/100 \times 100\%$	100%
Usable Response Rate	$100/100 \times 100\%$	100%

Source: Primary Data Processed, 2026.

Table 3 shows that a total of 100 questionnaires were distributed to respondents, and all questionnaires were successfully returned. After the screening process, all returned questionnaires were deemed valid and suitable for further analysis. The characteristics of respondents based on gender are presented in Table 4.

Table 4. Respondent Characteristics Based on Gender

Characteristic	Classification	Frequency (Persons)	Percentage (%)
Gender	Female	74	74%
	Male	26	26%
Total		100	100%

Source: Primary Data Processed, 2026.

Based on Table 4, the respondents in this study were predominantly female, accounting for 74 respondents (74%), while male respondents accounted for 26 respondents (26%).

Description of Research Variables

Table 5. Measurement Criteria Intervals

Mean Score	Customer Satisfaction	Quality of Service	Customer Experience	Promotion
3.26 – 4.00	Very High	Very High	Very High	Very High
2.51 – 3.25	High	High	High	High
1.76 – 2.50	Low	Low	Low	Low
1.00 – 1.75	Very Low	Very Low	Very Low	Very Low

Source: Primary Data Processed, 2026.

This study employed a quantitative approach using an associative research design and a survey method to examine the effects of quality of service, customer experience, and promotion on customer satisfaction among BSH Coffee customers in Denpasar City. Primary data were collected through questionnaires distributed to customers who had previously made purchases at BSH Coffee. A purposive sampling technique was employed to select respondents from an infinite population. The research instrument satisfied the required validity and reliability criteria. Data analysis was conducted using IBM SPSS Statistics version 25 and included descriptive statistical analysis, classical assumption tests, multiple linear regression analysis, F-tests, t-tests, and coefficient of determination (R^2) analysis to evaluate both the simultaneous and partial effects of the independent variables on customer satisfaction.

Descriptive Statistical Analysis Results

Table 6. Results of Descriptive Statistical Analysis

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Quality of Service	100	5	16	16.47	2.205
Customer Experience	100	3	12	19.76	2.024
Promotion	100	4	15	16.39	2.196
Customer Satisfaction	100	5	16	8.53	2.217
Valid N (Listwise)	100				

Source: Authors' Analysis of Primary Data (2026).

Classical Assumption Test Results

Classical assumption tests were conducted to determine whether the data met the requirements for hypothesis testing. These tests consisted of normality, multicollinearity, and heteroscedasticity tests.

1. Normality Test

The normality test aims to determine whether the residuals in the regression model are normally distributed (Ghozali, 2021). In this study, normality was assessed using the One-Sample Kolmogorov–Smirnov test. The data are considered normally distributed when the Asymp. Sig. (2-tailed) value exceeds 0.05.

Table 7. Results of the Normality Test

Variable	Unstandardized Residual
N	100
Asymp. Sig. (2-tailed)	0.100

Source: Processed Secondary Data, 2026.

The results presented in Table 7 indicate that the Asymp. Sig. (2-tailed) value is 0.100. Since this value is greater than 0.05 ($0.100 > 0.05$), the data can be concluded to be normally distributed.

2. Multicollinearity Test

The multicollinearity test was performed to examine whether correlations existed among the independent variables in the regression model. An ideal regression model should not exhibit high correlations among independent variables. Multicollinearity can be detected by examining the Tolerance and Variance Inflation Factor (VIF) values. A model is considered free from multicollinearity if the Tolerance value exceeds 0.10 and the VIF value is below 10.

Table 8. Results of the Multicollinearity Test

Variable	Tolerance VIF	
Quality of Service (X_1)	0.733	1.364
Customer Experience (X_2)	0.782	1.279
Promotion (X_3)	0.656	1.525

Source: Authors' Analysis of Primary Data (2026).

The results shown in Table 8 indicate that the Tolerance values for all independent variables exceed 0.10, while all VIF values are below 10. Therefore, the regression model does not suffer from multicollinearity, indicating the absence of strong or perfect correlations among the independent variables.

3. Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the variance of residuals differs across observations in the regression model. A good regression model should exhibit homoscedasticity, meaning that heteroscedasticity is absent. In this study, the Glejser test was employed to detect heteroscedasticity. A regression model is considered free from heteroscedasticity when the significance value of each independent variable exceeds 0.05.

Table 9. Results of the Heteroscedasticity Test

Variable	Sig.
Quality of Service	0.188
Customer Experience	0.112
Promotion	0.255

Source: Authors' Analysis of Primary Data (2026).

Based on Table 9, the significance values of Quality of Service, Customer Experience, and Promotion are 0.188, 0.112, and 0.255, respectively. Since all significance values exceed the threshold of 0.05, it can be concluded that the regression model does not exhibit heteroscedasticity.

Multiple Linear Regression Analysis Results

Multiple linear regression analysis was employed to examine the influence of the independent variables on the dependent variable. The results of the regression analysis are presented in Table 10.

Table 10. Results of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
Constant	4.913	1.287	-	3.816	0.000
Quality of Service (X_1)	0.184	0.103	0.183	1.778	0.078
Customer Experience (X_2)	0.252	0.109	0.230	2.313	0.023
Promotion (X_3)	0.229	0.110	0.226	2.081	0.040

Source: Authors' Analysis of Primary Data (2026).

Based on the results of the multiple linear regression analysis, the regression equation can be expressed as:

$$Y = 4.913 + 0.184X_1 + 0.252X_2 + 0.229X_3 + \epsilon$$

The equation indicates the relationship between quality of service, customer experience, promotion, and customer satisfaction. The constant value of 4.913 suggests that customer satisfaction would remain at 4.913 when all independent variables are assumed to be zero. The regression coefficients for quality of service (0.184) and customer experience (0.252) indicate that an increase in each variable is associated with an increase in customer satisfaction, assuming the other variables remain constant. Furthermore, promotion has a positive regression coefficient of 0.229, indicating that more effective promotional activities tend to enhance customer satisfaction.

Model Fitness Test Results (F-Test)

The model fitness test (F-test) was conducted to evaluate whether the regression model was appropriate for explaining the relationship between the dependent and independent variables. This test was performed by examining the F-significance value obtained from the regression output generated using SPSS software. The significance level applied in this study was 0.05. A significance value greater than 0.05 indicates that the regression model is not suitable for analysis, whereas a significance value below 0.05 indicates that the model is appropriate and can be used for hypothesis testing.

Table 11. Results of the Model Fitness Test (F-Test)

Variable	F	Sig.
Regression	10.929	0.000

Source: Authors' Analysis of Primary Data (2026).

As presented in Table 11, the calculated F-value is 10.929 with a significance value of 0.000, which is lower than the significance threshold of 0.05. Therefore, the regression model is considered statistically significant and suitable for use in this study.

Hypothesis Testing Results (t-Test)

The t-test was conducted to examine each hypothesis and determine the partial effect of each independent variable on the dependent variable while holding the other variables constant (Ghozali, 2021). The significance level employed in this study was 5% (0.05).

Table 12. Results of Hypothesis Testing

Variable	Std. Error	Standardized Coefficients (Beta)	t	Sig.
Constant	1.287	–	3.816	0.000
Quality of Service (X_1)	0.103	0.183	1.778	0.078
Customer Experience (X_2)	0.109	0.230	2.313	0.023
Promotion (X_3)	0.110	0.226	2.081	0.040

Source: Authors' Analysis of Primary Data (2026).

The t-test was performed to evaluate the effect of each independent variable on customer satisfaction. An independent variable is considered to have a significant effect on the dependent variable when the significance value is less than 0.05. Conversely, a significance value greater than 0.05 indicates that the variable does not significantly influence the dependent variable.

Effect of Quality of Service on Customer Satisfaction (H1)

The first hypothesis proposed that quality of service influences customer satisfaction. The results indicate that quality of service has a positive regression coefficient ($\beta = 0.183$) with a significance value of 0.078, which exceeds the threshold of 0.05. Therefore, the effect of quality of service on customer satisfaction is not statistically significant. Consequently, the hypothesis is not supported.

Effect of Customer Experience on Customer Satisfaction (H2)

The second hypothesis proposed that customer experience positively influences customer satisfaction. The results reveal that customer experience has a positive regression coefficient ($\beta = 0.230$) and a significance value of 0.023, which is below 0.05. Therefore, customer experience has a positive and statistically significant effect on customer satisfaction, supporting the second hypothesis.

Effect of Promotion on Customer Satisfaction (H3)

The third hypothesis proposed that promotion positively influences customer satisfaction. The results show that promotion has a positive regression coefficient ($\beta = 0.226$) with a significance value of 0.040, which is lower than 0.05. Therefore, promotion has a positive and statistically significant effect on customer satisfaction, supporting the third hypothesis.

Discussion

The Effect of Quality of Service on Customer Satisfaction

The findings indicate that quality of service has a positive but statistically insignificant effect on customer satisfaction. Although customers may perceive service quality positively, the effect is not sufficiently strong to significantly influence their overall satisfaction. This finding suggests that customer satisfaction at BSH Coffee may be influenced by other factors beyond service quality.

From the perspective of Expectation Confirmation Theory, customer satisfaction is formed when the performance received meets or exceeds customers' expectations. Although service quality contributes to positive perceptions, customers may place greater emphasis on other aspects such as experience and promotional value when evaluating their overall satisfaction.

This finding differs from studies conducted by Novad and Hendrawan (2024), Benius et al. (2024), and Syafrina and Siregar (2024), which reported that service quality significantly influences customer satisfaction. Nevertheless, the positive coefficient obtained in this study indicates that improvements in service quality remain important in enhancing customers' perceptions of the coffee shop.

The Effect of Customer Experience on Customer Satisfaction

Based on Expectation Confirmation Theory, customer satisfaction emerges from the comparison between customers' initial expectations and the actual experiences they receive. Customers tend to feel satisfied when their experiences meet or exceed their expectations.

The results of this study demonstrate that customer experience has a positive and significant effect on customer satisfaction. This finding suggests that creating enjoyable experiences through atmosphere, interaction quality, comfort, and emotional engagement can substantially enhance customer satisfaction. Therefore, the better the experience provided by the coffee shop, the greater the likelihood that customers will achieve a higher level of satisfaction.

This finding is consistent with Ningsih (2023), who found that customer experience positively influences customer satisfaction. Similarly, Susanto (2026) reported that superior customer experiences lead to higher levels of customer satisfaction. Positive experiences also create opportunities for customer loyalty and repeat purchase behavior.

The Effect of Promotion on Customer Satisfaction

Expectation Confirmation Theory suggests that customer satisfaction is determined by the comparison between expectations and perceived performance. Promotional activities play an important role in shaping customers' initial expectations through information, offers, and marketing messages.

The results indicate that promotion has a positive and significant effect on customer satisfaction. When promotional activities accurately reflect the actual benefits received by customers, satisfaction is likely to increase. Effective promotional strategies can enhance customers' perceived value and strengthen positive evaluations of products and services.

This finding is supported by Oktavanny and Sulistiadi (2022), who reported that promotion has a positive and significant effect on customer satisfaction and serves as one of the dominant factors influencing customer satisfaction. Likewise, Yulihapsari et al. (2025) found that promotion positively affects customer satisfaction. These findings suggest that well-designed promotional strategies, combined with consistency between promotional messages and actual service delivery, can significantly improve customer satisfaction.

CONCLUSION

Based on the results of the data analysis and discussion, the following conclusions can be drawn:

1. Quality of service has a positive effect on customer satisfaction. Higher levels of service quality tend to increase customer satisfaction; however, the effect was not statistically significant in this study.
2. Customer experience has a positive and significant effect on customer satisfaction. The better the customer experience, the higher the level of customer satisfaction.
3. Promotion has a positive and significant effect on customer satisfaction. More effective promotional activities contribute to higher customer satisfaction.

IMPLICATIONS

The results of the multiple linear regression analysis indicate that quality of service, customer experience, and promotion are positively associated with customer satisfaction. The constant value of 4.913 indicates the baseline level of customer satisfaction when all independent variables are held constant. Customer experience exhibited the strongest influence, with a regression coefficient of 0.252, followed by promotion (0.229) and quality of service (0.184). These findings suggest that efforts to improve customer experience, strengthen promotional effectiveness, and continuously enhance service quality can contribute to higher levels of customer satisfaction at BSH Coffee.

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