

## The Influence of Service Quality, Product Quality and Promotion on Sales Volume at Jenggong Café

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### ABSTRACT

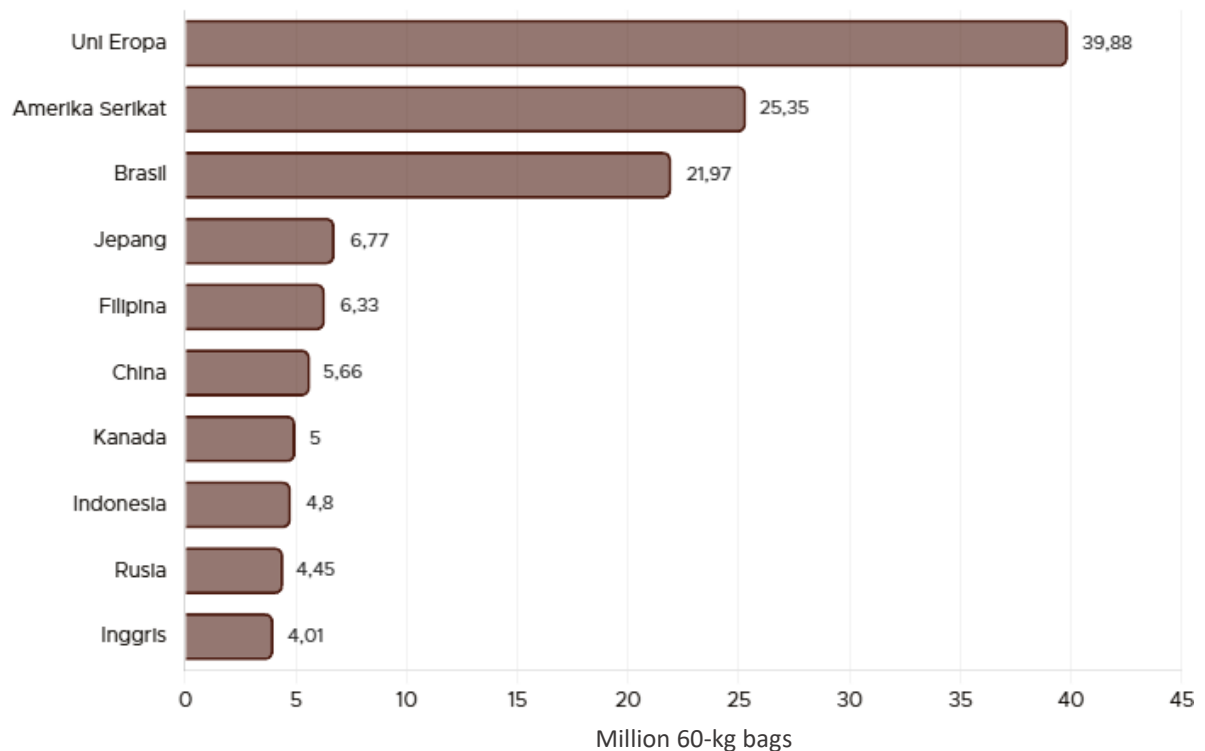
As lifestyles shift alongside broader social and economic developments, the business landscape also changes one sector notably influenced is the coffee industry. Given Indonesia's relatively high level of coffee consumption, many entrepreneurs have seized the opportunity to establish coffee shops. However, to remain competitive, businesses need strategies that prioritize customer satisfaction. Customer satisfaction is shaped by how well services are delivered and how products meet the consumer expectation. the higher these qualities are perceived to be, the greater the potential for increased revenue. The present study explored the role of service quality, product quality, and promotion in driving changes in the sales volume. The study employs an associative quantitative approach, with the data collected from 100 respondents chosen through probability sampling technique at the Jagakarsa Seduh Coffee Shop. Data were analyzed using classical assumption tests, simple linear regression, correlation analysis, determination coefficient analysis, as well as partial and simultaneous hypothesis testing. The overall model is statistically significant, as evidenced by F-statistic of 96.052, which surpassed the critical threshold of 2.70 and was supported by a probability value of 0.000. Individual testing further confirmed that service quality (X1) exerts a significant effect, reflected by a t-statistic of 6.584 that exceeds the reference value of 1.664. Product quality (X2) yields a t value of 2.542 with significance 0.01. Promotion (X3) records a t value of 12.223 greater than 1.664 with significance 0.00.

### INTRODUCTION

In the era of globalization and free trade, companies are required to compete not only at the local level but also in the global market. To survive and grow amid intense competition, firms must develop strategies that attract consumers and foster long-term customer loyalty toward their products. Therefore, every company is required to improve the quality of its services as well as a more innovative marketing strategy. To survive and win global competition, companies must improve manufacturers' ability to sell high-quality products in order to be able to provide satisfaction to customers. One of the important aspects of a marketing strategy is buyback interest. In simple terms, buyback interest means that a customer is satisfied with the product and wants to buy again. If their needs, either in real life or just in mind, are met or even exceed expectations, then they will buy the product again.

One of the business fields that has experienced the impact of the current development of the times is the coffee industry. Indonesian people now spend more time outside the home, such as gathering with family, meeting with co-workers, or doing other social activities. This change in people's way of life has made the coffee industry grow rapidly. This growth is then used by entrepreneurs to expand coffee shop business development opportunities.





**Figure 1.** The World's Largest Amount of Coffee

Source: International Coffee Organization (ICO)

In 2022, Indonesia was recorded as one of the world's top five coffee-consuming nations, based on statistics reported by the International Coffee Organization. In addition, the production of coffee in Indonesia in a whole 2021 successfully produced 786.2 thousand tons, as recorded by the Central Statistics Agency in 2021. Later on, the production of coffee in Indonesia continues to increase every year. This presents a great chance for business actors to increase their coffee shop business.

Jenggong Cafe was established on December 20, 2020, located in the Bolo Ujungpangkah Gresik area. This is a coffee shop that was originally an ordinary coffee shop that only sells spiced coffee and packaged drinks. On February 12, 2022, the idea was sparked to expand the business so that all types of consumers feel more comfortable by presenting a variety of coffee, tea, spices, and providing a choice of snacks to heavy dishes, making this place the right choice for consumers to linger. The price range offered is very affordable, ranging from 5 thousand to 25 thousand rupiah. In addition, Jenggong Cafe also offers venue rental facilities for various events, such as parties, events, and every weekend there are live music performances.

With the increasing interest of customers in coffee, many individuals are interested in starting a business in this sector. However, given the high level of competition, entrepreneurs must research methods to keep their sales consistent to be able to compete in a competitive market, companies generally implement quality strategies in various fields, including products, services, and marketing. When executing this strategy, the company seeks to choose the right standards of productivity, service, and promotion in order to achieve its goals efficiently while competing with competitors. Every contemporary retail business needs to improve their capabilities by highlighting the characteristics and differences from other companies, so as to attract customers to make a repeat purchase.

Service quality is important in a business. If the service provided is not satisfactory, then this will affect consumer satisfaction, so that it indirectly also affects business continuity (Indajang et al., 2023). Consumers will compare the services they receive with the services they get elsewhere (Sunarsi & Baharuddin, 2019). Service quality is a reference for consumers in assessing whether the service provided is good or not (Rustantono et al.,

2023). Moreover, Rojikun (2021) defined service quality as a crucial element that must be paid attention. Service quality is an action taken against consumers by delivering services that meet their expectations and needs (Chandra, 2020). Service quality is also the consumer's expectations for the service they get. If consumer expectations are higher than employee performance, then the quality of service received will be less satisfactory, and vice versa. According to Gofur (2022), service quality is basically intangible because it takes the form of a specific service experience. To understand how customers respond to a service, researchers look at five key areas known as the ServQual dimensions. These dimensions are based on Napitupulu et al. (2021), where they include tangibles and reliability and responsiveness and assurance and empathy.

Tjiptono points out that service quality links directly to how satisfied consumers feel (Sasangka & Rusmayadi, 2018). Managers must work hard to respond to the unique demands of their target consumers. to reach this goal (Sudirman, 2020). Good service quality helps build a lasting bond between the customer and the company by making them feel satisfied. This quality affects more than just satisfaction because it also builds trust and encourages people to come back (Rita et al., 2019). When people decide to return and buy again, they naturally help increase the total sales volume (Suardika & Sari Dewi, 2021). Sales volume goes up when people have a great experience and excellent service helps prevent negative experiences for the customer. High-quality service builds customer loyalty and this loyalty eventually pushes sales figures higher. Apriansyah (2018) proves this through research showing that service quality has a real impact on how much a business sells. Loyal customers also help the business save money on ads because they recommend the brand to others (Lestari et al., 2021).

Furthermore, product quality acts as another major factor that drives sales growth. A quality product works exactly as it should and offers durability and comfort and well-chosen materials. These high-value features make the whole product better for the user. People look at the product quality just as much as they look at the service quality. They expect both to match because a good product serves as a guarantee of value for the public. This factor remains vital because it determines how happy a buyer feels after using the item. Quality basically combines all the traits and features that help a product meet the actual needs of a customer.

The quality standard given from the service has become an important part of designing or considering a company's strategy. As long as the product succeeded to meet the high quality standard, it will be an attraction for consumers in choosing products to buy. Conversely, if the quality of the product is poor or does not meet the expectations of consumers, they are likely to switch to buying the same product from other brands. To achieve the desired product quality, quality standardization is required. The goal is that the products produced always meet the standards that have been set, so that they are right on target in the intended market. Therefore, a product can be categorized as a high quality product as long as the product already meet both the expectations and needs of buyers.

Promotions play an important role in marketing strategies that companies can use to increase product sales and generate profits. Sales promotion is a form of direct stimulus given to consumers so that they want to buy a product. There are several types of promotions. sales, such as temporary price reductions through coupons, discounts, contests, sweepstakes, and so on. Sales promotion provides incentives for consumers to be more interested in buying products, so that the benefits that manufacturers want to convey can be well received by consumers. In addition, promotions also encourage consumers to try new products, so that they can increase sales. Sales promotions also help increase consumer awareness of the price of the products offered.

Thus, sales volume will increase if the consumer's shopping experience is pleasant and the quality of the business's service can reduce unpleasant experiences. Service quality is closely associated with customer loyalty and sales growth. Empirical evidence from Apriansyah (2018) supports this relationship by demonstrating that there presents a significant influence between service quality and sales volume. In addition to increasing sales, customer loyalty can also save promotional costs because customers will recommend the business to others (Lestari et al., 2021).

Sales volume is one of the important components that affect the success of a business. Therefore, business actors need to pay attention to sales volume to remain profitable. The main goal of a business doing sales is to achieve the sales volume target (Fawzi et al., 2022). The higher the sales volume, the higher the profit obtained. Thus, businesses such as coffee shops can survive and thrive in the midst of environmental changes (Hery et al., 2019). An increase in sales volume occurs due to the number of products or services sold in each transaction. The more products sold, the greater the profit obtained (Effendy, 2019). Sales volume can be measured from the achievement of sales targets as seen from the total products sold and the increase in profits after the transaction (Nasution et al., 2017). Therefore, sales volume is something that must be considered so that the business does not suffer losses. Increasing sales volume is the main goal in business to get profit (Cucu Sumartini & Fajriyani Ardining Tias, 2019).

Regarding service quality, product quality, and sales promotion, not all coffee shops in the process run smoothly as expected, there are several obstacles in developing the coffee shop. Where managers do not know what things must be considered regarding the quality of their service to consumers, product quality does not have special characteristics and still lacks innovation in developing types of product variants, and coffee shops are also not able to compete in sales large, and in terms of sales are not optimal and effective, they do not introduce products to social media with online promotions and this is the reason why researchers want to research on sales store. Based on the above, that is the background for the researcher to further examine the Impact of Service Quality, Product Quality, and Promotion on Sales Volume at Café Jenggog.

## **METHODS**

A quantitative research design was adopted in this study, where it is designed to be objective and relying on factual evidence so that relationships and effects among variables can be measured systematically. Sugiyono explains that quantitative approaches are based from the positivist philosophy, which means that they are suitable for examining specific populations and samples; the data are analyzed numerically with the purpose of testing predetermined hypotheses (Irawan & Cahya, 2025).

This study uses an associative quantitative design to see how independent variables influence dependent ones. The researcher focused on a total population of 115 customers at Cafe Jenggong. For the sampling process, the researcher used the simple random sampling method so every customer had the same chance to be picked without looking at their specific background. The researcher then applied Slovin's formula with a 5% precision level to determine the sample size and ended up with 100 respondents. Furthermore, the researcher gathered all the necessary data through questionnaires and measured each answer using a Likert scale. The full details are presented in the following table

## **RESULTS AND DISCUSSION**

### **Measurement Instrument Validity and Reability**

In this study, instrument validity was examined using SPSS version 26 through a two-tailed Pearson product-moment correlation test at a 5% significance level. The critical  $r$ -value was determined based on the degree of freedom ( $df$ ), calculated as  $n - 2$ . With a sample size of 100 respondents, the resulting  $df$  was 98, yielding an  $r$ -table value of 0.196. An item was considered valid if its  $r$ -count value was positive and exceeded the  $r$ -table threshold. The results show that all questionnaire items recorded  $r$ -count values greater than 0.196. Specifically, the  $r$ -count values ranged from 0.831 to 0.985 for Service Quality, 0.552 to 0.804 for Product Quality, 0.710 to 0.912 for Promotion, and 0.759 to 0.916 for Sales Volume. These findings confirm that all measurement items satisfy the validity criteria and are appropriate for measuring their respective constructs.

Reliability testing was conducted using a one-time measurement approach with Cronbach's Alpha coefficients calculated via SPSS. According to Ghozali (2013), a construct is considered reliable if its Cronbach's Alpha value exceeds 0.70, indicating satisfactory internal consistency. The results reveal that all variables, Service Quality (X1), Product Quality (X2), Promotion (X3), and Sales Volume (Y), exhibited Cronbach's Alpha values above the recommended threshold. Therefore, it can be concluded that the research instruments demonstrate acceptable reliability and are consistent for further statistical analysis.

### Classical Assumption Tests

Prior to hypothesis testing, classical assumption tests were conducted to ensure the feasibility of the multiple regression model. The Kolmogorov–Smirnov test shows that the residuals are normally distributed, as indicated by an Asymp. Sig. (2-tailed) value of 0.101, which exceeds the 0.05 significance level. Furthermore, multicollinearity diagnostics reveal that all independent variables have tolerance values above 0.10 and Variance Inflation Factor (VIF) values below 10, indicating the absence of multicollinearity. The Glejser test also confirms that all independent variables exhibit significance values greater than 0.05, suggesting no heteroskedasticity. Overall, these results demonstrate that the regression model satisfies all classical assumptions and is appropriate for hypothesis testing using the Ordinary Least Squares (OLS) method.

### Coefficient of Determination Test ( $R^2$ )

The coefficient of determination ( $R^2$ ) reflects the proportion of variance in the dependent variable explained by the independent variables in the regression model (Lesmana, 2021). As shown in Table 1., the regression results yield an Adjusted  $R^2$  value of 0.746, indicating that service quality, product quality, and promotion jointly explain 74.6% of the variation in sales volume, while the remaining 25.4% is attributable to other factors not included in the model. This finding demonstrates a strong explanatory power of the regression model and is consistent with previous empirical evidence reported by Mulyawati et al. (2025).

**Table 1.** Coefficient of Determination ( $R^2$ ) Result

Model Summary					
Model	R	R Square	R Square Adjusted	Std. Error of the Estimate	Durbin-Watson
1	0.868	0.754	0.746	1.334	2.231

Source: Author's computation using SPSS

### Partial t-Test Results

The partial t-test was conducted to examine the individual effect of each independent variable on sales volume. As presented in Table 2, service quality has a positive and significant effect on sales volume ( $t = 6.584$ ,  $p < 0.001$ ), indicating that improvements in service quality contribute significantly to increased sales volume. Product quality also shows a positive and significant influence on sales volume ( $t = 2.542$ ,  $p = 0.013$ ), suggesting that higher product quality enhances sales performance. Furthermore, promotion exhibits the strongest positive effect among the variables ( $t = 12.223$ ,  $p < 0.001$ ), confirming its significant role in driving sales volume. Overall, the results demonstrate that all independent variables significantly and positively influence sales volume.

**Table 2.** t-Test Results

Model		Unstandardized Coefficients		standardized Coefficients	t	sig.
		B	Std. Error	Beta		
1	(Constant)	2.517	.919		2.739	.007
	Service Quality	.587	.089	.699	6.584	.000
	Product Quality	.102	.040	.209	2.542	.013
	Promotion	.793	.065	1.241	12.223	.000

a. Dependent Variable: SALES VOLUME

Source: Author's computation using SPSS

### Simultaneous F-Test Results

The simultaneous F-test was employed to examine whether the independent variables jointly influence the dependent variable. As presented in Table 7, the regression model yields an F-statistic of 96.052 with a significance value of  $p < 0.001$ , which is below the 0.05 threshold. This result indicates that service quality, product quality, and promotion simultaneously have a significant effect on sales volume, confirming that the regression model is statistically significant and appropriate for further interpretation.

**Table 3.** F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	513.046	3	171.015	96.052	0.000
Residual	167.362	94	1.780		
Total	680.408	97			

*a. Dependent Variable: Sales Volume*

Source: Author's computation using SPSS

## Discussion

### Effect of Service Quality on Sales Volume

The findings of this study indicate that service quality has a positive and significant influence on sales volume at Jenggong Café. High service quality—reflected in employee friendliness, responsiveness, service speed, and order accuracy—plays a crucial role in shaping positive customer experiences. When customers perceive services as reliable and responsive, they tend to feel satisfied and are more likely to make repeat purchases. This finding is consistent with previous studies emphasizing that service quality is a key determinant of sales performance and customer loyalty in the café and restaurant industry. Sasangka and Rusmayadi (2018) argue that superior service quality enhances customer trust and satisfaction, which subsequently leads to increased purchasing behavior. Similarly, Saputra et al. (2024) highlight that service excellence contributes not only to higher sales volume but also to long-term customer retention.

### Effect of Product Quality on Sales Volume

The results also demonstrate that product quality significantly influences sales volume at Jenggong Café. Customers tend to evaluate product attributes such as taste, consistency of presentation, and the quality of raw materials before making purchasing decisions. Products that consistently meet customer expectations are more likely to generate satisfaction and encourage repeat consumption. This finding supports marketing theory, which positions product quality as one of the core elements of the marketing mix influencing consumer decision-making (Kotler & Keller, 2018). In the context of café businesses, maintaining consistent product quality is essential for strengthening brand image and sustaining customer demand. Similar conclusions have been reported in previous studies, which emphasize that perceived product quality positively affects customer satisfaction and sales performance in the food and beverage sector.

### Effect of Promotion on Sales Volume

The study further reveals that promotion plays a dominant role in influencing sales volume. Promotional activities, such as social media marketing, price discounts, and special promotional programs, are effective in attracting customer attention and stimulating purchasing interest. Well-executed promotional strategies can increase product visibility and encourage consumers to try or repurchase products. These findings are in line with previous research suggesting that promotion significantly affects sales volume in retail and service-oriented businesses. Apriansyah (2018) states that effective promotional strategies enhance consumer awareness and directly stimulate purchasing behavior. Likewise, Surbakti (2022) emphasizes that promotional intensity and creativity are key drivers of sales growth in competitive market environments.

### Simultaneous Effect of Service Quality, Product Quality, and Promotion on Sales Volume

The combined influence of service quality, product quality, and promotion highlights that sales volume is determined by the interaction of multiple marketing factors rather than a single variable. When these elements are managed in an integrated manner, they reinforce each other and contribute to improved business performance. This finding supports the integrated marketing perspective, which emphasizes the importance of aligning product quality, service delivery, and promotional efforts to create superior customer value (Kotler & Keller, 2018). The strong explanatory capability of the research model suggests that a holistic marketing strategy is essential for achieving sustainable sales growth in the café industry.

## CONCLUSION

This study examined the effects of product quality, service quality, and sales promotion on sales growth at Café Jenggong. The results indicate that both product quality and service quality have a positive and significant impact on sales growth, suggesting that improvements in these areas contribute directly to increased sales performance. Sales promotion also demonstrates a significant positive effect, particularly in supporting online sales activities. Overall, the findings confirm that Café Jenggong has maintained good operational standards by using safe and halal ingredients and delivering friendly service. However, enhancing promotional strategies may further strengthen sales growth. These results provide empirical evidence that product quality, service quality, and sales promotion play a crucial role in increasing sales at the café.

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