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ANALYSIS OF THE EFFECT OF TASTE, SERVICE QUALITY, AND ELECTRONIC WORD OF MOUTH (E-WOM) ON CONSUMER SATISFACTION AT PESENKOPI CAFÉ JOMBANG

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ABSTRACT

Consumer satisfaction has become one of the most important indicators of business sustainability. This study aims to analyze the influence of taste, service quality, and electronic word-of-mouth (E-WOM) on consumer satisfaction at Pesenkopi Café Jombang. The rapid growth of the café industry in Indonesia has made consumer satisfaction a crucial factor for business survival. Several factors-including taste, service quality, and E-WOM influence consumer satisfaction. This study employs a quantitative approach with a causal-associative research design. The sample consists of 100 respondents selected via purposive sampling, based on the criterion that they had previously purchased and consumed products at Pesenkopi Café Jombang. Data were collected through questionnaires and subsequently analyzed using multiple regression with SPSS 26. The results indicate that taste, service quality, and E-WOM all have a positive and significant influence on consumer satisfaction. The analysis reveals that 65.6% of the variance in consumer satisfaction is explained by the variables of taste, service quality, and E-WOM, demonstrating that these factors possess substantial explanatory power. These findings suggest that enhancing service quality, maintaining product taste consistency, and effectively managing electronic word-of-mouth are key to increasing consumer satisfaction at Pesenkopi Café Jombang.

Keywords: consumer satisfaction, electronic word of mouth (E-WOM), product, service quality, taste.

INTRODUCTION

The café industry has experienced significant growth in recent years, driven by increasing coffee consumption, changing consumer lifestyles, and the emergence of cafés as social interaction spaces. Coffee consumption in Indonesia has continued to increase, reflecting a growing demand for café products and services. The transformation of coffee consumption from a functional activity into a lifestyle has intensified competition among

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café businesses, requiring firms to continuously improve their competitiveness (Faiha, 2022). As competition becomes more intense, consumer satisfaction has become one of the most important indicators of business sustainability. Consumers who are satisfied are more likely to revisit, recommend the café to others, and develop long-term loyalty. The customer's perception of the product's price, which is in line with its quality and benefits and is a reasonable price for them, makes them willing to spend money on a product at that price (Dwijayani et al., 2023). When consumers look for a product, they do not focus on its appearance but rather on its price and the benefits experienced during use—fundamentally because the price aligns with the benefits perceived by the buyer (Aslchah et al., 2022). Fundamentally, consumers develop loyalty to a company based on the benefits of the purchased product, a price point that aligns with their financial means, the product's ability to meet their desires, and high quality—such as favorable expiration dates and taste (Dwijayani & Yeresti, 2018).

According to Expectancy Disconfirmation Theory, consumer satisfaction results from the comparison between customers' expectations before consumption and their actual experiences after consuming a product or service (Angelica & Sukma, 2025). When perceived performance meets or exceeds expectations, consumers experience satisfaction; otherwise, dissatisfaction occurs. Therefore, understanding the determinants of consumer satisfaction is essential for café businesses seeking to maintain customer retention and competitive advantage. Brand trust is a consumer's sense of dependability based on experience, or rather, a series of transactions or interactions defined by the achievement of their expectations for product quality and satisfaction. The foundation of trust is the belief that the other party will behave in accordance with customer demands and wishes (Purwanto et al., 2025).

One important determinant of consumer satisfaction is taste, which represents the core attribute of food and beverage products. Taste is not merely associated with flavor but also involves aroma, texture, appearance, and the overall sensory experience perceived by consumers. In the context of café businesses, consistent product quality and distinctive taste characteristics contribute directly to customer satisfaction because consumers evaluate whether the products match their expectations. Previous studies have also demonstrated that taste positively influences consumer satisfaction and encourages repeat purchases (Saputra & Ambarwati, 2026).

Besides product quality, service quality plays a fundamental role in shaping consumers' experiences throughout the service process. Based on the Service Quality Gap Theory and the SERVQUAL model, service quality reflects consumers' evaluation of service performance compared with their expectations (Aditya et al., 2025). High-quality service is reflected through responsiveness, reliability, empathy, assurance, and tangible aspects that enhance customer experiences. Previous empirical studies have consistently reported that service quality significantly improves consumer satisfaction because consumers value not only the products they purchase but also the quality of interactions

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and services they receive during their visits (Sugandini, 2024). In today's digital environment, Electronic Word of Mouth (E-WOM) has become another influential factor affecting consumer satisfaction. The Information Adoption Model explains that online information influences consumer behavior only after consumers perceive the information as useful, credible, and relevant (Aurora et al., 2024). Consumers increasingly rely on online reviews, ratings, and recommendations before visiting cafés, making E-WOM an important source of expectation formation. Positive online reviews regarding product quality, service quality, and café atmosphere can increase consumer confidence, whereas negative reviews may discourage potential customers from visiting the café (Salsabillah et al., 2024). Recent empirical evidence also indicates that E-WOM has a significant positive effect on consumer satisfaction in the café industry (Fikri et al., 2025).

Although previous studies have investigated the relationships among taste, service quality, E-WOM, and consumer behavior, several research gaps remain. Most previous studies examined only two variables simultaneously, focused on purchase decisions rather than consumer satisfaction, or treated E-WOM as a mediating variable instead of an independent determinant. Moreover, empirical evidence has largely been generated from cafés located in metropolitan areas, while studies involving regional cafés remain limited despite differences in consumer characteristics, purchasing behavior, digital engagement, and market competition. These limitations indicate the need for further investigation integrating taste, service quality, and E-WOM simultaneously within the context of regional café businesses. the study proposed the following hypotheses: H1: Taste has a positive and significant effect on Consumer Satisfaction. H2: Service Quality has a positive and significant effect on Consumer Satisfaction. H3: Electronic Word of Mouth (E-WOM) has a positive and significant effect on Consumer Satisfaction. H4: Taste, Service Quality, and Electronic Word of Mouth simultaneously have a positive and significant effect on Consumer Satisfaction.

Given the results of previous studies and the existence of differing opinions and findings, further research into consumer satisfaction is necessary to ensure business continuity. Consequently, this study aims to examine the influence of taste, service quality, and electronic word-of-mouth (e-WOM) on consumer satisfaction at Pesenkopi Café Jombang, analyzing these factors both individually and simultaneously. The study's results are expected to contribute valuable insights for consumers and managers of similar or other businesses.

METHODS

The research was conducted at Pesenkopi Café, Jombang Regency, East Java, Indonesia. The type of research used is quantitative descriptive. Data collection was conducted using primary data sources with the aid of a questionnaire and a Likert scale. While data analysis used multiple linear regression analysis with the aid of SPSS 26. The

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study population consisted of consumers who had purchased products at the café. Since the total population could not be determined with certainty, the sample size was calculated using the Slovin formula with a 10% margin of error, resulting in 100 respondents. Respondents were selected using purposive sampling, with the criterion that they had purchased products at Pesenkopi Café and were willing to participate in the survey. Each questionnaire item utilizes a Likert scale to measure respondent feedback. Data collection was conducted over a one-month period using Google Forms and/or QR codes distributed to customers during purchases at Pesenkopi Café Jombang, as well as through platforms such as WhatsApp and Instagram.

RESULTS AND DISCUSSION

A descriptive analysis was conducted to identify the demographic profile of the respondents. A total of 100 consumers of Pesenkopi Café participated in this study. The respondents were categorized based on gender, age, occupation, and monthly income to provide an overview of the sample characteristics. Female respondents slightly outnumbered male respondents, accounting for 52.0% of the total sample, while male respondents represented 48.0%. This relatively balanced distribution indicates that Pesenkopi Café attracts both male and female consumers, suggesting that consumer satisfaction is not concentrated within a single gender group. Regarding age, the majority of respondents (76.0%) were between 21 and 25 years old, followed by those aged 26–30 years (15.0%) and 17–20 years (9.0%). No respondents were older than 30 years.

These findings indicate that Pesenkopi Café primarily serves young adults, a demographic segment that is highly engaged in café culture, social interaction, and digital platforms. Consequently, this age profile is particularly relevant to the inclusion of Electronic Word of Mouth (E-WOM) as one of the independent variables, since younger consumers tend to actively seek and share online information before making purchasing decisions. In terms of occupation, students constituted the largest proportion of respondents (58.0%), followed by employees (30.0%) and entrepreneurs (9.0%), while housewives, unemployed individuals, and freelancers each accounted for only 1.0% of the sample. No civil servants participated in the survey. The predominance of respondents from the student demographic indicates that Pesenkopi Café is highly popular among the academic community and young consumers, who frequent the café not only to enjoy food and beverages but also to study, work, and socialize. This consumer profile represents a characteristic that can influence and provide greater clarity regarding the results of the research data analysis.

With respect to monthly income, the largest proportion of respondents (33.0%) earned between IDR 1,000,000 and IDR 2,500,000 per month, followed by 18.0% earning IDR 2,500,000–4,000,000, 13.0% earning less than IDR 1,000,000, 13.0% reporting no income, 12.0% earning IDR 4,000,000–5,500,000, and 11.0% earning more than IDR

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5,500,000. This distribution indicates that the majority of consumers belong to the lower-to middle-income segment, which is consistent with the dominance of student respondents. Therefore, maintaining affordable prices while ensuring product quality and excellent service is likely to play an important role in enhancing consumer satisfaction at Pesenkopi Café.

Overall, the respondent profile demonstrates that the study predominantly represents young adult consumers with student backgrounds and moderate income levels, reflecting the primary target market of Pesenkopi Café. These characteristics provide an appropriate context for examining the influence of Taste, Service Quality, and Electronic Word of Mouth on consumer satisfaction. The validity test was conducted using the Pearson Product-Moment correlation coefficient. An item was considered valid if the calculated correlation coefficient exceeded the critical value ($r\text{-count} > r\text{-table}$) at a significance level of 0.05. As shown in Table 3, the results indicated that all questionnaire items measuring Taste, Service Quality, Electronic Word of Mouth, and Consumer Satisfaction were valid and suitable for further statistical analysis.

The reliability of the research instrument was evaluated using Cronbach’s Alpha to determine the internal consistency of the measurement items for each construct. A Cronbach’s Alpha coefficient of 0.70 or higher was used as the minimum acceptable threshold for reliability. As presented in Table 4, all research variables achieved Cronbach’s Alpha values exceeding the recommended threshold of 0.70, indicating satisfactory internal consistency. The Taste (X_1) variable obtained a Cronbach’s Alpha value of 0.799, followed by Service Quality (X_2) with 0.783, Electronic Word of Mouth (X_3) with 0.791, and Consumer Satisfaction (Y) with 0.857.

The normality test was conducted using the Kolmogorov–Smirnov test. The analysis showed an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the significance level of 0.05. Therefore, the residuals are considered to be normally distributed, indicating that the regression model satisfies the normality assumption, as shown in Table 1.

Table 1. The Normality Assumption

Test	Asymp. Sig. (2)	Criterion	Conclusion
Kolmogorov–Smirnov	0.200	Sig. > 0.05	Normally distributed

The multicollinearity test was conducted to determine whether a high correlation existed among the independent variables in the regression model. This assessment was performed using the Tolerance and Variance Inflation Factor (VIF) values. A regression model is considered free from multicollinearity when the Tolerance value exceeds 0.10 and the VIF value is less than 10. As presented in Table 2, the Taste (X_1) variable obtained a Tolerance value of 0.369 and a VIF value of 2.712. The Service Quality (X_2) variable

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showed a Tolerance value of 0.523 and a VIF value of 1.910, while the Electronic Word of Mouth (X_3) variable produced a Tolerance value of 0.425 and a VIF value of 2.355.

Table 2. The multicollinearity test

Independent Variable	Tolerance	VIF	Conclusion
Taste (X_1)	0.369	2.712	No multicollinearity
Service Quality (X_2)	0.523	1.910	No multicollinearity
Electronic Word of Mouth (X_3)	0.425	2.355	No multicollinearity

The heteroscedasticity assumption was evaluated using the Glejser test. The results, presented in Table 7, indicated that the significance values for Taste (X_1), Service Quality (X_2), and Electronic Word of Mouth (X_3) were all greater than 0.05. Therefore, none of the independent variables significantly affected the absolute residual values, indicating that the regression model was free from heteroscedasticity.

Tabel 3. The heteroscedasticity

Independent Variable	Sig.	Criterion	Conclusion
Taste (X_1)	0.825	Sig. > 0.05	No heteroscedasticity
Service Quality (X_2)	0.762	Sig. > 0.05	No heteroscedasticity
Electronic Word of Mouth (X_3)	0.295	Sig. > 0.05	No heteroscedasticity

Overall, the results of the classical assumption tests demonstrate that the regression model satisfies the assumptions of normality and homoscedasticity. Consequently, the data are considered suitable for multiple linear regression analysis. The autocorrelation test was performed using the Durbin–Watson (DW) statistic to examine whether correlation existed among the residuals in the regression model. A Durbin–Watson value close to 2.00 indicates that the residuals are independent and that no autocorrelation is present.

Table 4. The autocorrelation Test

Statistic	Value	Criterion	Conclusion
Durbin–Watson	2.236	$1.50 \leq DW \leq 2.50$	No autocorrelation

As presented in Table 8, the regression model produced a Durbin–Watson value of 2.236. Since this value is close to 2.00 and falls within the generally accepted range of

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1.50–2.50, the regression model can be considered free from autocorrelation. This finding indicates that the residuals are independent across observations and that the regression model satisfies the independence assumption. Multiple linear regression analysis was performed to examine the influence of Taste (X_1), Service Quality (X_2), and Electronic Word of Mouth (E-WOM) (X_3) on Consumer Satisfaction (Y). The regression coefficients are presented in Table 9.

Table 5: Multiple Linear Regression Coefficients

Variable	Beta
Constant	−0.153
Taste (X_1)	0.314
Service Quality (X_2)	0.453
Electronic Word of Mouth (X_3)	0.245

The regression equation indicates that Taste, Service Quality, and Electronic Word of Mouth (E-WOM) have positive regression coefficients, suggesting that improvements in these variables are associated with higher levels of consumer satisfaction. The constant value is −0.153, indicating the estimated level of consumer satisfaction when all independent variables are assumed to be zero. However, because the constant is not statistically significant ($p = 0.939$), it has limited practical interpretation in this study and primarily serves as the intercept of the regression model. The regression coefficient for Taste (X_1) is 0.314, indicating that, assuming the other independent variables remain constant, a one-unit increase in Taste is associated with an increase of 0.314 units in Consumer Satisfaction. This positive coefficient suggests that consumers who perceive the taste of products more favorably tend to report higher levels of satisfaction.

The regression coefficient for Service Quality (X_2) is 0.453, which is the largest coefficient among the independent variables. This indicates that a one-unit improvement in Service Quality is associated with an increase of 0.453 units in Consumer Satisfaction, holding the other variables constant. These findings suggest that Service Quality has the strongest practical contribution to improving consumer satisfaction. The regression coefficient for Electronic Word of Mouth (X_3) is 0.245, indicating that a one-unit increase in positive E-WOM is associated with an increase of 0.245 units in Consumer Satisfaction, assuming other variables remain constant. This finding suggests that consumers who are exposed to more favorable online information and reviews tend to experience higher satisfaction with Pesenkopi Café. Among the three independent variables, Service Quality demonstrated the strongest standardized effect on Consumer Satisfaction ($\beta = 0.453$), followed by Taste ($\beta = 0.314$) and Electronic Word of Mouth ($\beta = 0.245$). These findings indicate that improving service performance is likely to produce

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the greatest relative increase in consumer satisfaction compared with improvements in the other variables.

The t-test was employed to examine the individual effect of each independent variable on Consumer Satisfaction. A hypothesis was accepted when the significance value was less than 0.05 ($p < 0.05$).

Table 6. Results

Variable	Sig.	Decision
Taste (X_1)	0.002	H_1 accepted
Service Quality (X_2)	0.000	H_2 accepted
Electronic Word of Mouth (X_3)	0.010	H_3 accepted
Taste, Serqual and e-WOM	0.000	H_4 accepted

The Taste (X_1) variable obtained a significance value of 0.002, which is lower than the significance level of 0.05 ($0.002 < 0.05$). This result indicates that the effect of Taste on Consumer Satisfaction is statistically significant. Therefore, H_1 is accepted, meaning that improvements in product taste are associated with higher levels of consumer satisfaction. The standardized regression coefficient ($\beta = 0.314$) further indicates that Taste has a positive contribution to Consumer Satisfaction. The Service Quality (X_2) variable produced a significance value of 0.000, which is also lower than 0.05 ($p < 0.001$). This finding demonstrates that Service Quality has a statistically significant positive effect on Consumer Satisfaction. Therefore, H_2 is accepted. In addition, Service Quality has the highest standardized coefficient ($\beta = 0.453$) among all independent variables, indicating that it provides the strongest relative contribution to Consumer Satisfaction.

The Electronic Word of Mouth (X_3) variable obtained a significance value of 0.010, which is below the significance threshold of 0.05 ($0.010 < 0.05$). This result indicates that Electronic Word of Mouth has a statistically significant positive effect on Consumer Satisfaction. Therefore, H_3 is accepted, suggesting that positive online information and consumer reviews contribute to increasing consumer satisfaction at Pesenkopi Café. The standardized coefficient ($\beta = 0.245$) indicates that E-WOM also contributes positively, although its relative influence is lower than that of Taste and Service Quality. The regression model produced an F-value of 136.329 with a significance value of 0.000, which is below the significance level of 0.05. Therefore, the fourth hypothesis (H_4) is accepted, indicating that Taste, Service Quality, and Electronic Word of Mouth simultaneously have a significant effect on Consumer Satisfaction.

These findings demonstrate that the three independent variables collectively explain variations in consumer satisfaction and confirm that the proposed regression model is statistically significant.

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The findings indicate that Taste has a positive and significant effect on Consumer Satisfaction, suggesting that consumers perceive sensory attributes as an essential determinant of their overall consumption experience. This result implies that consumers evaluate café products not only based on flavor but also on the combination of product appearance and aroma, which together shape their perception of product quality. The better these sensory attributes meet consumer preferences, the greater the likelihood of achieving consumer satisfaction. This finding supports the Sensory Evaluation Theory, which explains that consumers assess product quality through multiple sensory attributes, including taste, aroma, and appearance, before forming an overall evaluation of the product. Furthermore, the result reinforces the Expectation–Disconfirmation Theory (EDT), which states that satisfaction occurs when the actual product performance meets or exceeds consumers’ prior expectations. In the context of Pesenkopi Café, positive sensory experiences create favorable evaluations that ultimately increase consumer satisfaction. The present finding is consistent with previous studies (Setyowati et al., 2025) both of which concluded that taste is one of the primary determinants of customer satisfaction in the food and beverage industry. Therefore, maintaining product consistency through standardized recipes, ingredient quality, and attractive presentation is essential for sustaining consumer satisfaction.

The results demonstrate that Service Quality has a positive and significant effect on Consumer Satisfaction and represents the strongest predictor among all independent variables included in the model. This finding indicates that consumers evaluate their café experience not only through product quality but also through the quality of interactions with employees throughout the service process. Fast service, empathy, and reliable employee performance collectively contribute to creating a positive customer experience, thereby increasing consumer satisfaction. These findings support the SERVQUAL Theory, which emphasizes that consumer satisfaction is achieved when service performance meets or exceeds customer expectations. The results also strengthen the Expectation–Disconfirmation Theory, suggesting that consumers experience higher satisfaction when the service received is consistent with or surpasses their initial expectations. The findings are in line with previous studies (Kim & Cha, 2023), (Dwijayani & Yeresti, 2018), which reported that service quality consistently improves customer satisfaction in the café industry. Since Service Quality exhibited the highest standardized regression coefficient in this study, improving employee competence, responsiveness, and interpersonal communication should become a strategic priority for Pesenkopi Café.

The findings reveal that Electronic Word of Mouth (E-WOM) positively and significantly influences Consumer Satisfaction, indicating that online information plays an important role in shaping consumer expectations before visiting the café. Consumers increasingly rely on online reviews, social media content, and recommendations from other users to evaluate product quality and service before making purchase decisions. The

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results support the Information Adoption Model (IAM) developed by Sussman and Siegal, which explains that consumers adopt information perceived as useful and credible to reduce uncertainty during decision-making. Moreover, the findings complement the Expectation–Disconfirmation Theory, as online information contributes to forming consumers’ initial expectations, while the actual café experience determines whether those expectations are confirmed. The respondent profile further strengthens this result. Most respondents were 21–25 years old (76%) and students (58%), representing a digitally active consumer segment that frequently uses social media to search for recommendations before visiting cafés. Additionally, the majority reported monthly incomes between IDR 1,000,000 and IDR 2,500,000, indicating that online information may help reduce perceived purchase risk by providing reliable references regarding products, prices, and services. These findings are consistent with previous studies (Aslchah et al., 2022) (Sugandini, 2024), which concluded that E-WOM enhances consumer satisfaction by providing credible and accessible information. Nevertheless, compared with Taste and Service Quality, E-WOM demonstrated a relatively smaller standardized effect, suggesting that digital information primarily shapes consumers’ expectations, whereas actual satisfaction depends on the quality of products and services experienced during the visit.

The findings indicate that Taste, Service Quality, and Electronic Word of Mouth collectively influence Consumer Satisfaction, demonstrating that customer satisfaction is formed through the interaction of product quality, service experience, and digital information. The regression model explains 65.6% of the variation in Consumer Satisfaction, indicating that the three variables together provide substantial explanatory power, while the remaining variation may be influenced by other factors such as price, café atmosphere, brand image, promotional activities, and psychological characteristics that were not included in this study. The respondent characteristics further support these findings. The dominance of young adult consumers and students reflects a market segment that simultaneously values product quality, service excellence, and digital information when selecting cafés. This suggests that consumer satisfaction at Pesenkopi Café is not determined by a single attribute but by a comprehensive consumption experience beginning before the purchase decision and continuing throughout the service encounter. Overall, the results reinforce the Expectation–Disconfirmation Theory (EDT) as the overarching theoretical framework of this study. E-WOM contributes to the formation of initial expectations, Taste represents consumers’ evaluation of product performance, and Service Quality reflects the evaluation of the service experience. Consumer satisfaction is achieved when these three components jointly meet or exceed consumer expectations, resulting in positive disconfirmation and favorable post-purchase evaluations.

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CONCLUSION

This study examined the effects of Taste, Service Quality, and Electronic Word of Mouth (E-WOM) on Consumer Satisfaction at Pesenkopi Café Jombang. The findings demonstrate that all three independent variables have positive and statistically significant effects on Consumer Satisfaction, both individually and simultaneously. Among the independent variables, Service Quality exhibited the strongest standardized effect, indicating that improvements in service performance contribute more substantially to consumer satisfaction than improvements in Taste or Electronic Word of Mouth. Nevertheless, Taste remains an essential determinant of consumer satisfaction because consumers evaluate café products through their sensory experience, while E-WOM plays an important role in shaping consumers' expectations before visiting the café. The regression model explained 65.6% of the variance in Consumer Satisfaction, indicating that Taste, Service Quality, and E-WOM collectively provide substantial explanatory power. However, the remaining 34.4% of the variance may be explained by other factors not included in this study, such as price perception, café atmosphere, brand image, promotional activities, and customer loyalty. Future research is advised to expand the scope of study subjects to obtain generalizable results and gain a broader understanding of consumer satisfaction. From a managerial perspective, the findings suggest that the management of Pesenkopi Café should prioritize continuous improvements in service quality while maintaining product consistency and strengthening digital marketing strategies through positive online engagement. These efforts are expected to enhance consumer satisfaction and improve the café's competitiveness in the increasingly competitive food and beverage industry. Future studies are encouraged to incorporate additional variables and broader research settings to provide a more comprehensive understanding of consumer satisfaction in café businesses.

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