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The Influence of Digital Marketing and QRIS on Customer Satisfaction at Rajin Djalan Coffee Space

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ABSTRACT

Customer satisfaction is a key concern for coffee shops facing intense competition, yet evidence on how digital marketing and QRIS payments relate to it remains context dependent. This cross-sectional survey examined the associations of digital marketing and QRIS with customer satisfaction among 110 purposively selected customers of Rajin Djalan Coffee Space. Data were collected with a structured 1-5 Likert-scale questionnaire and analyzed in SPSS using multiple linear regression, including t-tests, an F-test, and R^2. Digital marketing was not significantly associated with customer satisfaction ($t = 0.785$, $p = .434$), whereas QRIS was positively and significantly associated with it ($t = 5.094$, $p < .001$). The model was significant overall ($F(2, 107) = 13.436$, $p < .001$) and explained 20.1% of the variance in customer satisfaction. In this sample, QRIS was significantly associated with customer satisfaction, whereas digital marketing was not. This analysis does not establish that payment processing is more decisive than digital marketing, and it does not demonstrate that static promotional content caused the nonsignificant result.

Keywords: Coffee Shop Retail, Customer Satisfaction, Digital Marketing, MSMEs, QRIS.

INTRODUCTION

In recent years, Indonesia's coffee shop sector has continued to grow significantly. The coffee shop industry in Indonesia has experienced remarkable expansion in recent years. Projections by Media Indonesia indicate that the total number of coffee outlets across the country is projected to surpass 10,000 between 2024 and 2025, with market revenue expected to reach approximately USD 2.1 billion at a Compound Annual Growth Rate (CAGR) of around 10%. This rapid expansion is largely driven by changing urban lifestyles, particularly among younger generations who regard coffee shops not merely as places to purchase beverages, but as vibrant hubs for socializing and daily activities (Sihombing et al., 2024). The food and beverage industry is experiencing more intense competition as a result of this trend, and in order to stay competitive, companies must implement better marketing and customer service tactics.

Customer satisfaction functions as a primary benchmark for assessing long-term brand equity and retention in competitive retail environments. Conceptually, it represents the emotional state experienced when an individual evaluates actual service performance against initial standards. While superior product quality remains essential, modern consumers increasingly value operational seamlessness, including responsive digital communication channels and convenient transaction infrastructure. Therefore, customer satisfaction is influenced not only by product quality but also by the effectiveness of digital marketing strategies and the convenience of the payment systems provided by businesses, although, as previously noted, the extent of the influence of these two factors still varies across studies (Kotler et al., 2016).

Businesses are increasingly using digital marketing as a tactic to more effectively and widely contact consumers in the face of rising competition. When opposed to traditional

marketing, digital marketing refers to marketing initiatives that use digital media to create more impactful and intimate connections with customers Kotler et al. (2016). Digital marketing initiatives are essential in driving loyalty to providing personalized and relevant interactions Anjeli & Sinaga (2025). Through channels such as social media, instant messaging apps, and online ordering platforms, businesses can engage with customers, introduce products, and build brand image without incurring the high promotional costs associated with conventional marketing. Several previous studies have confirmed the important role of digital marketing in the coffee shop industry; Sihombing et al. (2024) and Chandra (2026) found digital marketing has a significant effect on customer loyalty and satisfaction. However, findings on related relationships have not been entirely consistent; a study by Yani et al. (2025) on Kopi Selangit products tested customer satisfaction as a moderating variable in the relationship between digital marketing and purchase decision, and reported a nonsignificant moderating effect ($p = 0.370$).

These findings do not necessarily contradict one another, because they test different relationships: Yani et al. (2025) examined the moderating role of satisfaction in the relationship between digital marketing and purchase decision, whereas the other studies examined direct effects of digital marketing on loyalty and satisfaction. Evidence on the direct relationship between digital marketing and customer satisfaction therefore remains context dependent and needs to be retested in different samples. Meanwhile, a study using observations, interviews, and documentation with 110 respondents at Kila Hotel Senggigi Beach found that most respondents were satisfied with the hotel's marketing efforts (Aryani, 2021). Aryani (2021) provides evidence from a hotel setting. Whether a similar association exists at Rajin Djalan Coffee Space is examined in this study.

Beyond marketing elements, the simplicity of transactions is another aspect that affects the experience for customers. Bank Indonesia has observed a swift increase in the Quick Response Code Indonesian Standard (QRIS), with users exceeding 57 million and merchants exceeding 40 million as of August 2025, approximately 93% of whom are small and medium enterprises (SMEs). As reported by GoodStats, the total value of QRIS transactions has also surged, reaching Rp128 trillion in the third quarter of 2025—a 102.1% rise compared to the same timeframe last year. These statistics demonstrate that QRIS has emerged as one of the most prevalent cashless payment solutions among Indonesia's small and medium businesses including cafes due to the efficiency, rapid processing, and safety it provides during transaction. A study by Maria et al., (2025) on small-scale food and beverage businesses found the QRIS payment service has a positive impact on customer satisfaction, as reflected in the ease and speed of the payment process.

Rajin Djalan Coffee Space operates as a local coffee establishment situated on Jl. Pelajar, Medan Denai District. Its strategic positioning near several secondary educational institutions—including SMAN 5 Medan, SMAN 21 Medan, SMPN 3 Medan, SMPN 4 Medan, and SMPN 6 Medan—highlights the intense market competition within the immediate area. Operationally, the business has adopted digital channels such as official Instagram and TikTok accounts (@rajindjalan.coffee), which together have attracted nearly 2,500 followers, while also listing its products on online food delivery platforms like GoFood. Nevertheless, this audience base remains moderate relative to the aggressive competitive landscape of modern cafes in Medan, pointing to opportunities for optimizing its digital outreach. Since the business depends on customers physically visiting, the use of digital marketing along with the implementation of the QRIS payment method is a strategy to adjust to evolving consumer patterns. However, there has yet to be any quantitative research assessing the impact of digital marketing strategies and QRIS on customer satisfaction specifically at Rajin Djalan Coffee Space. Coupled with the limited context dependent evidence outlined above, this situation creates a research gap both in terms of the study location and from a conceptual standpoint that warrants further investigation.

In light of the description of the context and the identified issues mentioned earlier, the queries addressed in this research are the following: Is there an association of digital

marketing with customer satisfaction at Rajin Djalan Coffee Space? Is there a partial association of QRIS on customer satisfaction at Rajin Djalan Coffee Space? Furthermore, do digital marketing and QRIS together have a collective impact on customer satisfaction at Rajin Djalan Coffee Space?

With these research queries in mind, the objective of this study is to explore the associations of digital marketing and QRIS on customer satisfaction, both individually and collectively, at Rajin Djalan Coffee Space. The outcomes of this research are anticipated to contribute academically to the existing literature regarding digital marketing and cashless payment methods, in addition to offering practical insights to coffee shop owners as they develop more efficient marketing and service approaches.

LITERATURE REVIEW

Customer Satisfaction

Managing customer satisfaction is vital for ensuring a positive overall consumer experience. According to Kotler et al. (2016) conceptualize satisfaction as the emotional evaluation ranging from delight to disappointment that arises when a consumer compares the actual performance of a product or service against their prior expectations. Similarly, by Nisa, (2023) and Yeni Hesti Verawati Manurung et al. (2025) note that customer satisfaction represents the emotional reaction experienced after consumption, occurring when actual performance meets or exceeds consumer anticipations. Highly satisfied patrons are more inclined to demonstrate loyalty and advocate for the brand voluntarily Gultom et al. (2025).

Customer satisfaction refers to the comparison between what consumers expect and what they actually experience when using the product D. K. Gultom, (2020). Satisfaction is the level of a person's feelings after comparing the perceived performance or results with their expectations Yukari & Mahendra, (2024). Based on all definitions, we conclude that customer satisfaction is the feeling of gratification experienced by customers after a purchasing experience. Thus, the indicators of customer satisfaction, according to Syifa & Khansa, (2020) are as follows:

1. Expectation fulfillment: a measure of consumer satisfaction with the perceived performance of a product or service, indicating the degree to which it meets their expectations.
2. Intention to revisit: a measure of consumers' desire to revisit or continue using the product or service in question.
3. Willingness to recommend: a measure of consumers' willingness to share positive experiences with family and friends regarding the products or services they have used.

Digital Marketing

Digital marketing encompasses strategic, technology-driven promotional initiatives aimed at maintaining competitiveness in dynamic market environments Arlinda & Hendro, (2024). It involves utilizing diverse digital channels to introduce offerings and build brand equity efficiently Qadisa Putri Maharani & Petrus Loo, (2023); Farah et al. (2024). Digital marketing is a general term for using digital technology to market products or services by identifying, attracting, and engaging with the target audience Khairunisa et al. (2024). Digital marketing is a strategic approach to marketing that encompasses branding activities through various internet-based media, such as blogs, websites, email, Google AdWords, and social media platforms Bagaskara et al. (2025). In light of the definitions provided, it can be inferred that digital marketing is a promotional strategy that leverages technology to thrive and contend in the online environment while staying current with modern trends. Promoting through digital channels presents a cost-effective solution that can connect with audiences across Indonesia Angelina et al. (2025). As highlighted by Li, (2021) the effective deployment of digital marketing relies on five core dimensions:

a. Accessibility: the ease with which users locate online content

b. Interactivity: the quality of two-way communication between merchants and buyers
c. Entertainment: the engaging nature of promotional media
d. Credibility: the perceived trustworthiness of advertisements
e. Informativeness: the accuracy and utility of information provided

QRIS

Established by Bank Indonesia, the Quick Response Code Indonesian Standard (QRIS) serves as an integrated payment framework unifying various QR code implementations across Payment System Service Providers (PJSPs) Alfando et al.(2023). By streamlining cashless transactions between customers and MSMEs, QRIS minimizes the need for physical contact during capital exchanges Yeni Hesti Verawati Manurung et al. (2025); Nainggolan et al. (2022). Serving as a standardized payment tool, QRIS facilitates digital transactions by connecting server-based e-money accounts, electronic wallets, and mobile banking applications Hardiansyah, (2023). The Quick Response Code Indonesian Standard (QRIS) is a national standard for QR code-based payments established by Bank Indonesia to unify various digital payment methods in Indonesia Ismail et al. (2026).

QRIS represents an important advancement in Indonesia's digital payment landscape. From the definition provided earlier, we can infer that QRIS is an efficient online transaction method enabling users to conduct fast and simple payments through QR code scanning. According to Putri & Anjani, (2026), user adoption of QRIS centers around three key attributes:

a. Ease of Use: minimal exertion required to complete transactions
b. Security: robust protection against financial and privacy risks
c. Transaction Speed: rapid payment settlement

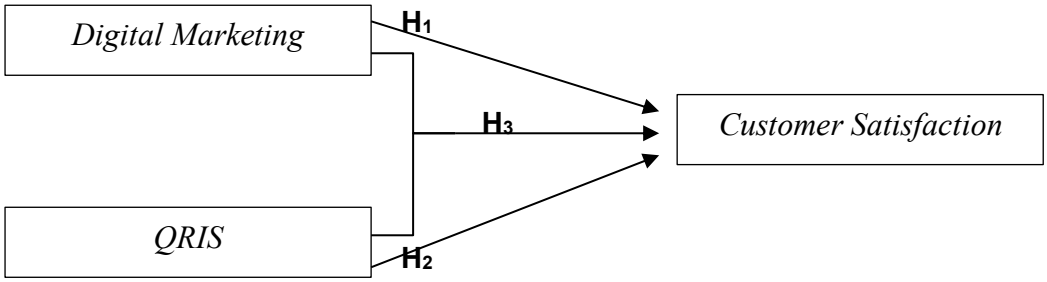


Figure 1. Conceptual Framework

The hypotheses in this study are:

H_1 : *Digital Marketing* has an effect on *Customer Satisfaction* at Rajin Djalan Coffee Space

H_2 :*QRIS* has an effect on *Customer Satisfaction* at Rajin Djalan Coffee Space

H_3 : *Digital Marketing* and *QRIS* have an effect on customer satisfaction at Rajin Djalan Coffee Space

RESEARCH METHOD

This study uses a quantitative cross-sectional associative approach to examine the associations of digital marketing (X1) and QRIS (X2) on customer satisfaction (Y) at Rajin Djalan Coffee Space. The study population consists of all customers of Rajin Djalan Coffee Space, whose exact number is unknown. Sample determination refers to Hair et al. (2017) which suggests a sample size of 5–10 times the number of indicators; with 11 indicators, this study used 110 respondents. The sample was selected using purposive

sampling, with the criteria that respondents had made a transaction, seen a digital promotion, and paid using QRIS at Rajin Djalan Coffee Space. Data were collected from 28 July to 13 August 2026; 110 questionnaires were distributed and all were analyzed. Item validity and reliability were first tested in a pilot of 30 respondents who were not included in the main sample.

Data were collected using a 1–5 Likert-scale questionnaire distributed in person. The instrument contained 22 items measuring 11 dimensions: Digital marketing (5 dimensions, 10 items), QRIS (3 dimensions, 6 items), and Customer satisfaction (3 dimensions, 6 items). Possible summed scores therefore range from 10-50, 6-30 and 6-30, respectively. For the regression analysis, the score of each variable was calculated by summing respondents' scores on all items of that variable, so a regression coefficient represents the expected change in the summed customer satisfaction score for a one point increase in the summed score of a predictor. Data analysis perfomed using SPSS and included validity tests (Pearson product-moment correlation) and reliability assessments (Cronbach's Alpha > 0.60), test of classical assumptions (Histogram, P-P plot and Kolmogorov-Smirnov for normality, Tolerance/VIF for multicollinearity, scatterplot of residuals for heteroscedasticity), multiple linear regression analysis (Y = a + b1X1 + b2X2 + e), and hypothesis testing the t-test, F-test, and coefficient of determination (R^2).

RESULTS

Validity and Reliability Tests

A validation assessment is a technique utilized for assessing the appropriateness of a questionnaire for dissemination. The appropriateness of a questionnaire can be evaluated by performing a significance assessment on the correlation coefficient at a significance threshold of 0,05 (5%).
A consistency assessment is a technique employed to evaluate the dependability of a measuring instrument based on a questionnaire. A questionnaire is deemed dependable if the responses given by participants remain stable over time.

Table 1.
Validity and Reliability Test Result

Variable	Indicator	Value of Validity and Reliability	Conclusion
Digital Marketing	Accessibility	,637	Valid
		,830	
	Interactivity	,670	
		,616	
	Entertainment	,764	
		,790	
	Credibility	,734	
		,607	
	Informativeness	,652	
		,505	
Cronbach Alpha		,871	Reliable
QRIS	Ease	,776	Valid
		,819	
	Security	,921	
		,914	
	Transaction Speed	,904	
		,670	
Cronbach's Alpha		,912	Reliable
Customer Satisfaction	Expectation Fit	,681	Valid
		,857	

	Interest in Returnig	,750	
		,696	
	Willingness Recommend	,422	
		,723	
Cronbach Alpha		,817	Reliable

Source : Research Result (2026)

Based on Table 1, all items showed calculated r values greater than the table r value (0.361), so all items met the validity criterion. No item was removed or recoded, so the final digital marketing score used all 10 items (Cronbach's Alpha = 0,871). The Cronbach's Alpha values for X1 (0.871), X2 (0.912), and Y (0.817) were above 0.60, so the instrument was deemed reliable.

Classical Assumption Tests

Classical assumption assessments were performed to ascertain the suitability of employing multiple linear regression analysis in this study. When the classical assumptions are fulfilled, the multiple linear regression model can effectively analyze the research data.

1) Normality Test

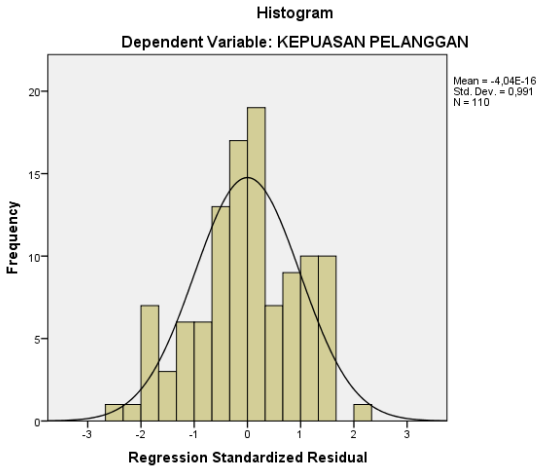


Figure 2. Graphical Analysis Results

Source : Research Result (2026)

Figure 2 depicts a bell-shaped curve that is symmetrical and not skewed to either side. This pattern shows that the assumption of normality is met and the data are normally distributed.

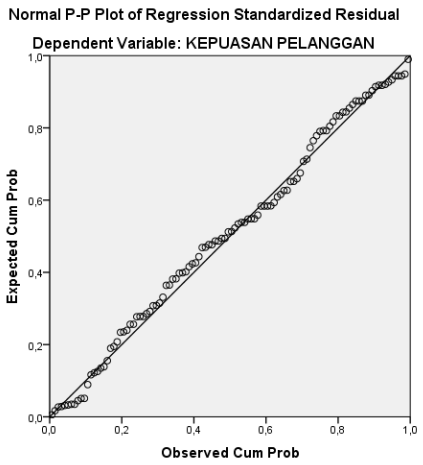


Figure 3. Results of the P-P plot test

Source : Research Result (2026)

The data points in Figure 3's regression probability plot are clustered along a diagonal line, suggesting a normal distribution of the data.

Table 2.
One-sample Kolmogorov-Smirnov test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		110
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,61935951
Most Extreme Differences	Absolute	,051
	Positive	,051
	Negative	-,050
Test Statistic		,051
Asymp. Sig. (2-tailed)		,200[c,d]
a. Test distribution is Normal		
b. Calculated from data		
c. Liliefors Significance Correction		

Source : Research Result (2026)

The significance level of the one-sample Kolmogorov-Smirnov normality test findings presented in Table 2 was 0.200, exceeding 0.05 (sig > 0.05). Therefore, the data residuals may be seen to have a normal distribution.

2) Multicollinearity Test

Table 3.
Results of the multicollinearity test

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistic	
		B	Std. Error	Beta	tolerance	VIF
1	(Constant)	4,149	7,614			
	Digital Marketing	,120	,153	,068	,999	1,001
	QRIS	,644	,127	,441	,999	1,001

Source : Research Result (2026)

A tolerance value of 0.999 > 0.10 and a VIF of 1.001 < 10 were obtained from the multicollinearity test for the variables "digital marketing" and "QRIS," as shown in Table 3. It shows that these two factors are not multicollinear.

3) Heteroscedasticity Test

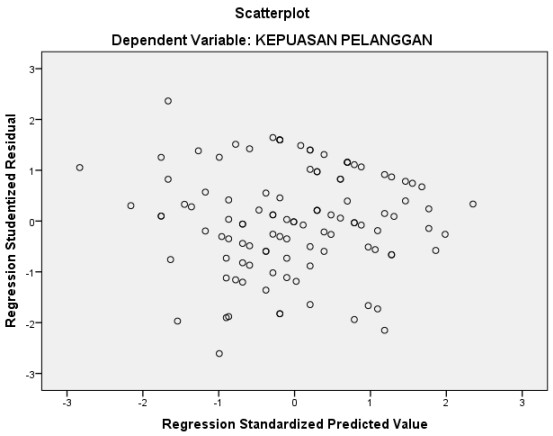


Figure 4. Results of the Heteroscedasticity Test
Source : Research Result (2026)

According to Figure 4, the scatterplot-based heteroscedasticity test reveals that the data points are randomly dispersed above and below the Y-axis' 0 mark, with no distinct pattern emerging. This implies that there is no heteroscedasticity present in the regression model.

Analysis of the Multiple Linear Regression Equation Model
The multiple linear regression equation derived from the data analysis is expressed as follow:

$$Y = a + b_1.X_1 + b_2X_2 + error$$

Customer satisfaction = 4,149 + 0,120 digital marketing + 0,644 QRIS + e

The constant value of 4.149 means that if the independent variables digital marketing and QRIS are both equal to 0, then customer satisfaction remains at 4.149

The coefficient $b_1 .X_1$ = 0.120 indicates that digital marketing (X1) is positively related to customer satisfaction in this sample; specifically, a one point increase in the summed digital marketing score is associated with a 0.120 point increase in the summed customer satisfaction score, holding QRIS constant; however, this coefficient is not statistically significant (p= 0,434).

Meanwhile, the coefficient $b_2 .X_2$= 0.644 indicates that the QRIS (X2) has a positive relationship with customer satisfaction. In other word, a one point increase in the summed QRIS score is associated with a 0.644 point increase in the summed customer satisfaction score, holding digital marketing constant.

Hypothesis Testing

1) T Test (Partial Test)

Table 4.
t-Test table

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,149	7,614		,545	,587
	Digital Marketing	,120	,153	,068	,785	,434

	QRIS	,644	,127	,441	5,094	,000
a. Dependent Variable : Customer Satisfaction						

Source : Research Result (2026)

According to Table 4, the calculated t-value for the Digital Marketing variable (X1) is 0.785, which is less than the table t-value of 1.980. Additionally, the significance level of 0. 434 is greater than 0.05. At the 5% significance level, digital marketing was not significantly associated with customer satisfaction at Rajin Djalan Coffee Space; hence, H1 is rejected. This does not prove that no relationship exists.

The computed t-value of 5.094 is higher than the table t-value of 1.980 for the QRIS variable (X2), and p < ,001, which is less than 0,05. Thus, H2 is accepted since these findings show that Rajin Djalan Coffee Space's customer satisfaction was significantly associated with QRIS.

2) F Test

Table 5.
Result of the F-test

ANOVA[a]						
Model		Sum of Square	Df	Mean Square	F	Sig.
1	Regression	187,819	2	93,909	13,436	,000[b]
	Residual	747,854	107	6,989		
	Total	935,673	109			
a. Dependent Variable: CUSTOMER SATISFACTION						
b. Predictors: (Constant), QRIS, DIGITAL MARKETING						

Source : Research Result (2026)

Referring to Table 5 above, the calculated F(2,107) value is 13.436 > the table F value of 3,081, with p < ,001. These result indicate that the regression model containing digital marketing and QRIS is significant overall at the 5% significance level (α = 5%), so H_3 is accepted. The F test does not show that each predictor is individually significant; digital marketing was not (p = 0.434). The overall significance of the model is therefore driven by QRIS in this sample.

Coefficient of Determination Test (R^2)

Table 6.
Result of the coefficient of determination test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,448[a]	,201	,186	2,644
a. Predictors: (Constant), QRIS, DIGITAL MARKETING				
b. Dependent Variable: CUSTOMER SATISFACTION				

Source : Research result (2026)

Based on Table 6 and the results of the coefficient of determination test above, it can be seen that the R-squared value obtained is 0.201, meaning that 20.1% of the variation in customer satisfaction is explained by digital marketing and QRIS, while 79.9% of the observed variance remains unexplained by this model.

DISCUSSION

The Effect of Digital Marketing on Customer Satisfaction

The result of the first hypothesis test (H1) show a t value of 0.785 with a significance level of 0.434 ($p > 0.05$). Statistically, at a significance level of $\alpha = 5\%$, digital marketing was not significantly associated with customer satisfaction at Rajin Djalan Coffee Space. A nonsignificant result means that this study found no statistically detectable association between digital marketing and customer satisfaction in this sample; it does not prove that no relationship exists. One possible explanation is that the promotions of Rajin Djalan Coffee Space are largely informative and offer limited interaction, although this mechanism was not tested directly. In store factors such as atmosphere, beverage quality and comfort of the space may also matter for customer satisfaction, but they were not included in the regression model, so this study cannot show that they are more influential than digital marketing. In addition, because respondents were selected purposively on having seen a digital promotion and paid using QRIS, the sample may have limited variation on these variables. Future research should measure these factors and the characteristics of promotional content directly.

The Effect of QRIS on Customer Satisfaction

The result of the second hypothesis test (H2), yielded a t test value of 5.094 with $p < ,001$. This finding indicates that, in part, the use of the QRIS payment system was positively and significantly associated with customer satisfaction at Rajin Djalan Coffee Space. The convenience, speed, and flexibility of cashless transactions may be consistent with the findings of Maria et al. (2025) regarding the ease and speed of QRIS payments in small food and beverage businesses. This study did not measure these mechanisms separately.

The Simultaneous Impact of Digital Marketing and QRIS on Customer Satisfaction

Collectively, the test of the third hypothesis (H_3) yielded a calculated F (2,107) value of 13.436 with $p < ,001$. These results indicate that the model containing Digital Marketing and the QRIS payment system is significant overall; the t test show that this is driven by QRIS, because digital marketing was not individually significant (p=0.434).
However, the coefficient of determination (R^2) of 0.201 indicates that the combination of Digital Marketing and QRIS accounts for only 20.1% of the variation in Customer Satisfaction. Meanwhile, 79.9% of the observed variance remains unexplained by this model.

CONCLUSION

Based on the result of data analysis and hypothesis testing, this study concludes that 1) Digital marketing was not significantly associated with customer satisfaction Rajin Djalan Coffee Space; 2) QRIS had a positive and significant association with customer satisfaction at Rajin Djalan Coffee Space; 3) the regression model containing digital marketing and QRIS is significant overall, with QRIS as the only significant individual predictor. Among the 110 customers surveyed, digital marketing was not significantly associated with customer satisfaction, while QRIS had a positive and significant association. The model was significant overall and explained 20.1% of the observed variance. These findings describe this purposive sample and do not establish causality.

RECOMMENDATION

For Practitioners (Rajin Djalan Coffee Space): Management may consider testing more interactive and engaging content (such as special promotions for followers or loyalty programs). Because this study did not test the content of promotions, the effect

of such changes should be evaluated rather than assumed. Additionally, the technical reliability of QRIS payments must be maintained to ensure that transactions remain fast and hassle-free.

For Future Researchers: It is recommended to expand the research variables by adding other relevant variables such as service quality, product quality, and store atmosphere, as well as increasing the sample size.

For STIE Eka Prasetya: The results of this study can serve as a reference for literature reviews on digital marketing and payment transaction systems in the retail sector.

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