



The Influence of Brand Image, Product Quality, and Service Quality on Consumer Satisfaction with the Contemporary Drink Raja Boba in Tembung

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Abstrak : The intense competition in the culinary world, especially in the world of contemporary boba drinks, means that entrepreneurs must be able to provide new and unique things, especially in the field of contemporary culinary drinks, to provide satisfaction to consumers. This research aims to partially determine the influence of brand image, product quality, and service quality on current consumer satisfaction with Raja Boba drinks in Tembung. The population of this research is Raja Boba consumers in Tembung. This research method is used, namely quantitative research using probability sampling techniques with a purposive sampling approach. Questionnaires will be distributed to Raja Boba customers in Tembung. The sample size is 40 respondents. The data analysis methods used include validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis tests or T-tests. Partial hypothesis results show that brand image has no significant effect on Raja Boba customer satisfaction, product quality has no significant effect on Raja Boba customer satisfaction, and service quality has a significant effect on Raja Boba customer satisfaction. This research only focuses on brand image, product quality, and service quality on consumer satisfaction with the contemporary drink Raja Boba Di Tembung so the results cannot be generalized to all other luxury product categories. In the future product categories can be expanded to increase the generalizability of research models and research results.

Keywords: Brand Image, Product Quality, Service Quality, Customer Satisfaction

INTRODUCTION

The intense competition in the culinary world, especially in the world of contemporary boba drinks, means that entrepreneurs must be able to provide new and unique things, especially in the field of contemporary culinary drinks, to provide satisfaction consumers. The contemporary culinary world of beverages has an important role in consumers' daily lives, especially in meeting consumer needs (Hasbi et al., 2023). Contemporary drinks are the name used for drinks that are innovative and well-known, either for their taste or for having unique and new characteristics. Various contemporary drinks such as milk coffee drinks, cheese tea, boba, tea drinks, brown sugar, and regal drinks (Listiorini, 2019). Boba drink is a type of contemporary drink that has appeared among many people in Indonesia in recent years. The drink was discovered in the early 1980s in Taiwan, namely zhu nai cha, which means boba milk and pearl milk tea. Boba milk tea is a tea drink that has been mixed with fruit flavoring powder and added milk and then topped with a black ball shape, made from tapioca flour mixed with brown sugar which makes it chewy. Boba drink shops have appeared in recent years among Indonesian people, accompanied by the popularity of the drink, among teenagers to adults (Dewi & Indira, 2015).

Consumer perceptions of a brand, such as connections ingrained in their memory, constitute its brand image (Kotler, 2012). Being able to respond to inquiries about how customers select different brands after gathering information is one of brand image's key roles. Entrepreneurs must carry out branding for consumers. Therefore, when marketing products, of course, you do this by utilizing Islamic branding, which means creating a business brand name

that is related to being able to describe the product being sold as being identified as halal (Batubara & Harahap, 2022). The research results are the same as research previously found by (Savitri & Wardana, 2018) and (Kristianto & Wahyudi, 2019) it was discovered that customer satisfaction is significantly and favorably impacted by brand image. So, the explanation is if the brand image is easy to remember by consumers can increase the sense of satisfaction that consumers feel. However, in contrast to the findings of earlier studies discovered by (Sondakh, 2018), it was found that has a significant influence on brand image on customer satisfaction.

According to Sihabudin, (2016), once the brand is built, and creates a sense of consumer satisfaction, it is necessary to sell products that have good quality. Product quality is a dynamic state of products or goods that are useful for consumers for their needs and meet expectations. Product quality is the completeness that exists when using a product to meet consumer needs and satisfaction. Consumers who have experience when purchasing products will rate the products used. The responsibility of an entrepreneur is to determine which business has a responsibility in its business to serve consumers fairly and honestly. In this way, we make a way to provide appropriate prices, respect guarantees, and maintain the quality of the products we have. (Siregar et al., 2022). Previous research has been found by (Efendi et al., 2020), (Alvian, 2021) and (Poha et al., 2021), research results prove the same result, namely that product quality has a positive and significant influence on customer satisfaction. However, it is different from the results of previous research by Putra, (2021) it is said that product quality does not have a

significant influence on consumer satisfaction. Then, service quality is a company organization that has the competence to provide whatever consumers need and is obliged to provide a sense of satisfaction of their needs (Suyanto et al., 2021).

According to Maulidin, (2021) service quality is a gap between actual performance and the expectations received by consumers, service quality has a positive influence on consumer satisfaction, meaning the higher the quality of service, the greater consumer satisfaction, the higher consumer satisfaction will be. Service quality can be improved by maintaining and maintaining a high level of politeness among employees, being willing to solve problems, and providing personal attention. Then, previous research was found by (Fiolina & Elizabeth, 2023) and (Alvian, 2021) it was found that service quality has a positive and significant influence on customer satisfaction. However, it is different from the results of previous research (Choiriah & Liana, 2019) and (Ibrahim & Thawil, 2019) found that has no significant influence on service quality or consumer satisfaction.

Furthermore, Satisfaction means the feeling of happiness or disappointment that is felt by someone when they have just compared the impression of a product until their expectations are met. Consumer satisfaction namely the encouragement of a person's desires towards the goal of consumer satisfaction (Firmansyah & Mochklas, 2018). Consumer satisfaction is a way to achieve something and get something right. Initially, consumer satisfaction is the state of needs, wants, and expectations that can be satisfied through consumption. Satisfaction is created in businesses that can fulfill consumer needs well Ghassani & Suryoko, 2017).

Data from the Central Statistics Agency (BPS) shows Indonesia had 3.9 million micro and small businesses (UMK) in the food and beverage sector in 2019. West Java was the region with the highest total food and beverage MSEs, reaching 791,435 MSEs. In 2nd and 3rd place are East Java and Central Java with 746,732 MSEs and 569,896 MSEs. After that, the fourth position is occupied by North Sumatra with a total of 222,832 MSEs, and the last place is occupied by South Kalimantan with 79,603 MSEs.

Tabel 1.

Number of Large and Medium Industrial Companies by Industry Group (unit) 2018-2020

Industrial Group	Number of Large and Medium Industrial Companies by Industry Group (units)		
	2018	2019	2020
Food, Beverage and Tobacco Industry	573	589	562
Textile, Apparel and Leather Industry	60	57	46
Wood Industry, Home Furnishings	127	139	113
Paper, Printing, and Publishing Industry	48	51	50
Chemical, Coal, Rubber and Plastic Industries	203	206	196
Non-Metal Mineral Products Industry Except Petroleum and Coal	83	77	67
Basic Metal Industry	25	19	23
Metal Goods Industry, Machinery and Equipment	83	89	84

Other Processing Industries	54	63	44
Total	1256	1290	1185

Data Source: BPS North Sumatra Province, 2020

In table 1, several industrial companies are large and medium industrial companies according to group categories from 2018-2020 there was a decline in the food, beverage, and tobacco industry in the North Sumatra region, namely 573 units of large and medium industrial companies in 2018, followed by an increase in 2019 to 589 units, then in 2020 there was a decrease in the number of food, beverage and tobacco industrial companies, namely around 562 industrial companies. In micro businesses, support is often given to build the community's absorptive capacity, starting entrepreneurship, understanding production, mastering financial accounting, making reports, marketing as well as carrying out evaluations and carrying out commercial capacities (Soemitra et al., 2022).

Raja Boba Drinks, especially in Tembung, is one type of culinary outlet for contemporary boba drinks that meets consumer needs by providing various flavors of boba drinks available. Raja Boba is a business operating in the beverage sector that is popular with all groups it was founded in 2021 and was founded by Mr. Muhammad Firdaus, S.Pd. The interesting thing at Raja Boba is the display of the product brand name which is written in Arabic and provides a variety of taste menus displayed as well as providing promotions in the form of purchasing more than 5 and getting 1 free which is done every day. Then in 2023, Raja Boba will already have 20 outlets spread across several locations, and one

of them is located in Tembung Field. The intense competition in the culinary world, especially in the world of contemporary boba drinks, means that entrepreneurs must be able to provide unique, quality products and good service, especially in the field of contemporary culinary drinks, to provide satisfaction to consumers.

In running its business, Raja Boba will innovate to highlight the advantages and uniqueness of competitors to attract new customers and retain old customers. The more the consumer's expectations are fulfilled after using the product, the greater the sense of satisfaction in the consumer's heart. The rapid growth of Raja Boba in Tembung cannot be separated from the efforts that entrepreneurs always make to improve brand image, product quality, and service quality for consumer satisfaction. However, the current problem from observations is that there are still several consumers who complain about their dissatisfaction with Raja Boba in Tembung. Customers conveyed these complaints directly to Raja Boba consumers. For example, the taste of the product is sometimes different not sweet or not sweet enough, there is little boba available, the seller's drink cup is not attached enough, and the lack of parking space makes consumers feel uncomfortable. Based on these complaints This could cause Raja Boba's sales turnover to decrease as indicated by the condition of Raja Boba's monthly income turnover which see the following table:

Table 2.

Period	Income Turnover	Persentase
January	20.820.000	
February	18.270.000	13%

March	16.756.000	9%
April	19.865.000	15%
Mey	14.343.000	8%
June	11.684.000	2%
Average Percentage		7%

Source: Boss Raja Boba, 2023

Raja Boba's Income Turnover in 2023

From table 2, it is known that there has been a decrease in monthly income turnover by an average of 7% from the previous month's income. This decline is seen as an indication of the problems faced by a decrease in consumer satisfaction which is caused by complaints from consumers such as product tastes that are sometimes different (not sweet or not sweet enough, little boba available, drink cup sellers that are not attached enough, and not enough parking space. makes consumers feel uncomfortable. Therefore, Raja Boba's business must fulfill consumer satisfaction. Consumer satisfaction is considered an important factor in establishing long-term relationships with consumers. Consumer satisfaction is the effort to accomplish something or do something kind. Essentially, consumer satisfaction is the state of needs, wants, and expectations being satisfied by the services or products consumed. Satisfaction is created by companies so that consumer needs are met properly. Consumers will have made the right decision when consumers feel satisfied with the product they have consumed. Consumer satisfaction determines the success of a business because it can maintain customer loyalty (Nafi'Hasbi et al., 2022).

Consumer satisfaction in consumer attitudes when buying is that generally, consumers will tell other people about the products services they use (Asmuni et al., 2021). In the contemporary Raja Boba drink business, customer satisfaction can be the main factor for business survival

and increasing business profits. For this reason, Raja Boba needs to pay attention to improving brand image, product quality, and good service quality, so that consumers can feel satisfied. Based on the specific context, the researcher wants to further study how consumer satisfaction affects Raja Boba drinks by considering aspects of brand image, product quality, and service quality. Therefore, the researcher wishes to present them in the form of written work. The final assignment of the course period is titled The Influence of Brand Image, Product Quality, and Service Quality on Consumer Satisfaction with the Contemporary Beverage Raja Boba in Tembung

Natalia's research, (2015) examined the influence of brand image, product quality, and service quality on customer loyalty through customer satisfaction at the Marcelio speed shop. The research results show that the variables price, product, location, and service quality have a positive influence. There is a positive and significant influence between brand image and customer satisfaction. This means that the higher the brand image, the higher customer satisfaction will be. There is a positive and significant influence between product quality and customer satisfaction. This means that the higher the product quality, the higher customer satisfaction will be. There is a positive and significant influence between service quality and customer satisfaction. This means that the higher the quality of service, the higher customer satisfaction will be. There is a positive and significant

influence between brand image and customer loyalty. This means that the higher the brand image, the more customer loyalty will increase. There is a positive and significant influence between product quality and customer loyalty. This means that the higher the product quality, the customer loyalty will increase. There is a positive and significant influence between service quality on customer loyalty. This means that the higher the quality of service, the more customer loyalty will increase. There is a positive and significant influence between customer satisfaction and customer satisfaction (Nafi' Hasbi, 2022). This means that the higher the customer satisfaction, the customer loyalty will increase.

LITERATURE REVIEW

Consumer satisfaction is the result of comparing what is used by comparing the perceived benefits following the consumer's expected benefits. Consumer satisfaction is the state in which the consumer's needs, wants, and expectations are met through the services and products consumed. Satisfaction can be created when the company can fulfill consumer needs well. The indicators of consumer satisfaction (Poha et al., 2021), namely feeling satisfied (satisfied in terms of products and services), in other words, a statement about how satisfied or dissatisfied the customer is when you get good service and quality products from the company. Buy the product frequently, that is, the consumer continues to use the product and always buys it. Hoping to tell other people, that is, consumers will be satisfied after using a product or service tell other people about the product service and can bring in new consumers. Meeting the consumer's expectations after purchasing the product, namely, the quality of the product or service must

adapt to consumer expectations when purchasing the product.

Consumer satisfaction in Islam, the goal of consumption is to obtain as much benefit as possible. The rules of consumption in Islam are explicitly stated in the Al-Quran and the Hadith of the Prophet, if they consume according to Islamic teachings, Muslims will be able to achieve a good level of consumption or obtain maximum satisfaction from that consumption. As Allah says in surah Al-Baqarah verse 172:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ
وَأَشْكُرُوا لِلَّهِ إِن كُنتُمْ إِيَّاهُ تَعْبُدُونَ ۝ ١٧٢

Which means: "O you who have believed, eat from the good things which We have provided for you and be grateful to Allah if it is [indeed] Him that you worship." (QS. Al-Baqarah: 172)

This verse indicates in economics that when consuming food and drink it must be by Islam so that you can feel grateful and satisfied with the food and drink consumed.

Brand Image

Kotler and Keller, (2009) assume that brand image is consumer perception or trust, such as the associations formed in the consumer's mind, which are often recalled when a slogan is first heard and reflected by consumers. Brand image can represent the combination that is active in consumers' minds when they think about the brand. A successful brand image will encourage consumers to make purchases from the same brand. Brands have a very important role, one of which is that they can bridge consumer expectations when entrepreneurs promise their products to consumers. Brand image is formed on a person's trust. It is very important to build a brand image when purchasing, and a good brand image will produce good results too.

From an Islamic perspective, a brand is a good name or identity owned

by a person or company. Building a brand that consumers can trust must be done by Islamic principles and not against Sharia principles. For example, a good image of Prophet Muhammad Saw, who was given the title Al-Amin, means one who is trusted. Therefore, companies need to build a good brand image to give consumers a sense of trust and encourage them to purchase products and services. The following are verses from the Qur'an related to the brand image found in Asy-Syu'ara verses 181-183:

﴿أَوْفُوا الْكَيْلَ وَلَا تَكُونُوا مِنَ الْمُخْسِرِينَ ۝١٨١
وَزِنُوا بِالْقِسْطَاسِ الْمُسْتَقِيمِ ۝١٨٢﴾

It means: "Give full measure and do not be of those who cause loss. And weigh with an even balance." (QS. Asy-Syu'ara: 181-182)

The Qur'anic verse above explains that the ethics of maintaining consumer trust in a brand is by being honest or not doing manipulations that can cause loss and consumer dissatisfaction, for example, cheating and reducing scales. Because if you do that, it will cause a loss of consumer trust so that they refuse to buy the products we have.

Product Quality

Product quality as the ability to describe the functionality of a product, listed durability, reliability, accuracy, ease of operation other product characteristics. Product quality is a combination of all the characteristics of the product produced during marketing. It is explained that the quality of products and goods that are useful for consumers must be commensurate with the needs and expectations consumers have. Product quality forms a product that is suitable for consumer satisfaction. Consumers who have experience in purchasing products can get a good assessment of the product. Indicators are influenced by product quality namely product specifications, product

performance, and product durability (Sihabudin, 2016).

From an Islamic perspective, quality is very important in consumer purchasing decisions. If the manufactured product is of good quality, consumers will continue to make purchases, but if the product is of poor quality, consumers will not make repeat purchases. Product quality is the combination of product characteristics derived from marketing, manufacturing technology, and maintenance that ensure that the product used meets customer expectations. Therefore, product quality is a set of attributes or characteristics described in products goods and services and used to meet customer expectations. In the words of Allah SWT in Surah Al-Baqarah verse 168 as follows:

﴿يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ۝١٦٨﴾

Meaning: "O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy." (QS. Al-Baqarah: 168)

This verse identifies that when consuming food drinks it must be halal, good for consumption safe to consume, and not harmful to the consumer's body, and do not eat or drink anything forbidden, you may be following in the footsteps of the devil, because the devil is the true enemy of us humans.

Service Quality

The desired level of excellence & then this excellence is managed to fulfill consumer desires is called service quality. Service quality is important for a business owned by an entrepreneur, whether the business has just started or has been running for a long time (Nurbaiti et al., 2021). Service quality namely the main point in determining whether consumers are satisfied with the services they have. Service quality is an organization or company that has the competence to

provide consumers with what they need and is obliged to provide satisfaction with these needs (Suyanto et al., 2021). Service quality has several dimensions that are necessary to determine service quality.

Physical evidence is the power of a company to prove its existence to outside parties. Company skills, tools and physical infrastructure needed in the environment will provide concrete evidence. Empathy means genuine attention given to the consumer's personality by understanding the consumer's desires. Reliability is a company's ability accurately and reliably deliver promised services. Capture Power is aware of the policy aimed at providing prompt and accurate service by assisting consumers conveying clear information, so consumer responses will determine the quality of the service provided. Assurance: employee knowledge, courtesy, and skills in building consumer confidence in the company. In service quality, an employee must treat his customers as well as possible (Sholihin et al., 2023).

The Prophet gave us an example of the correct attitude when interacting with other people. As Allah says in surah Ali Imran, verse 159 it is stated that:

فَبِمَا رَحْمَةٍ مِّنَ اللَّهِ لِنْتَ لَهُمْ وَلَوْ كُنْتَ فَظًّا غَلِيظًا
الْقَلْبِ لَأَنفَضُوا مِنْ حَوْلِكَ فَاعْفُ عَنْهُمْ وَاسْتَغْفِرْ لَهُمْ
وَشَاوِرْهُمْ فِي الْأَمْرِ فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ إِنَّ
اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ ١٥٩

Meaning: "So by mercy from Allah, [O Muhammad], you were lenient with them. And if you had been rude [in speech] and harsh in heart, they would have disbanded from about you. So pardon them and ask forgiveness for them and consult them in the matter. And when you have decided, then rely upon Allah. Indeed, Allah loves those who rely [upon Him]." (QS. Ali Imran: 159)

METHOD

Population is defined as an area of generalization by determining the characteristics studied and then concluding (Sugiyono, 2017). The population of this study is Raja Boba consumers in Tembung. Therefore, we must determine how to facilitate research and the research process is simplified without reducing the quality of the research. Some of the characteristics of a population are called a sample. In this research, multivariate analysis or correlation analysis is used, So the total sample members are at least multiplied by 10 of the number of research variables, namely 4 research variables, so the sample consists of 40 respondents.

Sampling Technique

Collecting research data from distributing questionnaires. The data collection technique of giving questions verbally and in writing to respondents is called a questionnaire. Questionnaires were distributed to Raja Boba consumers in Tembung. In this research, The technique for taking samples uses non-probability sampling with purposive sampling, where the sampling technique involves considerations that have been determined by the respondent. In this research, a measurement scale is used, namely, the scale that determines the level of agreement from respondents is called the Likert scale. Responses to the questionnaire were then measured using a 1 to 5 Likert scale, starting to strongly disagree strongly agree.

Analysis Techniques

A validity test is a test that proves that the questions made in the questionnaire can reveal the dimensions to be measured. Variable indicator is said to be valid if the questionnaire contains statements and reveals the questions that will be measured in the questionnaire. Accuracy can therefore measure whether

the statements or questions in a given questionnaire can measure what it is intended to measure. Check of validity can be seen if r - is calculated by comparing the r table for df and degrees of freedom = $n- 2$ (Ghozali, 2011). So, $(df)= 40-2 = 38$. r -table = 0.312. if r -count > r -table then it can be said to be valid and vice versa.

A measure that can determine the consistency of a measuring instrument in measuring whether a questionnaire is reliable or not is called a reliability test (Ghozali, 2011). Reliability measurements can be done with one shot or measuring only once. Measurement is performed only once, and the results can be compared with other statements and questions to measure the correlation between responses to statements and questions. Cronbach's alpha as a tool to measure reliability. Before performing multiple linear regression analysis, traditional assumptions regarding the processed data must be tested by:

- a. The normality Test is described as having a normal distribution if the data is plotted (the points depicted by the data can be followed by a diagonal line.
- b. Multicollinearity test, if the Tolerance value is >0.100 and the VIF value is <10.00 then multicollinearity never occurs.
- c. Heteroscedasticity test, if it does not depict a clear pattern on the scatter plot (wavy shape, widening then narrowing) and the points above and below the number 0 are distributed on

Y, then heteroscedasticity will not occur.

Multiple Linear Regression Test

This research uses the help of the IBM SPSS 29.00 software program for data analysis, which is called the multiple regression analysis method. To determine the relationship between the dependent variable and the independent variable, to estimate the average value of the dependent variable against the known value of the independent variable is called multiple linear regression. Multiple linear regression analysis is research that determines one dependent variable and analyzes several independent variables. Multiple linear regression analysis aims to determine the influence of brand image, product quality, and service quality on consumer satisfaction in Tembung Rajaboba City with the equation:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

Information:

Y = Consumer Satisfaction

α = Value Constant

X1 = Brand Image

X2 = Product Quality

X3 = Service Quality

β_1 = Coefficient Value of Brand Image Variable

β_2 = Coefficient Value of Product Quality Variable

β_3 = Coefficient Value of the Service Quality Variable

RESULT AND DISCUSSION

Regression Test Results

Table 3.

Regression Test Results

Model	Unstandardize d B	Coefficient Std. Error	Standardized Coefficient Beta	T	Sig
(Constant)	7,969	1,731		4,603	0,000
Brand Image	-0,033	0,193	-0,032	-0,171	0,865
Product Quality	0,046	0,214	0,045	0,216	0,830
Service Quality	0,422	0,159	0,668	2,645	0,012

Source: Primary Data Processed by IBM SPSS 29.00 (2023)

In table 3 there are regression results, a linear equation can be made between brand image, product quality, and service quality on consumer satisfaction as follows:

$$Y = 7.969 + (-)0.033X_1 + 0.046X_2 + 0.422X_3$$

Information:

- a. The constant gets the value 7.969. The variables brand image, product quality, and service quality have a value of zero or no addition, then consumer satisfaction is worth 7.969
- b. Brand Image (X₁) gets a value of -0.033 or -3.3%, this means that brand image does not have a positive effect on consumer satisfaction. If brand image increases by 1% then consumer

satisfaction also decreases by -0.033 or -3.3%.

- c. Product Quality (X₂) gets a value of 0.046 or 4.6%, This means that there is a positive influence of product quality on consumer satisfaction. If product quality increases by 1% then consumer satisfaction also increases by 0.046 or 4.6%.
- d. Service Quality (X₃) gets a value of 0.422 or 42.2%, this means that service quality has a positive effect on consumer satisfaction. If service quality increases by 1% then consumer satisfaction also increases by 0.422 or 42.2%

Hypothesis Test Results

Table 4.

Hypothesis Test Results (T-Test)

Hypothesis	Coefficient Value	Significant Value	Remarks
Brand Image → Customer Satisfaction	-0,033	0,865	Hypothesis rejected
Product Quality → Customer Satisfaction	0,046	0,830	Hypothesis rejected
Service Quality → Customer Satisfaction	0,442	0,012	Hypothesis accepted

Source: Primary Data Processed by IBM SPSS, (2023)

In table 5, the results of the T-Test hypothesis test have been proven and the following conclusions have been drawn:

- a. Brand image has a coefficient value of -0.033 and a significance value of 0.865 > 0.05 and does not have a significant influence on consumer satisfaction. It is said that the first hypothesis, namely brand image has a positive influence on consumer satisfaction, is said to be rejected.
- b. Product quality has a coefficient value of 0.046 and a significance value of 0.830 > 0.05 and does not have a significant influence on consumer

satisfaction. It is said that the second hypothesis, namely product quality has a positive influence on consumer satisfaction, is said to be rejected.

- c. Service quality has a coefficient value of 0.442 and a significance value of 0.012 < 0.05 and has a significant influence on consumer satisfaction. It is said that the third hypothesis, namely that service quality has a positive influence on consumer satisfaction, is said to be accepted.

DISCUSSION

Brand Image Has No Significant Effect on Consumer Satisfaction

According to the results of the hypothesis test, the T-test shows that brand image does not have a significant influence on consumer satisfaction with Raja Boba drinks in Tembung, with a coefficient value of -0.033 and a significance value of $0.865 > 0.05$. This means results of this research are that whether Raja Boba's brand image is good or bad, however, there is no positive impact on consumer satisfaction. The results of this study are different from previous research (Savitri & Wardana, 2018) through the influence of brand image, product quality, and price perception on satisfaction and repurchase intention, it was found that brand image can have a positive and significant influence on consumer satisfaction.

Provide an opinion that the brand image becomes the product image in the consumer's mind. Brand image can then influence consumers through the attitudes and perceptions they express toward the product brand (Ramadhan, 2020). A good brand image for a product can produce good ratings so that consumers do not hesitate to purchase even if they continue to purchase (Amalia & Nurseto, 2019). However, the growing food and beverage industry in Tembung has given birth to many entrepreneurs who produce drinks with almost the same characteristics from one product to another. Due to this, consumers are confused and think that the products being sold are the same, only the brand name is different. The results of this research provide evidence that the brand image is strong of a product cannot determine the satisfaction of Raja Boba consumers in Tembung with the product because consumers assume that the Raja Boba logo is easy for consumers to

remember, has unique characteristics or is different from other brands and the brand they own shows quality. the product, none of this can affect the satisfaction consumers feel.

Product Quality Has No Significant Effect on Consumer Satisfaction

The results of the T-Test hypothesis test have proven that the influence of product quality on consumer satisfaction with the Raja Boba Tembung drink has an insignificant influence with a coefficient value of 0.046 and a significant value of $0.830 > 0.05$. This means that the increased product quality of the Raja Boba Ditembung drink has not had an impact on consumer satisfaction. The findings of this research are different from previous ones regarding the influence of product quality and service quality on consumer satisfaction. The problem is that product quality can have a positive and significant influence on consumer satisfaction. It is said that according to the product used it will meet consumer needs and consumer satisfaction

Consumers who have experience in purchasing products can also get good evaluations from consumers about these products (Sihabudin, 2016). However, the research results proved that product quality has no significant influence on consumer satisfaction. Not all efforts can be successful in producing quality products for these products so that consumers feel satisfied because the products available at Raja Boba are safe when consumed, the price is in line with the quality of taste, and having a distinctive taste image no have a significant influence on consumer satisfaction. It has not been able to exceed what consumers expect, hence the quality of the product that consumers feel has not been able to meet what is expected of the boba drink which does not determine

consumer satisfaction with the quality of Raja Boba products.

Service Quality Has a Significant Effect on Consumer Satisfaction

Hypothesis testing This T test proves that service quality has a significant influence on consumer satisfaction with Rajaboba drinks in Tembung with a coefficient value of 0.442 and a significance value of $0.012 < 0.05$. The research is in line with (Fiolina & Elizabeth, 2023), this finding is the same as Chatime PIM's research on the influence of product quality, service quality, and price, which proves that service quality has a significant influence on customer satisfaction. This is proven that service quality has a significant influence, from the higher the service quality of Tembung Raja Boba's drinks, the more, the more the higher customer satisfaction will be. Improving service quality can be implemented to maintain and increase employees' sense of politeness, willingness to solve problems, and personal attention.

The research results prove that the quality of service used to consumers increases consumer satisfaction through friendly service, the appearance of employees being neat and polite, feeling safe and comfortable when interacting, and good responses to complaints that have a significant impact on consumer satisfaction. This could be your biggest guarantee of customer satisfaction and can maintain the business in the face of competition and become an advantage in the business.

CONCLUSION

Results of multiple regression analysis and partial hypothesis testing of this research were able to partially prove with a sig value of $0.865 > 0.05$ that the brand image owned by Raja Boba in Tembung no has a significant effect on

consumer satisfaction. meaning the good brand image owned by Raja Boba in Tembung is not the main factor in determining consumer satisfaction. Results of multiple regression analysis and partial hypothesis testing, this research can partially prove with a sig value of $0.830 > 0.05$ that the quality of Raja Boba Ditung's products has no significant effect on consumer satisfaction., meaning that the quality of the products owned by Raja Boba Ditung does not have a significant influence. significant to consumer satisfaction. The higher quality of the product provided by Raja Boba Ditung, is not able to have an impact on consumer satisfaction, meaning it has not been able to exceed consumer expectations.

Results of multiple regression analysis and partial hypothesis testing this research were able to partially prove with a sig value of $0.012 < 0.05$ that the quality of service provided by Raja Boba Ditung has a significant influence on consumer satisfaction, meaning the higher quality of service provided by Raja Boba Ditung, the greater the customer satisfaction of Raja Boba Ditung. Raja Boba's sense of customer satisfaction will also increase by making it the best guarantee of customer satisfaction and maintaining its business. As for suggestions for further research, future researchers can develop variable indicators of the impact of consumer service quality so that they will obtain research results that are broad in scope and can be used for policy-making.

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