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The Effect of 4p Marketing Mix on Customer Satisfaction to Return (Case Study: "Soma Coffee Vasanta" in MM 2100 Industrial Estate)

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Abstract
This research is driven by the declining number of visitors, the intense competition among coffee shops in the MM2100 industrial area, and the unstable financial condition of *Soma Coffee Vasanta*. The primary objective is to examine how the components of the *marketing mix* (product, price, place, and promotion) affect customer satisfaction and revisit intention in the context of a coffee shop operating within an industrial setting. The research aims to analyze the influence of each *marketing mix* variable on customer satisfaction and their intention to return. A quantitative approach was employed in this study, using a survey method with questionnaires distributed to 100 respondents. The data were analyzed using Structural Equation Modeling with the Partial Least Squares (SEM-PLS) technique. The findings indicate that product, price, and promotion have a positive and significant influence on customer satisfaction, whereas place does not exhibit a significant effect. Furthermore, product and price also significantly affect revisit intention, while promotion and place show no meaningful impact. The research concludes that product quality and pricing strategies aligned with consumers' purchasing power are critical factors in effective marketing. These results offer practical implications for the management of *Soma Coffee Vasanta* in developing targeted marketing strategies and contribute theoretically to the application of the marketing mix concept in the coffee shop industry, particularly in industrial area settings.

Introduction

The culinary industry in Indonesia, especially the coffee shop sector, has experienced significant growth in line with changes in the lifestyle of urban people and the increasing culture of hanging out among young workers (Hanan & Hemanto, 2020; Hasbullah et al., 2021; Lin & Baum, 2016; Manteiro & Kabu, 2019; Nugraha et al., 2022). According to Euromonitor International data (2020), coffee consumption in Indonesia continues to increase with an average growth of 8% per year, which encourages the development of modern coffee shop businesses in

various strategic areas. *Industrial estates*, as centers of economic activity with a high concentration of workers, are an attractive location for the development of coffee shop businesses because they provide a potential and relatively stable market (Fonseca et al., 2015; Musyarofah et al., 2023; Sarjana et al., 2020; Suseno & Mukhlis, 2023; Wattanasaeng & Ransikarbum, 2021).

Soma Coffee Vasanta is one of the coffee shops operating in the *MM2100 Industrial Estate*, Cibitung, Bekasi Regency, West Java. This coffee shop is strategically located in Ruko Kosai K-18, *Vasanta Innopark*, situated in the center of one of the largest and integrated industrial areas in the Greater Jakarta region. As part of the *Soma Coffee* franchise, which already has branches in various strategic locations such as the Gelora Karno Aquatic Stadium in Jakarta, SCBD, Bogor, and Malang, *Soma Coffee Vasanta* has been present since February 22, 2022, to serve the needs of the industrial worker community and residents around the *MM2100* area.

The *MM2100 Industrial Estate*, which covers an area of 805 hectares, houses more than 170 national and multinational companies such as Toyota, Panasonic, Yamaha, Suzuki, and Unilever (KFMap, 2024). With a population of industrial workers in the thousands and dense mobility of business activities daily, the region creates a huge potential market for culinary businesses. The existence of coffee shops is very relevant as a *third place*—a gathering spot for informal meetings, a place to rest during work breaks, and a socialization space for industrial workers. However, this huge market potential also results in increasingly fierce competition in the coffee shop industry in the region. Competitive analysis of the five main competitors in the *MM2100* area shows that competition occurs not only in terms of price but also in product differentiation, location advantages, and the effectiveness of promotional strategies.

Based on this mapping, it is evident that *Kopi Kenangan* employs a competitive pricing strategy supported by strong digital payment technology; *Janji Jiwa* focuses on attractive bundling promos, while *Kopte x Remas Rames* differentiates itself by providing heavy food options. Competitors such as *Kopi Lain Hati* offer much cheaper prices (Rp. 12,000–16,000), creating significant price pressure for *Soma Coffee Vasanta*. This condition requires *Soma Coffee Vasanta* to optimize the *4P (Product, Price, Place, Promotion)* marketing mix strategy to compete effectively and create sustainable differentiation.

In addition to external pressure from competitors, *Soma Coffee Vasanta* also faces various internal challenges that affect its overall business performance. Based on observations and operational data, the coffee shop faces several serious challenges threatening its sustainability. First, there was a decrease in the number of visitors by around 40% at the end of 2022, following the emergence of competitors from other coffee franchises operating in the same area. The main competitors include *Kopi Kenangan*, *Janji Jiwa*, *Kopte x Remas Rames*, *Tomoro Coffee*, and *Kopi Lain Hati*, each with different marketing strategies and positioning. Second, from a financial perspective, *Soma Coffee Vasanta* experienced unstable monthly income fluctuations ranging from Rp. 2,265,000 to Rp. 6,079,000, while operational costs remained high, reaching Rp. 5,703,345 to Rp. 6,518,000 per month, including employee salaries, transportation, and meal costs.

Data shows that *Soma Coffee Vasanta* potentially incurs losses of up to Rp. 2,319,704 in certain months when revenue is at its lowest. Third, although the price of products such as

cappuccinos is Rp. 45,000 with production costs varying between Rp. 19,500 and Rp. 27,130, the very thin profit margin highlights the need to optimize marketing strategies to increase sales volume and operational efficiency.

In a theoretical context, the *4P marketing mix*, first introduced by Jerome McCarthy (1960) and further developed by Kotler & Keller (2018), has become a highly relevant strategic framework for analyzing and improving coffee shop business performance. The product element includes coffee quality, menu variety, product innovation, and flavor consistency; the price element relates to competitive yet profitable pricing and customers' perception of value for money; the place element involves location advantages, accessibility, ambiance, and comfort; while the promotion element includes advertising, discounts, loyalty programs, and effective digital marketing activities to attract and retain customers.

Customer satisfaction, as an outcome of proper marketing mix implementation, is a key factor in creating customer loyalty and revisit intention. According to Oliver in Noor (2020), customer satisfaction is a fulfillment response from customers to the product or service provided, which influences their decision to make repeat purchases or recommend the business to others. In the coffee shop industry, customer satisfaction is determined not only by the quality of the coffee served but also by the overall experience, including the atmosphere, service quality, reasonable prices, and additional value perceived by customers.

Based on several previous studies, there is inconsistency in research results (a research gap) regarding the influence of the marketing mix on customer satisfaction and return intention. Research by Abbas (2020) on the Home Industry of MoshiMoshi Cake Samarinda found that product, price, promotion, and place positively affect consumer satisfaction. However, Fahmi, Jonathan, & Kulsum (2021) found that product, promotion, and price have no effect on customer satisfaction at Café FHO. Meanwhile, Bulan & Azmi (2019) show that product, price, promotion, and place positively affect return intention, contrary to Sari (2020), who found that product, promotion, and place do not significantly affect return intention.

The specific conditions of coffee shops in industrial estates—with customers mostly industrial workers who have unique consumption patterns and preferences—have not been studied in depth. *Industrial estates* have their own dynamics in terms of customer traffic, visit patterns based on working hours, relatively limited but consistent purchasing power, and the need for comfortable places to rest and socialize. Therefore, this research is expected to make a practical contribution to *Soma Coffee Vasanta* in formulating targeted marketing strategies, as well as a theoretical contribution to marketing mix development in the specific context of coffee shops in an *industrial environment*.

In addition, the urgency of this research is driven by post-COVID-19 pandemic conditions that have changed consumer behavior and accelerated digital technology adoption in the F&B industry. These changes create both opportunities and challenges for coffee shops to adapt and optimize their marketing strategies.

Based on the complex problems faced by *Soma Coffee Vasanta*—including declining visitors, unstable financial conditions, fierce competition, and the need to adapt to consumer

behavior changes—this study aims to analyze *"The Influence of 4P Marketing Mix on Customer Satisfaction to Visit Again (Case Study: Soma Coffee Vasanta in MM2100 Industrial Estate)"*. This research is expected to provide holistic strategic solutions for the sustainability and growth of *Soma Coffee Vasanta's* business and serve as a reference for other coffee shop operators in similar industrial areas amid increasing competition.

The problem formulation in this study focuses on various aspects affecting customer satisfaction and the intention to return to *Soma Coffee Vasanta* in the *MM2100 Industrial Estate*. This study examines whether product, price, promotion, and place significantly influence customer satisfaction and return visit intention. By evaluating product influence, the study explores how product quality and variety affect customer satisfaction perceptions. Additionally, it analyzes the role of price in shaping satisfaction, considering whether the prices offered align with customer expectations and perceived value. Promotion, as an important marketing element, will be evaluated to determine whether the implemented promotional strategies effectively attract customers and increase satisfaction. The place or location factor will also be analyzed to assess its impact on customer satisfaction, given that accessibility and environment ambiance contribute to the overall experience. Further, the study examines these factors' influence on return visits, aiming to determine whether they affect customers' decisions to revisit *Soma Coffee Vasanta* after their initial visit.

Thus, the purpose of this study is to comprehensively analyze the influence of each marketing mix element on customer satisfaction and return interest, providing in-depth insights for business managers. The benefits of this research are expected to contribute practically to designing more effective marketing strategies, assisting managers in formulating appropriate policies to increase customer satisfaction, loyalty, and repeat visit frequency. Theoretically, this research is expected to enrich marketing literature, especially regarding the application of the *4P marketing mix* in the coffee shop business context and serve as a reference for further research exploring the relationship between marketing strategy and consumer behavior in the food and beverage industry.

Materials and Methods

The research method used in this study was quantitative, aimed at collecting and analyzing numerical data to statistically test the relationships between variables. Data were collected through a structured questionnaire distributed to customers who had visited Soma Coffee Vasanta in the MM2100 Industrial Estate. The study sought to determine the influence of product, price, place, and promotion on customer satisfaction, as well as how this satisfaction affected the intention to revisit. This approach provided an objective, measurable, and scientifically testable understanding of the relationships among the variables.

The research was conducted at Kosai K-18 Ruko, Vasanta Innopark Industrial Estate MM2100, Gandamekar Subdistrict. Data analysis involved several techniques: (1) descriptive analysis to profile respondents, (2) validity and reliability tests to ensure instrument quality, and (3) Structural Equation Modeling using Partial Least Squares (SEM-PLS) to evaluate relationships through outer model assessment (convergent and discriminant validity) and inner model evaluation

(coefficient of determination and hypothesis testing). Additionally, Importance-Performance Matrix Analysis (IPMA) was used to identify priorities for improvement, and Multi-Group Analysis (MGA) compared results between customer groups. The analysis was conducted using SmartPLS 4 and SPSS to ensure accurate and comprehensive results regarding the influence of the marketing mix on customer satisfaction and return intention.

Results and Discussions

Evaluation of Outer Measurement Models

This study aims to analyze the influence of the variables of Product Marketing Mix (X1), Price (X2), Place (X3), Promotion (X4) on Customer Satisfaction (Z) and Return Visiting Interest (Y) on Soma Coffee Vasanta consumers in the MM2100 Industrial Estate. The focus of the analysis is directed at how the elements in the marketing mix (product, price, venue, and promotion) affect customer satisfaction levels as well as their tendency to make repeat visits. The analysis method used is Structural Equation Modeling (SEM) with the help of SmartPLS software, in order to obtain a comprehensive understanding of the causal relationship between variables in the context of the culinary industry and modern coffee in the industrial area environment.

A. Convergent Validity

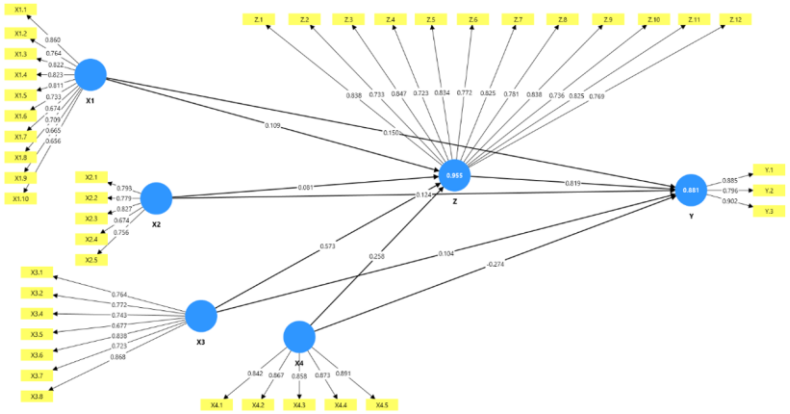

Figure 1. Results of the Initial Outer Model

Source: SmartPLS 4 research data processing, 2025

In the convergent validity analysis of the measurement model conducted in the Soma Coffee Vasata study, there are several indicators that do not meet the expected standards. Based on the evaluation of the initial outer model, several indicators show that the value of the loading factor is below the minimum limit that is considered valid which is 0.7. These indicators need to be removed from the measurement model to ensure the reliability and validity of the results obtained in measuring the Marketing Mix construct at Soma Coffee Vasanta.

The outer loading value is a measure of the contribution of each indicator to the latent construct it represents. In this study, the constructs analyzed include Product (X1), Price (X2), Place (X3), Promotion (X4), Customer Satisfaction (Z), and Return Interest (Y). The evaluation of the outer loading value aims to assess the validity of the convergence, that is, the extent to which

the indicators in one construct are correlated with each other and actually represent the construct. Based on the guidelines of Hair et al. (2021), the indicator is declared to meet the convergent validity if it has an outer loading value of ≥ 0.70. However, in some cases, indicators with a loading value between 0.60–0.70 can still be considered to be maintained if the construct as a whole shows sufficient reliability and validity.

The results of the preliminary analysis show that most of the indicators have met the criteria of convergent validity with loading values above 0.70. However, there are some indicators that have loading values below the threshold, such as X1.7 (0.674), X1.9 (0.665), X1.10 (0.656), X2.4 (0.674), X3.3 (0.691), and X3.5 (0.697). These indicators are considered less than optimal in representing the construct in question, so they are considered to be eliminated from the model to improve the quality of the measurement and strengthen the validity of the construct.

In particular, the X3.7 indicator shows interesting dynamics. In the initial stage, this indicator has an outer loading value of 0.730, which technically meets the criteria of convergent validity. However, after retesting the outer model after the revision (refitting model), the outer loading value of X3.7 decreased to 0.669. This decrease can occur due to changes in the model structure, the removal of other indicators that affect the correlation between indicators, or adjustments to the data distribution that have an impact on load estimation. In the context of SEM-PLS, the model is reflective, so changes in one section can affect the estimation in another. Therefore, although X3.7 was initially valid, a load value that drops below the threshold on the final model indicates that the indicator no longer contributes sufficiently to the Spot construct (X3). In order to maintain the consistency and validity of the measurement model, the X3.7 indicator was finally removed from the model.

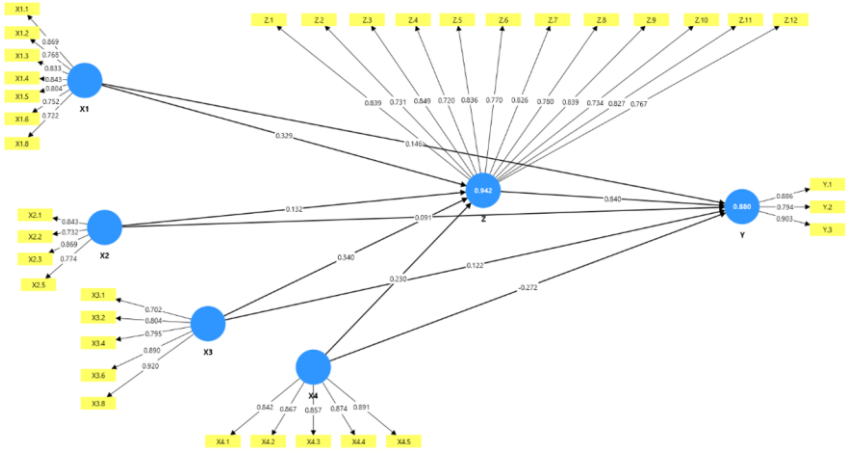

Figure 2. Revised Outer Model Results

Source: SmartPLS 4 research data processing, 2025

After removing indicators that do not meet the criteria for convergent validity, a re-evaluation of the measurement model is carried out. Figure 2 shows the revised outer model with the indicators remaining after the elimination process. This improved model features a more robust and reliable measurement structure for measuring constructs in research.

The revised results show a significant improvement in the quality of the measurement model. All remaining indicators on the variables Product (X1), Price (X2), Place (X3), Promotions (X4), Customer Satisfaction (Z), and Return Interest (Y) now meet or exceed the minimum loading factor value of 0.7. This improvement is important to ensure that the measurement model used can provide valid and reliable results in measuring the variables that are the focus of research at Soma Coffee Vasanta.

Tabel 1. Convergent Validity

	Products (X1)	Price (X2)	Venue (X3)	Promotions (X4)	Interest in Returning (Y)	Customer Satisfaction (Z)
X1.1	0.869					
X1.2	0.768					
X1.3	0.833					
X1.4	0.843					
X1.5	0.804					
X1.6	0.752					
X1.8	0.722					
X2.1		0.843				
X2.2		0.732				
X2.3		0.869				
X2.5		0.774				
X3.1			0.702			
X3.2			0.804			
X3.4			0.795			
X3.6			0.890			
X3.8			0.920			
X4.1				0.842		
X4.2				0.867		
X4.3				0.857		
X4.4				0.874		
X4.5				0.891		
Y.1					0.886	
Y.2					0.794	
Y.3					0.903	
Z.1						0.839
Z.2						0.731
Z.3						0.849
Z.4						0.720
Z.5						0.836
Z.6						0.770
Z.7						0.826
Z.8						0.780
Z.9						0.839
Z.10						0.734
Z.11						0.827
Z.12						0.767

Source: SmartPLS 4 research data processing, 2025

Table 1 shows the outer loading value for each latent variable after the invalid indicator is removed. This table is the result of an iterative process in model improvement that aims to obtain optimal convergent validity. The results obtained show that each latent variable now has a more consistent and reliable measurement structure in representing the construct in question.

The Product variable (X1) shows a fairly high loading value, ranging from 0.722 to 0.869, which means that indicators such as raw material quality, taste excellence, taste satisfaction, product packaging, and other aspects can represent the product construct in Soma Coffee Vasanta well. Furthermore, the Price variable (X2) has a loading value between 0.732 to 0.869, indicating that the aspects of affordability, price suitability with quality, competitiveness, and price reasonableness effectively reflect the visitor's perception of the price.

In the Place variable (X3), the loading value ranges from 0.702 to 0.920, indicating that indicators such as ease of access, public transportation, location visibility, security, and environmental comfort are reliable representations of the construct. Meanwhile, the Promotion variable (X4) showed consistency with loading values between 0.842 to 0.891, indicating that all aspects of the Promotion measured had a strong contribution to the Promotion construct. The Customer Satisfaction (Z) variable shows a loading value between 0.720 to 0.849, indicating that the measurement of visitor satisfaction levels with the services and products provided is quite reliable. Finally, the Return Interest variable (Y) showed a loading value between 0.794 to 0.903, which confirmed that the indicators used to measure return visit interest were valid and relevant.

B. Discriminant Validity

Discriminant Validity is an important evaluation in the analysis of the outer model that aims to assess the extent to which each construct studied can be clearly distinguished from other constructs in the model. This analysis was carried out by examining the cross-loading values between indicators with different latent variables. This concept is important to ensure that each latent variable has its own uniqueness and does not overlap with other latent variables.

Tabel 2. Discriminant Validity

	Products (X1)	Price (X2)	Venue (X3)	Promotions (X4)	Interest in Returning (Y)	Customer Satisfaction (Z)
X1.1	0.869	0.713	0.786	0.729	0.732	0.813
X1.2	0.768	0.636	0.648	0.693	0.674	0.711
X1.3	0.833	0.674	0.768	0.708	0.700	0.774
X1.4	0.843	0.720	0.694	0.846	0.763	0.809
X1.5	0.804	0.705	0.766	0.663	0.724	0.769
X1.6	0.752	0.492	0.541	0.644	0.614	0.648
X1.8	0.722	0.550	0.594	0.631	0.643	0.674
X2.1	0.634	0.843	0.720	0.620	0.672	0.725
X2.2	0.621	0.732	0.613	0.617	0.677	0.683
X2.3	0.746	0.869	0.821	0.686	0.753	0.767
X2.5	0.590	0.774	0.684	0.574	0.606	0.645
X3.1	0.719	0.683	0.702	0.672	0.724	0.729
X3.2	0.646	0.718	0.804	0.579	0.685	0.719
X3.4	0.639	0.660	0.795	0.546	0.677	0.703

	Products (X1)	Price (X2)	Venue (X3)	Promotions (X4)	Interest in Returning (Y)	Customer Satisfaction (Z)
X3.6	0.732	0.755	0.890	0.696	0.753	0.783
X3.8	0.801	0.815	0.920	0.759	0.815	0.859
X4.1	0.667	0.595	0.566	0.842	0.609	0.698
X4.2	0.805	0.725	0.797	0.867	0.741	0.826
X4.3	0.724	0.591	0.568	0.857	0.579	0.712
X4.4	0.834	0.744	0.791	0.874	0.725	0.830
X4.5	0.762	0.685	0.675	0.891	0.677	0.781
Y.1	0.782	0.785	0.801	0.680	0.886	0.814
Y.2	0.708	0.661	0.685	0.648	0.794	0.758
Y.3	0.754	0.729	0.807	0.676	0.903	0.823
Z.1	0.767	0.730	0.821	0.696	0.781	0.839
Z.10	0.694	0.574	0.588	0.711	0.619	0.734
Z.11	0.763	0.750	0.801	0.757	0.774	0.827
Z.12	0.685	0.636	0.659	0.633	0.739	0.767
Z.2	0.647	0.657	0.649	0.657	0.643	0.731
Z.3	0.815	0.790	0.808	0.777	0.808	0.849
Z.4	0.675	0.626	0.620	0.622	0.669	0.720
Z.5	0.818	0.763	0.848	0.779	0.775	0.836
Z.6	0.678	0.610	0.645	0.718	0.678	0.770
Z.7	0.785	0.764	0.788	0.728	0.782	0.826
Z.8	0.752	0.670	0.685	0.767	0.712	0.780
Z.9	0.776	0.752	0.827	0.661	0.817	0.839

Source: SmartPLS 4 research data processing, 2025

Table 2 shows the Discriminant Validity value between the indicators with the latent variables Product (X1), Price (X2), Place (X3), Promotion (X4), Customer Satisfaction (Z), and Return Interest (Y). The results of the analysis showed that each indicator had a higher loading value on the corresponding latent variable compared to the other latent variables. For example, the indicators for the Product variable (X1.1 to X1.8) show a higher loading value on the X1 variable compared to the loading on the X2, X3, X4, Z, or Y variables. The same pattern is also seen for the other variables, where each indicator shows a stronger association with the construct intended to be measured than with the other constructs in the model. This confirms that the discriminant validity model has been well met.

Table 3. Fornell-Larcker

	Products (X1)	Price (X2)	Venue (X3)	Promotions (X4)	Interest in Returning (Y)	Customer Satisfaction (Z)
Products (X1)	0,800					
Price (X2)	0,807	0,806				
Venue (X3)	0,887	0,891	0,794			
Promotions (X4)	0,880	0,777	0,811	0,866		
Interest in Returning (Y)	0,868	0,843	0,912	0,774	0,862	
Customer Satisfaction (Z)	0,931	0,877	0,953	0,892	0,926	0,795

Source: SmartPLS 4 research data processing, 2025

Table 3 presents the results of the discriminant validity analysis using the Fornell-Larcker approach, which is used to ensure that each construct in the model is completely empirically different from the other. The main principle of this method is that the square root value of the

Average Variance Extracted (AVE) for each construct should be higher than the correlation between the other constructs in the model. The diagonal value in the table (denoted by the bold or diagonal position) indicates the √AVE value for each construct, while the value outside the diagonal indicates the correlation between the constructs.

Based on the results shown, all constructs in the model, Product (X1), Price (X2), Venue (X3), Promotions (X4), Customer Satisfaction (Z), and Return Interest (Y), have a higher √AVE value compared to correlation values between other constructs. For example, the √AVE value for Products (X1) is 0.800, which is higher than the correlation with Price (X2) of 0.807, Venue (X3) of 0.887, Promotion (X4) of 0.880, Interest in Repeat Visits (Y) of 0.868, and Customer Satisfaction (Z) of 0.931. Although the correlation between X1 and Z is quite high (0.931), the √AVE value of Z remains higher, at 0.795, which suggests that the Z construct still has adequate discriminant validity.

The same is true for other constructs, where the diagonal value (√AVE) is always higher than the corresponding horizontal and vertical correlation values. This shows that each construct in the model has a good ability to distinguish itself from other constructs, so it can be concluded that the model has qualified for discriminant validity based on the Fornell-Larcker criteria.

C. Construct Reliability

The following are the results of the construct reliability analysis based on Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) for the Structural Equation Modeling (SEM) model built:

Tabel 4. Construct Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1	0.906	0.910	0.926	0.641
X2	0.819	0.825	0.881	0.650
X3	0.880	0.887	0.914	0.682
X4	0.917	0.921	0.938	0.750
And	0.826	0.831	0.897	0.743
With	0.947	0.949	0.953	0.631

Source: SmartPLS 4 research data processing, 2025

Evaluation of construct reliability is an important stage in the analysis of the outer model which aims to assess the internal consistency and measurement stability of each construct being studied. This analysis uses three main indicators: Cronbach's Alpha, Composite Reliability (rho_c), and Average Variance Extracted (AVE). These three measurements provide a comprehensive perspective on how reliable the constructs are in the research model.

The results of the analysis show that all constructs have an excellent level of reliability. Cronbach's Alpha values for all variables were above 0.8, with the Customer Satisfaction (Z) variable showing the highest value of 0.947, followed by Promotions (X4) with 0.917, Products (X1) with 0.906, Places (X3) with 0.880, Return Interest (Y) with 0.826, and Price (X2) with 0.819.

The Composite Reliability value also showed excellent results, with all variables having values above 0.88, indicating that the constructs had a high level of reliability.

Meanwhile, the Average Variance Extracted (AVE) value for all variables is above 0.63, which indicates that each construct can explain more than 63% of the variance of the indicators used to measure it. These results confirm that all constructs in the model meet the reliability standards required for further analysis.

Inner Model Evaluation

An evaluation of the inner model was carried out to assess the extent to which the developed structural model was able to accurately represent the relationships between latent variables. This analysis includes the interpretation of R-Square, Q-Square, and Goodness of Fit values, as well as hypothesis testing. A summary of the overall results of the evaluation can be found in the Figure below.

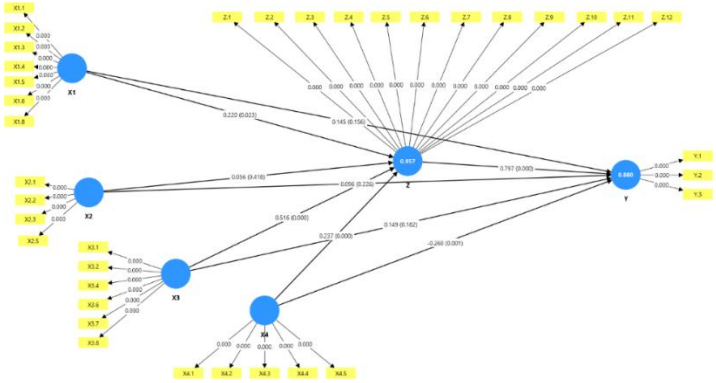

Figure 3. Inner Model Revision Results

Source: SmartPLS 4 research data processing, 2025

Figure 3 shows a complete structural model with path coefficient values and significance levels for each hypothesized relationship. This structural model describes how exogenous variables (Product, Price, Venue, and Promotion) affect endogenous variables (Customer Satisfaction and Return Interest), as well as how Customer Satisfaction plays an intervening variable in influencing Return Interest.

A. R-Square

The R-Square value is an important measure in the evaluation of the inner model that shows the ability of exogenous variables to explain the variations that occur in endogenous variables. These values range from 0 to 1, where values close to 1 indicate the better predictive capabilities of the developed model.

Table 5. Inner Model Analysis/Inner Model Analysis

	R-square	R-square adjusted
Interest in Returning (Y)	0.880	0.874
Customer Satisfaction (Z)	0.942	0.940

Source: SmartPLS 4 research data processing, 2025

The results of the analysis showed a very high R-Square value for both endogenous variables. The Return Interest variable (Y) had an R-square value of 0.880 (R-square adjusted = 0.874), which indicates that the exogenous variables in the model were able to explain about 88.0% variation in the Return Interest of Soma Coffee Vasanta visitors. Meanwhile, the Customer Satisfaction (Z) variable showed an R-square value of 0.942 (R-square adjusted = 0.940), indicating that 94.2% of the variation in Customer Satisfaction can be explained by exogenous variables in the model. These two high R-Square values indicate that the developed model has excellent compatibility and strong predictive ability in explaining the phenomena studied in Soma Coffee Vasanta.

B. Q-Square

The Q-Square value is a measure of predictive relevance used to assess how well a structural model can predict or reconstruct observational values for endogenous variables. This concept is important in the evaluation of the inner model because it provides information about the predictive capabilities of the developed model. Q-Square values range from -∞ to 1, where a positive value indicates that the model has better predictive capabilities than the zero model, while a negative value indicates poorer predictive capabilities. Based on the calculation of Q-Square using the formula:

Q-square = 1-(1-R12)(1-R22)
= 1-(1-0.880)(1-0,942)
= 0,993

This very high Q-Square value indicates that the model used in the study has an excellent ability to explain the diversity of data observed in the Soma Coffee Vasanta. A value close to 1 indicates that about 99.3% of the variability in the research data can be explained by the developed structural model, while the remaining only about 0.7% can be attributed to factors outside the model. These results confirm that the Structural Equation Modeling (SEM) model used has an "excellent goodness of fit" and predictive relevance in the context of the research at Soma Coffee Vasanta.

C. Goodness of fit

The Goodness of Fit (GoF) Index is a single measure used to validate the combined performance between the measurement model (outer model) and the structural model (inner model). This index provides a comprehensive evaluation of how well the model as a whole can explain the phenomenon being studied. The GoF value is calculated based on the square root of the average Average Variance Extracted (AVE) multiplied by the R-Square mean value of the endogenous variable.

GoF = √(((AVE)̄)((R^2)̄))
=√((0,676)(0,911))
=0,785

According to the criteria put forward by Tenenhaus (2014), a GoF value of 0.785 can be categorized as an excellent fit (large), considering that the large GoF value is above 0.38. This value shows that the developed research model has an excellent ability to explain the relationship

between the variables studied in Soma Coffee Vasanta. This interpretation indicates that the combination of measurement quality (outer model) and strength of structural relationships (inner model) in this study has reached an excellent standard, giving high confidence in the validity and reliability of the research findings.

Hypothesis Test

Hypothesis testing in this study was carried out by referring to the t-statistical value and the p-value (probability). At a significance level of 5% (α = 0.05), an alternative hypothesis (Ha) is acceptable if the p-value is less than 0.05. Thus, the decision to accept or reject a hypothesis is determined based on the results of the statistical testing.

A. Direct Effect

Direct effects analysis provides comprehensive information about the direct influence between variables in a structural model. This analysis evaluates the statistical significance and direction of the relationship between exogenous variables and endogenous variables, as well as the relationship between endogenous variables themselves. Each relationship is tested using t-statistics and p-values to determine its statistical significance.

Table 6. Direct Effect Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1 -> Y	0.146	0.143	0.100	1.460	0.144
X1 -> Z	0.329	0.340	0.116	2.841	0.005
X2 -> Y	0.091	0.095	0.079	1.150	0.250
X2 -> Z	0.132	0.145	0.081	1.640	0.101
X3 -> Y	0.122	0.118	0.094	1.300	0.194
X3 -> Z	0.340	0.328	0.084	4.070	0.000
X4 -> Y	-0.272	-0.279	0.075	3.647	0.000
X4 -> Z	0.230	0.218	0.056	4.101	0.000
Z -> Y	0.840	0.851	0.148	5.658	0.000

Source: SmartPLS 4 research data processing, 2025

The results of the analysis show an interesting relationship pattern in the context of Soma Coffee Vasanta. The Product Variable (X1) showed a significant positive influence on Customer Satisfaction (Z) with a coefficient of 0.329 and a p-value of 0.005, but had no significant direct influence on Return Interest (Y) with a p-value of 0.144. The Price variable (X2) showed no significant effect on either Customer Satisfaction or Return Interest, with p-values of 0.101 and 0.250, respectively. The Place Variable (X3) had a significant positive effect on Customer Satisfaction with a coefficient of 0.340 and a p-value of 0.000, but did not have a significant effect directly on Return Interest.

Interestingly, the Promotion variable (X4) showed a significant positive influence on Customer Satisfaction (coefficient 0.230, p-value 0.000) but had a significant negative influence on Return Interest (coefficient -0.272, p-value 0.000). The strongest was the relationship between

Customer Satisfaction and Return Interest in Returns, with a coefficient of 0.840 and a p-value of 0.000, suggesting that satisfaction is a very strong predictor of return interest.

The results of the direct effects analysis revealed a complex and interesting relationship pattern between the elements of the marketing mix and customer satisfaction and interest in returning to Soma Coffee Vasanta. The most significant finding was the negative effect of Promotion on Return Interest (coefficient -0.272, p=0.000), which contradicts conventional marketing wisdom but can be explained through the phenomenon of "promotional fatigue" or "over promotion backlash" which is increasingly relevant in the era of digital marketing saturation. This is in line with the research gap identified between the research of Abbas (2020) which found the positive influence of promotion on consumer satisfaction, and the findings of Fahmi, Jonathan, & Kulsum (2021) which showed that promotion had no effect on customer satisfaction in different contexts. The significant positive influence of Product on Customer Satisfaction (0.329, p=0.005) confirms the fundamental principle in marketing mix theory put forward by Kotler & Armstrong (2016), where product quality is the primary driver of customer satisfaction.

This finding is also in line with Abbas's (2020) research on the Home Industry of MoshiMoshi Cake Samarinda which found a positive influence of products on consumer satisfaction. In the context of Soma Coffee Vasanta, this indicates that investments in product improvement, raw material quality, and menu diversification will yield significant results in the form of increased customer satisfaction. Interestingly, Products had no significant direct effect on Return Interest (0.146, p=0.144), indicating that product satisfaction needs to be mediated by overall customer satisfaction to turn into behavioral intent.

This supports the theory of consumer behavior put forward by Kotler & Keller (2018), where satisfaction serves as an intermediate variable between service attributes and loyalty intent. These findings are also in line with the concept of experience marketing in the hospitality industry, where customer decision-making is influenced by the overall experience rather than the attributes of a single product. The significant positive influence of Place on Customer Satisfaction (0.340, p=0.000) was the strongest among all elements of the marketing mix, confirming the strategic importance of location excellence in the MM2100 region.

This is in line with the research of Pengenggar, Hidayat, and Nurseto (2016) which found that location has a significant influence on purchasing decisions in the food and beverage industry. In the context of coffee shops, the ease of location is a key factor in success as it relates to accessibility, convenience, and the overall customer experience. These findings also support the concept of "third place" by Sireki and Wibisono (2020), that the physical elements and geographical location of a place play an important role in building a pleasant social atmosphere for visitors. In this case, a coffee shop is not only a place to enjoy coffee, but also functions as a gathering space that encourages social interaction, emotional closeness, and forms customer loyalty.

An interesting result is that Price does not have a significant effect on both Customer Satisfaction (0.132, p=0.101) and Return Interest (0.091, p=0.250). This finding contrasts with the research of Bulan & Azmi (2019) which found a positive effect of price on return interest, but in

line with the research of Fahmi, Jonathan, & Kulsum (2021) which found that price had no significant effect on customer satisfaction.

In the context of the MM2100 industrial estate, this may indicate that the target customer is more value-oriented than price-sensitive, or that the current pricing strategy is within an acceptable range so that it is not a differentiating factor. The very strong influence of Customer Satisfaction on Return Interest (0.840, p=0.000) is the most consistent finding with the literature and confirms the central role of customer satisfaction in driving loyalty and repurchase intent. This is in line with classic research in consumer behavior and supports the satisfaction-loyalty paradigm put forward by Kotler & Keller (2018).

In the context of the hospitality industry, these findings confirm that focusing on improving customer satisfaction will deliver the highest results in terms of customer retention and business sustainability. From the perspective of theoretical contributions, these findings show that in the context of coffee shops in industrial estates, the effects of traditional marketing mixes are not always universally applicable. Environmental factors, customer characteristics, and industry context can moderate the relationship between elements of the marketing mix and customer outcomes.

This provides important insights for the development of contextualized marketing theories that are more appropriate for specific industries and geographic settings. The managerial implications of these findings are significant for Soma Coffee Vasanta's strategic planning: (1) top priorities should be given to location optimization and improved customer satisfaction as a key driver of loyalty, (2) promotional strategies need to be reviewed and possibly reduced or modified to avoid negative impacts, (3) product development remains important for satisfaction but must be integrated with overall experience improvement, and (4) pricing strategies that are currently acceptable and can be focused on value optimization rather than price competition. This strategic implementation must be carried out in an integrated and gradual manner to maximize the synergistic effect between various elements of the marketing mix.

B. Indirect Effect

Indirect effects analysis explores the indirect influence of exogenous variables on endogenous variables through intervening variables (mediating variables). In the context of this study, this analysis specifically evaluates how the variables of Marketing Mix affect Return Interest through Customer Satisfaction as an intermediate variable. This analysis is important for understanding the more complex mechanisms in the consumer decision-making process.

Table 7. Indirect effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X3 -> Z -> Y	0.286	0.279	0.087	3.284	0.001
X4 -> Z -> Y	0.193	0.186	0.060	3.207	0.001
X1 -> Z -> Y	0.276	0.289	0.115	2.402	0.016
X2 -> Z -> Y	0.111	0.122	0.071	1.572	0.116

Source: SmartPLS 4 research data processing, 2025

The results of the indirect effect analysis showed that the variables X3, X4, and X1 had a significant indirect influence on the Y variable through the mediated variable Z, indicated by the p-value of each smaller than 0.05. This indicates that the mediating variable Z plays an important role in bridging the influence of these three variables on Y. In contrast, the X2 variable does not show a significant indirect influence on Y through Z, because the p-value of 0.116 exceeds the significance limit of 0.05. These findings reinforce the understanding that not all independent variables effectively influence dependent variables through mediation, and only certain variables that contribute significantly to the structure of the model are analyzed.

This indicates that while some elements of the Marketing Mix do not have a significant direct influence on Return Interest, they can affect those interests indirectly through improved Customer Satisfaction first. The only variable that did not show a significant indirect effect was Price (X2) with a p-value of 0.116, which is consistent with the finding that this variable also had no significant effect on Customer Satisfaction. These findings confirm the crucial role of Customer Satisfaction as a mediator in the relationship between Marketing Mix and Return Interest at Soma Coffee Vasanta.

The indirect influence analysis revealed the crucial role of Customer Satisfaction as an intermediate variable in the relationship between elements of the marketing mix and Return Interest, which provides in-depth insights into the customer decision-making process at Soma Coffee Vasanta. These findings are in line with Baron and Kenny's (2015) theory of mediation analysis, where mediator variables serve as causal links between independent variables and dependent variables, creating a more complex but realistic path in explaining customer behavior.

The indirect influence of Place on Return Interest through Customer Satisfaction showed the strongest effect (0.286, p=0.001), confirming that the advantages of Soma Coffee's location in the MM2100 area not only provide immediate convenience, but also create a positive customer experience that then turns into loyalty and return intent.

This is in line with research by Purnama & Wardi (2019) in Nagari Tuo Pariangan which found that destination image, tourist satisfaction, and tourist experience have a positive effect on return intentions. In the context of a coffee shop, a strategic location is not just about accessibility, but also about creating an overall experience that is memorable and satisfying. The finding that Places have the strongest indirect effects through satisfaction mediation indicates that location attributes such as strategic position in Vasanta Innopark, proximity to industrial facilities, and environmental comfort create cumulative satisfaction that then encourages repeat visits.

This supports the concept of place attachment in environmental psychology, where customers develop an emotional connection to a physical space that is comfortable and accessible. From the perspective of the hospitality industry put forward by Jones and Lockwood (2004), the physical environment is a critical touchpoint that affects the overall service experience and customer satisfaction.

The indirect influence of the Product on Return Interest through Customer Satisfaction (0.276, p=0.016) showed a significant pathway, although the direct effect of the Product on Return Interest was not significant. These findings confirm a partial mediation model in which product

attributes influence return intent primarily through increased satisfaction rather than direct influence.

This is in line with research by Atmari & Putri (2021) which shows that travelers' experiences directly affect satisfaction and intention to return visits. In the context of Soma Coffee, this indicates that product improvement strategies should be focused on increasing satisfaction rather than expecting a direct impact on loyalty behavior. These results also support the theory of customer satisfaction as an intermediate variable put forward by Kotler & Keller (2018), where product experience needs to be processed through satisfaction evaluation before influencing behavioral intent.

In the coffee shop industry, customers not only evaluate individual menu items, but also the overall product experience which includes taste consistency, serving quality, and perception of value which then contributes to the overall satisfaction assessment.

The indirect effect of Promotion on Return Interest through Customer Satisfaction (0.193, p=0.001) is a very interesting finding because it contrasts with the negative direct effects. This indicates a complex relationship in which promotional activities can create positive satisfaction (through awareness, value perception, or special offers) that then encourage return intent, although direct over-promotion can elicit a negative response.

These findings are in line with Chun & Park's (2021) research on the service marketing mix that affects relationship quality and return intent in the Korean food industry in Vietnam. This phenomenon can be explained through the dual-process theory in consumer psychology, where promotional messages can affect customer satisfaction through cognitive processing (value recognition, increased brand awareness) but can simultaneously create negative emotional responses (promotional fatigue, perception of despair) that directly impact behavioral intent. In the context of Soma Coffee Vasanta, this indicates the need for a balanced promotional strategy that can increase satisfaction without creating an over-promotion.

Price did not show significant indirect effects (0.111, p=0.116), which is consistent with the finding that Price also did not have a significant effect on Customer Satisfaction directly. This indicates that in the context of the MM2100 region, pricing is not the main driver for both satisfaction and loyalty, in contrast to the findings of Ovita et al. (2019) at Mangsi Coffee, Denpasar who found that all elements of the marketing mix significantly affect customer satisfaction, which in turn is strongly related to return interest.

This difference can be explained by different market characteristics, where industrial workers in the MM2100 may focus more on convenience and quality of experience than price competitiveness. From a theoretical contribution perspective, these indirect effects findings provide empirical evidence for a satisfaction-mediated model in the context of coffee shops, which enriches the understanding of customer decision-making processes in the hospitality industry. These results also support the idea that elements of the marketing mix do not operate in isolation, but work synergistically through customer satisfaction to create an overall customer experience that drives loyalty behavior.

The strategic implications of the indirect effects analysis are very significant for the development of marketing strategies at Soma Coffee Vasanta: (1) location excellence should be optimized not only for convenience, but also to create a satisfactory customer experience, (2) product development strategies should be integrated with overall satisfaction-enhancing initiatives rather than stand-alone product improvements, (3) promotional activities need to be carefully balanced to maximizing the impact of positive satisfaction while minimizing direct negative effects, and (4) an integrated marketing approach that focuses on customer satisfaction as a center will be more effective than the implementation of a fragmented marketing mix.

Strategic implementation must recognize that customer satisfaction serves as a critical mediator that translates marketing input into business outcomes in the form of customer loyalty and repeat business. Therefore, measurement and satisfaction improvement should be the main performance indicators in evaluating the effectiveness of all marketing mix initiatives at Soma Coffee Vasanta.

Conclusion

The study found that product quality—especially raw materials, taste, and packaging—had a positive and significant impact on customer satisfaction but influenced return intention only indirectly through satisfaction, emphasizing the role of overall service experience in building loyalty. Price did not significantly affect satisfaction, as customers valued quality and perceived value over cost. Promotion positively affected satisfaction, but excessive promotion led to "promotional fatigue," reducing repeat visit interest. Place was the strongest factor influencing satisfaction but had no direct effect on return intention, highlighting that satisfaction mediates the influence of place on loyalty. The findings suggest that *Soma Coffee Vasanta* should prioritize relationship-oriented promotional strategies rather than relying heavily on discounts. Future research could explore the role of service experience and customer relationship management in enhancing return intention in similar industrial coffee shop settings.

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