

Research Article

The Influence of Product Quality, Promotional Mix, and Location on Consumer Satisfaction at Medan Kerang Hore Crab

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ABSTRACT

This study aims to analyze the influence of product quality, promotional mix, and location on customer satisfaction at Medan Kerang Hore Crab in Pontianak City. The study employs a quantitative approach with an associative research design. The research sample consists of 100 respondents selected using a purposive sampling technique based on predetermined criteria. Data were collected through structured questionnaires and analyzed using multiple linear regression analysis with the assistance of SPSS version 22. The stages of analysis included validity testing, reliability testing, normality testing, linearity testing, and multicollinearity testing. Hypothesis testing was conducted through simultaneous testing (F-test) and partial testing (t-test). The results indicate that simultaneously, product quality, promotional mix, and location have a positive and significant effect on customer satisfaction. Partially, product quality, promotional mix, and location are also proven to have a positive and significant effect on customer satisfaction. These findings indicate that improving product quality, enhancing promotional effectiveness, and selecting a strategic location are important factors in increasing customer satisfaction in the culinary business.

Keywords: Product Quality; Promotional Mix; Location; Customer Satisfaction

1. INTRODUCTION

Indonesian society, which has diverse culinary preferences, encourages business actors to introduce new innovations in food presentation. This can be seen from the increasing variety of foods adapted from traditional and international recipes, yet recreated to suit local tastes. These innovations are not only related to taste and appearance, but also to serving concepts such as communal dining on banana leaves, self-cook services similar to barbecue, and grab-and-go packaging to reach dynamic consumers. This trend has developed rapidly across various food segments, including seafood culinary businesses, which are now increasingly favored by the public because they are considered healthier and have a distinctive taste. In the modern era, competition in the culinary business is becoming tighter and innovations are growing. Culinary business actors must be able to maximize their company's performance in order to compete. Culinary business actors need to work hard to study and understand the needs and desires of their customers, and obtain important input to design appropriate marketing strategies in order to create consumer satisfaction. An important factor in creating this value is conception, pricing, determining product processes, promotion, and place (Al Hidayat et al, 2024).

Pontianak City, as the capital of West Kalimantan Province, has great potential in the culinary business sector, especially seafood, considering its geographical location close to aquatic areas. In facing increasingly competitive competition, business actors are not only required to provide quality products, but also must be able to create added value that differentiates them from competitors. One culinary business actor present in this competition is Medan Kerang Hore Crab. Medan Kerang Hore Crab is one of the local culinary businesses engaged in seafood and has developed rapidly in Pontianak. This business comes with the concept of serving delicious, fresh seafood packaged in a contemporary style so that it can be enjoyed by various groups, ranging from families, communities, to young people. Medan Kerang Hore Crab not only sells food, but also builds an atmosphere of togetherness in every dining experience. Medan Kerang Hore Crab offers a contemporary-style seafood dining concept, serving various shellfish menus and other seafood dishes with distinctive seasonings and appetizing presentation. By understanding customer needs and desires, the company will obtain important input to design marketing strategies in order to create customer satisfaction and survive in market competition (Rizka & Sirait, 2024).

The sales performance of Medan Kerang Hore Crab shows an increasing trend over the last three years. Sales data record that sales in 2022 were Rp479,267,000, increasing to Rp522,850,000 in 2023 (up 9.09%), and increasing again to Rp562,300,000 in 2024 (up 7.55%). This trend illustrates that demand remains high, but at the same time shows an important signal: the sales growth rate has slowed, from 9.09% (2023) to 7.55% (2024). A slowdown in growth like this can

be an early indication that the market is becoming more competitive, or consumers are becoming more selective, so the company cannot rely solely on increasing sales without strengthening the factors that influence satisfaction. In addition, profit and loss data show cost dynamics that also need attention. Discounts increased from Rp 7,189,000 (2022) to Rp 7,842,750 (2023) and Rp 8,434,500 (2024). Cost of goods sold (HPP) also increased from Rp 263,596,850 (2022) to Rp 287,567,500 (2023) and Rp 309,265,000 (2024). Although net profit still increased from Rp 161,481,150 (2022) to Rp 180,439,750 (2023) and Rp 197,600,500 (2024), the company still faces the challenge of maintaining efficiency and sustaining consumer interest without relying on continuously increasing discounts. This condition shows that the company needs to focus on strategies that are not merely aimed at driving transactions, but also ensuring that consumers are truly satisfied so that the potential for repurchase and loyalty remains strong.

Various efforts have been made by the management of Medan Kerang Hore Crab to increase consumer satisfaction, such as providing quality products. This is because the quality of products served to consumers can influence consumer satisfaction with the product (Hiyati et al, 2024). According to Kotler & Keller (2016), product quality is the ability of a product to perform its functions, including aspects of performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. High-quality products will more easily attract consumer interest, provide satisfaction, and create customer loyalty. For Medan Kerang Hore Crab, maintaining product quality is a top priority in implementing its business strategy. One of the most important focuses is ensuring the freshness of raw materials, especially shellfish and crab as the flagship menu.

Medan Kerang Hore Crab conducts strict selection of raw material suppliers and chooses seafood that is still fresh and of high quality. The freshness of raw materials is believed to affect the taste of dishes, thus becoming a determining factor of customer satisfaction. In addition, the processing of raw materials is carried out with good standards of hygiene and food safety. Medan Kerang Hore Crab applies special procedures starting from cleaning, storage, to processing so that each dish served has consistent taste quality. The taste of the dishes is maintained through the use of distinctive seasonings and standardized cooking techniques, so that customers experience the same experience every time they visit. Not only focusing on the product, service to consumers is also an important part of maintaining overall quality. Fast, friendly, and responsive service makes customers feel more comfortable and appreciated. Combined with the cleanliness of the restaurant area that is always maintained, Medan Kerang Hore Crab strives to provide a pleasant culinary experience for every visitor.

In addition to providing products with good quality, the management of Medan Kerang Hore Crab has other efforts in providing consumer satisfaction, namely through promotions. According to Kotler & Keller (2016), the promotional mix is a combination of various promotional tools used by companies to communicate product value to consumers and build strong relationships with target markets. The promotional mix plays a role in creating brand awareness, encouraging buying interest, and shaping consumer satisfaction through directed marketing communication. Tjiptono in Yulandari & Ramadhan (2025) states that promotion is one of the communication tools used to build long-term relationships with consumers. Promotions provided must be in accordance with what is sold, so that what customers see and expect matches their desires and customers do not feel disappointed (Christha & Vitaharsa, 2024). In its promotional practices, Medan Kerang Hore Crab has utilized various strategies that reflect the main elements in the promotional mix, which consist of advertising, sales promotion, and personal selling.

These strategies are designed to reach consumers effectively while building strong and sustainable relationships. First, advertising: Medan Kerang Hore Crab actively uses social media such as Instagram and WhatsApp as the main marketing communication channels. These platforms are used to promote various menus, display competitive package prices, and share information on daily or seasonal promotions. Visual content such as food photos, cooking process videos, and customer reviews are shared consistently to increase attractiveness and consumer trust. Promotion through social media is proven effective in reaching young and digitally savvy consumers, while building brand awareness organically without requiring large costs. Second, sales promotion: Medan Kerang Hore Crab routinely provides various forms of short-term incentives such as discounts, bundling package promotions such as "4 in 1" and "3 in 1", and special offers on holidays and weekends. This strategy aims not only to attract new consumers, but also to encourage repeat purchases from customers who have visited before. Such promotional offers create a perception of added value for consumers, thereby increasing satisfaction because they feel they receive additional benefits from each transaction. In addition, this strategy is also proven to accelerate purchasing decisions and create short-term loyalty that can be further developed. Third, personal selling is realized through direct communication between the business and customers, both offline through on-site service and online through chat services on social media. Responsive, friendly admins or staff who are able to provide menu recommendations according to needs become added value that increases consumer comfort and satisfaction. This approach reflects attention to individual consumer preferences and contributes to building longer-term, more personal relationships.

Not only in terms of service and communication, attention to consumer comfort is also reflected in how Medan Kerang Hore Crab chooses its business location. Medan Kerang Hore Crab operates in a busy area, easily accessible by private or public transportation, and close to community activity centers such as offices and residential areas. Choosing a location that is convenient for customers is very important for business success (Hidayat & Utamaningsih, 2023). This easy access is certainly an added value for consumers, because they do not have to struggle to come and enjoy the food. In addition, the business location is also on the side of a main road with a fairly prominent signboard, making it easy to recognize for road users. Its open position and clear visibility from traffic flow become an advantage in attracting the attention of potential consumers, even those who have never visited before. A very good location ensures quick access, can attract many customers, and has the power to change consumer purchasing habits (Fadil et al, 2024). In addition, the surrounding environment is

busy yet comfortable, and the availability of facilities such as parking areas and a fairly spacious dining area add a positive impression to the visiting experience. Without realizing it, aspects like these often become reasons why consumers feel comfortable and choose to return. A strategic business location, easy accessibility, and supporting facilities also influence consumer comfort and experience, which ultimately impacts the level of satisfaction (Selebes & Nur, 2025).

With a variety of products that have good quality, attractive promotions, and a strategic location, this is expected to generate consumer satisfaction. Indrasari (2019) states that consumer satisfaction is the level of consumer feeling after comparing what has been received with their expectations. A high level of customer satisfaction is the result of superior quality. Maintaining customer happiness will improve relationships with existing consumers and encourage the acquisition of new relationships (Masnun et al, 2024).

Based on the foregoing discussion, this study aims to analyze the effect of Product Quality, Promotion Mix, and Location on Customer Satisfaction at Medan Kerang Hore Crab in Pontianak City. Practically, the findings of this research are expected to serve as a managerial reference for Medan Kerang Hore Crab in formulating more effective marketing and service strategies to enhance customer satisfaction. Theoretically, this study is expected to contribute to the literature on consumer behavior, particularly in relation to repurchase intention within the food service industry, and to provide empirical evidence in the context of MSMEs in the digital era.

2. RESEARCH METHOD

The research method used in this study is a quantitative method with an associative approach. Siregar (2017) states that associative research is research that aims to determine the relationship between two or more variables. With this research, a theory can be built that can function to explain, predict, and control a symptom in research. The variables whose influence will be examined are Product Quality (X1), Promotional Mix (X2), and Location (X3) on Customer Satisfaction (Y). The data in this study consist of primary data and secondary data. According to Sugiyono (2020), primary data are data sources that directly provide data to the data collector. The primary data in this study were obtained through interviews and questionnaires. According to Siregar (2017), secondary data are data that are published or used by organizations that are not the processors; the secondary data in this study include competitor data, menu and price lists, and revenue figures at Medan Kerang Hore Crab. The number of samples in this study is 100 respondents, and the respondents are all consumers of Medan Kerang Hore Crab. The sampling technique used in this study is purposive sampling. According to Sugiyono (2020), purposive sampling is a sampling determination technique with certain considerations. The criteria for determining the sample in this study are as follows: A minimum age of 18 years, Respondents have made purchases at Medan Kerang Hore Crab at least 2 times and Respondents are the persons who make the decision to place orders at Medan Kerang Hore Crab. The scale used in this study is a Likert scale. According to Sugiyono (2020), the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena, and the data analysis uses Multiple Linear Regression Analysis with SPSS version 22. The tests in this study include validity testing, reliability testing, normality testing, linearity testing, multicollinearity testing, as well as correlation coefficient and coefficient of determination tests. Hypothesis testing includes simultaneous testing (F-test) and partial testing (t-test).

3. RESULTS AND DISCUSSION

3.1 Instrument Test

3.1.1 Validity Test

The validity test in this study was conducted to ensure that each statement item in the questionnaire is able to accurately measure the intended variable. Validity was determined by comparing the correlation coefficient value of each item (r-count) with the r-table value. The r table value was obtained from the degree of freedom (df) of $n-2$, namely $100-2 = 98$, at a 5% significance level, resulting in an r table value of 0.196. A summary of the validity test results for the variables Product Quality (X1), Promotional Mix (X2), Location (X3), and Customer Satisfaction (Y) is presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Product Quality (X1)	X1.1	0.710	0.196	Valid
	X1.2	0.672		
	X1.3	0.733		
	X1.4	0.475		
	X1.5	0.713		
	X1.6	0.779		
	X1.7	0.500		
	X1.8	0.620		
	X1.9	0.700		
	X1.10	0.672		

	X1.11	0.589		
	X1.12	0.475		
	X1.13	0.713		
	X1.14	0.777		
	X1.15	0.474		
	X1.16	0.620		
	X1.17	0.633		
	X1.18	0.719		
	X1.19	0.622		
	X1.20	0.781		
	X1.21	0.603		
	X1.22	0.775		
	X1.23	0.703		
	X1.24	0.517		
	X2.1	0.626		
	X2.2	0.710		
	X2.3	0.646		
	X2.4	0.687		
	X2.5	0.690		
	X2.6	0.786		
	X2.7	0.623		
	X2.8	0.582		
	X2.9	0.332		
	X2.10	0.304		
Promotional Mix (X2)	X2.11	0.687	0,196	Valid
	X2.12	0.690		
	X2.13	0.786		
	X2.14	0.623		
	X2.15	0.582		
Location (X3)	X3.1	0.648	0.196	Valid
	X3.2	0.620		
	X3.3	0.678		
	X3.4	0.553		
	X3.5	0.639		
	X3.6	0.715		
	X3.7	0.522		
	X3.8	0.624		
	X3.9	0.543		
	X3.10	0.649		
	X3.11	0.686		
	X3.12	0.515		
	X3.13	0.386		
	X3.14	0.335		
	X3.15	0.559		
Customer Satisfaction (Y)	Y.1	0.673	0.196	Valid
	Y.2	0.680		
	Y.3	0.654		
	Y.4	0.894		
	Y.5	0.706		
	Y.6	0.716		
	Y.7	0.894		
	Y.8	0.742		

Source: Processed Data, 2025

Based on the test results shown in [Table 1](#), all statement items across each variable have r-count values greater than the r-table value of 0.196. Therefore, all indicators used in this study are declared valid and suitable to be used as measurement instruments for the research variables.

3.1.2 Reliability Test

The reliability test aims to assess the level of consistency and dependability of the research instrument in measuring the studied variables. In this study, instrument reliability was tested using the Cronbach's Alpha method. A variable is

considered reliable if the resulting Cronbach's Alpha value is greater than 0.60. The reliability test results for the variables Product Quality (X1), Promotional Mix (X2), Location (X3), and Customer Satisfaction (Y) are presented in **Table 2**.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Product Quality (X1)	0.940	Reliable
Promotional Mix (X2)	0.889	
Location (X3)	0.856	
Customer Satisfaction (Y)	0.885	

Source: Processed Data, 2025

The test results show that all research variables have Cronbach's Alpha values above the minimum threshold of 0.60. This indicates that all statement items in the variables Product Quality, Promotional Mix, Location, and Customer Satisfaction have good internal consistency, and therefore the research instrument is declared reliable.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test was conducted to determine whether the data used in the regression analysis are normally distributed. The method applied in this study was the Kolmogorov-Smirnov test. Data are considered normally distributed if the resulting significance value is greater than 0.05. The normality test results are presented in **Table 3**.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.077
Asymp.Sig.(2-tailed)	.154 ^c

Source: Processed Data, 2025

Based on **Table 3**, the Asymp. Sig. (2-tailed) value is 0.154, which is greater than the significance level of 0.05. Therefore, it can be concluded that the data in this study meet the normality assumption and are appropriate for use in multiple linear regression analysis.

3.2.2 Linearity Test

The linearity test was conducted to confirm whether there is a linear relationship between the independent variables and the dependent variable. Linearity testing in this study used the Test for Linearity method by examining the significance value of Deviation from Linearity. The linearity test results between Product Quality, Promotional Mix, and Location on Customer Satisfaction are presented in **Table 4**.

Table 4. Result of Linearity

Variable	Deviation from Linearity	Description
Product Quality * Customer Satisfaction	0.814	Linear
Promotional Mix * Customer Satisfaction	0.458	
Location * Customer Satisfaction	0.076	

Source: Processed Data, 2025

The test results indicate that the Deviation from Linearity significance values for all variable pairs are greater than 0.05. Thus, it can be concluded that the relationships between Product Quality (X1), Promotional Mix (X2), and Location (X3) with Customer Satisfaction (Y) are linear.

3.2.3 Multicollinearity Test

The multicollinearity test aims to determine whether there is a strong relationship among the independent variables in the regression model. The indicators used in this test are tolerance values and the variance inflation factor (VIF). The regression model is considered free from multicollinearity if the tolerance value is greater than 0.10 and the VIF value is less than 10.00. The multicollinearity test results are shown in **Table 5**.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Product Quality	.493	2.027
Promotional Mix	.488	2.049
Location	.505	1.982

Dependent Variable: Customer Satisfaction

Source: Processed Data, 2025

Based on the results, all independent variables have tolerance values above 0.10 and VIF values below 10.00. Therefore, it can be concluded that there is no multicollinearity problem in the regression model, and the independent variables can be jointly used in the analysis.

3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to identify the magnitude of the influence of the independent variables on the dependent variable, both simultaneously and partially. In addition, this analysis serves to develop a regression equation that can be used as a basis for predicting the relationships among variables. The results of the multiple linear regression analysis using SPSS version 22 are presented in **Table 6**.

Table 6. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.009	4.268	.000
Product Quality	.299	4.048	.000
Promotional Mix	.190	2.049	.043
Location	.214	2.905	.005

Dependent Variable: Customer Satisfaction

Source: Processed Data, 2025

Based on these results, the regression equation is as follows: $Y = 1.009 + 0.299X_1 + 0.190X_2 + 0.214X_3$. This equation indicates that when the variables Product Quality, Promotional Mix, and Location are equal to zero, the Customer Satisfaction value is 1.009. The positive regression coefficients for each independent variable indicate that increases in Product Quality, Promotional Mix, and Location will be followed by an increase in Customer Satisfaction.

3.4 Correlation Coefficient (R) and The Coefficient of Determination (R^2) Analysis

The correlation coefficient is used to measure the strength of the relationship between the independent variables and the dependent variable. In this study, correlation analysis was conducted using the Product Moment method. The correlation coefficient and coefficient of determination values are presented in **Table 7**.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.568	.554	.51621

Predictors: (Constant), Location, Product Quality, Promotional Mix

Dependent Variable: Customer Satisfaction

Source: Processed Data, 2025

The results show a correlation coefficient (R) of 0.753, indicating a strong relationship between Product Quality, Promotional Mix, and Location on Customer Satisfaction. The coefficient of determination (R^2) of 0.568 indicates that 56.8% of the variation in Customer Satisfaction can be explained by the three independent variables in the model, while the remaining 43.2% is influenced by other factors outside this study.

3.5 Simultaneous Test (F Test)

The simultaneous test was conducted to determine whether all independent variables jointly have a significant effect on the dependent variable. The F test results are presented in **Table 8**.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	33.586	11.195	42.014	.000 ^b
Residual	25.581	.266		

Dependent Variable: Customer Satisfaction

Predictors: (Constant), Location, Product Quality, Promotional Mix

Source: Processed Data, 2025

Based on the results, the calculated F value is 42.014, which is greater than the F table value of 2.70, with a significance value of 0.000, which is less than 0.05. This indicates that Product Quality, Promotional Mix, and Location simultaneously have a significant effect on Customer Satisfaction.

3.6 Partial Test (t Test)

The partial test was conducted to determine the influence of each independent variable individually on the dependent variable. The t test results are presented in [Table 9](#).

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.009	4.268	.000
Product Quality	.299	4.048	.000
Promotional Mix	.190	2.049	.043
Location	.214	2.905	.005

Dependent Variable: Customer Satisfaction

Source: Processed Data, 2025

Based on the partial test results (t test) presented in [Table 9](#), the test was conducted by comparing each variable's calculated t value with the t table value of 1.661 at a 5% significance level. The results are as follows:

1. The Product Quality variable obtained a calculated t value of 4.048, which is greater than the t table value of 1.661, with a significance level of 0.000, which is less than 0.05. This indicates that the null hypothesis H_0 is rejected and the alternative hypothesis H_a is accepted. Thus, it can be concluded that Product Quality partially has a positive and significant effect on Customer Satisfaction.
2. The Promotional Mix variable showed a calculated t value of 2.049, exceeding the t table value of 1.661, with a significance value of 0.043, which is below 0.05. This indicates that H_0 is rejected and H_a is accepted. Therefore, it can be interpreted that Promotional Mix partially has a positive and significant effect on Customer Satisfaction.
3. The Location variable produced a calculated t value of 2.905, which is greater than the t table value of 1.661, with a significance value of 0.005, which is less than 0.05. Based on these results, H_0 is rejected and H_a is accepted. Thus, it can be concluded that Location partially has a positive and significant effect on Customer Satisfaction.

4. DISCUSSION

The Effect of Product Quality on Customer Satisfaction

Based on the partial test results, the product quality variable shows a positive and significant effect on customer satisfaction. This indicates that product quality is one of the factors that contributes to customer satisfaction in deciding to purchase at Medan Kerang Hore Crab. In the food industry, a product is not only understood as the food served, but also includes taste, cleanliness, quality consistency, menu variety, and presentation appearance. This finding suggests that maintaining product quality standards should be a top priority. Consumers who feel satisfied with the taste and quality of the food tend to have higher trust and are more likely to repurchase the offered products in the future. Therefore, the management of Medan Kerang Hore Crab is expected to maintain consistent raw material quality, processing standards, raw material hygiene, and menu innovation in order to meet evolving consumer expectations. This finding is supported by [Ertanto \(2024\)](#) and [Zega et al \(2025\)](#), which show that the product variable has a positive and significant effect on customer satisfaction.

The Effect of Promotional Mix on Customer Satisfaction

Based on the partial test results, the Promotional Mix variable has a positive and significant effect on customer satisfaction. This indicates that the promotional mix is another factor that contributes to customer satisfaction in deciding to purchase at Medan Kerang Hore Crab. In the food industry, promotion can serve as a main tool to attract consumer interest in buying the offered products and to increase customer satisfaction. This finding indicates that maintaining the provided promotional mix is a vital task. Consumers who feel satisfied with the promotions tend to have higher satisfaction and trust and are

more likely to repurchase the offered products in the future. Therefore, the management of Medan Kerang Hore Crab is expected to maintain the consistency of the promotional mix offered. This finding is supported by [Danapriatna et al \(2024\)](#) and [Siregar et al \(2025\)](#), which show that the promotional mix variable has a positive and significant effect on customer satisfaction.

The Effect of Location on Customer Satisfaction

Based on the partial test results, the Location variable has a positive and significant effect on customer satisfaction. This indicates that location is another factor that contributes to customer satisfaction in deciding to purchase at Medan Kerang Hore Crab. In the food industry, a strategic location and attractive layout can increase consumer interest in purchasing the offered products and improve customer satisfaction. This finding indicates that improving the layout and designing an attractive dining place is an important task for management. Consumers who feel satisfied with the location tend to have higher satisfaction and are more likely to repurchase the offered products in the future. This finding is supported by [Azhari & Parhusip \(2024\)](#) and [Putri et al \(2025\)](#), which show that the location variable has a positive and significant effect on customer satisfaction.

The Effect of Product Quality, Promotional Mix, and Location on Customer Satisfaction

Based on the simultaneous test results, the variables of product quality, promotional mix, and location have a positive and significant effect on customer satisfaction. This finding indicates that customer satisfaction at Medan Kerang Hore Crab is not determined by a single factor, but rather results from a combination of the quality of products offered, the effectiveness of promotional activities, and the strategic location perceived by consumers throughout their interaction and service consumption process. For the management of Medan Kerang Hore Crab, integrating these three aspects becomes essential to retain customers and enhance customer satisfaction amid increasingly competitive food service industry conditions. This result is supported by [Maria \(2024\)](#) and [Utami \(2025\)](#), whose findings show that Product Quality, Promotional Mix, and Location simultaneously have a significant effect on Customer Satisfaction.

5. CONCLUSION

Based on the series of analyses conducted, it can be concluded that customer satisfaction at Medan Kerang Hore Crab in Pontianak City is influenced by product quality, promotional mix, and business location. The simultaneous test results show that these three variables collectively have a positive and significant effect on customer satisfaction. This finding indicates that the level of customer satisfaction is not formed by a single element, but rather is an accumulation of perceived product quality, the effectiveness of promotional activities, as well as the ease and comfort of the location experienced by consumers during their interaction with the business. Partial test results show that each variable product quality, promotional mix, and location has a positive and significant effect on customer satisfaction. Among the three variables, product quality has the strongest influence on customer satisfaction, as reflected in the regression coefficient and test statistics which are higher than those of the other variables. This indicates that in culinary businesses such as seafood, product quality especially the freshness of raw materials, food taste, and consistency in presentation becomes the main consideration for consumers in assessing their satisfaction level. The findings imply that the management of Medan Kerang Hore Crab needs to continuously pay attention to raw material selection and the implementation of food processing standards in order to maintain consistent quality and hygiene. In addition, managing the promotional mix such as bundling programs, discount offerings, and the use of social media as a marketing communication tool needs to be carried out in a measured manner to attract consumer interest without lowering perceived product value. On the other hand, the location factor also needs to be optimized through improving accessibility, providing parking facilities, arranging the dining layout, and increasing business visibility to create a more comfortable visiting experience for consumers. Although this study provides empirical evidence regarding factors influencing customer satisfaction, several limitations should be noted. This study only focuses on a single business object and involves three independent variables, thus it has not been able to comprehensively describe the complexity of factors affecting customer satisfaction. Therefore, future studies are recommended to include additional variables such as service quality, price fairness, store atmosphere, word of mouth, or repurchase intention, as well as expand the research scope to similar culinary businesses to obtain a more comprehensive understanding and improve the generalizability of the findings.

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