

**BRAND IMAGE, SOCIAL DIGITAL MARKETING, AND PRODUCT INNOVATION ON
CONSUMER SATISFACTION OF CHATIME DRINKS IN PEKANBARU****Achmad Tavip Junaedi^{1*}, Dhea Angelina², Nicholas Renaldo³, Suhardjo⁴, Jahrizal⁵, Emiliana Shania
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Email: achmad.tavip.junaedi@lecturer.pelitaindonesia.co.id**ABSTRACT**

The purpose of this study was to determine and analyze the effect of brand image, social digital marketing, and product innovation on consumer satisfaction of Chatime drinks in Pekanbaru. This research was conducted in Pekanbaru City. The time of this research started from September 2023 and ended in December 2023. This research was conducted in Pekanbaru City on people who had bought Chatime drinks. Because the population is not known for certain, using the Roscoe approach, the number of samples was determined as 120 people using the purposive sampling technique. Data analysis used multiple linear regression. The results of the study explain that brand image has a positive and significant influence, then social digital marketing also has a positive and significant influence, and product innovation also has a positive and significant influence on consumer satisfaction with Chatime drinks in Pekanbaru.

Keywords: Brand Image; Social Digital Marketing; Product Innovation; Consumer Satisfaction***BRAND IMAGE, SOCIAL DIGITAL MARKETING, DAN INOVASI PRODUK TERHADAP KEPUASAN
KONSUMEN PADA MINUMAN CHATIME DI PEKANBARU*****ABSTRAK**

Tujuan dalam penelitian ini adalah untuk mengetahui dan menganalisis pengaruh brand image, sosial digital marketing dan inovasi produk terhadap kepuasan konsumen minuman Chatime di Pekanbaru. Penelitian ini dilakukan di kota Pekanbaru. Waktu penelitian ini dimulai dari bulan September 2023 dan berakhir pada bulan Desember 2023. Penelitian ini dilaksanakan di kota Pekanbaru pada masyarakat yang pernah melakukan pembelian minuman Chatime. Karena populasi dalam tidak diketahui jumlahnya dengan pasti, maka dengan pendekatan Roscoe ditetapkan jumlah sampel sebanyak 120 orang menggunakan teknik purposive sampling. Analisis data yang digunakan regresi linier berganda. Hasil penelitian menjelaskan bahwa brand image memiliki pengaruh positif dan signifikan, selanjutnya sosial digital marketing juga berpengaruh positif dan signifikan dan inovasi produk juga memiliki pengaruh positif dan signifikan terhadap kepuasan konsumen minuman Chatime di Pekanbaru.

Kata Kunci: Brand Image; Sosial Digital Marketing; Inovasi Produk; Kepuasan Konsumen

INTRODUCTION

Bubble tea is a contemporary drink that people from all walks of life widely love. This drink from Taiwan has been known in Indonesia for the past 10 years. Bubble milk or bubble tea is a drink made from a combination of tea and milk topped with bubbles (*boba*). Chatime is a provider of bubble tea drinks from Taiwan that adopts the concept of serving customized drinks. Thus, consumers can freely determine the desired sugar and ice content and the type of topping they want.

Chatime was first present in Indonesia in 2011 under the auspices of F&B ID (PT Foods Beverages Indonesia) which now manages more than 460 outlets spread across more than 60 cities in Indonesia, with dine-in, takeaway, and online delivery services. So, Chatime is a pioneer brand operated by the Kawan Lama Group in the Food & Beverage business in the country. Tea, Chatime also offers variants of several beverage products such as milk tea, tea-presso, smoothies, coffee, and latte. Chatime also offers several types of toppings that we can combine with the drinks we want such as Pearl, Pudding, Grass Jelly, Coconut Jelly, Rainbow Jelly, Coffee Jelly, Aloe vera Jelly to Red Bean. There are also several innovations released by Chatime, namely Chatime Dalgona, this product is inspired by the Minion animation which has quite a lot of fans ranging from children to adults in the form of a processed milk drink combined with banana-flavored dalgona cream topping, bananas are a fruit that is very much liked by minions who are widely loved by the Indonesian people.

Chatime Indonesia has social media like Instagram with the name @chatimeindo. On April 14, 2020, data on the number of followers or followers obtained from several Instagram accounts of tea-based beverage companies in Indonesia, Chatime had 522,000 followers or followers on its Instagram account (Renaldo, Sudarno, Hutahuruk, et al., 2021). Chatime Indonesia has also received an award from the Top Brand Award for 5 consecutive years from 2015 to 2020 with the highest Top Brand Index value compared to other beverage brands.

Table 1. Top Brand Award Bubble Tea Category in 2019-2023

Brand Name	Year 2019	Year 2020	Year 2021	Year 2022	Year 2023
Time to chat	56%	57.5%	53.5%	59%	61.8%
Cold Bubble Tea	4.5%	5.4%	9.2%	-	3.7%
Jump-jump	12.5%	12.4%	-	-	8.8%
Lup – lup	11.9%	11.5%	-	-	4.6%

Source: Top Brand Index (2023)

In Table 1, the Top Brand Index presentation data from 2019-2023 is obtained. It can be seen that Chatime occupies the top position with a TBI of 61%, Hop-hop is in second place with a TBI of 8.8%, Lup-lup is in third place with a TBI of 4.6%, Chilli Bubble Tea occupies the last position with a TBI of 3.7%, in terms of brands, Chatime is undoubtedly superior. This states that Chatime is a brand that is already widely known by the public.

Table 2. Pre-Survey Results

No	Question	Amount (percentage)	
		Yes	No
1.	Do You Know the Chatime Drink Brand?	34 (100%)	number 0
2.	Have You Ever Bought Chatime Products?	33 (97.1%)	1 English (2.9%)
3.	Are You Satisfied with Chatime Products?	31 (91.2%)	3 (8.8%)

Source: Google Form Pre-Survey (9/9/23 – 9/18/23)

From the Pre-Survey data in Table 2, there are 100% of 34 people who know the Chatime brand. 97.1% of 34 people who have bought Chatime products. 91.2% of 34 people are satisfied with Chatime products. Judging from the results of the survey, it can be concluded that most people in Pekanbaru know, have bought, and are satisfied with the product.

Brand image is a person's response or thoughts about a brand. The responses they have are obtained from the interactions that occur with the brand. The perception of a consumer is what creates a brand image. According to (Kotler and Keller, 2011) "Brand image is the consumer's perception of a brand, as reflected by the brand associations stored in the consumer's memory" (brand image is the perception and belief carried out by consumers, as manifested in associations that occur in the consumer's memory). Brand Image is the belief in a name/brand, symbol/design, and the assumptions that consumers have about the brand that are formed from the consumer's mind.

Supporting factors for the formation of brand image in its relationship to brand association (P. and KL Keller. Kotler, 2011) state that brand image measurement can be done based on aspects of a brand, namely: strength, uniqueness, and favorability. Social digital marketing is a form of marketing that utilizes social networks

in marketing their products and services (Renaldo et al., 2022). Aims to help consumers understand business brands better and easier. (Gunelius, 2011) saying that social media is used as a marketing tool to build relationships with consumers, build brands, publicity to share information, and promotions (Rahman & Wijaya, 2021), and reorganize markets such as creating demographic profiles.

Product innovation is a company's way of creating new products aimed at meeting consumer needs and desires (P. and KL Keller. Kotler, 2011) explaining that innovations made to products are not just new products but also create business opportunities and the methods for implementing them must also be new, so that they can create high value in the eyes of consumers so that the company can win the market.

Consumer satisfaction is the feeling that arises after a consumer buys or uses the product offered and compares it with his or her expectations. Satisfaction customer's emotional responses to experiences related to a particular product or service purchased (Jacksen et al., 2021), behavioral patterns (such as shopping behavior and buyer behavior), and the market as a whole. (Tjiptono Fandy, 2020)

Consumers generally prefer well-known brands even though the prices offered are more expensive (Tjiptono Fandy, 2020). According to (Lodhi, 2013) Brand Image and Customer Satisfaction (Arif et al., 2021; Fajri et al., 2021): Successfully found several relationships between brand image and customer satisfaction by looking at people's reactions to different salespeople. They found a positive relationship between brand image and customer satisfaction. (Pramudyo., 2012) explains that image has a role in marketing an organization because it has the potential (Nyoto et al., 2023) to influence consumer perceptions and expectations about the goods or services offered and ultimately affect consumer satisfaction. According to (DU Wibowo, 2022), social media marketing will also involve consumer involvement so that there is an active relationship between the brand and consumers and ultimately can provide consumer satisfaction with products or services.

(Sukarmen, 2015) published a study related to the influence of product innovation on consumer satisfaction. This study shows that there is an influence of product innovation on consumer satisfaction and competitive advantage. This study also reveals that competitive advantage affects consumer satisfaction. Increasing product innovation and competitive advantage lead to increased consumer satisfaction. Therefore, product innovation and competitive advantage are needed to build customer satisfaction. (Sujadi, 2015) conducted a study related to the influence of innovation and product quality (Amin et al., 2022) on consumer loyalty and satisfaction (Saputro et al., 2022). This study shows that product innovation affects consumer satisfaction.

The objectives of this study are as follows: (1) To determine the influence of brand image on consumer satisfaction at Chatime. (2) To determine the influence of social digital marketing on consumer satisfaction at Chatime and (3) To determine the influence of product innovation on consumer satisfaction at Chatime.

LITERATURE REVIEW

Marketing

According to (Tjiptono Fandy, 2020), marketing is the process of creating, distributing, promoting, and pricing goods (Yusrizal et al., 2021), services, and ideas to facilitate exchange relationships that satisfy customers and to build and maintain positive relationships with stakeholders in a dynamic environment (Renaldo et al., 2024).

Marketing management is a process of planning, pricing, promoting, and distributing ideas, goods, and services to create exchanges that satisfy individual and organizational goals. Marketing management according to (Daryanto, 2011) is a social and managerial process in which individuals and groups obtain their needs and desires by creating, offering, and selling something of value to each other.

Customer Satisfaction

(Nugroho, 2015) explains that consumer satisfaction is one of the important elements in improving marketing performance in a company. The satisfaction felt by customers can increase the intensity of buying from those customers. The indicators of consumer satisfaction (Josee Bloemer, 2021) are experience, expectations, and overall satisfaction.

Brand Image

Brand image describes the external nature of a product or service including how the brand tries to meet the psychological or social needs of customers, a positive brand will make customers like the product in the future, while manufacturers with a good brand image will stop competitors' marketing campaigns. Brand image or brand image according to (P., & AG Kotler, 2012) is a kind of association that appears in the minds of consumers when remembering a particular brand. According to (Aaker, 2009) indicators of brand image are company image, product image, and user image.

Social Digital Marketing

According to (Punamasari, 2020). Digital marketing is any effort made to market a product or service through or using the internet and social media. Digital marketing in this modern era is important for micro, small, and medium enterprise (MSME) owners (Junaedi et al., 2023a, 2023b, 2024). There are 4 indicators of social media marketing

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according to (Gunelius, 2011) including content creation, content sharing, connecting, and building communities.

Product Innovation

Product innovation is the process of creating and developing new concepts or improving existing products with the aim of increasing value, quality, functionality, or appeal to customers. This can include the introduction of new features, new technologies, design improvements, or changes in the way a product is made or used. According to (P., & AG Kotler, 2012) product innovation is any good, service, or idea that is considered something new. (Lukas, 2000) explains that there are several indicators of product innovation including line extensions, new products, and completely new products.

Relationship Between Variables and Hypothesis

The Influence of Brand Image on Consumer Satisfaction

According to (Kotler, 2001) brand image is a collection of consumer beliefs about a particular brand. The strength of the brand image in the minds of consumers will cause a stronger sense of confidence felt by consumers in using the products they buy. Consumers who have a positive image of a brand will be more likely to make a purchase”.

Based on research conducted by (Khoirunnisa & Riva'i, 2023) stated that brand image has a positive and significant effect on consumer satisfaction. Research by (Hasanah et al., 2022) shows that brand image has a positive and significant effect on consumer satisfaction. (Tyas Kurniawati, 2019) shows that brand image does not affect consumer satisfaction. Research conducted by (Rahayu et al., 2022) states that brand image has a positive and significant effect on customer satisfaction. Research conducted by (Tyas Kurniawati, 2019) shows that brand image has a negative effect on consumer satisfaction. So the first hypothesis in this study is:

H1: Brand Image has a positive effect on Consumer Satisfaction of Chatime Drinks in Pekanbaru.

The Influence of Social Digital Marketing on Consumer Satisfaction

According to (Zanjabila, 2017), Product sellers can also utilize website media or other personal sites (Purwati et al., 2020). If business actors want to continue to survive from competitors, then they must utilize the existence of the Internet as a marketing medium. (Philp, John T. Bowen, James C. Makens Kotler, 2017)Marketing and digital involve direct engagement by individual consumers or carefully targeted customer communities to obtain immediate responses and build strong customer relationships.

Based on research conducted by (Khoirunnisa & Riva'i, 2023), it was stated that digital marketing has a positive and significant effect on consumer satisfaction (Suyono et al., 2023). Research conducted by (Rahayu et al., 2022) stated that social media marketing has a positive and significant effect on customer satisfaction. Research by (Lawvandy Jaya, 2022)states that social media marketing has a positive effect on customer satisfaction. Research by (Handayani et al., 2021)Digital marketing has a positive and significant effect on customer satisfaction. Research conducted by research by (Tripuspita et al., 2023)shows that social digital marketing has a significant effect on customer satisfaction. Meanwhile, research conducted by (Khotim Fadhli, 2021) Mentions that digital marketing does not have a significant effect on consumer satisfaction. So the second hypothesis in this study is:

H2: Social Digital Marketing has a positive effect on Consumer Satisfaction of Chatime Beverages in Pekanbaru.

The Influence of Product Innovation on Consumer Satisfaction

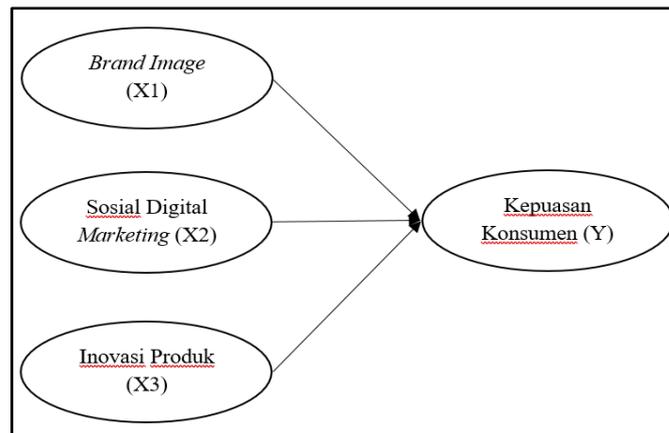
(Sukarmen, 2015) Innovative products can be interpreted as where the company works to find a way out for the progress and development of the product so that it can differentiate the product and can build the management of a product that is marketed to increase consumer satisfaction (Irawan et al., 2023). According to (Buchari Alma, 2011) Innovation means observing consumers to find and satisfy consumers by providing new products. (Said, 2016) states that product innovation is a perception of a group of brand associations that are formed and attached to the minds or memories of consumers.

Based on research conducted by (Efanny Fillayata, 2020)shows that product innovation has a positive and significant effect on consumer satisfaction. Research (Fadhli, 2021) stated that product innovation has a positive and significant effect on customer satisfaction. Meanwhile, research (Waha & Kindangen, 2023) states that product innovation does not affect customer satisfaction. So the third hypothesis for this study is:

H3: Product Innovation has a positive effect on Consumer Satisfaction of Chatime Beverages in Pekanbaru.

Conceptual Framework

Figure 1 shows the Conceptual Framework of this study.



Source: Processed Data, 2024

Figure 1. Framework of Thought

RESEARCH METHODS

Location and Time of Research

This research was conducted in Pekanbaru city. The time of this research started from September 2023 and ended in December 2023.

Population and Sample

This research was conducted in Pekanbaru City on people who have purchased Chatime drinks. Because the population is not known for sure, the Roscoe approach determined the number of samples as many as 120 people using the purposive sampling technique.

Operational Variables

Table 3. Operational Variables X and Variable Y

Variables	Indicator	Statement	Scale
Consumer satisfaction (Y) (Josee Bloemer, 2021)	Experience	I am satisfied because Chatime employees are fast and responsive in serving consumers.	Interval
	Hope	I am satisfied with Chatime drinks which have many menu variants.	
	Overall satisfaction	I am satisfied with the service provided by Chatime.	
Brand Image(X1) (Aaker, 2009)	Corporate image	I chose Chatime because it is already well-known in Indonesia.	Interval
	Product Image	I chose Chatime drinks because the products are delicious and of high quality.	
	User Image	I chose Chatime drink because many people already consume it.	
Digital Social Marketing (X2) (Gunelius, 2011)	Content Creation	I know Chatime because many content creators promote it.	Interval
	Share Content	I learned a lot of information about Chatime through the content.	
	Connect	I found out about Chatime through social media.	
	Building a community	Chatime has many social media such as TikTok, Instagram, Facebook and so on.	
Product Innovation (X3) (Luke, 2000)	Line extension (line extension)	Chatime has a basic milk tea product that is widely known in the community.	Interval
	New products (me too – products)	Chatime introduces many new innovative products.	
	Absolutely new product (new – to – the – world – product)	Chatime often collaborates on its products with other parties.	

Source: Processed 2024

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Table 3 shows the operational variables for this study.

Data Types and Data Sources

The data required in this study consists of primary data through questionnaire distribution and secondary data sourced from the company's official website.

Data Collection Techniques

The data collection techniques in this study used questionnaires and documentation.

Data Analysis Techniques

Descriptive Analysis

According to Sugiyono (2017), descriptive analysis methods are statistics used to analyze data by describing or depicting the data that has been collected as it is without intending to draw conclusions that apply to the public or generalizations.

Preliminary Test

Validity Test

A validity test is used to measure the validity or otherwise of a questionnaire. A questionnaire is said to be valid if the statements in the questionnaire can reveal something that will be measured by the questionnaire. The validity Test is done by comparing the total item correction value of the correlation by looking at the value of 0.30 if the CITC value > 0.30 then the statement indicator is said to be valid while conversely if the CITC value < 0.30 then the indicator statement is said to be invalid.

Reliability Test

Reliability testing is a measurement of a symptom. The higher the reliability of a measuring instrument, the more stable the instrument is to use (Ghozali, 2011). The reliability of a construct/research variable can be seen from the results of Cronbach's alpha (α) statistics. A variable is said to be reliable if it provides a Cronbach's alpha value > 0.70 (Ghozali, 2018). The closer the alpha value is to one, the more reliable the data reliability value is.

Classical Assumption Test

Normality Test

The normality test is used to test the independent variable data (X) and the dependent data variable (Y) in the resulting regression equation. Normally distributed or not normally distributed. A good regression model is a regression model that has a normal or near-normal distribution, so it is feasible to be tested statistically. Data normality testing uses the Kolmogorov-Smirnov Normality Test.

Multicollinearity Test

The multicollinearity test is applied to multiple regression analysis consisting of two or more independent variables. If there is a correlation, then it is said that there is a multicollinearity problem. A good regression model should not have a correlation between independent variables. The guideline for a regression model that is free from multicollinearity is to have a tolerance number close to 1. The VIF limit is 10, if the VIF value is below 10, then there is no multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model, there is no similarity of variables from the remainder of one observation to another observation. If the variance from the remainder of one observation to another observation remains, then it is called homoscedasticity and if it is different it is called heteroscedasticity. The basis for making decisions using the Glejser test is (1) If the significance value > 0.05 then the data does not experience heteroscedasticity and (2) If the significance value < 0.05 then the data experiences heteroscedasticity.

Model Test

F Test (Simultaneous Test)

The F test is a test of the regression coefficient simultaneously. This test is conducted to determine the effect of all independent variables contained in the model together (simultaneously) on the dependent variable.

Coefficient of Determination (R²)

The coefficient of determination (R²) essentially measures how far the model's ability to explain the variation of the dependent variable. The value of the determination coefficient is between zero and one ($0 \leq R^2 \leq 1$). The greater the determination coefficient in a regression equation, the smaller the influence of all independent variables,

namely brand image (X1), product quality (X2), customer experience (X3), and product innovation (X4) on the dependent variable, namely consumer loyalty (Y).

Multiple Linear Regression Test

Multiple linear regression analysis is used to determine how much influence the relationship between brand image variables (X1), social digital marketing (X2), product innovation (X3), and consumer satisfaction variables (Y). According to (Sugiyono, 2017) the multiple linear regression equation that is determined is as follows:

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

Hypothesis Testing

The hypothesis test used in this study is the Partial Test (t-test). t-test (t-test)) conduct a partial regression coefficient test, this test is conducted to determine the significance of the partial role between the independent variable and the dependent variable with the assumption that the other independent variables are considered constant. The t-test of the results of this calculation is then compared with the t-table using an error rate of 0.05. The criteria used are as follows (1) H0 is accepted if the calculated t value \leq t table or the sig value $> \alpha$ and (2) H0 is rejected if the calculated t value \geq t table or the sig value $< \alpha$.

RESULT AND DISCUSSION

In this study, the characteristics of respondents are based on gender, age of respondents, consumer occupation, last education (Cahyanto et al., 2023), marital status, and the amount of income received by consumers. Table 4 shows the characteristics of respondents in this study.

Table 4. Characteristics of Research Respondents

No	Gender	Amount	Percentage (%)
1	Man	38	31.7
2	Woman	82	68.3
Respondent Age		Amount	Percentage (%)
1	15 – 20 Years	25	20.8
2	21 – 25 Years	31	25.8
3	26 – 30 Years	20	16.7
4	31 – 35 Years	21	17.5
5	36 – 40 Years	11	9.2
6	41 – 45 Years	12	10.0
Work		Amount	Percentage (%)
1	Students	32	26.7
2	civil servant	11	9.2
3	Private sector employee	34	28.3
4	Businessman	18	15.0
5	Self-employed	13	10.8
6	Housewife	12	10.0
Education		Amount	Percentage (%)
1	JUNIOR HIGH SCHOOL	number 0	number 0
2	High School/Vocational School	56	46.8
Education		Amount	Percentage (%)
3	Diploma (D3)	12	10.0
4	Bachelor degree)	38	31.7
5	Master (S2)	14	11.7
Status		Amount	Percentage (%)
1	Marry	68	56.7
2	Not married yet	52	43.3
Income		Amount	Percentage (%)
1	< Rp. 2,000,000	22	18.3
2	Rp. 2,000,000 – Rp. 4,000,000	48	40.0
3	Rp. 4,000,000 – Rp. 6,000,000	32	26.7
4	>Rp 6,000,000	18	15.0

Source: Data Processing, 2024

Descriptive Analysis

Table 5 shows an analysis of the descriptive results of respondents' responses regarding the influence of brand image variables (X1), product quality (X2), customer experience (X3) product innovation (X4), and consumer loyalty variable (Y).

Table 5. Descriptive Analysis

NO	Variables	Average	Conclusion
1	Brand Image	3.74	Good
2	Social Digital Marketing	3.85	Good
3	Product Innovation	3.52	Good
4	Customer satisfaction	3.93	Tall

Source: Data Processing, 2024

Preliminary Test

The validity of an instrument will describe the level of ability of the measuring instrument that will be used to reveal something that is the main target of the measurement. An item is said to be valid if the item-total correlation correction value is greater than the CITC value of 0.30 as seen in Table 6.

Table 6. Research Validity Test

No	Variables	Statement	CICT Value	Limit	Information
1	Brand Image (X1)	X.1.1	0.500	0.30	Legitimate
2		X.1.2	0.620		
3		X.1.3	0.432		
1	Social Digital Marketing (X2)	X.2.1	0.340	0.30	Legitimate
2		X.2.2	0.555		
3		X.2.3	0.551		
4		X.2.4	0.578		
1	Product Innovation (X3)	X.3.1	0.671	0.30	Legitimate
2		X.3.2	0.542		
3		X.3.3	0.610		
1	Consumer Satisfaction (Y)	Y.1	0.515	0.30	Legitimate
2		Y.2	0.515		
3		Y.3	0.331		

Source: SPSS Processed Data 2024

Reliability testing is intended to determine the consistency of the measuring instrument in its use. If the Cronbach's Alpha value > 0.6 , the question or indicator is said to be reliable. Table 7 shows the reliability test results for this study.

Table 7. Research Reliability Test

NO	Variables	Alpha Value	Cut	Information
1	Brand Image	0.696	0.60	Reliable
2	Social Digital Marketing	0.714	0.60	Reliable
3	Product Innovation	0.771	0.60	Reliable
4	Customer Satisfaction	0.797	0.60	Reliable

Source: SPSS Processed Data 2024

Based on the results of testing the measuring instrument used in this study as indicated in Table 7, the Cronbach's alpha value produced by processing using SPSS assistance is above 0.60, so the instrument used in this study is declared reliable or consistent when used in several measurements.

Research Data Results

Classical Assumption Test

Normality Test

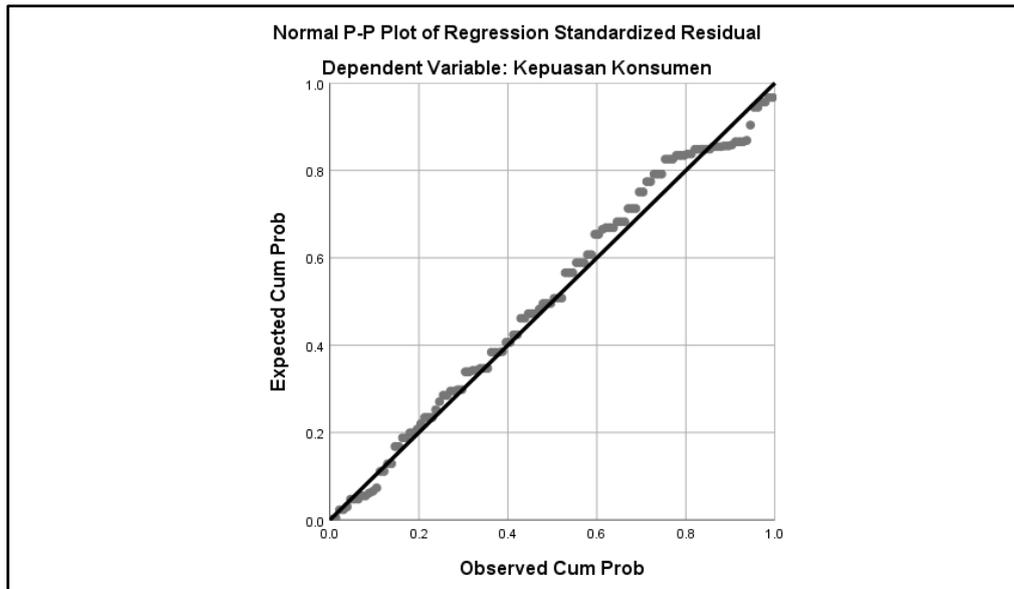
The normality test with Kolmogorov Smirnov is done by comparing the data distribution (which will be tested for normality) with the standard normal distribution. The standard normal distribution is data that has been transformed into the form of Z-Score and is considered normal. Table 8 shows the results of the Kolmogorov-Smirnov Test.

Table 8. Results of the One-Sample Kolmogorov-Smirnov Normality Test

	Unstandardized Residues
N	120
Kolmogorov-Smirnov Z	0.079 years
Asymptomatic Sig. (2-tailed)	0.064 years

Source: SPSS Processed Data 2024

Based on Table 8, it can be seen that the Kolmogorov-Smirnov Z value with the Asymp. Sig (2 tailed) value of 0.064 is above 0.005, meaning that the data is normally distributed. So that the sample data is good and suitable for use in this study. In addition, the normality test can also be done using the normal probability plot model as seen in Figure 2.



Source: SPSS Processed Data 2024

Figure 2. Normality Test of Normal Probability Plot

Based on Figure 2 above, where the graph shows that the plot is spread following a diagonal line, it can be concluded that according to the assumption of normality, the data in this study is normally distributed.

Multicollinearity Test

To detect whether there are symptoms of multicollinearity between independent variables, Variance Inflation Factor (VIF) and Tolerance are used. The limit of the Tolerance Value is 0.10 and the VIF limit is 10 (Renaldo, Sudarno, Suhardjo, et al., 2021).

Table 9. Multicollinearity Test Results

Model	Collinearity Statistics		
	Tolerance	English: VIF	Information
Brand Image	0.885	1.130	Free from Multicollinearity
Social Digital Marketing	0.646	1,549	Free from Multicollinearity
Product Innovation	0.616	1,624	Free from Multicollinearity

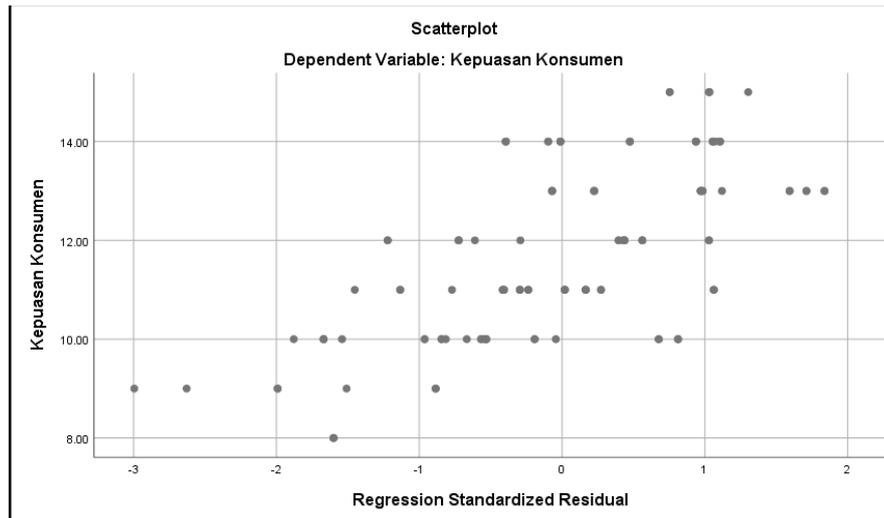
Source: SPSS Processed Data 2024

From Table 9, it can be seen that the VIF (Variance Inflation Factor) of each variable in this study shows a figure smaller than 10. This means that the variables in this study do not show symptoms of multicollinearity.

Heteroscedasticity Test

One way to detect heteroscedasticity is to look at the scatter plot graph between the predicted value of the dependent variable (ZPRED) and its residual value (SRESID). If the points form a certain regular pattern like a large wave widening, then narrowing, then heteroscedasticity has occurred.

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Source: SPSS Processed Data 2024
Figure 3. Scatterplot Normality Test

Based on Figure 3 where the graph shows that the plot is spread randomly, then based on the assumption that the data used in this study is free from heteroscedasticity symptoms. The statistical test that can be used is the Glajser test if the level of significance is greater than the level of confidence, which is 5%. Table 10 is the result of the heteroscedasticity test.

Table 10. Results of Heteroscedasticity Test

Research Variables	T	Signature.	Information
Brand Image	1,843	0.068 years	Free from Heteroscedasticity
Social Digital Marketing	-0.356	0.723	Free from Heteroscedasticity
Product Innovation	-0.421	0.674	Free from Heteroscedasticity

Source: SPSS Processed Data 2024

Based on the data in Table 10, the significant values produced for each variable are greater than 0.05, so it can be concluded that there are no symptoms of heteroscedasticity.

Research Data Analysis

Table 11 shows the result of data processing using SPSS, the explanation of the research results is as follows.

Table 11. Results of Research Data Processing

Variables	Unstandardized Coefficients	Hypothesis	t/f Count	t/f table	Signature	Conclusion
B						
(Constant)	3.473					
Brand Image	.176	+	3.153	1,983 years	.002	Positive Influence
Social Digital Marketing	.163	+	3.222	1,983 years	.002	Positive Influence
Product Innovation	.363	+	5,987	1,983 years	.000	Positive Influence
Analysis of variance			48,511 people	2.68	0.000	The Eligible Model used
Coefficient of Determination	Adj R Square		0.545 (54.5%)			Strong

Source: SPSS Processed Data 2024

Model Feasibility Test

Test Model (F Test)

This test is used to see the effect of independent variables on dependent variables simultaneously by comparing the calculated F with the F table. If the calculated F count > F table then Ho is rejected and Ha is accepted. Based

on the table above, it is known that $F \text{ count } (48.511) > F \text{ table } (2.68)$ with $\text{Sig. } (0.000) < 0.05$. This means that the regression model in this study is feasible to use.

Test of Determination Coefficient (R²)

The coefficient of determination is the magnitude of the contribution of the independent variable to the dependent variable. The higher the coefficient of determination, the higher the ability of the independent variable to explain the variation of changes in the dependent variable. Where the adjusted R Square value of 0.545 explains that brand image, social digital marketing, and product innovation can affect consumer satisfaction with Chatime drinks in Pekanbaru by 54.5%, while the remaining 45.5% is influenced by other variables not used in this study.

Multiple Linear Regression Test

Multiple regression equations are used to describe the relationship model between independent variables and their dependent variables (Wijaya et al., 2020). This regression equation contains constant values or intercepts, regression coefficient values or slopes, and independent variables. Based on the table above, the resulting multiple linear regression equation is as follows:

$$Y = 3.473 + 0.176X_1 + 0.163X_2 + 0.363X_3$$

The meaning of the numbers in the equation above is (1) Constant value (a) of 3.473. This means that if the brand image, social digital marketing, and product innovation are considered to have a value of zero (0), then consumer satisfaction with Chatime drinks in Pekanbaru is 3.473 points. (2) Regression coefficient value of 0.176. This explains that brand image has a positive influence, meaning that the better the brand image of a product, of more it can increase consumer satisfaction of Chatime drinks in Pekanbaru by 0.176 points. (3) Regression coefficient value of 0.163. This explains that social digital marketing has a positive influence, meaning that the better the use of social digital marketing in marketing a product is expected to increase consumer satisfaction with Chatime drinks in Pekanbaru by 0.163 points and (4) a Regression coefficient value of 0.363. Explains that product innovation has a positive influence, meaning that the better the innovation carried out on a product can increase consumer satisfaction with Chatime drinks in Pekanbaru by 0.363 points.

Hypothesis Testing

Based on the table above, the following can be seen: (1) the calculated t value (3.153) > t table (1.983) and the resulting significance value of 0.002 is still below 0.05, so H_1 is accepted and H_0 is rejected, meaning the hypothesis in this study is accepted, so it can be explained that brand image has a positive and significant influence on consumer satisfaction with Chatime drinks in Pekanbaru. (2) the calculated t value (3.222) > t table (1.983) and the resulting significance value of 0.002 is still below 0.05, then H_2 is accepted and H_0 is rejected, meaning the hypothesis in this study is accepted so that it can be explained that social digital marketing has a positive and significant influence on consumer satisfaction of Chatime drinks in Pekanbaru and (3) the calculated t value (5.987) > t table (1.983) and the resulting significance value of 0.000 is still below 0.05, then H_3 is accepted and H_0 is rejected, meaning the hypothesis in this study can be accepted, so it can be explained that product innovation has a positive and significant influence on consumer satisfaction of Chatime drinks in Pekanbaru.

Discussion

The following is a discussion of the research results that have been conducted in this study.

The Influence of Brand Image on Consumer Satisfaction

The results of the study show that a better brand image of a product, of course, can increase consumer satisfaction with Chatime drinks in Pekanbaru, while the t-value (3.153) > t-table (1.983) and the resulting significance value of 0.002 is still below 0.05, then H_1 is accepted and H_0 is rejected, meaning that the hypothesis in this study is accepted so that it can be explained that brand image has a positive and significant influence on consumer satisfaction of Chatime drinks in Pekanbaru.

According to (Kotler, 2001) Brand image is a collection of consumer beliefs about a particular brand. The strength of the brand image in the minds of consumers will cause a stronger sense of confidence felt by consumers in using the products they buy. (Setiadi, 2003), "Consumers who have a positive image of a brand will be more likely to make a purchase."

Based on research conducted by (Khoirunnisa & Riva'i, 2023), it was stated that brand image has a positive and significant effect on consumer satisfaction. Research by (Hasanah et al., 2022) shows that brand image has a positive and significant effect on consumer satisfaction. (Tyas Kurniawati, 2019) shows that brand image does not affect consumer satisfaction. Research conducted by (Rahayu et al., 2022) stated that brand image has a positive and significant effect on customer satisfaction.

The Influence of Social Digital Marketing on Consumer Satisfaction

The results of the study show that the better use of social digital marketing in marketing a product is expected to increase consumer satisfaction with Chatime drinks in Pekanbaru, while the t-value (3.222) > t-table (1.983) and the resulting significance value of 0.002 is still below 0.05, then H_2 and H_0 are rejected, meaning that the hypothesis in this study is accepted so that it can be explained that social digital marketing has a positive and significant influence on consumer satisfaction of Chatime drinks in Pekanbaru.

According to (Zanjabila, 2017), Product sellers can also utilize website media or other personal sites. If business actors want to continue to survive from competitors, then they must utilize the existence of the Internet as a marketing medium. (Philp, John T. Bowen, James C. Makens Kotler, 2017) Marketing and digital involve direct engagement by individual consumers or carefully targeted customer communities to obtain immediate responses and build strong customer relationships. According to (Ridwan Sanjaya, 2009) Marketing activities including branding, use various web-based media such as blogs, websites, email, AdWords, or social networks.

Based on research conducted by (Khoirunnisa & Riva'i, 2023), it was stated that digital marketing has a positive and significant effect on consumer satisfaction. Research conducted by (Rahayu et al., 2022) stated that social media marketing has a positive and significant effect on customer satisfaction. Research by (Lawvandy Jaya, 2022) states that social media marketing has a positive effect on customer satisfaction. Research by (Handayani et al., 2021) Digital marketing has a positive and significant effect on customer satisfaction. Research conducted by research by (Triuspita et al., 2023) shows that social digital marketing has a significant influence on customer satisfaction.

The Influence of Product Innovation on Consumer Satisfaction

The results of the study show that the better the innovation carried out on a product can increase consumer satisfaction with Chatime drinks in Pekanbaru, while the t-value (5.987) > t-table (1.983) and the resulting significance value of 0.000 is still below 0.05, then H_3 is accepted and H_0 is rejected, meaning that the hypothesis in this study is accepted so that it can be explained that product innovation has a positive and significant influence on consumer satisfaction of Chatime drinks in Pekanbaru.

(Sukarmen, 2015) Innovative products can be interpreted as where the company works to find a way out for the progress and development of the product so that it can differentiate the product and can build the management of a product that is marketed to increase consumer satisfaction. According to (Buchari Alma, 2011) Innovation means observing consumers to find and satisfy consumers by providing new products. (Said, 2016) states that product innovation is a perception of a group of brand associations that are formed and attached to the minds or memories of consumers.

Based on research conducted by (Efanny Fillayata, 2020) shows that product innovation has a positive and significant effect on consumer satisfaction. Research (Fadhli, 2021) stated that product innovation has a positive and significant effect on customer satisfaction. Meanwhile, research (Waha & Kindangen, 2023) states that product innovation has no effect on customer satisfaction.

Research Implications

The influence produced in this study regarding the influence of brand image (X1), social digital marketing (X2), and product innovation (X3) on consumer satisfaction (Y) shows that product innovation (X3) is the variable that has the most dominant influence in increasing satisfaction. a consumer with a t-count value of 5.987. While the social digital marketing variable with a t-count value of 3.222 and brand image with a t-count value of 3.153.

These results explain that innovation in a product has a very important role in providing benefits to each consumer, in other words, the innovation carried out aims to adjust the product to developments according to the needs of each consumer. Especially for Chatime products, which are always required to innovate by releasing types of drinks with various flavors according to consumer tastes. Therefore, every company in carrying out its business activities must have a good marketing strategy, especially in creating products that suit the needs of its consumers.

This is reinforced by research (Efanny Fillayata, 2020) showing that product innovation has a positive and significant effect on consumer satisfaction, and research (Fadhli, 2021) states that product innovation has a positive and significant effect on customer satisfaction. Based on the results of this study, it can be concluded that the better the product innovation carried out, of course, there is hope to increase purchasing decisions for a consumer in consuming a product.

CONCLUSIONS

Based on the results of the research that has been conducted, where the conclusions that can be drawn from this study are (1) The results of the study show that a better brand image on a product can certainly increase consumer satisfaction with Chatime drinks in Pekanbaru, while the hypothesis test in this study is accepted so that it can be explained that brand image has a positive and significant influence on consumer satisfaction of Chatime drinks in Pekanbaru. (2) The results of the study show that the better use of social digital marketing in marketing a product

is expected to increase consumer satisfaction of Chatime drinks in Pekanbaru, while the hypothesis test in this study is accepted so that it can be explained that social digital marketing has a positive and significant influence on consumer satisfaction of Chatime drinks in Pekanbaru and (3) The results of the study show that the better the innovation carried out on a product can increase consumer satisfaction of Chatime drinks in Pekanbaru, while the hypothesis test in this study is accepted so that it can be explained that product innovation has a positive and significant influence on consumer satisfaction of Chatime drinks in Pekanbaru.

The suggestions that the author can give regarding the results of this study for the company to be able to provide satisfaction to consumers on each of its products include (1) To the management of Chatime, it is expected to be able to maintain the good name of the brand that is already known by many people by always providing services and products with good quality. (2) To the management of Chatime, it is also suggested to be able to utilize the development of social media to carry out promotions, with the hope of increasing the appeal of consumers to make purchases and (3) To the management of Chatime, it is also expected to always innovate its products so that it can provide many variations according to the tastes of its consumers.

Meanwhile, the suggestions that the author can give regarding the results of this research for academics include: (1) For subsequent research, it is hoped that other variables can be added that can influence someone to increase customer satisfaction with a product and (2) For students who want to use this research as a source of learning that can be used to increase knowledge regarding marketing management, especially regarding customer satisfaction.

Acknowledgement

The author would like to thank the Directorate of Research, Technology, and Community Service; Directorate General of Higher Education, Research, and Technology; and the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia for the external assistance provided to the author according to the master contract number 112/E5/PG.02.00.PL/2024 dated June 11, 2024 and derivative contracts number 027/LL10/PG.AK/2024 dated June 13, 2024, and 003/K-PNL-E/LPPM/IBTPI/VI/2024 dated June 17, 2024.

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