
**THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, AND
CONTENT MARKETING ON CONSUMER SATISFACTION (STUDY ON
ROTI MOX IN SURABAYA)**



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Abstract

This study aims to determine the significant effect of Product Quality, Brand Image, and Content Marketing both simultaneously and partially on Consumer Satisfaction on Roti Mox products in Surabaya. This type of research is associative research with a quantitative approach. Variable measurement uses a Likert scale with criteria ranging from strongly disagree to strongly agree. This sampling technique uses a non-probability sampling method by applying a purposive sampling approach. The population used in this study were active followers of Instagram @rotimox in Surabaya City with a sample size of 100 respondents. The data collection method used a questionnaire distributed to respondents who met the criteria. The data analysis technique used the SPSS version 30 program. This study states that the variables Product Quality, Brand Image, and Content Marketing simultaneously have a significant effect on Consumer Satisfaction of Roti Mox products in Surabaya. The results of the study also showed that there was a positive and significant effect of Product Quality, Brand Image, and Content Marketing partially on Consumer Satisfaction of Roti Mox products in Surabaya.

Keywords: Product Quality, Brand Image, Content Marketing, Customer Satisfaction

INTRODUCTION

Indonesia's population growth continues to increase every year, from 2016 to 2025 the population increased by 25.73 million people from 258.70 million to 284.43 million (Central Statistics Agency, 2025). With the increasing population, public consumption will also increase. At the productive age, human food consumption needs reach their peak, in Indonesia bread becomes a familiar and well-known food due to the influence of European nations, especially the Netherlands. Bread is not a staple food for Indonesian people, but among children to teenagers, bread increasingly dominates as a staple food to replace rice which is the main source of carbohydrates. Bread is a food made from flour and water which is fermented using yeast and then baked. However, with advances in technology, many people process bread with the addition of salt, butter, milk and eggs to add protein to it so that it will get a certain texture.

Currently, the food industry is trying to meet the public's need for bread products. Reported from www.idntimes.com Indonesia is included in the list of countries with the best bread in the world, namely Betawi and Semarang gambang bread. Each country has different tastes and characteristics of bread, not only in terms of taste, but also texture, shape, and content. In Indonesia, this industry is growing rapidly due to the high public demand for bread products. According to data released by the Indonesian Bread Producers Association (APRI), the average growth of the bread industry exceeds 10% each year. Revenue is estimated to reach USD 49.19 billion in 2023. Indonesia will remain the record holder for the largest sales of bread and bakery products in Southeast Asia.

Many bakery businesses are developing in Surabaya, one of which is Roti Mox. This business operates in the processed food sector and produces bread. However, there are various alternative products on the market which is the reason why Roti Mox has received less positive responses from consumers. As competition in the bakery industry increases, Roti Mox offers a number of advantages that are the main reasons why consumers prefer this product over other bakeries in Surabaya. Roti Mox always maintains product quality by using the best raw materials and ensuring a taste that suits local market preferences. Blackforest and Opera Cake as superior products have received appreciation from customers thanks to their balanced flavor composition, soft texture, and attractive appearance, all reflecting high quality standards. In addition, the brand image of Roti Mox is also built strongly in the minds of consumers as an innovative, trustworthy local brand. This successfully maintained reputation is thanks to Roti Mox's consistency in maintaining production standards and innovating products.



Figure 1
Roti Mox's Featured Product
Source: Instagram @rotimox (2025)

In an increasingly competitive digital era, companies must be able to achieve added value through effective marketing strategies and high-quality products. Consumer satisfaction has become one of the most important indicators for maintaining loyalty and increasing market share, especially in the food and beverage industry (Kotler et al., 2022). Changes in consumer preferences and lifestyles towards practical, hygienic and highly aesthetic foods encourage culinary companies to innovate, not only in products but also in marketing communications, including through social media-based content marketing (Gavilan et al., 2021). Consumer satisfaction plays a major role in determining the success or failure of a product in the market. Satisfied consumers will not only make repeat purchases but will also become natural connectors by recommending products to others. Consumer satisfaction refers to a comprehensive evaluation of the purchasing experience, which is based on the extent to which the product meets the needs and expectations of consumers (Ali et al., 2020).

In this industry, consumer satisfaction does not only depend on price, but also on other aspects such as product quality, brand image, and marketing strategies used by the company. Product quality is one of the main factors that determine the competitiveness and success of a company in today's market. Various studies have confirmed that product quality is an assessment of product characteristics that reflect the product's ability to meet consumer expectations. Quality can be measured by taste, texture, packaging and freshness of the product, especially in the food industry such as bread, all of which can influence purchasing decisions and consumer satisfaction (Wirianson et al., 2024). Brand image is the perception and association formed by consumers towards a brand. A strong image can form an emotional connection with customers and differentiate products from competitors. In the local food industry, branding is a major factor in attracting consumer attention amidst similar market competition (Hossain et al., 2021). Brands that have a positive image can increase customer trust and loyalty, which will ultimately affect consumer satisfaction.

One of Roti Mox's challenges in facing competition with competitors is creating a strong and consistent brand image in the minds of consumers. In addition, optimizing relevant and informative content marketing can attract attention and strengthen consumer trust.

Quality content not only provides useful information but also creates added value for customers, so that they feel more connected to the company's brand image (Rohali & Nurlinda, 2022). So far, Roti Mox has taken several initiatives to overcome these problems, such as developing innovative product variations while maintaining the quality of raw materials, maintaining brand image, and running promotions through social media. One of the social media used by Roti Mox is Instagram.

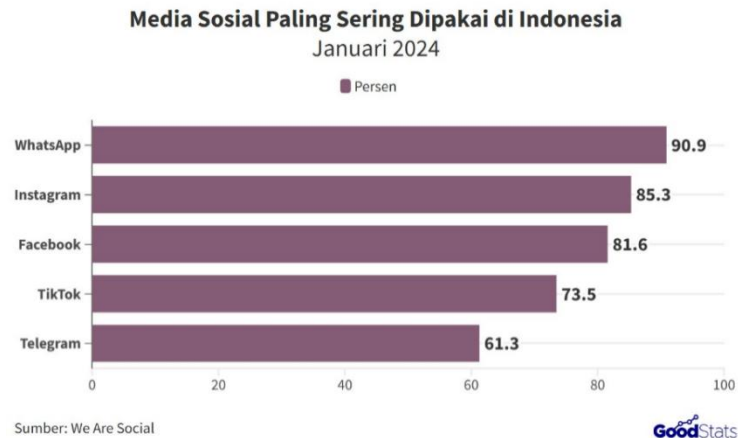


Figure 2.
Percentage of Social Media
Source: <https://data.goodstats.id> (2025)

Judging from the image above, it shows that Instagram is often used in Indonesia with a percentage of 85.3% after WhatsApp. Although WhatsApp has a higher percentage of users, Roti Mox chooses not to use it in product marketing. Roti Mox prefers Instagram as a product marketing medium because it is considered more effective in reaching wider consumers. The product marketing carried out by Roti Mox through Instagram social media is to create content, which content is made following current trends. The content of the content is a discount and loyalty program to encourage repeat purchases.

In addition, Roti Mox also uses customer reviews as part of a strategy to build consumer trust in the brand. With attractive content such as discount offers, and visually appealing product images, as well as viewer reels that make Roti Mox able to increase interaction with consumers and strengthen emotional ties to the brand. Therefore, superior product quality, good brand image, and effective content marketing strategies through social media are the main factors that influence consumer choices towards Roti Mox compared to other bakery products.

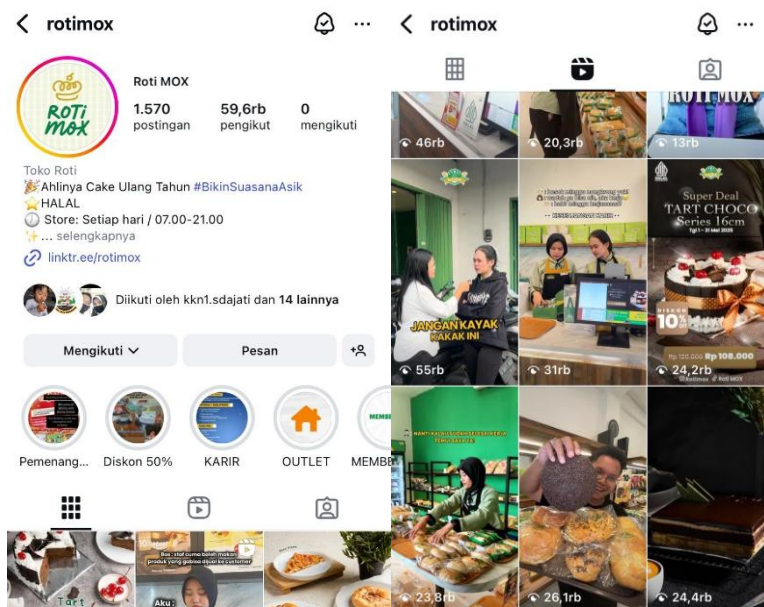


Figure 3
Instagram Roti Mox
Source: Instagram @rotimox (2025)

Although various efforts have been made to build consumer satisfaction, there are several aspects that receive more attention, namely there has been no in-depth evaluation of how brand image has a significant effect on consumer satisfaction, the effectiveness of the content marketing strategy implemented has not been fully measured, making it difficult to determine its impact on customer loyalty, and there has been no optimal integration between product quality, brand image and content marketing to create a holistic customer experience. Based on the previous description, this study is proposed to test "The Effect of Product Quality, Brand Image, and Content Marketing on Consumer Satisfaction at Roti Mox in Surabaya". With this approach, researchers will identify the main elements of Product Quality, Brand Image, and Content Marketing that most drive consumer satisfaction. Researchers will also measure the relationship and influence of each variable to provide a clear picture of its impact, and provide strategic recommendations to Roti Mox to improve overall consumer satisfaction by integrating these three aspects.

REVIEW OF LITERATURE

Marketing

Marketing is an activity to promote the sale and purchase of products or services in a company to consumers. Marketing includes analysis, implementation and planning of company programs. This activity involves customers and manages profitable customer relationships. According to (Kotler et al., 2022) the purpose of marketing is to attract new customers by promising superior value and maintaining and growing customer value and satisfaction. According to Fauzi et al, in (Alfisyah & Aribowo, 2024) marketing is an effort to market a product or service using a certain plan pattern so as to get the desired number of sales.

Management Marketing

Marketing management is the process of analyzing, planning, implementing and controlling programs designed to create, maintain and build profitable exchanges with marketing targets to achieve company goals. According to Kotler in (Lohonusa & Mandagie, 2021) said that marketing management as an art, choosing market targets, getting, maintaining and creating superior customers.

Product Quality

Product quality is the durability of a product used by a company according to its function. Product quality is the main factor that customers consider in determining the purchase of a product. Kotler & Armstrong in (Paludi & Nurchorimah, 2021) stated that quality is one of the main marketing positioning tools. According to (Kotler et al., 2022) quality is the totality of features and characteristics of a product or service that affect its ability to meet stated or implied needs. Quality can also be interpreted as the right design specifications for optimal use.

According to Tjiptono in (Mutiara, 2022) product quality indicators include several key aspects, namely:

1. Performance, namely how well the product is able to carry out its functions in fulfilling its basic objectives. In this case, assessing how well the use of the product can meet the needs and expectations of consumers.
2. Durability, namely the ability of the product to withstand damage over time. Products with good durability can be used for a predetermined period of time without requiring repair or replacement.
3. Conformity to Specifications, namely the extent to which the product has met the standards or specifications that have been set.
4. Features, namely complementary characteristics that enhance the function of the product and can be a consumer attraction.
5. Aesthetics, namely related to the physical appearance of the product or product innovation so that it can attract the attention of consumers.
6. Perceived Quality, namely consumer perception of product quality based on experience or information obtained personally so that the company has a differentiator in its products compared to competitors.

Brand Image

Brand image is the perception and image formed in the minds of consumers about a brand or a product. This includes all associations, judgments, and impressions associated with the brand, including the quality, reputation and emotions felt by consumers. Kotler & Keller in (Mutiara, 2022) stated that brand image includes terms, signs, symbols, designs or a combination of these things that are intended to identify goods or services from a person or group of sellers to differentiate them from competitors.

According to Sudirman in (Andriani, 2023), there are three things that can be indicators of brand image:

1. Corporate image is a collection of associations that consumers describe as a company that makes and produces products or services. Companies that have a positive image can commit to providing the best for consumers.

2. User Image is the consumer's thoughts on the characteristics of those who use the company's products. If consumers feel that the image of a product user matches their personality or lifestyle, it can increase the appeal of purchasing the product.
3. Product image is the perception formed in the minds of consumers towards the products offered. When the product image can meet consumer expectations, this can increase trust in the product as a whole.

Content Marketing

Content marketing is a marketing strategy that aims to introduce products or services to consumers to attract attention so that it can increase sales. Content marketing is created to attract customers to use products through the creation of content in the form of videos or other posts, which is a strategy that supports development in the current digital era (Yusuf et al., 2020)

Content marketing indicators according to (Marisah, 2024) are as follows:

1. Relevance, namely business actors can create content that contains useful information for consumers. Information is presented according to the needs or problems faced by consumers.
2. Accuracy, namely business actors can provide content that includes accurate sources of information. Information is presented in real terms according to existing facts.
3. Valuable, namely business actors can present content containing information that is useful and has a good impact on consumers. This is a basic requirement for consumer behavior to make the content attractive in its selling value, so that customers are interested and buy the products offered by the company.
4. Easy to understand, namely business actors present content that is easy for the audience to understand, so that it is easy to understand and easy to read.
5. Easy to find, namely business actors can distribute content through the right media. That way, the content presented will be quickly found by the audience.
6. Consistent, namely business actors can maintain the quality of content provided to consumers. Content is recommended to always be updated to update information periodically.

Consumer Satisfaction

Consumers of a product or service are the most important thing in the continuity of a business activity. Feelings of pleasure or satisfaction with a product motivate consumers to buy the product again so that consumers become customers. According to Budi in (Paludi & Nurchorimah, 2021) consumer satisfaction is a feeling or disappointment of consumers that arises from comparing their impressions of the performance of a product. Consumers who are satisfied with a product tend to say good things about the product brand to others.

According to Tjiptono in (Mutiara, 2022) the indicators of consumer satisfaction are:

1. Confirmation of expectations, namely the level of conformity between the product performance expected by consumers and what consumers want in a product or service.
2. Interest in returning, namely the willingness of consumers to make repeat visits or make repeat purchases of the company's products.
3. Willingness to recommend, namely the willingness of consumers to be able to publish or recommend to others the goods or services purchased or used.

RESEARCH METHOD

This type of research is associative research with a quantitative approach that aims to determine the relationship between variables and their effects, using data in the form of numbers and analyzed statistically. The data analysis technique uses the SPSS version 30 program. The data collection method is through a questionnaire, which contains a series of statements to obtain answers from respondents. In this study, the population used was active followers of Instagram @rotimox in Surabaya City with a sample of 100 respondents. The sampling technique used the non-probability sampling method with a purposive sampling approach. The criteria used in the sample were respondents who lived in Surabaya with an age above 17 years and had made a purchase at least 1 time at Roti Mox in Surabaya.

RESULTS AND DISCUSSION

Validity Test

Table 1
Validity Test Results

Variable	Statement	r-count	r-table	Description
Product Quality (X1)	X1.1	0,734	0,196	Valid
	X1.2	0,761	0,196	Valid
	X1.3	0,704	0,196	Valid
	X1.4	0,742	0,196	Valid
	X1.5	0,709	0,196	Valid
	X1.6	0,694	0,196	Valid
Brand Image (X2)	X2.1	0,813	0,196	Valid
	X2.2	0,785	0,196	Valid
	X2.3	0,827	0,196	Valid
Content Marketing (X3)	X3.1	0,837	0,196	Valid
	X3.2	0,862	0,196	Valid
	X3.3	0,846	0,196	Valid
	X3.4	0,743	0,196	Valid
	X3.5	0,837	0,196	Valid
	X3.6	0,796	0,196	Valid
Consumer Satisfaction (Y)	Y1.1	0,773	0,196	Valid
	Y1.2	0,886	0,196	Valid
	Y1.3	0,893	0,196	Valid

Source: Primary Data, 2025

Based on Table 1, it can be seen that all aspects of product quality indicators (X1), brand image (X2), and content marketing (X3) and consumer satisfaction (Y) are declared valid because the r-count value is greater than the r-table. Thus, all research variables are declared valid.

Reliability Test

Table 2
Reliability Test Results

No.	Variable	Cronbach's Alpha Calculation	Cronbach's Alpha Minimum	Description
1.	Product Quality (X1)	0,817	0,60	Reliable
2.	Brand Image (X2)	0,735	0,60	Reliable
3.	Content Marketing (X3)	0,902	0,60	Reliable
4.	Consumer Satisfaction (Y)	0,810	0,60	Reliable

Source: Primary Data, 2025

Based on the results of the reliability test in table 2, it is known that all aspects of the indicators of each variable are declared reliable because the Alpha value (r count) on all research variables is greater than the limit value of 0.60. Thus, it can be concluded that the measuring instrument used in this study, namely the questionnaire, is declared reliable.

Classical Assumption Test

Normality Test

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	,0000000	
	Std. Deviation	1,11177826	
Most Extreme Differences	Absolute	,075	
	Positive	,075	
	Negative	-,066	
Test Statistic		,075	
Asymp. Sig. (2-tailed) ^c		,178	
Monte Carlo Sig. (2-tailed) ^d	Sig.	,172	
	99% Confidence Interval	Lower Bound	,162
		Upper Bound	,182

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Primary Data, 2025

Based on the results of the normality test using the Kolmogorov – Smirnov test technique in table 3, the residual value follows a normal distribution because Asymp. Sig. (2-tailed) = 0.178 > 0.05. Thus, the data is normally distributed and meets one of the assumptions in linear regression analysis.

Multicollinearity Test

Table 4
Multicollinearity Test Results

Coefficients			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Product Quality	.394	2.540
	Brand Image	.400	2.498
	Content Marketing	.510	1.960
a. Dependent Variable: Customer Satisfaction			

Source: Primary Data, 2025

Based on table 4.18 above, it is known that the VIF value of the Product Quality variable (X1) is $2.540 < 10$, the VIF value of the Brand Image variable (X2) is $2.498 < 10$, the VIF value of the Content Marketing variable (X3) is $1.960 < 10$. The tolerance value of the Product Quality variable (X1) is $0.394 > 0.1$, the tolerance value of the Brand Image variable (X2) is $0.400 > 0.1$, the tolerance value of the Content Marketing variable (X3) is $0.510 > 0.1$. So, from the data there is no multicollinearity.

Heteroscedasticity Test

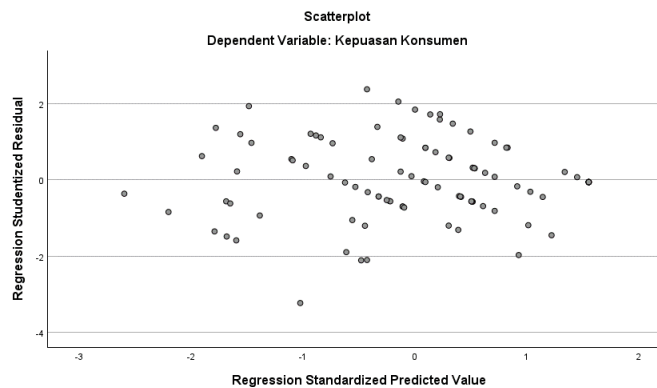


Figure 4
Heteroscedasticity Test Results

Source: Primary Data, 2025

Based on Figure 1, the results of the heteroscedasticity test show that the residual points are randomly distributed, both above and below the 0 line on the Y axis, without forming a particular pattern. This irregular distribution indicates that the residual variance is constant throughout the range of predicted values. This shows that the residual variance is stable, so it can be concluded that there is no heteroscedasticity in this regression model.

Multiple Linear Regression Test

Table 5
Multiple Linear Regression Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.191	.988		2.217	.029
	Product Quality	.143	.061	.239	2.330	.022
	Brand Image	.269	.094	.291	2.869	.005
	Content Marketing	.152	0.40	.345	3.833	<.001
a. Dependent Variabel: Customer Satisfaction						

Source: Primary Data, 2025

Based on table 5 above, the regression equation is obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 2,191 + 0,143 + 0,269 + 0,152 + e$$

Based on the regression equation, it can be concluded that:

1. The a value of 2.191 is a constant or condition when the Consumer Satisfaction variable has not been influenced by other variables, namely the Product Quality (X1), Brand Image (X2), Content Marketing (X3) variables. If there are no independent variables, the Consumer Satisfaction variable will not change.
2. β_1 (regression coefficient value X1) of 0.143, indicates that the Product Quality variable has a positive influence on Consumer Satisfaction, which means that every 1 unit increase in the Product Quality variable will affect Consumer Satisfaction by 0.143, assuming that other variables were not studied in this study.
3. β_2 (regression coefficient value X2) of 0.269, indicates that the Brand Image variable has a positive influence on Consumer Satisfaction, which means that every 1 unit increase in the Brand Image variable will affect Consumer Satisfaction by 0.269, assuming that other variables were not studied in this study.
4. β_3 (regression coefficient value X3) of 0.152, indicates that the Content Marketing variable has a positive influence on Consumer Satisfaction, which means that every 1 unit increase in the Content Marketing variable will affect Consumer Satisfaction by 0.152, assuming that other variables are not examined in this study.

Coefficient of Determination Test

Table 6
Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,777 ^a	,603	,591	1,12902

a. Predictors: (Constant), Content Marketing, Brand Image, Product Quality

Source: Primary Data, 2025

Based on table 6, the R Square coefficient (R²) value is 0.603 or 60.3%. So it can be concluded that the magnitude of the influence of the Product Quality, Brand Image, and Content Marketing variables on Consumer Satisfaction is 0.603 or 60.3%.

Hypotesis Test

F-Test

Table 7
F-Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186,141	3	62,047	48,677	<,001 ^b
	Residual	122,369	96	1,275		
	Total	308,510	99			

a. Dependent Variable: KepuasanKonsumen

b. Predictors: (Constant), ContentMarketing, BrandImage, ProductQuality

Source: Primary Data, 2025

From table 7, it can be seen that the significance value for the influence of Product Quality (X1), Brand Image (X2), and Content Marketing (X3) on Consumer Satisfaction (Y) is 0.001 < 0.05 and F-count 48.667 > F-table 2.70. This proves that H01 is rejected and Ha1 is accepted. This means that there is a significant influence of Product Quality (X1), Brand Image (X2), and Content Marketing (X3) on Consumer Satisfaction (Y).

t-Test

Table 8
t-Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	2,191	,988		2,217	,029
	ProductQuality	,143	,061	,239	2,330	,022
	BrandImage	,269	,094	,291	2,869	,005
	ContentMarketing	,152	,040	,345	3,833	<,001

a. Dependent Variable: KepuasanKonsumen

Source: Primary Data, 2025

Based on table 8 above, it can be seen that the $t\text{-value} > t\text{-table}$. This shows that the variables Product Quality (X1), Brand Image (X2), and Content Marketing (X3) have a partial positive effect on variable Y. So that the interpretation can be as follows:

1. The results of the t-test (partial) show that the significance value of the influence of Product Quality (X1) on Consumer Satisfaction (Y) is $0.022 < 0.05$ and the t-value is $2.330 >$ the t-table value of 1.984, so H_02 is rejected and H_{a2} is accepted. This means that there is a significant influence of the Product Quality variable (X1) on the Consumer Satisfaction variable (Y).
2. The results of the t-test (partial) show that the significance value of the influence of Brand Image (X2) on Consumer Satisfaction (Y) is $0.005 < 0.05$ and the t-value is $2.869 >$ the t-table value of 1.984, so H_03 is rejected and H_{a3} is accepted. This means that there is a significant influence of the Brand Image variable (X2) on the Consumer Satisfaction variable (Y).
3. The results of the t-test (partial) show that the significance value of the influence of Content Marketing (X3) on Consumer Satisfaction (Y) is $0.001 < 0.05$ and the calculated t value is $3.833 >$ t-table value of 1.984, so H_04 is rejected and H_{a4} is accepted. This means that there is a significant influence of the Content Marketing variable (X3) on the Consumer Satisfaction variable (Y).

The Influence of Product Quality, Brand Image, and Content Marketing on Consumer Satisfaction

Based on the results of the analysis and the results of the simultaneous hypothesis research (F Test), it is known that the variables Product Quality (X1), Brand Image (X2), and Content Marketing (X3) simultaneously have a significant influence on Consumer Satisfaction (Y). This is evidenced by the results of the significance value of 0.001^b which means < 0.05 and the F-count value of $48.677 >$ F-table of 2.70. So it can be concluded that H_1 is accepted or simultaneously the variables Product Quality (X1), Brand Image (X2), and Content Marketing (X3) have a positive and significant effect on the Consumer Satisfaction variable (Y) of Roti Mox in Surabaya.

This shows that through product quality, brand image, and content marketing are the main factors that influence the increase in consumer satisfaction of Roti Mox in Surabaya. This is in line with research by (Musytari, 2024) which states that product quality and brand image have a significant influence on consumer satisfaction which can ultimately increase loyalty and purchasing decisions. Therefore, companies are advised to continue to improve and enhance product quality, build a positive brand image in the eyes of consumers, and manage content marketing innovatively and consistently in order to maintain and increase customer satisfaction so that customers will be loyal amidst increasingly fierce competition.

The Influence of Product Quality on Consumer Satisfaction

Based on the results of the analysis and the results of partial hypothesis research (t-test), it is known that the Product Quality variable (X1) has a positive and significant effect on Consumer Satisfaction (Y). This is evidenced by the results of the significance value of 0.022 which means < 0.05 and the t-value of $2.330 >$ t-table value of 1.984, so H_02 is rejected and H_{a2} is accepted. So, it can be concluded that partially Product Quality (X1) has a positive and significant effect on Consumer Satisfaction (Y) of Roti Mox in Surabaya.

Product quality is one of the variables that plays a role in shaping consumer satisfaction. Consumers tend to feel satisfied when the products they receive are of good quality, according to expectations, and are able to meet their needs. This is in line with research by (Nisa & Kusuma, 2023)) that product quality has a partial effect on consumer satisfaction. Product quality is a crucial aspect that determines the level of consumer satisfaction with Roti Mox. Product quality is not only about consistent taste, but also includes cleanliness, suitability, and aesthetics with the values received by consumers.

The Influence of Brand Image on Consumer Satisfaction

Based on the results of the analysis and the results of partial hypothesis research (t-test), it is known that the Brand Image variable (X2) has a positive and significant effect on Consumer Satisfaction (Y). This is proven by the significance value of 0.005 which means <0.05 and the t-count value of 2.869 which means $>$ t-table value of 1.984, then H_{03} is rejected and H_{a3} is accepted. This means that there is a significant influence of the Brand Image variable (X2) on the Consumer Satisfaction variable (Y). So it can be concluded that Brand Image (X2) partially has a positive and significant effect on Consumer Satisfaction (Y) of Roti Mox in Surabaya.

Brand image has been proven to be an important factor in shaping consumer satisfaction in food and beverage products, including bakery. A study by (Rahmawati & Santoso, 2022) states that strengthening brand image significantly increases customer satisfaction and loyalty, which ultimately has a positive impact on business growth. Therefore, Roti Mox needs to continue to manage and develop its brand image through product innovation, good service, and effective marketing communications in order to maintain and increase consumer satisfaction sustainably.

The Influence of Content Marketing on Consumer Satisfaction

Based on the analysis value and the results of partial hypothesis research (t-test), it is known that the Content Marketing variable (X3) has a positive and significant effect on Consumer Satisfaction (Y). This is proven by the significance value of 0.001 <0.05 and the t-count value of 3.833 $>$ t-table value of 1.984, so H_{04} is rejected and H_{a4} is accepted. This means that there is a significant influence of the Content Marketing variable (X3) on the Consumer Satisfaction variable (Y). So it can be concluded that Content Marketing (X3) partially has a positive and significant effect on Consumer Satisfaction (Y) of Roti Mox in Surabaya.

Recent research by (Diandra & Rahanatha, 2024) supports this finding by showing that good content marketing significantly increases consumer purchasing decisions on dessert box products in Denpasar. This confirms that informative and interesting marketing content not only increases awareness but also encourages consumers to make purchases and feel satisfied with the products received. Therefore, Roti Mox needs to continue to develop and optimize content marketing strategies as part of efforts to increase consumer satisfaction and competitiveness in the increasingly competitive bakery market.

CONCLUSION

This study aims to determine the effect of Product Quality (X1), Brand Image (X2), and Content Marketing (X3) on Consumer Satisfaction (Y) (Study on Roti Mox in Surabaya).

Based on the results of the research and analysis that have been carried out in the previous chapter, it can be concluded that:

1. Based on hypothesis 1, simultaneously the variables Product Quality (X1), Brand Image (X2), and Content Marketing (X3) affect Consumer Satisfaction (Y) of Roti Mox products in Surabaya.
2. Based on hypothesis 2, partially Product Quality (X1) has a positive and significant effect on Consumer Satisfaction (Y) of Roti Mox products in Surabaya.
3. Based on hypothesis 3, partially Brand Image (X2) has a positive and significant effect on Consumer Satisfaction (Y) of Roti Mox products in Surabaya.
4. Based on hypothesis 4, partially Content Marketing (X3) has a positive and significant effect on Consumer Satisfaction (Y) of Roti Mox products in Surabaya.

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