

## THE INFLUENCE OF DIGITAL MARKETING AND PRODUCT QUALITY ON ROCKET CHICKEN CONSUMER SATISFACTION CIREBON CITY



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### Abstract

Purpose of this study is to investigate how customer satisfaction at Rocket Chicken in Cirebon City is impacted by digital marketing and product quality. A quantitative research approach was employed, with data collected through an online questionnaire (Google Form) distributed to 349 respondents who had purchased Rocket Chicken products at least twice within the past three months. SPSS 25 software was used to help analyze data using multiple linear regression. Results reveal that: (1) Digital marketing has a significant impact on consumer satisfaction ( $\beta = 0.37$ ;  $p < 0.05$ ), especially through advertising on social media and website optimization, although the inaccuracy of promo information needs to be fixed; (2) Product quality has a more dominant influence ( $\beta = 0.59$ ;  $p < 0.05$ ) with the main indicators of freshness, presentation, and consistency of taste; (3) Simultaneously, both variables explain 78% of the variation in consumer satisfaction ( $R^2 = 0.78$ ). The practical implications of this study emphasize the need for Rocket Chicken to improve the consistency of product quality through strict operational standards, improve digital information management, and optimize interactions on digital platforms. These findings form the basis of a business strategy to increase consumer loyalty and competitiveness in the culinary industry in Cirebon City.

**Keywords:** Digital Marketing, Product Quality, Consumer Satisfaction

## INTRODUCTION

In the digital era, changes in consumer behavior encourage companies to adapt through digital-based marketing strategies or digital marketing. (Tresnawati and Prasetyo 2018) Digital marketing, also called e-marketing, is a way for businesses to promote their services and products and build customer relationships using the internet.

According to (Soehardi and Thamrin 2022) Digital marketing involves planning, executing, monitoring, organizing, and evaluating marketing activities using digital platforms or internet. According to Smith and Chaffey (2013), as cited in Malik and Zulhijjah (2022), digital marketing is the core of e-business. It assists businesses in developing stronger bonds with clients, better understanding their needs, enhancing product value, broadening distribution networks, and increasing revenue. Achieving this goal utilizes various digital marketing strategies: search engine marketing, online advertising, and affiliate marketing. This strategy allows companies to interact directly with consumers and promote products effectively at a lower cost than conventional marketing. In addition, this approach offers significant potential in promoting products in a more measurable and efficient manner in terms of financial resource allocation, especially when compared to conventional marketing methodologies which often involve more substantial operational costs. (Sembe Sigita et al. 2022) Digital marketing also greatly influences customer satisfaction, as it not only offers the same core benefits as traditional marketing but also provides additional advantages to customers. Thus, digital marketing is not just a trend, but a strategic imperative for companies seeking to maintain competitiveness and relevance in an increasingly digitalized market landscape.

According to (Kotler, 2005) in (Naini et al. 2022) Product quality refers to anything presented to the market to fulfill consumer needs or desires, which can include physical goods, experiences, services, events, individuals, properties, places, information, organizations, and ideas. According to Hasnianti and Rosida P. Adam (2022), Product quality plays a big role in determining whether consumers will buy a product. Product quality also reflects consumer satisfaction. If the product quality is good, then consumer satisfaction will also be high. In order to determine customer satisfaction and cultivate customer loyalty, product quality is essential. Consumers not only judge products from the aspect of taste, but also from the appearance, freshness, and consistency of the product received. High-quality products will increase trust and encourage consumers to make repeat purchases.

According to (Lasta Irawan et al. 2021) Consumer satisfaction refers to the state in which a product meets or matches the expectations of the consumer with the actual experience they receive. This statement is reinforced by Kotler et al., in (Romadhoni et al. 2024), customer satisfaction is level of impression of a person who compares what is felt with the desired goal. If the perception of product or service performance matches or even exceeds customer expectations, then customer will feel satisfied. Conversely, if perceived performance is lower than expected, then customer will feel disappointed. Therefore, fulfilling customer expectations is the main key in creating loyalty and increasing trust in a brand or company.

Rocket Chicken, one of the fastfood restaurants that is growing rapidly in Indonesia, including in Cirebon, has its own appeal through its unique concept of fried chicken. However, amidst the increasingly tight competition in the culinary industry, a big challenge for Rocket Chicken is to maintain consumer satisfaction by integrating effective digital

marketing strategies and maintaining the quality of its products to meet consumer expectations.

In Cirebon City, the phenomenon of fastfood restaurant competition shows an increase in consumer expectations for culinary experiences that combine product quality and good digital communication. This encourages further research on how digital marketing and product quality contribute to consumer satisfaction at Rocket Chicken Cirebon City.

Digital Marketing the Key to Increasing Consumer Awareness. In the digital era, consumers are more likely to seek information through social media before making a purchase. Rocket Chicken actively utilizes platforms such as Instagram, Facebook and TikTok to promote products, share promotional information, and increase engagement with consumers. However, some consumers complain that promotional information is often inappropriate or less updated, which can reduce satisfaction levels.

Inconsistency in Product Quality Consumers in Cirebon have high expectations for product quality, especially regarding taste, freshness, and presentation. Several reviews on Google Review mentioned that there were differences in the quality of the products received, for example, chicken that was not warm enough, inconsistent sauce, or portion sizes that felt smaller than usual. This inconsistency can reduce consumer satisfaction even though they like the concept of the product offered.

Strong Relationship between Product Quality and Consumer Loyalty Previous studies have shown that high product quality directly affects consumer loyalty. Consumers who are pleased with a product's quality are more inclined to share positive feedback and recommend it to others. In the context of Rocket Chicken Cirebon City, maintaining consistent product quality can be main key to retaining loyal customers.

“The Influence of Combination of Digital Marketing and Product Quality on Consumer Satisfaction Consumers” who obtain information from digital media form certain expectations about the products they will receive. If the product quality matches or even exceeds these expectations, their satisfaction will increase. Conversely, if the product quality does not match the expectations formed from digital marketing, consumers will feel disappointed.

Previous research, according to (Fadhli and Pratiwi 2021) this indicates that digital marketing and product quality significantly influence consumer satisfaction in purchasing decisions. Research by Dedek U. A. And Shinta E. K. (2021) also supports this, showing that both factors have a proven impact on consumer satisfaction.

### **Problem Formulation**

1. How does digital marketing affect consumer satisfaction?
2. How does product quality affect consumer satisfaction?
3. Do digital marketing and product quality simultaneously affect consumer satisfaction at Rocket Chicken Kota Cirebon?

## **REVIEW OF LITERATURE**

### **Digital Marketing**

Malik, (2017) (Putri and Marlien 2022) Digital marketing is process of connecting and sharing information companies and customers via internet and other interactive technologies. Websites, social media, web banners, email marketing, viral marketing, affiliate marketing, and search engine marketing are examples of these tools. Digital

marketing offers advantages in the form of wide reach, interactive communication, and cost effectiveness. In this modern era, digital marketing become a primary need for companies to build closer relationships with consumers. Digital Marketing Indicators (Fadjri and Silitonga 2019) namely: Website, Social network, E-mail marketing, Search engine optimization.

### **Product Quality**

Kotler and Armstrong (2008) in (Fadhli and Pratiwi 2021), explain that product quality is a company that produces quality products for consumers so consumers feel satisfied because products used have the ability to carry out their functions. In the fastfood industry, product quality includes aspects such as taste, freshness, presentation, and consistency. High-quality products can increase consumer satisfaction and loyalty. Product Quality Indicators (H. Edwinto Raga, Anak. A. Putu. A 2021), namely: Freshness, Presentation, Food variety, Wellcooked.

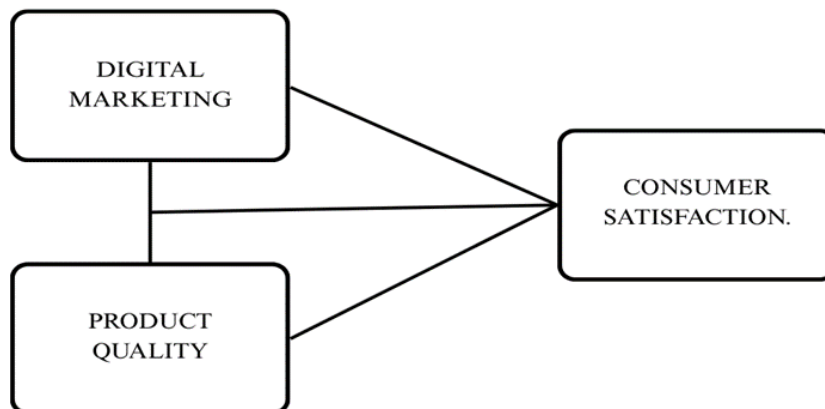
### **Customer Satisfaction**

According to Rakhmadian (2017) in (A. A Mahe, B. Suwarsono 2023) consumer satisfaction is the overall attitude shown by customers towards a product after they use or consume product. Satisfied customers tend to be more loyal to a business and recommend it to others, which greatly impacts the sustainability of that business. Dadhli's Consumer Satisfaction Indicators (2021) in (A. Nomy 2023) are: Quality of products produced, Quality of services provided, Product price, Convenience offered for related products, how to advertise products.

## **RESEARCH METHOD**

The impact of digital marketing tactics and product quality on Rocket Chicken customers satisfaction in Cirebon City is examined in this study using a quantitative methodology. This method was chosen because it allows researchers to measure impact of variables objectively through numerical data, so that results can be tested statistically to validate the proposed hypothesis. Sample collection using Isaac and Michael Umtul method determines the minimum sample size in the study, especially when the population proportion is unknown.

### **Framework of Thinking**



## Research Hypothesis

Drawing from the previously discussed literature review, the following research hypothesis can be developed:

1. **H1** : Digital Marketing has a significant influence on consumer satisfaction
2. **H2** : Product quality has a significant effect on consumer satisfaction
3. **H3** : Digital marketing and product quality simultaneously have a significant influence on consumer satisfaction with Rocket Chicken in Cirebon city.

## Research Variables

This study involves two independent variables, “digital marketing ( $X_1$ ) and product quality ( $X_2$ ), and one dependent variable, namely consumer satisfaction ( $Y$ )”. The indicators of digital marketing include “website activity, email marketing, social media engagement, and search engine optimization (SEO)”. Meanwhile, product quality is measured based on the freshness of ingredients, presentation, menu variety, and consistency of taste. Consumer satisfaction is assessed from five aspects: product quality, service, price, ease of access, and effectiveness of digital advertising. The selection of these indicators is adjusted to the context of the culinary business and its relevance based on previous studies.

### Independent Variable (X):

Digital Marketing ( $X_1$ ) → Measured by indicators such as Website, Social network, E-mail marketing, and Search engine optimization.

Product Quality ( $X_2$ ) → Measured by indicators such as Freshness, Presentation, Food Variety, and Well Cooked.

### Variable Dependent (Y):

Consumer Satisfaction ( $Y$ ) → Measured by indicators such as Quality of the product produced, Quality of service provided, Price of the product offered for related products, and how to advertise the product.

## Population and Sample

The study population includes all Rocket Chicken consumers in Cirebon City. To ensure representative data, samples were taken using purposive sampling with criteria of respondents who had purchased the product at least twice in the last three months. This technique was chosen so that respondents have sufficient experience to assess consistency of product quality and interaction with company's digital strategy.

Population: Rocket Chicken Consumers in Cirebon City.

Sample: Respondents who have purchased and consumed Rocket Chicken in Cirebon City.

Sampling techniques that can be used:

Purposive Sampling → Selecting respondents who meet certain criteria (consumers who have purchased at least once in the last 3 months).

## Data Collection Techniques

An online survey disseminated via Google Forms was used to gather data. To gauge respondents' opinions, tool used a Likert scale with 1 denoting “strongly disagree” and 5 denoting “strongly agree.” To make sure questions were understandable and clear, a group of potential respondents tested questionnaire's validity and reliability before it was distributed.

## Data Analysis Techniques

Collected data is processed in stages:

**Descriptive Analysis:** Describes the respondent profile (age, gender, purchasing frequency) and distribution of answers.

**Multiple Linear Regression:** Measuring the influence of  $X_1$  and  $X_2$  against  $Y$ . The results are interpreted through the regression coefficient value and statistical significance ( $p$ -value  $< 0.05$ ).

**Hypothesis Testing:**

- *Uji F*: Testing the simultaneous influence of both variables.

**Coefficient of Determination ( $R^2$ ):** the extent to which changes in customer satisfaction can be explained by independent variables.

The analysis process was conducted using SPSS 25 software to ensure accuracy of the results. Detailed explanations are included in the discussion to relate the statistical findings to the context of Rocket Chicken's business.

## RESULTS AND DISCUSSION

This research attempts to analyze “the influence of digital marketing and product quality on consumer satisfaction at Rocket Chicken in Cirebon City”. Data obtained from questionnaires distributed to 349 respondents showed that the majority of consumers had positive experiences related to products and services offered by Rocket Chicken.

Results of descriptive analysis indicate that majority of respondents are consumers who have purchased Rocket Chicken products more than once within past three months. This reflects a high level of loyalty among consumers, which can be attributed to good product quality and effective digital marketing strategies.

In terms of digital marketing, respondents revealed that they often see Rocket Chicken advertisements and promotions on social media. Platforms such as “Instagram and Facebook” are the main channels used to attract consumer attention. However, there were several complaints about the inconsistency of the promotional information conveyed, which could reduce consumer satisfaction levels. This uncertainty indicates the need for improvement in information management and communication between companies and consumers.

A key factor of product quality is determining customer satisfaction. Respondents rated the chicken served at Rocket Chicken as always fresh and well-cooked. However, some reviews indicated inconsistencies in quality, such as variations in taste and presentation. This suggests that while many consumers are satisfied, there is still room for improvement in maintaining consistent product quality.

Results of regression analysis reveal that “both digital marketing and product quality have a significant impact on consumer satisfaction”. Effective digital marketing not only increases consumer awareness of the product, but also forms expectations that can affect their experience when consuming the product. When product quality meets or even exceeds expectations formed by digital marketing, consumer satisfaction increases significantly.

Overall, results of this research indicate Rocket Chicken needs to continue to develop better digital marketing strategies and maintain consistent product quality. Thus, company can maintain and increase consumer satisfaction and loyalty amidst increasingly tight competition in the culinary industry. This study provides important insights for Rocket Chicken management to create strategies that are more successful in satisfying demands and expectations of customers.

### 1. Coding of Likert Scale Answers

Qualitative answers such as "Strongly Agree", "Agree", etc. will be coded into numeric form as follows:

Answer	Mark
Strongly Disagree	1
Don't agree	2
Neutral	3
Agree	4
Strongly agree	5

### 2. Variable Column Mapping

From the data you uploaded, each respondent has a number of survey answers. Assuming that the order of answers for each respondent is as follows:

- Column-1 : DIGITAL MARKETING (X<sub>1</sub>)
- Column 2: PRODUCT QUALITY (X<sub>2</sub>)
- Column 3: CONSUMER SATISFACTION (Y)

### 3. Validity Test

The questionnaire is considered valid if “significance < 0.05 and calculated  $r > r$  table”, namely  $df = 349 - 2 = 347$  so that  $r$  table obtained is 0.1381.

ITEM	R count	R table	Information
<b>Digital Marketing Variable (X1)</b>			
Statement 1	0,765	0,1381	Valid
Statement 2	0,742	0,1381	Valid
Statement 3	0,659	0,1381	Valid
Statement 4	0,798	0,1381	Valid
Statement 5	0,779	0,1381	Valid
Statement 6	0,800	0,1381	Valid
Statement 7	0,795	0,1381	Valid
Statement 8	0,786	0,1381	Valid
Statement 9	0,728	0,1381	Valid
Statement 10	0,749	0,1381	Valid
<b>Product Quality Variables</b>			
Statement 1	0,781	0,1381	Valid
Statement 2	0,808	0,1381	Valid
Statement 3	0,840	0,1381	Valid
Statement 4	0,826	0,1381	Valid
Statement 5	0,821	0,1381	Valid
Statement 6	0,830	0,1381	Valid
Statement 7	0,826	0,1381	Valid
Statement 8	0,744	0,1381	Valid
Statement 9	0,321	0,1381	Valid
<b>Consumer Satisfaction Variables</b>			
Statement 1	0,680	0,1381	Valid

Statement 2	0,808	0,1381	Valid
Statement 3	0,820	0,1381	Valid
Statement 4	0,784	0,1381	Valid
Statement 5	0,836	0,1381	Valid
Statement 6	0,772	0,1381	Valid
Statement 7	0,800	0,1381	Valid
Statement 8	0,756	0,1381	Valid

#### 4. Reliability Test

Research Variables	Cronbach's Alpha	Standard Reliability	Information
Digital Marketing (X1)	0,919	0,60	Reliable
Product Quality (X2)	0,908		
Consumer Satisfaction (Y)	0,909		

Considering the above table, "Cronbach's Alpha value > 0.60 means variable data is reliable".

#### 5. Normality Test

Normality test is "conducted to assess whether data in the study follow a normal distribution". This analysis employs the "Kolmogorov-Smirnov non-parametric statistical test".

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		349
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.91887153
Most Extreme Differences	Absolute	.033
	Positive	.025
	Negative	-.033
Test Statistic		.033
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

From the output table, the results of the normality test are known "with an Asymp. Sig. (2-tailed) value 0.200 > 0.05". Thus, it can be inferred "data is normally distributed".

### 6. Multicollinearity Test

The multicollinearity test is used “to identify whether a correlation exists between independent variables”. Multicollinearity can be detected by “examining Tolerance value, which should > 0.1, and VIF, which should < 10”.

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.054	1.771		.030	.976		
	X1	.458	.038	.495	12.127	.000	.995	1.005
	X2	.358	.037	.391	9.585	.000	.995	1.005

a. Dependent Variable: Y

The output table shows that each independent variable has a “Tolerance value > 0.1 and a VIF value < 10”, namely, a Tolerance value on “Digital Marketing variable (X1) and Product Quality (X2) and is 0.995 and VIF value on Digital Marketing variable (X1) and Product Quality (X2) is 1.005”. Thus, it can be inferred that “there are no symptoms of multicollinearity among the independent variables”.

### 7. Heteroscedasticity Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	4.614	1.056		4.368	.000
	X1	-.023	.023	-.054	-1.008	.314
	X2	.004	.022	.011	.197	.844

a. Dependent Variable: Abs RES

Considering the above table, “significance (Sig.) values for independent variables > 0.05 specifically, 0.314 for the Digital Marketing variable (X<sub>1</sub>) and 0.844 for the Product Quality variable (X<sub>2</sub>)”. Therefore, it can be inferred “there are no indications of heteroscedasticity in data.”

### 8. Multiple Linear Regression Analysis

Variables	Beta	Std. Error	Information
constant	0,054	1,771	
X1	0,458	0,038	Positive
X2	0,358	0,037	Positive

The following regression equation was produced using findings of multiple linear regression analysis:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y = 0.054 + 0.458X_1 + 0.358X_2$$

1. a is constant number of “Unstandardized Coefficients” with a value of 0.054. This value is constant value which means if “there are no variables X1 and X2”, the value of Y is 0.054.
2. b<sub>1</sub> is “regression coefficient value which 0.458”. This shows “every 1% increase in variable X1, variable Y will also increase by 0.191”. Because value is positive, direction of relationship is unidirectional. Thus, higher value variable X1, higher value variable Y.
3. b<sub>2</sub> is “regression coefficient value which is 0.358”. This shows “every 1% increase in variable X2, variable Y will also increase by 0.746”. Because value is positive, direction of relationship is unidirectional. Thus, higher value variable X2, higher value of variable Y.

### Hypothesis Testing

Hypothesis testing in this study includes t-test, which is used “to examine individual effect of each independent variable on dependent variable”, and F-test, which is used “to assess the simultaneous influence of all independent variables on dependent variable”.

#### 9. T-Test

Model		Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
		B		Beta		
1	(Constant)	.054	1.771		.030	.976
	X1	.458	.038	.495	12.127	.000
	X2	.358	.037	.391	9.585	.000

a. Dependent Variable: Y

#### X1 Influence against Y

The t-test results show Sig. value on variable X1 in Coefficients table 0.000, which is < 0.05 with a t value 12.127. Thus, it can be inferred “X1 has a significant and negative effect on Y”.

#### X2 Influence against Y

The t-test results show Sig. value on X2 variable in Coefficients table 0.000, which is < 0.05 with t value 9.575. Thus, it can be inferred “X2 has a significant and positive effect on Y.”

#### 10. F test

In this study, the following serves as foundation for choices made in light of F test results:

- a. “If probability (significance) > 0.05 (α) or F count < F table” then hypothesis is “not proven, so H<sub>0</sub> is accepted and H<sub>1</sub> is rejected”.
- b. “If probability (significance) < 0.05 (α) or F count > F table” then “hypothesis is not proven, so H<sub>0</sub> is rejected and H<sub>1</sub> is accepted.”

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6266.489	2	3133.245	128.754	.000 <sup>b</sup>
	Residual	8419.963	346	24.335		
	Total	14686.453	348			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Considering the above table, the significance value (Sig.) is 0.000, which < 0.05. This concluded that “variables X<sub>1</sub> (Digital Marketing) and X<sub>2</sub> (Product Quality) jointly have a significant effect on variable Y (Consumer Satisfaction)”.

### 11. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 <sup>a</sup>	.427	.423	4.93307
a. Predictors: (Constant), X2, X1				

Based on the table above, it is known “coefficient of determination or Adjusted R Square is 0.423 or 42.3%”. This shows that “Y variable is influenced by 42.3% by variables X<sub>1</sub> and X<sub>2</sub>. While the remaining 57.7% is influenced by other variables outside this study.

## CONCLUSION

Based on the findings of the study “regarding influence of digital marketing and product quality on consumer satisfaction at Rocket Chicken in Cirebon City”, ensuing deductions can be made:

Digital Marketing has “significant impact on consumer satisfaction”. Increasing the effectiveness of digital marketing strategies, such as advertising on social media and website optimization, can increase consumer awareness and expectations. However, inaccurate promotional information found in several cases needs to be corrected to minimize consumer disappointment.

Product quality has “more dominant influence on consumer satisfaction than digital marketing”. Consistency of taste, freshness of ingredients, and presentation are key factors that influence loyalty and positive recommendations from consumers. Although the majority of respondents are satisfied, product quality inconsistency remains a problem that requires attention.

Together, digital marketing and product quality account for 78% of the variation in consumer satisfaction ( $R^2 = 0.78$ ). This indicates that the combination of effective digital marketing strategies and consistently maintained product quality serves as a key factor in enhancing consumer satisfaction at Rocket Chicken.

Practical implications of this research are the need for Rocket Chicken to:

- a. Improving product quality consistency through strict operational standards.

- b. Improve digital information management, especially related to promotions and communication with consumers.
- c. Optimizing interactions on digital platforms to build long-term relationships with customers.

Thus, efforts to improve these two variables can encourage increased consumer satisfaction and loyalty, while strengthening Rocket Chicken's position in the culinary business competition in Cirebon City.

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