The Relationship between Marketing Creativity and Product Quality to Customer Satisfaction and Loyalty of Coffee MSMEs in Banyuwangi

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ABSTRACT

This study examines the relationship between marketing creativity, product quality, customer satisfaction, and loyalty in coffee micro, small, and medium enterprises (MSMEs) in Banyuwangi. Using a quantitative approach with 145 samples and data analysis through Structural Equation Modeling (SEM) and Partial Least Squares (PLS), the study investigates how marketing creativity and product quality influence customer satisfaction and loyalty. The results show that both marketing creativity and product quality significantly affect customer satisfaction, with product quality having a stronger impact on customer loyalty. The findings highlight the critical role of creative marketing strategies and high-quality products in fostering customer loyalty and satisfaction, suggesting that coffee MSMEs in Banyuwangi should prioritize these factors to sustain competitive advantage.

Keywords: Marketing Creativity, Product Quality, Customer Satisfaction, Customer Loyalty, Coffee MSMEs.

1. INTRODUCTION

The coffee industry in Indonesia, particularly in regions like Banyuwangi, plays a pivotal role in the economic landscape, driven significantly by Micro, Small, and Medium Enterprises (MSMEs). These enterprises contribute to job creation, income generation, and economic equality, fostering local economic growth and innovation vital for regions known for their coffee culture, such as Banyuwangi [1]. Banyuwangi's unique coffee varieties and rich cultural heritage not only enhance Indonesia's global coffee reputation but also help preserve local culture and wisdom, which is integral to the region's identity [1], [2]. The distinctive taste and quality of Indonesian coffee, including Arabica and Robusta, are recognized globally, further boosting Indonesia's international reputation [2]. However, the industry faces challenges such as price fluctuations, climate change, and global competition, which require strategies like improving product quality, diversifying products, and strengthening marketing efforts [2], [3]. Additionally, the fourth wave coffee culture influences consumer behavior, necessitating innovative marketing strategies for specialty coffee, with companies like Makmur Jaya Coffee Roaster leveraging technology and consumer education to enhance their market presence [4], [5].

In the competitive coffee industry, customer satisfaction and loyalty are vital for the success of Micro, Small, and Medium Enterprises (MSMEs) and can be achieved through innovative marketing strategies and maintaining high product quality. Research shows that product innovation directly impacts customer satisfaction by offering unique and appealing options that meet evolving consumer preferences, while effective customer relationship management (CRM) strategies foster strong relationships and personalized experiences essential for customer retention [6]. Service quality and competitive pricing also play pivotal roles in influencing customer loyalty, with

satisfaction acting as a mediating factor; however, service quality contributes to a positive customer experience only when combined with factors like employee attitudes and coffee quality [7], [8]. Additionally, a pleasant atmosphere and positive employee interactions significantly enhance customer satisfaction, which is crucial for cultivating loyalty, alongside selection attributes such as hygiene, coffee quality, and additional services, although visual and eco-friendly factors may not have the same impact [7], [9]. Elements of the marketing mix, particularly price, people, process, and physical evidence, further support customer retention by enhancing customer satisfaction and loyalty [10].

Marketing creativity and product quality are pivotal in the digital age, where unique promotional efforts and high-quality products significantly influence consumer behavior. Innovative digital marketing strategies, such as personalized content and social media engagement, enhance consumer interaction and brand loyalty by fostering deeper connections through platforms like TikTok and Instagram, as demonstrated by Bhumi Kalegan Coffee [11], [12]. While marketing creativity generates impressive campaigns that differentiate brands in saturated markets, there remains a research gap, highlighting the need for further exploration and practical strategies for marketers [13]. Simultaneously, product quality remains a fundamental determinant of customer satisfaction, particularly in the coffee industry, where attributes like taste, aroma, and packaging build trust, foster loyalty, and encourage repeat purchases [14]. Integrating creative marketing with high product quality allows businesses to optimize technology, create engaging customer experiences, and maintain competitiveness, resulting in enhanced online presence, increased customer loyalty, and better marketing outcomes [15].

Despite the recognized importance of marketing creativity and product quality, limited research explores their combined effects on customer satisfaction and loyalty, particularly in the context of coffee MSMEs in Banyuwangi. This study aims to fill this gap by examining the interplay between these variables and their implications for business sustainability. Using a quantitative approach, this research investigates the relationships between marketing creativity, product quality, customer satisfaction, and loyalty among coffee MSMEs in Banyuwangi.

2. LITERATURE REVIEW

2.1 Customer Satisfaction and Loyalty

Customer satisfaction in coffee MSMEs depends on factors like product taste, service quality, and overall value, which foster loyalty. Key influences include physical evidence and competitive pricing, as customers value an appealing environment and affordability [16]. A positive store atmosphere and high-quality service further enhance satisfaction [17]. Product innovation and effective CRM also play crucial roles by strengthening customer relationships and driving satisfaction [6]. Service quality and perceived value are significant contributors, highlighting the importance of delivery and customer experience over product quality alone [18]. Integrating product, price, service, facilities, and atmosphere reflects the multifaceted nature of customer satisfaction [19].

2.2 Marketing Creativity

Marketing creativity in the coffee industry uses innovative strategies to engage customers, differentiate brands, and build emotional connections, which are vital for

coffee MSMEs in competitive markets. Creative efforts like storytelling, digital platform use, and personalized experiences enhance engagement and loyalty. Digital transformation drives marketing innovation through AI and virtual reality, while integrating online and offline strategies creates holistic consumer experiences [20]. Advertising strategies like SCAMPER and lateral thinking are effective, as seen in campaigns like Dove's "Real Beauty" [21]. Creative advertising boosts awareness, memory, and brand liking, with customized ads leading to higher engagement [22]. Creative thinking also helps businesses identify opportunities and develop solutions, though it must align with strategic objectives to avoid risk [23].

2.3 *Product Quality*

Product quality is essential for customer satisfaction and loyalty in the coffee industry, where sensory and non-sensory attributes are key. High-quality products attract new customers and enhance loyalty by meeting or exceeding expectations [24], [25]. Sensory factors like aroma and flavor, along with packaging, influence consumer perceptions and satisfaction [26], [27]. Quality Function Deployment (QFD) helps identify important attributes like taste, improving product quality [27]. Innovation, such as blending coffee beans with chocolate, enhances flavor and aligns with consumer expectations [26], [28]. Perceived quality also impacts satisfaction and loyalty, strengthening customer retention [25].

2.4 *Relationship Between Marketing Creativity, Product Quality, Customer Satisfaction, and Loyalty*

The interconnectedness of marketing creativity, product quality, customer satisfaction, and loyalty is well-established. Marketing creativity enhances perceived value, boosting satisfaction and loyalty. Product quality directly influences customer satisfaction, mediating the relationship between these factors and loyalty. Satisfied customers are more likely to engage in loyalty behaviors, such as repeat purchases and positive referrals. Creative marketing strategies differentiate products, increasing their appeal and satisfaction [29]. High product quality fosters satisfaction and loyalty [30], [31]. Research on KFC in Jember shows that product quality impacts satisfaction and loyalty [28], [31]. Additionally, customer satisfaction mediates the relationship between product quality and loyalty [29], [31], [32].

Figure 1. Conceptual Framework

3. METHODS

3.1 Research Design

This study employs a quantitative research design to examine the relationship between marketing creativity, product quality, customer satisfaction, and loyalty among coffee MSMEs in Banyuwangi. Quantitative methods were chosen to ensure objectivity and reliability in data collection and analysis. The study aims to test hypotheses and identify the causal relationships among the variables using Structural Equation Modeling - Partial Least Squares (SEM-PLS).

3.2 Population and Sample

The population for this study consists of customers of coffee MSMEs in Banyuwangi. Using a purposive sampling technique, 145 respondents were selected as the sample. The inclusion criteria required respondents to be regular customers of coffee MSMEs in Banyuwangi and to have experience with the products and services offered. This sample size was deemed sufficient for SEM-PLS analysis, as it exceeds the minimum recommended threshold of 100 respondents for robust statistical results (Hair et al., 2017).

3.3 Data Collection

Primary data were collected using a structured questionnaire distributed to respondents via online and offline channels. The questionnaire consisted of closed-ended questions designed to assess the indicators of each variable. Prior to distribution, the questionnaire was pilot-tested on 20 respondents to ensure clarity, relevance, and reliability. Necessary modifications were made based on feedback.

3.4 Data Analysis

The collected data were analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS) with SmartPLS 3 software, chosen for its capability to handle complex models and test relationships among latent variables. The analysis followed a two-step approach: first, the Measurement Model Evaluation was conducted to assess the reliability and validity of the constructs through criteria such as Cronbach's alpha, composite reliability, average variance extracted (AVE),

and factor loadings. Second, the Structural Model Evaluation was performed to test the hypothesized relationships among the variables, utilizing path coefficients, t-statistics, and R² values, with hypotheses being considered significant if the t-statistic exceeded 1.96 at a 95% confidence level.

4. RESULTS AND DISCUSSION

4.1 Demographic Sample

The demographic characteristics of the 145 respondents reveal important insights into the composition of the sample population and their relevance to the study of coffee MSMEs in Banyuwangi. In terms of gender, 57.9% of the respondents were male (84 respondents), while 42.1% were female (61 respondents), showing a slight male predominance. The age distribution indicated that the majority of respondents (60.0%) were between 25 and 34 years old, followed by 24.8% in the 18-24 age range, 11.0% in the 35-44 age range, and 4.1% aged 45 years and above, suggesting that young adults form a significant customer base for coffee MSMEs in Banyuwangi. In terms of education, most respondents held a Bachelor's degree (66.9%), followed by those with a Master's degree or higher (17.9%) and a high school diploma (15.2%), indicating a relatively well-educated customer group. Regarding monthly income, 43.4% of respondents earned between IDR 2,500,001 and IDR 5,000,000, with 26.2% earning less than IDR 2,500,000, 22.1% earning between IDR 5,000,001 and IDR 10,000,000, and 8.3% earning more than IDR 10,000,000, representing a predominantly middle-income group. When it comes to the frequency of coffee purchases, 36.6% of respondents bought coffee once a week, followed by 33.1% purchasing 2–3 times a month, 15.9% purchasing more than once a week, and 14.5% purchasing once a month or less, indicating frequent engagement with coffee MSMEs. Finally, nearly half of the respondents (49.0%) cited product quality as the main reason for choosing coffee MSMEs, followed by affordable price (24.8%), marketing and promotions (16.6%), and customer service (9.6%), emphasizing the importance of quality in attracting customers.

4.2 Measurement Model Analysis

The measurement model was evaluated to ensure the reliability and validity of the constructs, including Marketing Creativity, Product Quality, Customer Satisfaction, and Loyalty. The analysis utilized criteria such as factor loadings, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE).

Table 1. Measurement Model

Variable	Code	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variant Extracted
Marketing Creativity	MC.1	0.818	0.907	0.935	0.783
	MC.2	0.931			
	MC.3	0.888			
	MC.4	0.900			
Product Quality	PQ.1	0.796	0.783	0.872	0.695
	PQ.2	0.872			
	PQ.3	0.833			
Customer Satisfaction	CS.1	0.797	0.807	0.886	0.723
	CS.2	0.895			
	CS.3	0.856			
Loyalty	LOY.1	0.815	0.829	0.886	0.662
	LOY.2	0.853			
	LOY.3	0.841			
	LOY.4	0.739			

Source: Data Processing Results (2025)

Factor loadings indicate the strength of the relationship between observed indicators and their underlying constructs, with all factor loadings exceeding the recommended threshold of 0.70, confirming good indicator reliability. Notable high loadings include MC.2 (0.931) and PQ.2 (0.872), which reflect strong contributions of these indicators to their respective constructs. Internal consistency was assessed using Cronbach's Alpha and Composite Reliability (CR), with the following results: Marketing Creativity (Cronbach's Alpha = 0.907, CR = 0.935), Product Quality (Cronbach's Alpha = 0.783, CR = 0.872), Customer Satisfaction (Cronbach's Alpha = 0.807, CR = 0.886), and Loyalty (Cronbach's Alpha = 0.829, CR = 0.886), all of which exceed the acceptable threshold of 0.70, indicating strong internal consistency. Convergent validity was assessed using Average Variance Extracted (AVE), with values as follows: Marketing Creativity (AVE = 0.783), Product Quality (AVE = 0.695), Customer Satisfaction (AVE = 0.723), and Loyalty (AVE = 0.662). All AVE values exceed the recommended threshold of 0.50, demonstrating that the constructs explain a substantial portion of the variance in their indicators.

4.3 Discriminant Validity Analysis Using HTMT

Discriminant validity ensures that the constructs are distinct from one another by verifying that the relationships between constructs are not excessively high. The Heterotrait-Monotrait Ratio of Correlations (HTMT) criterion is commonly used, with values below 0.85 (for conceptually similar constructs) or 0.90 (in exploratory studies) indicating adequate discriminant validity.

Table 2. Discriminant Validity

	CS	MC	LO	PQ
Customer Satisfaction				
Marketing Creativity	0.819			
Loyalty	0.656	0.652		
Product Quality	0.655	0.760	0.651	

Source: Data Processing Results (2025)

The HTMT results indicate that all constructs exhibit discriminant validity. For Customer Satisfaction (CS), the HTMT values with other constructs are as follows: Marketing Creativity (MC) = 0.819, Loyalty (LO) = 0.656, and Product Quality (PQ) = 0.655. All of these values are below the threshold of 0.85, confirming that Customer Satisfaction is distinct from the other constructs. For Marketing Creativity (MC), the HTMT values with other constructs are: Loyalty (LO) = 0.652 and Product Quality (PQ) = 0.760, both of which are also below the 0.85 threshold, demonstrating that Marketing Creativity is a separate construct. Finally, the HTMT value between Loyalty (LO) and Product Quality (PQ) is 0.651, which is well within the acceptable range, further supporting discriminant validity between these constructs.
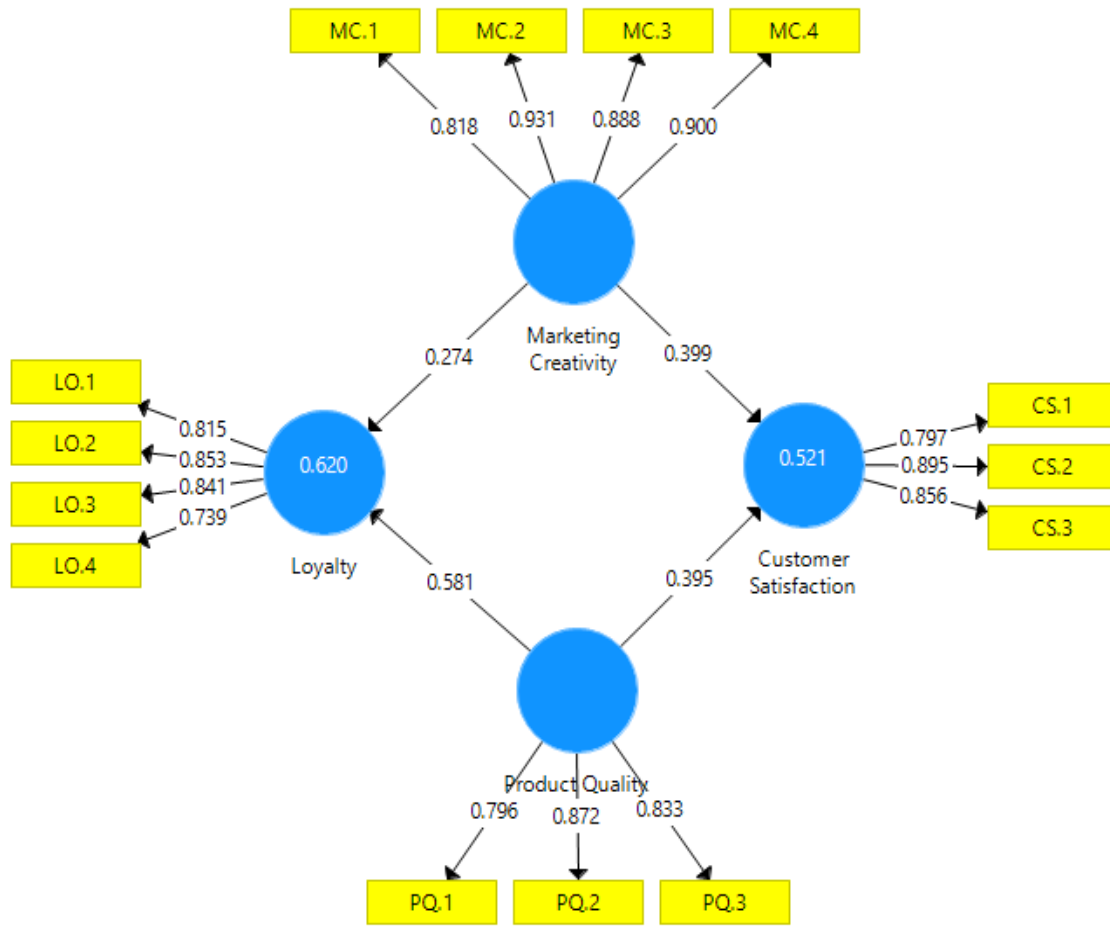
Figure 2. Model Results
Source: Data Processed by Researchers, 2025

4.4 Model Fit Discussion

Model fit evaluates how well the hypothesized model aligns with the observed data. Several metrics, including the Standardized Root Mean Square Residual (SRMR), d_ULS, d_G, Chi-Square, and Normed Fit Index (NFI), are used to assess fit in Structural Equation Modeling (SEM).

Table 3. Model Fit Results Test

	Saturated Model	Estimated Model
SRMR	0.078	0.101
d_ULS	0.633	1.081
d_G	0.413	0.542
Chi-Square	269.085	317.566
NFI	0.781	0.742

Source: Process Data Analysis (2025)

The model fit evaluation reveals several key insights. The Standardized Root Mean Square Residual (SRMR) for the saturated model is 0.078, which meets the acceptable threshold (≤ 0.08), while the estimated model's SRMR is 0.101, slightly above the ideal limit, indicating minor model misfit. This suggests that the saturated model fits the data better, although the estimated model shows room for improvement in capturing the relationships among variables. In terms of d_ULS (Unweighted Least Squares Discrepancy) and d_G (Geodesic Discrepancy), the saturated model has values of d_ULS = 0.633 and d_G = 0.413, which are lower than the estimated model's d_ULS = 1.081

and d_G = 0.542, indicating better alignment with the data for the saturated model. Despite these differences, they remain within acceptable ranges. The Chi-Square values for the saturated model (269.085) and the estimated model (317.566) suggest moderate model fit, with the lower value for the saturated model indicating better fit. However, the Chi-Square is sensitive to sample size and may overestimate discrepancies in larger samples. Lastly, the Normed Fit Index (NFI) values for both models (saturated model = 0.781, estimated model = 0.742) fall below the ideal threshold of 0.90, indicating that the model does not fully capture the observed data, suggesting the need for refinement to improve overall fit.

Table 4. Coefficient Model

	R Square	Q2
Customer Satisfaction	0.521	0.512
Loyalty	0.620	0.614

Source: Data Processing Results (2025)

R-square (R^2) and Q^2 are key indicators in Structural Equation Modeling (SEM) that help assess the explanatory power and predictive relevance of a model. R^2 represents the proportion of variance in the dependent variables explained by the independent variables. For Customer Satisfaction (CS), R^2 = 0.521, indicating that 52.1% of the variance in Customer Satisfaction is explained by the model, reflecting a moderate level of explanatory power. For Loyalty (LOY), R^2 = 0.620, implying that 62.0% of the variance in Loyalty is explained, showing a relatively high level of explanatory power. This suggests that Loyalty is more strongly influenced by the constructs in the model than Customer Satisfaction. Regarding Q^2, which measures the predictive relevance of the model, Customer Satisfaction has a Q^2 value of 0.512, indicating moderate predictive relevance, meaning the model can predict Customer Satisfaction with a reasonable degree of accuracy. Loyalty, with a Q^2 value of 0.614, demonstrates high predictive relevance, indicating that the model performs well in predicting customer loyalty. Both constructs show positive Q^2 values, confirming that the model has predictive relevance for both, with the stronger predictive power for Loyalty being particularly valuable in understanding customer retention in coffee MSMEs.

4.5 Hypothesis Testing Discussion

Hypothesis testing in Structural Equation Modeling (SEM) assesses the significance of the relationships between variables. The T-statistics and P-values are key indicators in determining whether the proposed hypotheses are supported or rejected. In general, a T-statistic greater than 1.96 at a 95% confidence level indicates a significant relationship, and a P-value less than 0.05 suggests that the relationship is statistically significant.

Table 5. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Marketing Creativity -> Customer Satisfaction	0.399	0.402	0.106	3.774	0.000
Marketing Creativity -> Loyalty	0.274	0.278	0.084	3.245	0.001
Product Quality -> Customer Satisfaction	0.395	0.398	0.105	3.756	0.000
Product Quality -> Loyalty	0.581	0.583	0.076	7.606	0.000

Source: Process Data Analysis (2025)

Important insights showing the relationship of various factors and customer-related outcomes in coffee MSMEs in Banyuwangi are described below. Marketing creativity has a positive

effect on Customer Satisfaction, with an effect size of 0.399, supported by the T-statistic of 3.774 and P-value of 0.000, which suggests that creative marketing strategy has a positive influence on customer satisfaction. Additionally, it can be seen that Marketing Creativity also influences Loyalty, with the value of 0.274, T-statistic = 3.245, P-value = 0.001, meaning that creative marketing drives customer loyalty, which is very crucial for ensuring business sustainability. Furthermore, there is a strong influence of Product Quality on Customer Satisfaction. It can be seen that the effect size is 0.395, the T-statistic is 3.756, and the P-value is 0.000, which justifies that high-quality products give customers higher satisfaction. Product Quality also significantly impacts Loyalty, with a coefficient: 0.581, an extremely high T-statistic of 7.606, and the P-value of 0.000, indicating that high-quality products are among the major drivers of customer loyalty, and hence it is of great significance for the long-term viability of the MSMEs in coffee.

Discussion
1. Marketing Creativity and Customer Satisfaction

The regression coefficient indicated that marketing creativity significantly and positively influenced the customer satisfaction, with $\beta = 0.399$, $t = 3.774$, and $p = 0.000$. This result supports previous studies that have mentioned creative marketing, such as promotional campaigns, social media communications, and product offerings, can enhance customer experiences and satisfaction [33]–[35]. Such ability to differentiate products with creative marketing might become a driver in increasing satisfaction in the coffee MSME sector due to the increasing competition. Accordingly, this positive relationship depicted in this study denotes that the investment of coffee businesses in creative marketing efforts will likely pay off with a higher level of satisfaction among customers. This is important because satisfied customers are more likely to return and buy again, contributing to the longer-term success of the business. The fact that marketing creativity has a significant role in customer satisfaction is evidence of the potential for marketing creativity to be a strategic tool that SMEs can use to compete with larger firms that have bigger budgets for marketing.

2. Marketing Creativity and Loyalty

Another strong positive relationship was observed between marketing creativity and loyalty, which was $\beta = 0.274$, $t = 3.245$, $p = 0.001$. This confirms the idea that creative marketing strategies influence not only satisfaction but also contribute to customer loyalty on a basic level [35]–[37]. The ability of creative marketing to connect emotionally with customers and create a sense of brand community can significantly contribute to increased loyalty [36], [37].

This finding suggests that creative marketing policies can pay off for coffee MSMEs in Banyuwangi with better customer loyalty, a keystone in an industry that shows it is mostly easier and cheaper to retain customers instead of finding new ones. Loyalty can thereafter be transformed into positive word-of-mouth, repeat purchases, and more sustainable customers that ensure the long-term viability of the business.

3. Product Quality and Customer Satisfaction

Another critical finding of the study is that product quality has a significant positive effect on customer satisfaction, with $\beta = 0.395$, $t = 3.756$, and $p = 0.000$. This finding supports the generally held view that product quality is one of the major drivers of customer satisfaction across industries and within the food and beverage industry [6], [26], [28]. More particularly in the case of coffee MSMEs, customer expectations for their product are relatively high, making consistency in quality product production a way to meet customer demands.

That it means that customers' perception of high quality in coffee products tends to perceive a higher degree of satisfaction. It, therefore, reinforces the fact that for every coffee MSME, the quality of a product is very important. With product innovation, sourcing of high-quality raw materials, and adhering to strict quality control processes, the companies will be in a position to satisfy the

expectations of their customers by improving overall satisfaction. This will result in long-term relationship building with customers.

4. Product Quality and Loyalty

The strongest relationship, as revealed in this study, is that between product quality and customer loyalty, having $\beta = 0.581$, $t = 7.606$, and $p = 0.000$. This is supported by the literature, which identifies product quality as one of the most influential factors in determining customer loyalty [24], [28], [35]. High-quality products create trust with the customers and a sense of reliance, thereby strengthening customer loyalty.

For coffee MSMEs, this implies that investing in product quality is not only a means to ensure customer satisfaction but also significantly contributes toward loyalty. Loyal customers are likely to repeat purchases and also advocate for the brand by recommending the coffee to others. Thus, MSMEs in Banyuwangi should focus on consistent product quality since this can help in ensuring long-term customer loyalty and sustainability within a competitive marketplace.

5. Practical Implications for Coffee MSMEs in Banyuwangi

The findings of this study give several practical implications for coffee MSMEs in Banyuwangi:

a) The MSMEs should innovate in marketing strategies continuously in order to make their products stand out and attract customers. Social media, branding, and promotional campaigns that appeal to both local and international customers can be effective tools in boosting both satisfaction and loyalty.

b) One core strategy would be to always have consistent product quality for the MSMEs in coffee. Indeed, high-quality products are important for customer satisfaction as well as to create customer loyalty. This may mean investing in superior raw materials, improving production processes, and in the training of personnel for consistency.

c) The research identifies that both marketing creativity and product quality go hand in hand to guarantee customer satisfaction and loyalty. MSMEs must hence devise methods to combine these two factors and ensure that the marketing of their products mirrors their quality.

d) This will also enable the MSMEs to maintain a very fine quality and innovate new marketing strategies by collecting feedback from customers on a regular basis and implementing their suggestions for improvements in the products.

6. Limitations and Future Research

The present study, though insightful, suffers from certain limitations. Firstly, the study has targeted only the coffee MSMEs operating in Banyuwangi; therefore, generalization to a wide geographical or industry segment may not be possible. Future research can expand the study to other types of MSMEs in other places to see whether the results generalize across industries. The present study also made use of cross-sectional data that provide a snapshot of the associations at one time; it is expected that longitudinal studies could shed more light on the causal relationships between marketing creativity, product quality, customer satisfaction, and loyalty. Lastly, other factors that might affect customer satisfaction and loyalty in the coffee MSMEs include customer service quality, pricing strategy, and technology use in marketing and product delivery.

CONCLUSION

The study emphasizes the role of marketing creativity and product quality in influencing customer satisfaction and loyalty in coffee MSMEs in Banyuwangi. The findings show that creative marketing has contributed a lot to customer satisfaction, while high product quality contributes to the customers' satisfaction and loyalty. Those coffee businesses that know how to capitalize on these

elements will find themselves ahead of the competition, have better relations with their customers, and a loyal clientele. In practice, MSMEs are expected to invest in effective marketing strategies and maintain the quality of products to improve customer experiences for long-term success. This research brings useful insights to coffee MSMEs in Banyuwangi and also to other similar industries on how to build better business strategies to sustain business growth and customer loyalty. Further research may develop the findings of this study by introducing more variables or checking other regions and sectors.

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