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The Effect of Product Quality and Service Quality on Customer Satisfaction: The Mediating Role of Perceived Value in the Mobile Coffee Business

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Abstract: This study examines the effect of product quality and service quality on customer satisfaction, both directly and indirectly through perceived value as a mediating variable, within the rapidly expanding mobile coffee business format in Indonesia. The empirical setting is Sejuta Jiwa Mobile Coffee in South Jakarta, whose operating fleet grew from 50 to 250 units within a single year, a pace of expansion that has intensified the challenge of maintaining consistent customer satisfaction across a decentralized network of sales points. Using a quantitative survey design, data were collected from 150 customers selected through purposive sampling and analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with SmartPLS 4.0. The results show that both product quality and service quality exert a positive and significant direct effect on customer satisfaction, with product quality emerging as the stronger determinant. Perceived value is also found to exert a significant direct effect on satisfaction and to partially mediate the effects of both product quality and service quality on satisfaction. The proposed model explains 63.4% of the variance in customer satisfaction. These findings extend the quality value satisfaction framework, previously examined mainly in fixed-location coffee shop and café settings, to the structurally distinct mobile coffee format, and offer practical guidance for operators seeking to sustain customer satisfaction amid rapid, fleet-based commercial expansion.

Keyword: Product Quality, Service Quality, Perceived Value, Customer Satisfaction, Mobile Coffee, SEM-PLS

INTRODUCTION

The Indonesian coffee industry has undergone a profound transformation over the past decade, shifting from a commodity-driven agricultural sector into a lifestyle-oriented consumer market in which coffee consumption is no longer confined to its functional role as

a beverage but has evolved into a social ritual and identity marker, particularly among younger, urban consumers who associate coffee drinking with self-expression, community, and digital-era sociability (Safiera et al., 2025). This behavioral shift has created fertile ground for business model innovation within the coffee retail sector, giving rise to formats that depart from the conventional fixed-location coffee shop (Safiera et al., 2025; Rafli et al., 2025), among which the mobile coffee concept small motorbike- or cart-based coffee vending units capable of operating across multiple locations without the overhead of a permanent storefront has emerged as one of the fastest-growing retail formats in major Indonesian cities (Republik, 2024; Rafli et al., 2025). The rapid expansion of this format is best illustrated by the trajectory of Sejuta Jiwa Mobile Coffee, a brand operated under Jiwa Group since its establishment in October 2023, whose operating fleet grew from 50 units in September 2023 to 250 units in September 2024 a fivefold increase within a single year with an announced target of 400 units by the end of 2024 (Republik, 2024), a scaling pace that is atypical even within the broader food and beverage franchising sector and that signals a structural shift in which growth is decoupled from real estate investment and instead driven by fleet replication. This growth trajectory, however, has not occurred in a competitive vacuum: the proliferation of mobile coffee operators such as Jago Coffee and Kopi Rindumu, each differentiating themselves through pricing strategy and distribution reach (Rafli et al., 2025), has intensified rivalry within a market segment that paradoxically offers lower barriers to entry precisely because it requires no permanent premises, creating a specific managerial tension in which each new unit represents a potential point of quality inconsistency, and inconsistency in either product or service delivery directly threatens customer satisfaction, which underpins repeat purchase and positive word-of-mouth in low-switching-cost markets (Kotler & Keller, 2009).

Customer satisfaction has long been established as a critical determinant of sustainability in competitive service industries, conceptualized as the outcome of a comparison between perceived product or service performance and pre-purchase expectations (Kotler & Keller, 2009), and within the coffee retail literature specifically, a substantial body of empirical work has converged on product quality and service quality as its two primary antecedents (Parasuraman et al., 1988; Kotler & Keller, 2009). On the product quality dimension, studies conducted in fixed-location coffee shop settings have consistently reported strong, positive effects on satisfaction: Salsabilla and Firmansyah (2025), studying Kopi Tuku, found that product attributes taste, aroma, packaging, and price exerted a highly significant influence on customer satisfaction; Sagita et al. (2025) confirmed the positive contribution of product and service quality to satisfaction at Story Coffee; and Fitriana and Prabowo (2024) extended this finding by incorporating price perception alongside service and product quality at Antarakata Coffee. On the service quality dimension, Pramistiningrum et al. (2025) demonstrated that service quality significantly shaped satisfaction among Kopi Tahura customers, while Teresa et al. (2024) linked service and product quality jointly to satisfaction and repurchase intention at a drive-thru gelato format a retail configuration that, like mobile coffee, involves brief, transaction-focused service encounters rather than the extended in-store experiences typical of café settings. A parallel stream of literature has established perceived value as a mechanism that mediates, rather than merely accompanies, this quality satisfaction relationship: Setiawan 2 | Page <https://siberpublisher.org/JMPD>, Vol. 2, No. 1, Januari 2024 et al. (2025) showed that perceived value shapes customer loyalty through the satisfaction pathway, Hoki and Sinaga (2026) demonstrated that value perception mediates the relationship between price, product quality, and customer satisfaction, and Boleng et al. (2026) found that customer perceived value partially mediates the effect of service quality on satisfaction within a transportation service context collectively positioning perceived value not as a redundant construct alongside quality dimensions, but as the evaluative mechanism through which consumers translate a comparison of benefits against sacrifices into a satisfaction judgment

(Zeithaml, 1988; Kotler & Keller, 2009).

Despite this accumulating evidence, three limitations remain unresolved. First, empirical attention has disproportionately concentrated on fixed-location retail formats coffee chains, cafés, and digital ordering platforms (Salsabilla & Firmansyah, 2025; Sagita et al., 2025; Fitriana & Prabowo, 2024) leaving the mobile coffee format underexamined despite its rapid commercial expansion, even though its service encounter differs structurally by lacking a physical servicescape, ambient atmosphere, or seating experience, and is instead compressed into a brief, location-flexible point of sale whose quality and value perceptions cannot be assumed to mirror those documented in fixed-location contexts. Second, while the mediating role of perceived value has been independently confirmed for product quality (Hoki & Sinaga, 2026) and, separately, for service quality (Boleng et al., 2026), no identified study has tested both mediation pathways simultaneously within a single integrated model in a coffee retail context, leaving unresolved whether the two quality dimensions operate through comparable or distinct value-formation mechanisms a question with direct implications for how mobile coffee operators should prioritize investment between product consistency and service training. Third, the specific empirical setting of ultra-rapid fleet-based scaling exemplified by Sejuta Jiwa's fivefold unit growth within twelve months represents a business condition largely absent from the customer satisfaction literature, which has typically examined mature or moderately growing retail operations, leaving open the question of whether quality value satisfaction relationships established in stable operating contexts hold under conditions of aggressive, decentralized expansion.

This study addresses these gaps by simultaneously examining the direct effects of product quality and service quality on customer satisfaction, alongside their indirect effects through perceived value as a mediating variable, within the empirical context of Sejuta Jiwa Mobile Coffee in South Jakarta. Its novelty is threefold: it extends the quality value satisfaction nomological framework to the mobile coffee business format, a retail configuration structurally distinct from the café and coffee-chain contexts that dominate the existing literature; it tests the mediating role of perceived value for both product quality and service quality within a single integrated structural model rather than examining each pathway in isolation; and it situates this theoretical test within an empirical setting characterized by unusually rapid, fleet-based commercial scaling, offering insight into whether established satisfaction mechanisms generalize to high-growth, decentralized retail operations. Accordingly, this study aims to examine the effect of product quality on customer satisfaction, the effect of service quality on customer satisfaction, the effect of product quality on customer satisfaction through perceived value, the effect of service quality on customer satisfaction through perceived value, and the effect of perceived value on customer satisfaction within the context of Sejuta Jiwa Mobile Coffee customers in South Jakarta.

Literature Review And Hypothesis Development

Product Quality

Product quality is conceptualized as the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Kotler & Keller, 2009), encompassing the complete set of tangible and intangible attributes that reflect a product's capacity to perform its intended function optimally, including durability, reliability, and ease of use (Mahsyar & Surapati, 2020). In food and beverage retail specifically, product quality is most directly experienced through sensory and presentational cues rather than through durability in the mechanical sense, which makes taste, freshness, and visual appeal the operative dimensions through which consumers form quality judgments; following Utomo and Maskur (2020, as cited in Sagita et al., 2025), this study operationalizes product quality through three indicators taste, freshness, and appearance.

Service Quality

Service quality, in turn, refers to the deliberate effort to meet consumer needs and expectations with accuracy of delivery, such that the resulting experience aligns with what the consumer anticipated (Sulistiyowati, 2018), or more broadly, the extent to which a service meets or exceeds customer expectations (Singh et al., 2023). The most widely applied operationalization of this construct is the five-dimensional framework of Zeithaml, Bitner, and Gremler (2009, as cited in Teressa et al., 2024) reliability, responsiveness, assurance, empathy, and tangibles yet the tangibles dimension, which captures the physical environment surrounding a service encounter, and the empathy dimension, typically evidenced through sustained, individualized attention within an extended interaction, are both attenuated in a mobile coffee transaction that lacks a fixed physical premises and is completed within a brief, transactional encounter; accordingly, this study restricts its operationalization of service quality to reliability, responsiveness, and assurance as the dimensions most directly observable within the compressed service encounter characteristic of the mobile coffee format.

Perceived Value

Perceived value is defined as the prospective customer's evaluation of the difference between all the benefits and all the costs of an offering relative to its perceived alternatives (Kotler & Keller, 2009), and within the nomological network connecting quality to satisfaction, it functions as an evaluative bridge: customers who assess a service as delivering high value relative to its cost report correspondingly higher levels of satisfaction (Wikasari & Susanti, 2025). This mediating function is theoretically significant because it implies that consumers do not evaluate product quality and service quality as independent inputs to their satisfaction judgment, but rather integrate both into a holistic value assessment that subsequently determines satisfaction (Setiawan et al., 2025), operationalized in this study using the four dimensional framework of Sweeney and Soutar (2001, as cited in Setiawan et al., 2025) functional value, perceived social value, emotional value, and perceived value for money.

Customer Satisfaction

Satisfaction itself is defined as a person's feeling of pleasure or disappointment resulting from a comparison between a product's perceived performance and their expectations (Kotler & Keller, 2009), reflecting the extent to which customer needs and desires are met, or exceeded, and constituting a key indicator of value creation for the customer (Singh et al., 2023; Oktaviani, 2025); following Tjiptono (2022, as cited in Pontianak et al., 2024), this study operationalizes customer satisfaction through conformity with expectations, interest in repeat visits, and willingness to recommend, indicators that jointly capture both the evaluative and behavioral-intention facets of satisfaction relevant to a repeat-purchase-dependent business model.

Prior studies in the coffee retail sector have consistently reported a positive and significant effect of product quality on customer satisfaction (Fitriana & Prabowo, 2024; Salsabilla & Firmansyah, 2025), with greater consistency in product quality corresponding to higher levels of consumer satisfaction; in the context of a mobile coffee operation lacking the ambient and servicescape cues available to fixed-location competitors, the sensory attributes of the product itself carry disproportionate weight in shaping the customer's overall evaluation of the purchase experience, from which the first hypothesis is formulated:

H1. Product quality has a significant effect on customer satisfaction at Sejuta Jiwa Mobile Coffee.

Service quality has similarly been found to exert a positive and significant effect on customer satisfaction, with speed, accuracy, and friendliness of service identified as principal determinants (Teressa et al., 2024; Pramistiningrum et al., 2025); within the mobile coffee format, service quality is expressed through the speed of order preparation, the courtesy of the barista, the ease of the ordering process, and responsiveness to complaints, attributes that substitute, in a compressed transactional encounter, for the extended relational service cues available in a seated café environment, from which the second hypothesis is formulated.

H2. Service quality has a significant effect on customer satisfaction at Sejuta Jiwa Mobile Coffee.

The influence of product quality on customer satisfaction is not necessarily direct; it may instead be channeled through perceived value, such that when customers judge the product quality received as commensurate with, or exceeding, the sacrifice incurred, perceived value increases and in turn elevates satisfaction (Hoki & Sinaga, 2026), from which the third hypothesis is formulated:

H3. Product quality has a significant effect on customer satisfaction through perceived value at Sejuta Jiwa Mobile Coffee.

Similarly, the effect of service quality on customer satisfaction may be mediated by perceived value, whereby customers who experience high-quality service assess the benefit obtained as exceeding the sacrifice incurred (Boleng et al., 2026), from which the fourth hypothesis is formulated:

H4. Service quality has a significant effect on customer satisfaction through perceived value at Sejuta Jiwa Mobile Coffee.

Finally, perceived value formed emotionally through taste, product quality, and the perceived equivalence between sacrifice and benefit received has also been shown to directly contribute to customer satisfaction (Hoki & Sinaga, 2026), from which the fifth hypothesis is formulated:

H5. Perceived value has a significant effect on customer satisfaction at Sejuta Jiwa Mobile Coffee.

Taken together, these five hypotheses form the conceptual framework of this study, which specifies a direct relationship between product quality (X1) and service quality (X2) on customer satisfaction (Y), together with an indirect relationship mediated by perceived value (Z); within this framework, product quality and service quality serve as exogenous variables, perceived value functions as the mediating variable, and customer satisfaction serves as the endogenous outcome variable, a structure that allows the study to disentangle the direct contribution of quality perceptions from their value-mediated contribution, thereby providing a more granular account of how quality translates into satisfaction within the mobile coffee business context.

METHOD

This study employs a quantitative approach aimed at objectively and systematically testing the relationships and effects among research variables through statistical analysis (Sugiyono, 2011), and was conducted in South Jakarta with consumers of Sejuta Jiwa Mobile Coffee as the research subject. The research design specifies product quality (X1) and service quality (X2) as independent variables, perceived value (Z) as the mediating variable, and customer satisfaction (Y) as the dependent variable, structured as a single-mediator model in which both exogenous constructs are hypothesized to influence the endogenous

outcome both directly and indirectly through the mediating construct.

The population of this study comprises all customers who have consumed Sejuta Jiwa Mobile Coffee. Given the absence of a definitive sampling frame for this population, a nonprobability sampling technique was employed using purposive sampling, with respondents selected according to three criteria: being above 17 years of age, residing in South Jakarta, and having purchased from Sejuta Jiwa Mobile Coffee at least twice within the preceding three months criteria intended to ensure that respondents possessed sufficient direct experience with the brand's product and service delivery to provide meaningful evaluations of quality, value, and satisfaction. Because the exact size of the population was unknown, the minimum sample size was calculated using the Lemeshow formula at a 95% confidence level ($Z = 1.96$) and a 10% margin of error, yielding a minimum requirement of 96 respondents, rounded up to 100. In its implementation, the study exceeded this threshold, collecting data from 150 respondents through an online questionnaire administered via Google Form, a sample size that provides adequate statistical power for the structural equation modeling procedures employed in the analysis.

Data were collected through a structured questionnaire employing a four-point Likert scale, ranging from strongly disagree (score 1) to strongly agree (score 4). The four-point format was adopted deliberately to compel respondents toward a directional response rather than permitting a neutral midpoint, thereby sharpening the discriminative power of each indicator in a context where response patterns can otherwise cluster around a noncommittal center. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0 software.

RESULT AND DISCUSSION

Respondent Characteristics

Of the 150 respondents successfully collected, the majority were female, comprising 82 individuals (54.7%), compared to 68 male respondents (45.3%). By age, respondents were predominantly concentrated in the 17–25 year range, accounting for 98 individuals (65.3%), followed by the 26–35 year range at 48 individuals (32%). This demographic composition indicates that Sejuta Jiwa Mobile Coffee holds particularly strong appeal among the productive younger generation.

Measurement Model Evaluation (Outer Model) PLS Algorithm Model

The measurement model was estimated using the PLS Algorithm procedure in SmartPLS 4.0, which simultaneously produces the outer loading of each indicator and the path coefficients linking the latent constructs. Figure 1 presents the resulting algorithm model.

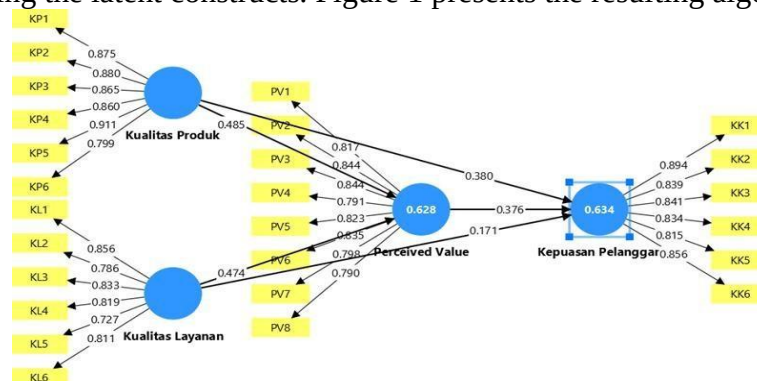


Figure 1. PLS Algorithm Model

Source: Research data, processed with SmartPLS 4.0 (2026)

Convergent Validity Test

Convergent validity was tested through the outer loading value of each indicator, obtained via the PLS algorithm. An indicator is considered valid and reliable for measuring its construct if its loading value exceeds 0.70. Table 1 presents the complete outer loading results.

Table 1. Outer Loading

Indicator	Product Quality	Service Quality	Perceived Value	Customer Satisfaction
KP1	0.875			
KP2	0.880			
KP3	0.865			
KP4	0.860			
KP5	0.911			
KP6	0.799			
KL1		0.856		
KL2		0.786		
KL3		0.833		
KL4		0.819		
KL5		0.727		
KL6		0.811		
PV1			0.817	
PV2			0.844	
PV3			0.844	
PV4			0.791	
PV5			0.823	
PV6			0.835	
PV7			0.798	
PV8			0.790	
KK1				0.894
KK2				0.839
KK3				0.841
KK4				0.834
KK5				0.815
KK6				0.856

Source: Research data, processed (2026)

Based on Table 1, the loading factor value of every indicator in this study is considered valid and reliable for measuring its respective construct, since all values exceed 0.70. The results of the PLS algorithm analysis confirm that all indicators in this study are valid and reliable, as their values surpass the 0.70 threshold, meaning all indicators satisfy the convergent validity requirement and are appropriate for measuring their latent variables.

Convergent validity testing was further supported by the Average Variance Extracted (AVE) value from the PLS Algorithm, as presented in Table 2.

Table 2. Average Variance Extracted (AVE)

Variable	AVE
Product Quality	0.717
Service Quality	0.650
Perceived Value	0.749
Customer Satisfaction	0.669

Source: Research data, processed (2026)

According to Hair et al. (2021), an AVE value exceeding 0.5 indicates that more than half of the variance in the indicator variables can be explained by their construct, thereby satisfying the convergent validity requirement. All variables in this study achieved an AVE above 0.5: product quality (0.717), service quality (0.650), perceived value (0.749, the highest among the four constructs), and customer satisfaction (0.669). Overall, the AVE results confirm that all constructs in the research model have met the convergent validity criteria and are appropriate for further testing.

Discriminant Validity Test

Discriminant validity was assessed through cross-loading analysis, which evaluates the extent to which each indicator measures its own construct more strongly than it measures other constructs in the model. An indicator satisfies the discriminant validity requirement if its loading value on its intended construct is greater than its loading values on other constructs. Table 3 presents the complete cross-loading results, with bolded values indicating each indicator's loading on its own construct.

Table 3. Cross Loading

Indicator	Product Quality	Service Quality	Perceived Value	Customer Satisfaction
KP1	0.875	0.342	0.646	0.557
KP2	0.880	0.284	0.585	0.603
KP3	0.865	0.430	0.612	0.676
KP4	0.860	0.244	0.499	0.603
KP5	0.911	0.287	0.543	0.597
KP6	0.799	0.311	0.526	0.539
KL1	0.369	0.856	0.594	0.512
KL2	0.362	0.786	0.530	0.460
KL3	0.361	0.833	0.555	0.491
KL4	0.221	0.819	0.506	0.407
KL5	0.134	0.727	0.375	0.366
KL6	0.285	0.811	0.558	0.430
PV1	0.561	0.554	0.817	0.616
PV2	0.612	0.539	0.844	0.688
PV3	0.612	0.560	0.844	0.653
PV4	0.454	0.513	0.791	0.556
PV5	0.458	0.569	0.823	0.588
PV6	0.636	0.490	0.835	0.636
PV7	0.520	0.490	0.798	0.527
PV8	0.429	0.558	0.790	0.538
KK1	0.612	0.573	0.772	0.894
KK2	0.572	0.529	0.683	0.839

KK3	0.544	0.426	0.560	0.841
KK4	0.635	0.444	0.620	0.834
KK5	0.558	0.413	0.482	0.815
KK6	0.582	0.418	0.645	0.856

Source: Research data, processed (2026)

Based on Table 3, every indicator in the research model shows a higher correlation with its own construct than with any other construct. These cross-loading results confirm that the research model possesses good discriminant validity.

Discriminant validity was further verified using the Fornell-Larcker criterion, presented in Table 4, in which the square root of each construct's AVE (diagonal values) exceeds its correlations with all other constructs.

Table 4. Fornell-Larcker Criterion

Variable	CS	SQ	PQ	PV
Cuatomer Satisfaction (CS)	0.847			
Service Quality (SQ)	0.556	0.806		
Product Quality (PQ)	0.690	0.369	0.866	
Perceived Value (PV)	0.738	0.652	0.659	0.818

Source: Research data, processed (2026)

Based on the Fornell-Larcker criterion results above, the square root of the AVE for each construct is greater than its correlation with other constructs in the model. It can therefore be concluded that all constructs in this study satisfy the discriminant validity requirement and are appropriate for the next stage of testing.

Reliability Test

Beyond convergent and discriminant validity, the outer model was also evaluated for construct reliability. In SmartPLS, construct reliability can be assessed through two approaches: Composite Reliability and Cronbach's Alpha.

Table 5. Composite Reliability

Variabel	Composite Reliability
Kualitas Produk	0,925
Kualitas Layanan	0,900
<i>Perceived Value</i>	0,935
Kepuasan Pelanggan	0,932

Source: Research data, processed (2026)

A construct is considered to have adequate reliability if its Composite Reliability value exceeds 0.70. All constructs in Table 5 exceed this threshold, indicating that the research instrument has good reliability.

Table 6. Cronbach's Alpha

Variabel	Cronbach's Alpha
Kualitas Produk	0,921
Kualitas Layanan	0,892
<i>Perceived Value</i>	0,933
Kepuasan Pelanggan	0,929

Source: Research data, processed (2026)

A construct is likewise considered to have adequate reliability if its Cronbach's Alpha value exceeds 0.70. All constructs in Table 6 exceed this threshold, confirming that every construct in this study demonstrates good reliability.

Structural Model Evaluation (Inner Model) Bootstrapping Model

After the outer model criteria were satisfied, the next step was to evaluate the inner model, encompassing R-Square and path coefficient assessment, in order to examine the significance and strength of the relationships between variables and to test the research hypotheses. Hypothesis testing was carried out through the bootstrapping procedure, which compares the T-statistic against the T-table value. With a significance level of 0.05 and 150 respondents, the T-table value is 1.96; a hypothesis is accepted if the T-statistic exceeds 1.96, and rejected otherwise. Figure 2 presents the resulting bootstrapping model, showing the path coefficients and significance levels for each relationship between Product Quality (X1), Service Quality (X2), and Perceived Value (Z) toward Customer Satisfaction (Y).

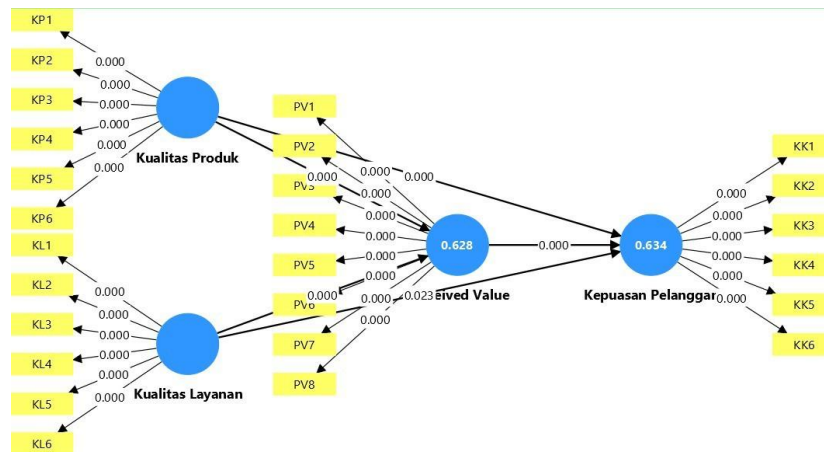


Figure 2. Bootstrapping Model Source:
Research data, processed with SmartPLS 4.0 (2026)

R-Square (Coefficient of Determination)

Table 7. R-Square Results

Variabel	R-Square	R-Square Adjusted
Kepuasan Pelanggan	0,634	0,627
<i>Perceived Value</i>	0,628	0,623

Source: Research data, processed (2026)

Based on Table 7, the R-Square value for customer satisfaction is 0.634, meaning the independent variables in this study explain 63.4% of the variance in customer satisfaction, while the remaining 36.6% is explained by variables outside this research model. Perceived value obtained an R-Square of 0.628, indicating that the independent variables explain 62.8% of its variance, with the remaining 37.2% influenced by variables not examined in this study. Overall, both variables fall within the moderate R-Square category, indicating a reasonably good predictive capability for their respective dependent variables.

Path Coefficients

Path coefficients were examined through the bootstrapping analysis to test each hypothesis by comparing the T-statistic against the T-table value of 1.96 ($\alpha = 0.05$, $n = 150$).

Table 8. Path Coefficients (Direct Effects)

Variabel	Original Sample (O)	Sampel Mean (M)	Standars Deviation (STDEV)	T Statistic (O\STDEV)	P Values
Kualitas Produk -> Kepuasan Pelanggan	0,380	0,384	0,072	5,286	0,000
Kualitas Layanan - > Kepuasan Pelanggan	0,171	0,175	0,075	2,278	0,023
Perceived Value -> Kepuasan Pelanggan	0,376	0,371	0,102	3,698	0,000

Source: Research data, processed (2026)

The path coefficient test examines the significance of the partial effects of Product Quality (X1), Service Quality (X2), and Perceived Value (Z) on Customer Satisfaction (Y) by observing the T-statistic significance value.

Table 9. Specific Indirect Effects

Variabel	Original Sample (O)	Sampel Mean (M)	Standars Deviation (STDEV)	T Statistic (O\STDEV)	P Values
Kualitas Produk -> Perceived Value -> Kepuasan Pelanggan	0,178	0,175	0,049	3,606	0,000
Kualitas Layanan -> Perceived Value -> Kepuasan pelanggan	0,182	0,181	0,060	3,028	0,002

Source: Research data, processed (2026)

Hypothesis Testing Based on the bootstrapping results in Table 8 and Table 9, applying the acceptance criteria of T-statistic above 1.96 and p-value below 0.05, all five hypotheses proposed in this study were supported, as summarized in Table 10.

Table 10. Summary of Hypothesis Testing Results

Hypothesis	T-Statistic	P-Value	Result
H1 : Product Quality -> Customer Satisfaction	5.286	0.000	H1 : accepted
H2 : Service Quality -> Customer Satisfaction	2.278	0.023	H2 : accepted
H3 : Product Quality -> Perceived Value -> Customer Satisfaction	3.606	0.000	H3 : accepted
H4 : Service Quality -> Perceived Value -> Customer Satisfaction	3.028	0.002	H4 : accepted
H5 : Perceived Value -> Customer Satisfaction	3.698	0.000	H5 : accepted

Source: Research data, processed (2026)

Discussion

The Effect of Product Quality on Customer Satisfaction

Hypothesis testing shows a p-value of 0.000 (< 0.05) and a T-statistic of 5.286 (> 1.96), indicating that product quality has a significant effect on customer satisfaction, so H1 is supported. This finding is consistent with Salsabilla and Firmansyah (2025), who found that product quality measured through taste, aroma, packaging, and price had a highly significant effect on customer satisfaction at Kopi Tuku. The consistency of taste, freshness of raw materials, and attractive presentation are important factors shaping customers' perception of Sejuta Jiwa's product quality.

The Effect of Service Quality on Customer Satisfaction

Hypothesis testing shows a p-value of 0.023 (< 0.05) and a T-statistic of 2.278 (> 1.96), indicating that service quality has a significant effect on customer satisfaction, so H2 is

supported. This finding is consistent with Pramistiningrum et al. (2025), who showed that service quality significantly affects customer satisfaction at Kopi Tahura. In the context of Sejuta Jiwa Mobile Coffee, service quality is reflected in the speed of service, the friendliness of baristas, the ease of the ordering process, and responsiveness in handling customer complaints.

The Effect of Product Quality on Customer Satisfaction through Perceived Value

Hypothesis testing shows a p-value of 0.000 (< 0.05) and a T-statistic of 3.606 (> 1.96), indicating that perceived value significantly mediates the effect of product quality on customer satisfaction, so H3 is supported. This finding is consistent with Hoki and Sinaga (2026), who showed that value perception acts as a mediator between product quality and customer satisfaction. When customers judge that the coffee product received has a delicious taste, fresh ingredients, and attractive presentation, they perceive the value obtained as commensurate with or exceeding the price paid, thereby encouraging customer satisfaction.

The Effect of Service Quality on Customer Satisfaction through Perceived Value

Hypothesis testing shows a p-value of 0.002 (< 0.05) and a T-statistic of 3.028 (> 1.96), indicating that perceived value significantly mediates the effect of service quality on customer satisfaction, so H4 is supported. This finding is consistent with Boleng et al. (2026), who showed that customer perceived value partially mediates the relationship between service quality and customer satisfaction. When customers experience friendly, fast, and easily accessible service, they judge the shopping experience obtained as high in value and commensurate with the sacrifice incurred.

The Effect of Perceived Value on Customer Satisfaction

Hypothesis testing shows a p-value of 0.000 (< 0.05) and a T-statistic of 3.698 (> 1.96), indicating that perceived value has a significant effect on customer satisfaction, so H5 is supported. This finding is consistent with Hoki and Sinaga (2026), who showed that the value customers perceive from their overall consumption experience influences their level of satisfaction. When customers feel that the coffee's taste is delicious, the aroma is distinctive, the presentation is attractive, and the price is commensurate with the quality provided, they judge the purchasing and consumption experience as high in value, which directly encourages customer satisfaction.

CONCLUSION

Based on the SEM-PLS analysis conducted with the assistance of SmartPLS 4.0, this study concludes that product quality exerts a positive and significant effect on customer satisfaction at Sejuta Jiwa Mobile Coffee, that service quality likewise exerts a positive and significant effect on customer satisfaction, and that perceived value exerts a positive and significant direct effect on customer satisfaction while also partially mediating the effects of both product quality and service quality on satisfaction. Collectively, the proposed model explains 63.4% of the variance in customer satisfaction, indicating that product quality, service quality, and perceived value constitute substantively important determinants of customer satisfaction within the mobile coffee business format. These findings extend the quality value satisfaction framework beyond the fixed-location café and coffee chain contexts in which it has predominantly been tested, demonstrating that the same underlying mechanisms operate with product quality assuming a disproportionately dominant role even within a service encounter compressed by the absence of a fixed physical premises and characterized by rapid, fleet-based commercial scaling.

For Sejuta Jiwa Mobile Coffee, these findings carry several practical implications.

Given the dominant role of product quality in shaping satisfaction, the company should prioritize maintaining consistency in taste, aroma, and freshness across its expanding fleet of units, treating product standardization as the primary lever for sustaining satisfaction amid rapid scaling. Given the significant, though comparatively modest, contribution of service quality, the company should nonetheless strengthen the accuracy and reliability of barista service through more structured standard operating procedures, ensuring that each transaction regardless of which unit or location it occurs at delivers a consistent service experience. Because perceived value partially mediates both quality pathways, the company should also reinforce customers' perception of price-quality equivalence, for instance through loyalty programs or bundling packages that make the value proposition more explicit at the point of purchase. Finally, given that willingness to recommend is one of the satisfaction indicators captured in this study, the company may benefit from establishing referral programs or review based incentives to convert satisfied customers into active brand advocates, leveraging word of-mouth as a growth mechanism that aligns with the low-fixed-cost, high-mobility nature of the business format.

For future research, this study's scope suggests several directions for extension. Subsequent studies could incorporate additional variables such as price perception, store atmosphere, or customer loyalty to develop a more comprehensive account of the factors shaping satisfaction in the mobile coffee format, particularly given that the present model still leaves 36.6% of the variance in satisfaction unexplained. Future research could also expand the sample size or broaden the geographic scope beyond South Jakarta, both to enhance the generalizability of findings and to test whether the dominance of product quality over service quality observed here holds across other regional markets, where competitive intensity, consumer demographics, and price sensitivity may differ. Finally, given that this study relied on a cross-sectional design administered at a single point in time, future research employing a longitudinal design would be valuable in capturing how customer satisfaction evolves as the mobile coffee format matures and as competitive dynamics within this rapidly growing segment continue to shift.

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