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ANALYSIS OF NEW CULTURAL MARKETING, MARKETING INNOVATION AND SOCIAL MEDIA MARKETING ON CUSTOMER SATISFACTION AT KALASUA COFFEE AND EATERY

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Abstract

The purpose of this study is to determine the effect of New Cultural Marketing, Marketing Innovation, and Social Media Marketing on Customer Satisfaction at Kalasua Coffee and Eatery. This study uses an associative type of research and the research method used in this study is a quantitative method. The population in this study is customers of Kalasua Coffee and Eatery. The sampling technique uses accidental sampling of visiting customers who were willing to complete the questionnaire. A total of 100 respondents were eligible for analysis after data-quality screening. The results of the study show that New Cultural Marketing does not have a significant effect on Customer Satisfaction. Marketing Innovation has a significant effect on Customer Satisfaction. Social Media Marketing has a significant effect on Customer Satisfaction. The Adjusted R Square value of 0.319 can be referred to as the coefficient of determination, which means that 0.319 (31.9%) of Customer Satisfaction can be obtained and explained by New Cultural Marketing, Marketing Innovation, and Social Media Marketing, while the remaining 68.1% is explained by variables outside the model under study.

Keywords: New Cultural Marketing, Marketing Innovation, Social Media Marketing, Customer Satisfaction

INTRODUCTION

The business landscape is evolving rapidly in this era of globalization and digitalization, particularly within the culinary and coffee shop sectors. Intensifying competition requires business owners not only to offer high-quality products but also to deliver unique, valuable experiences to consumers. This environment has driven a shift in marketing paradigms—moving away from traditional approaches toward strategies that are innovative, culturally grounded, and supported by digital technology. This transformation is further influenced by increasingly dynamic consumer behavior; consumers are no longer merely passive buyers but active participants who evaluate, compare, and even promote products across various digital platforms. Easy access to information has raised consumer expectations regarding product quality, service, and the overall experience. Consequently, businesses must gain a deeper understanding of consumer needs and adapt their marketing strategies to remain relevant amidst these changes.

Customer satisfaction serves as a key indicator in assessing a business's success. It arises when the performance of a product or service meets or even exceeds consumer expectations. (Danurdara & Masatif, 2025) state that customer satisfaction results from comparing consumer expectations with the actual performance received. High levels of satisfaction lead to increased loyalty and customer retention, as well as long-term business sustainability. Customer satisfaction plays a vital role in fostering long-term relationships between companies and consumers. Satisfied customers are not only likely to make repeat purchases but also have the potential to become promoters by recommending the business to others. Conversely, dissatisfaction can spread rapidly via social media and damage a brand's image. Therefore, maintaining and enhancing customer satisfaction is a top priority for every business.

One marketing concept currently gaining traction is "New Cultural Marketing," a strategy that integrates consumers' cultural values, lifestyles, and social identities into marketing activities. According to Prabowo et al. (2025), this concept emerged in response to shifting consumer behavior in the digital era, where consumers do not merely purchase products but also seek experiences, identity, and emotional connections through the culture embodied by a brand. In the context of coffee shops, this concept is evident in how cafes go beyond simply selling coffee to offer an atmosphere, storytelling, and a representation of a specific lifestyle that appeals to consumers.

Implementing New Cultural Marketing can serve as an effective differentiation strategy for coffee shops amidst increasingly homogeneous competition. Since many coffee shops offer similar products, competitive advantage no longer lies in the product itself, but rather in the experience created through the brand's cultural concept. This can be achieved through the use of local themes, interior designs that reflect a specific identity, and the presentation of products possessing symbolic value. Such an approach creates a deeper impression while strengthening the consumer's emotional connection to the brand.

Furthermore, marketing innovation is a crucial factor in enhancing a company's competitiveness. It encompasses the development of new strategies and creative promotional methods, as well as the use of digital technology to reach consumers more effectively. Research indicates that marketing innovation plays a significant role in building customer engagement and fostering loyalty through unique, interactive experiences. This underscores the fact that companies capable of innovating in their marketing efforts have a greater chance of capturing consumer attention amidst increasingly intense competition. Marketing innovation is a key factor in maintaining business sustainability, particularly in the coffee shop industry, which is heavily influenced by trends. Rapidly changing consumer tastes require business operators to continuously introduce updates—whether in terms of menus, service concepts, or communication strategies. Without continuous innovation, coffee shops struggle to sustain consumer interest over the long term. Consequently, the ability to implement marketing innovation serves as a strategic factor in enhancing customer satisfaction.

Furthermore, advancements in information technology have driven the increased use of social media marketing as an effective means of marketing communication. Social media functions not only as a promotional tool but also as a space for interaction between the company and the consumer. Research (Gouda & Halim, 2025) indicates that effective social media content management can boost customer loyalty through engagement and positive customer experiences. Additionally, various other studies suggest that social media marketing significantly impacts customer satisfaction by directly shaping consumer perceptions and experiences. Social media marketing plays a crucial role in building brand image while influencing consumer purchasing decisions. Engaging visual content, consistent messaging, and responsive interaction can enhance consumer trust in a brand. Furthermore, reviews and testimonials shared on social media help shape the perceptions of potential customers. This highlights the strategic role social media plays in enhancing customer satisfaction and loyalty. As a player in the culinary and coffee shop sector, Kalasua Coffee and Eatery must compete by adopting marketing strategies that adapt to changing times. Amidst increasingly fierce competition, the business needs to gain a deep understanding of consumer preferences and implement strategies that deliver a unique and valuable experience for customers.

Based on visitor data for Kalasua Coffee and Eatery from 2023 to 2025, it can be concluded that the number of visitors has declined year over year. In 2023, the number of visitors was recorded at 12,469, representing the highest figure during the observation period. However, this figure dropped to 6,754 in 2024 and fell further to 5,300 in 2025. This indicates a sustained downward trend in customer visits. The decline from 2023 to 2024 was quite significant, while the drop from 2024 to 2025 continued, albeit less sharply than in the previous period. These conditions suggest that Kalasua Coffee and Eatery has not yet been able to maintain optimal levels of customer visits over time. Although visitor numbers remained relatively high during certain months—such as April and June—an overall downward trend is evident throughout most of the period. By the end of 2025, visitor numbers showed a continued decline, signaling a drop in customer interest. Collectively, these data indicate that Kalasua Coffee and Eatery faces challenges in maintaining stable visitor numbers. This decline suggests that the business's appeal is not yet strong enough to consistently retain customers. Therefore, a more in-depth evaluation of current marketing strategies is required to boost interest and ensure long-term customer retention.

Pre-survey results indicate that cost and convenience remain weak points in driving customer satisfaction. Low approval ratings suggest that some customers do not yet fully perceive the service as easily accessible, practical to use, or commensurate with the cost incurred. This situation points to obstacles regarding accessibility, facility usability, and the perceived value of the price paid. If left unaddressed, these issues could diminish the overall customer experience and hinder loyalty. These findings also present a strategic opportunity for Kalasua Coffee and Eatery to implement targeted improvements. By enhancing accessibility, streamlining service processes, and ensuring facilities are user-friendly and aligned with customer expectations, the company can significantly boost perceived value and customer satisfaction. Focusing on these areas not only opens up the potential for increased customer satisfaction but can also serve as a key differentiator that strengthens the company's competitive position.

Based on the pre-survey results regarding the New Cultural Marketing variable, the implementation of a cultural approach at Kalasua Coffee and Eatery elicited a generally positive response from respondents, although the strength of this impact varied across the measured indicators. This suggests that the culture-based marketing strategy

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has begun to influence customer perceptions but requires further strengthening to foster deeper engagement. The pre-survey findings highlight the "personable" dimension as a primary weakness in Kalasua Coffee and Eatery's cultural marketing strategy. This low score indicates that customers do not yet perceive a strong emotional connection with the brand; interactions tend to be functional rather than touching upon the personal aspects necessary to build long-term attachment. Furthermore, the communication of brand identity, storytelling, and cultural values lacks the strength or consistency needed to create a relevant and meaningful impression on customers. Consequently, the brand has yet to establish deeper relational elements—such as a sense of belonging, closeness, or emotional involvement.

Based on the pre-survey results regarding the Marketing Innovation variable, the implementation of marketing innovations at Kalasua Coffee and Eatery elicited a generally positive response from respondents, yet revealed imbalances across the measured indicators. This suggests that the innovations implemented have not been evenly distributed across all marketing aspects, thereby limiting their effectiveness in maximizing customer value. Lower scores indicate that the ease of the ordering process and service accessibility—such as delivery options and online ordering—have not fully met customer expectations. The pre-survey findings indicate that marketing innovation at Kalasua Coffee and Eatery is at a commendable level, particularly regarding promotion and marketing communication, which successfully capture customer attention. However, significant weaknesses exist in distribution channels and the customer experience; this suggests that innovations have focused more on communication than on comprehensively improving service systems. Consequently, more integrated improvement efforts are required to ensure that marketing innovations not only attract attention but also consistently enhance accessibility and the quality of the customer experience.

Based on the pre-survey results regarding the Social Media Marketing variable for Kalasua Coffee and Eatery, it can be concluded that social media marketing received a positive assessment from respondents. The "connection" indicator (X3.3) scored 53.33%, making it the lowest-rated aspect within the Social Media Marketing variable; this indicates that the connection aspect remains a weak point in Kalasua Coffee and Eatery's use of social media. This score suggests that a strong, consistent long-term relationship between the brand and its customers via social media has not yet been established. Interactions tend to be fleeting and have not succeeded in fostering sustained engagement. The pre-survey results indicate that, overall, the three variables elicited a fairly positive response from customers. However, the results do not reflect maximum satisfaction levels or consistency across all measured indicators. This suggests that the content and communication strategies employed have not been sufficiently effective in building deep engagement—such as fostering two-way interaction, customer participation, or a sense of connection to the brand. If this situation is not addressed, there is a risk that social media will function merely as a one-way promotional channel rather than as a tool for building long-term customer relationships.

Based on the background outlined above, the key issues identified in this study are as follows:

1. The implementation of "New Cultural Marketing" at Kalasua Coffee and Eatery has not been optimal in establishing cultural identity and values as a primary attraction.
2. Marketing innovation efforts remain limited and lack sustainable development. This is evident in the lack of updates regarding promotional strategies, product presentation, and the communication of value to consumers.
3. Social media utilization has not been optimized to support marketing communications or build consumer relationships. This is reflected in low engagement levels, such as the volume of likes, comments, and reviews.
4. Customer satisfaction levels remain suboptimal, evidenced by a gap between expectations and actual experiences regarding the product, service, and marketing aspects.

LITERATURE REVIEW

Customer Satisfaction

According to Prabowo et al. (2025), customer satisfaction is the feeling that arises after an individual compares the performance of a received product or service with their expectations. In the context of modern marketing, customer satisfaction is a key element, as it determines a company's success in meeting consumer needs. Customer satisfaction can be defined as a consumer's feeling or assessment regarding a product or service they have used, reflecting the extent to which their needs and expectations have been met (Irawan, 2021). It can also be described as a positive feeling resulting from the evaluation of a product or service, determined by the extent to which that product or service meets or exceeds the customer's expectations and needs (Sariatin, 2023).

New Cultural Marketing

New Cultural Marketing is a marketing approach that integrates modern culture, digitalization, and the influence of social media and influencers to shape a brand identity relevant to today's consumers (Prabowo et al., 2025). This approach acknowledges that culture is dynamic and constantly evolving; therefore, marketing strategies must adapt to shifts in consumer values, beliefs, and behaviors. Contemporary cultural values refer to the principles, beliefs, and standards deemed important in today's society, reflecting the mindsets and lifestyles emerging in our modern era. Social trends in marketing are patterns of change in societal behavior, preferences, and social interactions that influence marketing strategies.

Marketing Innovation

According to Silalahi (2024), marketing innovation is a process of renewing marketing activities that involves the application of new technologies, new methods, and more effective communication strategies to enhance consumer interaction and create added value for the company. According to Prihatini & Hilman (2024), marketing innovation refers to a company's ability to align its marketing strategies with shifting consumer preferences and market dynamics; this implies that marketing innovation is adaptive and constantly keeps pace with changing trends and consumer behavior.

Social Media Marketing

According to Chu (2020), Evans (2021), and Salhab (2023), social media marketing is a crucial strategy for reaching consumers more broadly, effectively, and practically—and more quickly—when introducing products, brands, or specific items to consumers or buyers. Given its importance, social media marketing has become essential for business owners, serving as a potent strategy to generate consumer interest in marketed offerings (Tuten, 2023; Mason, 2023; Jamil, 2022). Gunelius (2021) states that social media marketing is a form of direct or indirect marketing used to build awareness, recognition, recall, and action regarding a brand, business, product, person, or other entity, and is carried out using social web tools.

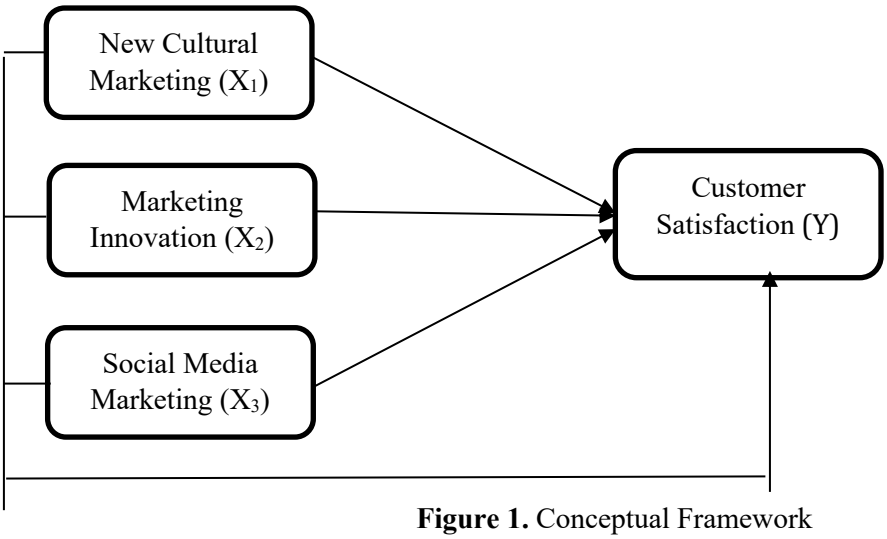


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: New Cultural Marketing has a positive and significant effect on Customer Satisfaction at Kalasua Coffee and Eatery.
2. H2: Marketing Innovation has a positive and significant effect on Customer Satisfaction at Kalasua Coffee and Eatery.
3. H3: Social Media Marketing has a positive and significant effect on Customer Satisfaction at Kalasua Coffee and Eatery.
4. H4: New Cultural Marketing, Marketing Innovation, and Social Media Marketing simultaneously have a positive and significant effect on Customer Satisfaction at Kalasua Coffee and Eatery.

METHOD

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The research approach used an associative approach, with a quantitative method. This research was conducted at Kalasua Coffee and Eatery, located at Jl. KL. Yos Sudarso, Martubung, Medan Labuhan District, Medan City, North Sumatra 20252, Indonesia. The study was carried out from February 2026 to July 2026. The population for this study consisted of all consumers of Kalasua Coffee and Eatery. These consumers include individuals who have purchased products, whether directly on-site (dine-in or take-away) or through other ordering services. Accidental sampling was the technique employed in this study. This is a non-probability sampling method in which the sample is determined by chance; anyone encountered by the researcher who meets the established criteria can serve as a respondent. This technique was selected due to its practicality and efficiency, particularly in situations where the population is difficult to identify precisely or lacks a clear sampling frame. As the population size is known, the researcher used Zikmund formula to calculate the required sample size based on visitor data for Kalasua Coffee and Eatery. The sample size consists of 100 respondents, namely consumers of Kalasua Coffee & Eatery.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results New Cultural Marketing, Marketing Innovation, Social Media Marketing, Customer Satisfaction

Statement Items	r-count	r-table	Description
NCM1	0,673	0,361	Valid
NCM2	0,663	0,361	Valid
NCM3	0,617	0,361	Valid
NCM4	0,572	0,361	Valid
NCM5	0,549	0,361	Valid
NCM6	0,534	0,361	Valid
MI1	0,709	0,361	Valid
MI2	0,744	0,361	Valid
MI3	0,760	0,361	Valid
MI4	0,532	0,361	Valid
MI5	0,532	0,361	Valid
MI6	0,751	0,361	Valid
MI7	0,711	0,361	Valid
MI8	0,719	0,361	Valid
MI9	0,608	0,361	Valid
MI10	0,637	0,361	Valid
SMM1	0,748	0,361	Valid
SMM2	0,762	0,361	Valid
SMM3	0,763	0,361	Valid
SMM4	0,731	0,361	Valid
SMM5	0,775	0,361	Valid
SMM6	0,779	0,361	Valid
CS1	0,689	0,361	Valid
CS2	0,779	0,361	Valid
CS3	0,621	0,361	Valid
CS4	0,577	0,361	Valid
CS5	0,715	0,361	Valid
CS6	0,755	0,361	Valid
CS7	0,731	0,361	Valid
CS8	0,746	0,361	Valid
CS9	0,745	0,361	Valid

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Statement Items	r-count	r-table	Description
CS10	0,695	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results New Cultural Marketing, Marketing Innovation, Social Media Marketing, Customer Satisfaction

Variabel	Cronbach Alpha	Provision	Description
New Cultural Marketing	0,638	0,60	Reliable
Marketing Innovation	0,862	0,60	Reliable
Social Media Marketing	0,850	0,60	Reliable
Customer Satisfaction	0,886	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the cronbach's alpha value for all research variables of new cultural marketing, marketing innovation, social media marketing and consumer satisfaction is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	100
Mean	0.0000000
Std. Deviation	2.48086462
Absolute	0.052
Positive	0.052
Negative	-0.042
Test Statistic	0.052
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.200 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
(Constant)	-	-
New Cultural Marketing	.680	1.471
Marketing Innovation	.738	1.354
Social Media Marketing	.821	1.218

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the new cultural marketing, marketing innovation, social media marketing variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

Table 5. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	6.508	2.722		2.391	.018		
New Cultural Marketing	.053	.077	.077	.686	.494	.680	1.471
Marketing Innovation	-.071	.067	-.115	- 1.066	.289	.738	1.354
Social Media Marketing	-.115	.083	-.141	- 1.379	.171	.821	1.218

Sources: SPSS versi 25 (2026)

Based on the Glejser Test output table above, the value for the variables new cultural marketing, marketing innovation, social media marketing > 0,05, indicating no heteroskedasticity.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	9.843	4.385		2.245	.027		
New Cultural Marketing	.231	.124	.174	1.869	.064	.680	1.471
Marketing Innovation	.427	.108	.353	3.966	.000	.738	1.354
Social Media Marketing	.338	.134	.213	2.521	.013	.821	1.218

Sources: SPSS versi 25 (2026)

1. Constant (9,843), This means that if the variables new cultural marketing, marketing innovation, social media marketing are zero, the consumer satisfaction level remains at 9,843.
2. β1 = 0.231
   If there is a one-unit increase in new cultural marketing, the dependent variable (Y) increases by 0.231 units.
3. β2 = 0.427
   If there is a one-unit increase in new cultural marketing, the dependent variable (Y) increases by 0.427 units.
4. β3 = 0.338
   If there is a one-unit increase in social media marketing, the dependent variable (Y) increases by 0.338 units.

Table 7. Partial Test Results (t-Test)

Variable	**t**	**Sig.**
(Constant)	2.284	.024
New Cultural Marketing	1.855	.066
Marketing Innovation	4.016	.000
Social Media Marketing	2.442	.016

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. New Cultural Marketing (X1) has a calculated t-value of 1.855 with a significance of 0.066. Since 1.855 < 1.981 and 0.066 > 0.05, Ha is rejected and Ho is accepted.
2. Marketing Innovation (X2) has a calculated t-value of 4.016 with a significance of 0.000. Since 4.016 > 1.981 and 0.000 < 0.05, Ha is accepted and Ho is rejected.
3. Social Media Marketing (X3) has a calculated t-value of 2.442 with a significance of 0.016. Since 2.442 > 1.981 and 0.016 < 0.05, Ha is accepted and Ho is rejected.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	363.868	3	121.289	19.197	.000[b]
Residual	713.944	113	6.318		
Total	1077.812	116			

Sources: SPSS versi 25 (2026)

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Based on the above, the calculated F-value is 19.197. The F-table value at α = 0.05 with df1 = 3 and df2 = 113 is 2.685. These degrees of freedom were derived from df1 = k − 1 = 3 and df2 = n − k = 117 − 4 = 113, based on the number of model parameters (constant + X1 + X2 + X3) and the number of respondents after screening. Since the calculated F-value (19.197) exceeds the F-table value (2.685), H0 is rejected and H4 is accepted. New Cultural Marketing (X1), Marketing Innovation (X2), and Social Media Marketing (X3) collectively have a significant effect on Customer Satisfaction (Y) at Kalasua Coffee and Eatery.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.581[a]	.338	.320	2.51358

Sources: SPSS versi 25 (2026)

Based on the results of the Adjusted R-squared value is 0.320. This means that 32.0 percent of the variation in Customer Satisfaction can be explained by New Cultural Marketing, Marketing Innovation, and Social Media Marketing simultaneously, after adjusting the model for k = 4 and n = 117. The remaining 68.0 percent is explained by factors outside the scope of the study—such as price, speed of service, café ambiance, taste quality, location, or personal customer preferences.

Discussion

The Analysis of New Cultural Marketing on Consumer Satisfaction

Based on the partial hypothesis testing results, the New Cultural Marketing variable (X1) yielded a calculated t-value of 1.855, while the t-table value was 1.981. Consequently, the calculated t-value is lower than the t-table value (1.855 < 1.981), and the significance value of 0.066 exceeds the 0.05 threshold (0.066 > 0.05). Based on these results, the null hypothesis (H0) is accepted, and the alternative hypothesis (H1) is rejected. This indicates that, when tested individually, New Cultural Marketing has a positive but statistically insignificant effect on Customer Satisfaction at Kalasua Coffee and Eatery at a 5% significance level. While the direction of the relationship remains positive, the unique contribution of X1 is not statistically strong enough when Marketing Innovation and Social Media Marketing are controlled for within the same model. When viewed in the context of Kalasua Coffee and Eatery, these results align with the descriptive findings. Although the mean score for New Cultural Marketing (4.20) falls into the "high" category, two key items are dragging the average down. The item regarding the appeal of marketing content scored only 4.09—the lowest among the X1 items—with six respondents (5.13%) expressing disagreement. The item regarding uniqueness (features not found in other coffee shops) scored 4.13, with 18 respondents (15.38%) selecting the neutral option. Conversely, items related to "inviting visits" (4.34) and "building close relationships" (4.32) received higher ratings. This suggests that while customers perceive a sense of personal connection, they do not yet fully regard Kalasua's cultural concept as distinctive or its marketing content as particularly engaging.

The Analysis of Marketing Innovation on Consumer Satisfaction

Based on the partial hypothesis testing results, the Marketing Innovation variable (X2) yielded a calculated t-value of 4.016, while the t-table value was 1.981. Thus, the calculated t-value exceeds the t-table value (4.016 > 1.981), and the significance value of 0.000 is less than 0.05 (0.000 < 0.05). Consequently, H0 is rejected and H2 is accepted. This indicates that Marketing Innovation has a positive and significant partial effect on Customer Satisfaction at Kalasua Coffee and Eatery. These findings align with the study by Andreas, Aprilyana, Putri, Ulum, and Bulu (2025) on the MSME Kopi Jago, which found that marketing strategy innovation has a positive and significant impact on customer satisfaction, with a regression coefficient of 0.778 and an R^2 of 0.405. That study demonstrated that the better the marketing innovation implemented, the higher the satisfaction experienced by customers. Furthermore, these results support the research of Djunaedi, Dewanti, and Alamsyah (2024), which found that product innovation has a positive and significant effect on satisfaction within the coffee shop industry. When viewed in the context of Kalasua Coffee and Eatery, these results align with the descriptive findings. The average score for Marketing Innovation (4.21) falls into the "very high" category. The items driving the strength of X2 are the regular introduction of new menu items (4.33) and products that cater to customer tastes (4.20). Weaker items include the use of engaging promotional methods (4.05—the lowest-scoring item across the entire questionnaire)

and value-added promotional programs (4.10). This suggests that while customers perceive innovation in products and experiences, they remain somewhat reserved in their assessment of the promotional methods used.

The Analysis of Social Media Marketing on Consumer Satisfaction

Based on the partial hypothesis testing results, the Social Media Marketing variable (X3) yielded a calculated t-value of 2.442, while the t-table value was 1.981. Thus, the calculated t-value exceeds the t-table value (2.442 > 1.981), and the significance value of 0.016 is less than 0.05 (0.016 < 0.05). Consequently, H0 is rejected and H3 is accepted. This indicates that Social Media Marketing has a positive and significant partial effect on Customer Satisfaction at Kalasua Coffee and Eatery. These findings align with the study by Tripuspita, Mandasari, and Sumartini (2023) at Café Degree Denpasar, which found that social media marketing has a positive and significant impact on customer satisfaction, both partially and in conjunction with location and service quality. The results also support the study by Tanjung and Prabowo (2025) at Sikologi Coffee, which found that social media marketing positively and significantly influences consumer satisfaction (t = 2.041; p = 0.043). Furthermore, Fauziah and Siahaan (2025) found that social media marketing has a positive and significant effect on customer satisfaction (p = 0.030) at The Coffee Bean & Tea Leaf in Indonesia. These three Indonesian studies reinforce the premise of a relationship between social media marketing and customer satisfaction in coffee shops. When applied to the context of Kalasua Coffee and Eatery, these results are consistent with the descriptive findings. The mean score for Social Media Marketing (4.24) was the highest among the three independent variables. The highest-scoring item across the entire study was item X3—pertaining to engaging social media information and posts—with a mean of 4.42. The lower-scoring item within the X3 variable was response speed (4.15). In other words, customers already find Kalasua's social media presence engaging, but expectations for a quick response have not yet been fully met.

The Analysis of New Cultural Marketing, Marketing Innovation and Social Media Marketing on Consumer Satisfaction

Based on the simultaneous hypothesis testing results, the calculated F-value is 19.091, while the F-table value is 2.685. Thus, the calculated F-value exceeds the F-table value (19.091 > 2.685), and the significance value of 0.000 is less than 0.05 (0.000 < 0.05). Consequently, H0 is rejected and H4 is accepted. This indicates that New Cultural Marketing, Marketing Innovation, and Social Media Marketing collectively exert a significant influence on Customer Satisfaction at Kalasua Coffee and Eatery. These simultaneous results align with the framework proposed by Prabowo, Siburian, and Bangun (2025), which posits that New Cultural Marketing, digital channels, and customer experience function as an integrated system rather than as isolated variables. The study's partial findings clarify the respective roles within this system: Marketing Innovation serves as the most powerful lever, Social Media Marketing acts as a significant lever, and New Cultural Marketing—while showing a positive direction—has not yet exerted a sufficiently strong impact. In other words, Kalasua has successfully satisfied customers through the novelty of its offerings and its social media presence. The remaining challenge lies in establishing a brand cultural identity that is statistically unique once the other two levers are accounted for. When viewed in the context of actual field conditions, the combination of these three variables makes sense. Kalasua's customer base is predominantly young, gender-balanced, and largely composed of repeat visitors. They rate product taste and service highly, respond well to menu innovations, and follow the brand on social media. At the same time, they remain non-committal regarding the uniqueness of the concept, the appeal of cultural content, promotional methods, and the comfort of the atmosphere. This discussion offers specific managerial direction: maintain product innovation, accelerate social media interaction, and refine the brand's cultural narrative so that the New Cultural Marketing variable (X1) moves beyond a merely positive—yet statistically insignificant—relationship.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. New Cultural Marketing does not have a significant effect on Customer Satisfaction at Kalasua Coffee and Eatery. This is indicated by a calculated t-value of 1.855 and a significance value of 0.066 (> 0.05).
2. Marketing Innovation has a positive and significant effect on Customer Satisfaction at Kalasua Coffee and Eatery. This is indicated by a calculated t-value of 4.016 and a significance value of 0.000 (< 0.05).
3. Social Media Marketing has a positive and significant effect on Customer Satisfaction at Kalasua Coffee and Eatery. This is indicated by a calculated t-value of 2.442 and a significance value of 0.016 (< 0.05).

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4. New Cultural Marketing, Marketing Innovation, and Social Media Marketing simultaneously have a significant effect on Customer Satisfaction at Kalasua Coffee and Eatery. This is indicated by a calculated F-value of 19.091 and a significance value of 0.000 (< 0.05).

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. For the management of Kalasua Coffee and Eatery, the significant Marketing Innovation elements should be maintained, specifically experience innovation (4.34), new menu items (4.33), and the venue's atmosphere (4.32). To do this: create a monthly menu calendar, conduct limited taste tests prior to launch, and ensure cleanliness and proper seating arrangements daily. Regarding the weakest items—promotional methods (4.05) and value-added programs (4.10)—replace generic promotions with concrete packages tailored to students and employees, such as "afternoon study session" deals or food-and-drink bundles. Announce these packages at the cashier and on social media simultaneously to streamline the purchasing process.
2. Although New Cultural Marketing was not statistically significant on an individual basis, its weakest components—content appeal (4.09) and concept uniqueness (4.13)—still require improvement. To achieve this: define a distinctive identity for Kalasua and apply it consistently across the café space, presentation style, and social media posts. Create "story behind the menu or venue" content at least twice a week, rather than just posting product photos. Maintain the already strong elements—invitations to visit (4.34) and close customer relationships (4.32)—through friendly barista greetings and attentive service for returning customers.
3. Social media managers should maintain content clarity (4.42) while improving response speed (4.15), interaction activity (4.17), and information accuracy (4.18). To do this: assign staff to monitor the account during operating hours, reply to comments and messages on the same day, prepare standard responses regarding opening hours, menu availability, and prices, and post information relevant to students and employees rather than just aesthetic photos. Once a week, respond to posts from customers who have tagged the café to ensure interactions feel active and engaging.
4. To enhance customer satisfaction, maintain the quality of products (4.35) and employee service (4.34). Improve the visiting experience (4.11) and the sense of comfort (4.14). To achieve this: manage table density during peak hours, ensure Wi-Fi and power outlets are functional, maintain the cleanliness of restrooms and seating areas, and align the atmosphere promised on social media with the actual on-site experience.

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