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# The Effect of Word-of-Mouth and Celebrity Endorsement on Customer Satisfaction, with Marketing Strategy as an Intervening Variable, Among Customers of Oemah JM Coffee Shop in Jakarta

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**Abstract**

The rapid growth of the coffee shop industry in Indonesia has intensified competition, requiring businesses to implement effective marketing strategies to enhance customer satisfaction. Factors such as word of mouth and celebrity endorsement are considered influential in shaping consumer perceptions and behaviors, particularly when supported by appropriate marketing strategies. The purpose of this study is to identify and analyze the effects of the variables *word of mouth* and *celebrity endorsement* on the *customer satisfaction* variable, with *marketing strategy* as an intervening variable. This research method employs multiple linear regression analysis, with data filtered using normality, multicollinearity, and autocorrelation tests. The results of the study show that each variable—*word of mouth*, *celebrity endorsement*, and *marketing strategy*—has a significant influence on the *customer satisfaction* variable. Meanwhile, the *marketing strategy* variable is also significantly influenced by the *word of mouth* and *celebrity endorsement* variables. The role of *word of mouth* in this study is to form positive value perceptions through the use of buzzers and social media, while the role of *celebrity endorsement* is to create emotional engagement and pleasant experiences.

## INTRODUCTION

Indonesia is one of several countries that produce coffee and is also among the world's largest exporters of coffee products. Data presented in the table below, obtained from katadata.co.id and compiled from the ICO (International Coffee Organization), show that Indonesia ranks second globally among coffee-exporting countries, with total coffee consumption reaching 4.55 million 60-kg bags. Coffee consumption continued to increase through 2018–2019, growing by 1.8%, which indicates positive growth (Smith, 2019; Williams & Brown, 2020). These data suggest that total coffee consumption in Indonesia is relatively high. However, despite this high level of consumption, Indonesia has not yet maximized profits from the coffee industry (Johnson et al., 2021) .

Indonesia's high level of coffee consumption, viewed from the perspective of global coffee producers, also directly impacts domestic consumption, particularly as contemporary coffee-drinking culture becomes increasingly trendy (Davis & Thompson, 2020). Coffee is a brewed beverage that has long been popular, especially among older generations; however, coffee consumption has now evolved into a cultural and lifestyle phenomenon among younger people. This shift is evident in the proliferation of cafés and coffee shops serving as social gathering places, often featuring popular menu items such as milk coffee with palm sugar and adopting aesthetically minimalist concepts (Johnson & Turner, 2021; Fisher et al., 2019).

Based on data from the Agricultural Data and Information System Center of the Ministry of Agriculture, as curated by katadata.co.id, Indonesia's coffee consumption in 2016 reached

approximately 250 thousand tons and grew by 10.54% to 276 thousand tons. Meanwhile, coffee consumption from 2016 to 2021 was predicted to grow at an average rate of 8.22% per year. In 2021, total coffee supply was projected to reach 795 thousand tons, with national consumption at 370 thousand tons, resulting in an excess supply of 425 thousand tons. Approximately 94.5% of Indonesia's coffee supply originates from local plantations in East Java, Bengkulu, South Sumatra, Central Java, and Lampung (Zhou et al., 2020; Yusof & Ali, 2021).

The rapid emergence of coffee shops has led to a variety of concepts, ranging from minimalist and industrial designs to the increasingly popular coffee-to-go shop concept adopted by major coffee retail companies in Indonesia. In 2018, the coffee-to-go or grab-and-go concept gained traction. According to TOFFIN (2019), 39% of consumers purchased from coffee-to-go outlets. This concept allows customers to place orders through an app and pick them up at the nearest location without queuing or waiting. It aligns with modern consumer preferences, as it is more efficient and cost-effective for businesses, requiring less investment in large store spaces and interior design (Miller & Grant, 2020; Thompson, 2019). Typically, such outlets provide only minimal seating for waiting customers rather than spaces for on-site consumption (Parker, 2018).

The growth in coffee consumption in Indonesia indicates increasing demand, creating significant business opportunities within the coffee industry. Recently, numerous coffee shops have emerged across residential areas, campuses, offices, and shopping districts. Established brands such as Janji Jiwa, Kopi Kenangan, and Starbucks Coffee have also expanded aggressively. This expansion is driven by lifestyle changes in which coffee consumption has become a daily necessity. One brand implementing the coffee-to-go concept is Oemah JM Coffee Shop, located in Cibubur (Harrison et al., 2021; Suwarno et al., 2020).

Oemah JM Coffee and Eatery, located in Cibubur Tourism City, Bogor, is a restaurant offering a variety of rice dishes, coffee, and beverages at affordable prices. The increasing number of coffee drinkers in Indonesia is driven by the growth of the coffee industry and the role of coffee as part of modern lifestyles (Aziz, 2021).

Based on an interview with the owner of Oemah JM Coffee and Eatery, sales records over the past three months have shown a declining trend. Given the high level of competition in the industry, business owners must implement appropriate tactical strategies to remain competitive, one of which is the application of the marketing mix concept (Wangarry, 2018; Chandra & Pratama, 2021).

The marketing mix, according to Yasmin et al. (2021), is a key marketing strategy that must be properly developed to build a strong brand image in the minds of customers, which in turn can enhance customer satisfaction. The core elements—product, price, place, and promotion—are effective tools for influencing consumer behavior (Hutauruk, 2020; Harahap & Setiawan, 2019). Product quality is a primary consideration for consumers; high-quality products provide a competitive advantage over lower-quality alternatives (Saniah, 2020). Additionally, pricing plays a crucial role, as companies that set competitive prices are more likely to achieve higher profitability (Shartykarin, 2016).

Customer satisfaction is also influenced by the effort required to obtain a product. Therefore, location and accessibility are important considerations. Promotion is another critical element of the marketing mix, as effective communication of product information and branding can attract consumers (Novebri & Fadhilah, 2021; Lam & Peng, 2020). By optimizing the elements of product, price, place, and promotion, businesses can address challenges and improve customer satisfaction. Based on this discussion, this study aims to analyze the influence of the marketing mix, both simultaneously and partially, on customer satisfaction in Oemah JM Coffee Shop in Jakarta (Arifin & Tanjung, 2019).

Communication among individuals largely occurs through word of mouth.

Therefore, word-of-mouth marketing is considered one of the most effective methods for influencing consumers. Although often operating subconsciously, it has a strong impact on purchasing decisions (Rohandi, 2016). Information obtained from individuals, particularly trusted sources such as family, friends, or neighbors, is often more influential than advertising. This reduces perceived purchase risk, as the information provider has direct experience with the product or service. Additionally, word-of-mouth communication facilitates information search (Chen et al., 2020; Mahyuddin & Budi, 2021).

Marketing strategies in Indonesia have evolved, with many businesses increasingly relying on word-of-mouth marketing (Mandiasukma, 2017). Its effectiveness and efficiency make it a preferred strategy, as reflected in awards recognizing excellence in word-of-mouth marketing, such as those presented by SWA since 2013.

Word of mouth can be categorized into two types: Organic word of mouth and Amplified word of mouth, as defined by the Word of Mouth Marketing Association (2007: 1–6). (1) Organic word of mouth occurs naturally when consumers share positive experiences due to satisfaction with a product. Schiffman & LL (2008) note that communication connects consumers with producers and their social environment. (2) Amplified word of mouth is deliberately stimulated by companies through campaigns designed to accelerate message dissemination and increase public awareness and purchase intention (Bansal et al., 2020; Lim & Chung, 2014).

Research by Nugraha et al. (2015) indicates that word of mouth has a significant effect on consumer satisfaction. Although some studies suggest that word-of-mouth information may be less credible (Bansal and Voyer, 2000), consumers often rely on the expertise of the information source when evaluating unfamiliar brands (Lim and Chung, 2014). Saputra & Hidayat (2018) found that word of mouth positively and significantly affects loyalty. Expectations in the positive word-of-mouth group are significantly higher than in the negative group, consistent with prior research (Shi, 2016). However, perceived quality does not significantly differ based on positive or negative word-of-mouth influence (Bansal et al., 2020; Lim & Chung, 2014).

These findings contrast with studies by Buttle (1998) and Schumann et al. (2010), which suggest that perceived quality depends more on product consistency and customer preferences than on word of mouth. Thus, while word of mouth may not directly affect perceived quality, it influences expectations, which in turn affect consumer satisfaction. Interestingly, Shi et al. (2016) found that satisfaction in the positive word-of-mouth group may be lower than in the negative group.

Research by Fuentes-Blasco, Moliner-Velázquez, and Gil-Saura (2017) found that word of mouth positively and significantly affects consumer satisfaction in the retail sector in Spain. Similarly, Roy, Lassar, and Butaney (2014) reported a positive effect in online retail contexts in Perth, Australia. However, other studies (Akbari, Salehi, and Samadi, 2015; Loureiro, Cavallero, and Miranda, 2018; Sivadas and Jindal, 2017) found positive but insignificant effects on consumer satisfaction.

Customer satisfaction is defined as "the number of customers, or a percentage of total customers, whose reported experiences with a company, its products, or services exceed specified satisfaction goals" (Farris, 2010). Matzler, Füller, and Faullant (2007) found a positive relationship between satisfaction and loyalty. Similarly, Putra and Sulistyawati (2018) demonstrated that customer satisfaction significantly influences customer loyalty.

Griffin (2002) notes that retaining loyal customers increases profitability across industries, with profit gains ranging from 25% to 85%. Benefits include reduced marketing and transaction costs, lower customer turnover, increased cross-selling, positive word-of-mouth marketing, and reduced failure costs. Beyond cost savings, increased usage also enhances profit

margins.

Riduan (2010) found a strong influence of word of mouth on customer loyalty, while Yunita and Haryanto (2012) reported no significant effect on purchase decisions. However, purchase decisions themselves positively influence satisfaction, which in turn fosters loyalty.

Rahmawati and Suminar (2014) confirmed that customer satisfaction significantly affects loyalty, supported by Smith and Wright (2004) and Banwet and Datta (2000). Oliver (1999) argued that satisfaction contributes to loyalty only at the affective stage, meaning that consumers may still switch brands. Factors such as variety-seeking behavior and low engagement can weaken the satisfaction–loyalty relationship (Bennett and Rundle-Thiele, 2004).

The use of celebrity endorsement in marketing is considered effective, as celebrities are widely recognized public figures who can influence consumer perceptions. Celebrity endorsements are widely used to build brand image and enhance advertising effectiveness (Spry, 2011), thereby increasing purchase intention.

The application of celebrity endorsement strategies is expected to transfer a positive image from the celebrity to the product, thereby increasing consumer purchase intention. Aghekyan-Simonian et al. (2012) found that brand image positively influences purchase intention by reducing perceived risk.

Based on these phenomena, prior research findings, and identified research gaps, this study examines the influence of word of mouth and celebrity endorsement on customer satisfaction, with marketing strategy as an intervening variable among customers of Oemah JM Coffee Shop in Jakarta. The study investigates whether word of mouth and celebrity endorsement influence customer satisfaction, whether marketing strategy affects satisfaction, and whether word of mouth and celebrity endorsement influence marketing strategy. Accordingly, the study aims to analyze and empirically test these relationships. The findings are expected to contribute theoretically to the development of marketing management, particularly in consumer behavior and promotional strategies, and practically to assist coffee shop businesses in designing more effective strategies to enhance customer satisfaction.

## RESEARCH METHOD

This study used a quantitative research method grounded in the philosophy of positivism. This approach assumed that phenomena could be classified, observed, measured, and analyzed in terms of causal relationships. It was applied to examine a specific population or sample, with data collected through research instruments and analyzed using quantitative or statistical techniques to test predetermined hypotheses.

The study used primary data obtained directly from respondents through questionnaires. The validity of the data was assessed based on coherence and correspondence, meaning that the assumptions aligned with established theories and were consistent with empirical evidence supported by statistical measures.

This research was conducted using a survey method with a correlational approach. Data were collected through a structured questionnaire prepared in advance. The study examined the relationships among variables and measured the influence of one variable on another. The variables analyzed were word of mouth (X1), celebrity endorsement (X2), marketing strategy (Z), and consumer satisfaction (Y).

Data collection instruments in the form of questionnaires were developed based on indicators derived from each research variable. The primary data included information related to word of mouth, celebrity endorsement, marketing strategy, and consumer satisfaction.

A rating scale technique was used to measure responses, with each statement followed by five response options representing the respondents' level of agreement.

The research process began with instrument development, followed by validity and

reliability testing using statistical methods. After the instruments were confirmed to be valid and reliable, they were distributed to the selected sample.

The study applied a quantitative approach to analyze the relationships between independent variables and the dependent variable. The research model is as follows:
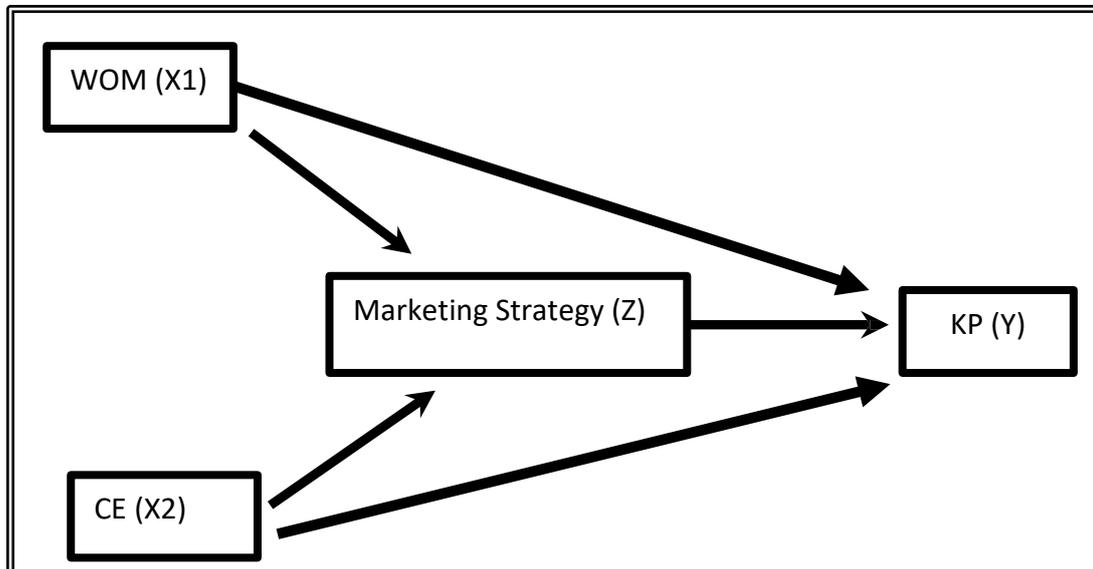


**Figure III.1 Research Hypothetical Model**

The questionnaire was developed by the researcher and subsequently subjected to expert judgment to evaluate the clarity and relevance of the items. Based on this evaluation, revisions were made to minimize potential weaknesses and errors. The instrument was then tested for validity and reliability to ensure that it accurately measured the intended variables and consistently produced reliable results.

Data in this study were collected using primary data obtained through structured questionnaires distributed in both hardcopy and via Google Forms. The questionnaire employed a Likert scale based on indicators of each research variable, namely word of mouth, celebrity endorsement, marketing strategy, and customer satisfaction. To complement the data, interviews, observations, and documentation were also conducted. The collected data were processed through data cleaning, coding, and classification to ensure accuracy and completeness before being analyzed using Microsoft Excel and SPSS version 30. Path analysis was applied to examine relationships among variables, supported by validity and reliability testing.

The data were analyzed using both descriptive and inferential statistical methods. Descriptive analysis was used to describe the characteristics of each variable by calculating the mean, standard deviation, median, and mode. Inferential analysis was conducted to test the research hypotheses using correlation and regression techniques, including simple and multiple regression.

Prior to hypothesis testing, assumption tests were conducted, including tests of normality, homogeneity, and linearity. The normality test was performed using the Lilliefors method, while homogeneity was tested using Bartlett's test. Linearity and regression significance were assessed using analysis of variance (ANOVA). All tests were conducted at a significance level of $\alpha = 0.05$.

Hypothesis testing involved correlation analysis. Simple correlation analysis was used to

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examine the relationships between individual independent variables and the dependent variable, while multiple correlation analysis was used to assess the combined effect of independent variables on the dependent variable.

The statistical hypotheses in this study were as follows:

1) There was no relationship between word of mouth (X1) and customer satisfaction (Y), versus a positive relationship between the two variables.
2) There was no relationship between celebrity endorsement (X2) and customer satisfaction (Y), versus a positive relationship between the two variables.
3) There was no relationship between marketing strategy (Z) and customer satisfaction (Y), versus a positive relationship between the two variables.
4) There was no relationship between word of mouth (X1) and marketing strategy (Z), versus a positive relationship between the two variables.
5) There was no relationship between celebrity endorsement (X2) and marketing strategy (Z), versus a positive relationship between the two variables.

**Coding description**

H0     = Null Hypothesis (there is no relationship between X1 and Y)

H1     = Working Hypothesis (there is a positive relationship between X1 and Y)

$\square$y1     = Correlation coefficient between *word of mouth* (X1) and satisfaction

        Consumer (Y)

$\square$y2     = Correlation coefficient between *celebrity endorsements* (X2) and

        Consumer Satisfaction (Y)

$\square$y3     = Correlation coefficient between marketing strategy (Z) and satisfaction

        Consumer (Y)

$\square$31     = Correlation coefficient between *word of mouth* (X1) and strategy

        marketing (Z)

$\square$32     = Correlation coefficient between *celebrity endorsement* (X2) and strategy

        marketing (Z)

**RESULTS AND DISCUSSION**

Data processing will be carried out using the SPSS (Statistical Package for Social Science) program for windows version 25 and Microsoft Excel 2016. Model similarity testing was performed using multiple regression analysis and band analysis. To make it easier to review the data, the researcher divides it into direct and indirect influences. As for finding out the direct influence, we can see some of the model equations as follows:

## 1. Results of Statistical Test of Direct Influence in Model Equations
## a. Statistical results of the influence of Word of Mouth variables on customer satisfaction.

The statistical results of multiple regression analysis and the results of the t-test in the third model equation can be seen in the table as follows:

**Table 1. Statistical Results of Multiple Regression Test and t-Test The Effect of Word of Mouth on Consumer Satisfaction**

Coefficient

| Models | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 41.843 | 3.632 | | 11.521 | .000 |
| | WOM | 0.353 | 0.264 | -.134 | 7.336 | .000 |

a. Dependent Variable: KP

Data source: Primary data processed, 2025.

From the table of statistical results, multiple regression model equations can be made as follows:

$$Y = 41.843 + 0.353 + e$$

The result of the equation shows that a constant value of 41,843 can be interpreted that if the independent variable is considered constant, then Consumer Satisfaction will remain at 41,843. Therefore, in order for the role of Consumer Satisfaction to increase, it requires an increase in the role of Word of Mouth.

Furthermore, to find out the influence of the Word of Mouth variable on Consumer Satisfaction, we can compare the results of the value t of calculating statistical results of 7.336 with t table with df = n-k-1 or 100 - 3 - 1= 96 (k is the sum of independent variables) of 1.98498 in a double-sided test. Because the value of t is greater than the t table (7.336 > 1.98498), it can be said that the Word of Mouth variable has an effect on the Consumer Satisfaction variable. To see the significance test, we can look at the statistical results of significance at 0.05 or 5% degrees. The results of the significance statistical test obtained a sig value of 0.000, which means that it is smaller than 0.05 (0.000 < 0.05), thus the Word of Mouth variable has a significant effect on Consumer Satisfaction.

## b. Statistical Results of the Influence of Celebrity Endorsement Variables on Consumer Satisfaction

The statistical results of multiple regression analysis and the results of the t-test in the third model equation can be seen in the table as follows:

**Table 2. Statistical Results of Multiple Regression Test and t-Test The Effect of Celebrity Endorsement on Consumer Satisfaction**

Coefficient

| Models | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 39.969 | 2.937 | | 13.608 | .000 |
| | CE | .945 | .143 | -.102 | 13.014 | .003 |

a. Dependent Variable: KP

Data source: Primary data processed, 2025.

From the table of statistical results, multiple regression model equations can be made as follows:

$Y = 39.969 + 0.945 + e$

The result of the equation shows that a constant value of 39,969 can be interpreted that if the independent variable is considered constant, then Consumer Satisfaction will remain at 39,969. Because of this, in order for the role of Consumer Satisfaction to increase, it requires an increase in the role of celebrity endorsements.

Furthermore, to find out the effect of the celebrity endorsement variable on Consumer Satisfaction, we can compare the results of the value t of calculating the statistical result of 13,014 with t table with df = n-k-1 or 100 - 3 - 1 = 96 (k is the sum of independent variables) of 1.98498 in a double-sided test. Because the value of t is greater than the t value of the table (13,014 > 1.98498), it can be said that the celebrity endorsement variable has an effect on the Consumer Satisfaction variable. To see the significance test, we can look at the statistical results of significance at 0.05 or 5% degrees. The results of the significance statistical test obtained a sig value of 0.003, which means that it is smaller than 0.05 (0.003 < 0.05), thus the celebrity endorsement variable has a significant effect on Consumer Satisfaction.

### c. Statistical Results of the Influence of Marketing Strategy Variables on Consumer Satisfaction

The statistical results of multiple regression analysis and the results of the t-test in the third model equation can be seen in the table as follows:

**Table 3. Statistical Results of Multiple Regression Test and t-Test The effect of marketing strategy on Consumer Satisfaction**

Coefficient

| Models | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 37.504 | 2.684 | | 13.974 | .000 |
| | SP | 3.030 | .157 | .019 | 3.189 | .021 |

a. Dependent Variable: KP

Data source: Primary data processed, 2025.

From the table of statistical results, multiple regression model equations can be made as follows:

$Y = 37,504 + 3,030 + e$

The results of the equation show that a constant value of 37,504 can be interpreted that if the independent variable is considered constant, then Consumer Satisfaction will remain at 37,504. Because of this, in order for the role of Consumer Satisfaction to increase, it requires an increase in the role of celebrity endorsements.

Furthermore, to find out the effect of the celebrity endorsement variable on Consumer Satisfaction, we can compare the results of the value t of calculating the statistical result of 3.189 with t table with df = n-k-1 or 100 - 3 - 1 = 96 (k is the sum of independent variables) of 1.98498 in a double-sided test. Because the value of t is greater than the t of the table (3,189 > 1.98498), it can be said that the celebrity endorsement variable has an effect on the Consumer Satisfaction variable. To see the significance test, we can look at the statistical results of significance at 0.05 or 5% degrees. The results of the significance statistical test obtained a sig

value of 0.021, which means that it is smaller than 0.05 (0.021 < 0.05), thus the celebrity endorsement variable has a significant effect on Consumer Satisfaction.

**d. Statistical Results of the Influence of Word of Mouth Variables on Marketing Strategy**

The statistical results of multiple regression analysis and the results of the t-test in the third model equation can be seen in the table as follows:

**Table 4. Statistical Results of Multiple Regression Test and T-Test The Influence of Word of Mouth on Marketing Strategy**

Coefficient

| Models | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 14.662 | 2.342 | | 6.260 | .000 |
| WOM | .170 | .170 | .101 | 3.232 | .020 |

a. Dependent Variable: SP

Data source: Primary data processed, 2025.

From the table of statistical results, multiple regression model equations can be made as follows:
$$Y = 14.662 + 0.170 + e$$

The results of the equation show that a constant value of 14,662 can be interpreted that if the independent variable is considered constant, then Consumer Satisfaction will remain at 14,662. Because of this, in order for the role of Consumer Satisfaction to increase, it requires an increase in the role of celebrity endorsements.

Furthermore, to find out the effect of the celebrity endorsement variable on Consumer Satisfaction, we can compare the results of the value t of calculating the statistical results of 3.232 with t table with df = n-k-1 or 100 - 3 - 1 = 96 (k is the sum of independent variables) of 1.98498 in a double-sided test. Because the calculated t value is greater than the t table (3,232 > 1.98498), it can be said that the celebrity endorsement variable has an effect on the Consumer Satisfaction variable. To see the significance test, we can look at the statistical results of significance at 0.05 or 5% degrees. The results of the significance statistical test obtained a sig value of 0.020, which means it is smaller than 0.05 (0.020 < 0.05), thus the celebrity endorsement variable has a significant effect on Consumer Satisfaction.

**e. Statistical Results of the Influence of Celebrity Endorsement Variables on Marketing Strategy**

The statistical results of multiple regression analysis and the results of the t-test in the third model equation can be seen in the table as follows:

**Table 5. Statistical Results of Multiple Regression Test and t-Test The Effect of Celebrity Endorsement on Marketing Strategy**

Coefficient

| Models | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 15.842 | 1.893 | | 8.369 | .000 |

| | | | | | |
|---|---|---|---|---|---|
| CE | .057 | .092 | .062 | 4.614 | .001 |

a. Dependent Variable: SP

Data source: Primary data processed, 2025.

From the table of statistical results, multiple regression model equations can be made as follows:

$Y = 15.842 + 0.570 + e$

The result of the equation shows that a constant value of 15,842 can be interpreted that if the independent variable is considered constant, then Consumer Satisfaction will remain at 15,842. Because of this, in order for the role of Consumer Satisfaction to increase, it requires an increase in the role of celebrity endorsements.

Furthermore, to find out the effect of the celebrity endorsement variable on Consumer Satisfaction, we can compare the results of the value t of calculating statistical results of 4.614 with t table with $df = n-k-1$ or $100 - 3 - 1 = 96$ (k is the sum of independent variables) of 1.98498 in a double-sided test. Because the value of t is greater than the t of the table ($4,614 > 1.98498$), it can be said that the celebrity endorsement variable has an effect on the Consumer Satisfaction variable. To see the significance test, we can look at the statistical results of significance at 0.05 or 5% degrees. The results of the significance statistical test obtained a sig value of 0.001, which means that it is smaller than 0.05 ($0.001 < 0.05$), thus the celebrity endorsement variable has a significant effect on Consumer Satisfaction.

To further discuss the results of the analysis, the following is a summary of the results of the statistical test of each direct influence model equation by interpreting the coefficient of independent variables to dependent variables in each model equation in this study.

**Table 6. Summary of Results of Direct Influence Statistical Test in Model Equations**

| No. | Variable Influence | Against Variables | T Count | T Table | Significance | Statistical Analysis Results |
|---|---|---|---|---|---|---|
| 01 | Become of Mouth | Consumer Satisfaction | 7.336 | 1,98498 | 0.000 | Influential Significant |
| 02 | Celebrity Endorsement | Consumer Satisfaction | 13.014 | 1,98498 | 0.003 | Significant Impact |
| 03 | Marketing Strategy | Consumer Satisfaction | 3.189 | 1,98498 | 0.021 | Significant Impact |
| 04 | Word of Mouth | Marketing Strategy | 3.232 | 1,98498 | 0.020 | Significant Impact |
| 05 | Celebrity Endorsement | Marketing Strategy | 4.614 | 1,98498 | 0.001 | Significant Impact |

Source: Primary data processed, 2025.

1. **The results of the analysis of the direct influence of each variable in the model equation**

Further discussion in analyzing the direct influence in all equations of this research model is discussed in more depth which consists of;
a) The effect of word of mouth variables on customer satisfaction variables
b) The effect of celebrity endorsement variables on customer satisfaction variables
c) The influence of marketing strategy variables on customer satisfaction variables
d) The influence of word of mouth variables on marketing strategy variables
e) The influence of celebrity endorsement variables on marketing strategy variables

## 2. Analysis Results in Model Equations and Findings That Support Analysis Results

### a. Results of the Analysis of the Influence of Word of Mouth Variables on Variables Consumer Satisfaction

The statistical results show that the t-value calculated in the statistics is 7.336. Meanwhile, the result of the t-value of the table was obtained as 1.98498 with a significance level below 0.05 (0.000 < 0.05), This shows that the word of mouth variable has a significant effect on the consumer satisfaction variable.

These results are in line with the findings of Wenhua shi, et al. (2016) who stated that word of mouth has a positive effect on customer satisfaction by means of promotion. The study concluded that good quality products, positive word of mouth can increase customer satisfaction.

### b. Results of Analysis of the Influence of Celebrity Endorsement Variables on Consumer Satisfaction Variables

The statistical results show that the t-value calculated in the statistics is 13,014. While the result of the t-value of the table was obtained as 1.98498 with a significance level below 0.05 (0.003 < 0.05), This shows that the celebrity endorsement variable has a significant effect on the consumer satisfaction variable.

These results are in line with the findings of Ohanian (1991), Walker (1992), Renton (2006) and Chi (2011) stating that the role of celebrity endorsements as product informants, providing knowledge on products, persuading consumers, communicating product benefits and representing product images can shape consumer perception of value for brands. The perception of consumer value is the perception of the sacrifice that has been made is equal to the benefits received (Zeithaml, 1988), then the benefits and usefulness of the product that has been purchased can satisfy the consumer (Snoj, Korda, and Mumel, 2004).

### c. Results of Analysis of the Influence of Marketing Strategy Variables on Variables Consumer Satisfaction

The statistical results show that the t-value calculated in the statistics is 3,189. While the result of the t-value of the table was obtained at 1.98498 with a significance level below 0.05 (0.021 < 0.05), This shows that the celebrity endorsement variable has a significant effect on the consumer satisfaction variable.

This result is in line with the conclusions of Andri Riyadi and Muamar (2024) in the SSN open journal system No. 1978-3787 which states that a very strong relationship between marketing strategy and service quality is related to consumer satisfaction.

### d. Results of Analysis of the Influence of Word Of Mouth Variables on Marketing Strategy Variables

The statistical results show that the t-value calculated in the statistics is 3.232. While the result of the t-value of the table was obtained as 1.98498 with a significance level below 0.05 (0.020 < 0.05), This shows that the word of mouth variable has a significant effect on the marketing strategy variable.

This result is in line with the findings of Nurgiyantoro (2014: 21) word of mouth as a marketing effort that triggers consumers to talk about, promote, recommend, and sell our products/brands to other customers.

### e. Results of Analysis of the Influence of Celebrity Endorsement Variables on Marketing Strategy Variables

The statistical results show that the t-value calculated in the statistics is 4.614. While the result of the t-value of the table was obtained as 1.98498 with a significance level below 0.05 (0.000 < 0.05), This shows that the word of mouth variable has a significant effect on the marketing strategy variable.

These results are in line with the findings of Bord Nandre Aprila, et al. (2024) that Celebrity

endorsements are one of the marketing strategies that have been proven effective in influencing consumer purchasing decisions. The use of celebrities in marketing campaigns not only increases the appeal of the product but also builds trust and brand awareness among consumers.

## CONCLUSION

The role of marketing strategy in realizing customer satisfaction is largely determined by the variables of celebrity endorsement and word of mouth, considering that both play an important role in advertising to build brand recognition and help consumers understand the functions and characteristics of apartment products. The results of the study show that the word of mouth variable has a significant effect on consumer satisfaction (sig. $0.000 < 0.05$) because it is able to disseminate information massively and credibly through various social media platforms such as YouTube, WhatsApp, Instagram, and others, based on consumers' emotional experience of their satisfaction with the products and services received. Similarly, the celebrity endorsement variable has been proven to have a significant effect on consumer satisfaction (sig. $0.003 < 0.05$) because it is able to shape the perception of consumers' positive value towards the brand so that it has a direct impact on customer satisfaction. Meanwhile, the marketing strategy variable also had a significant effect on consumer satisfaction (sig. $0.021 < 0.05$) through understanding consumer needs, creating superior product/service value, building a strong brand image, personalizing digital interactions, and responsive services that overall formed a positive experience and encouraged loyalty. Furthermore, word of mouth also has a significant effect on marketing strategy (sig. $0.020 < 0.05$) because it builds trust, increases brand awareness, and encourages sales through recommendations that feel more honest than conventional advertising. Similarly, celebrity endorsements have a significant effect on marketing strategies (sig. $0.000 < 0.05$) because celebrity fame is able to increase brand awareness, credibility, and consumer buying interest, although its success depends heavily on the fit between the celebrity and the brand being promoted. As a recommendation, business actors, particularly in the coffee shop industry, are encouraged to optimize word of mouth strategies by improving service quality and customer experience, as well as to utilize celebrity endorsement more strategically by selecting endorsers that align with the brand image. In addition, companies should continuously develop innovative and adaptive marketing strategies to enhance customer satisfaction and competitiveness. Future research is suggested to explore additional variables and broader research contexts to obtain more comprehensive results.

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