

THE INFLUENCE OF TASTE, BRAND IMAGE, AND SOCIAL MEDIA MARKETING ON CONSUMER SATISFACTION AT SOTO KAPULOGO RESTAURANT

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Abstract: This research focuses on evaluating how taste, brand image, and social media marketing collectively influence consumer satisfaction at Soto Kapulogo restaurant in Surabaya. Utilizing a quantitative methodology, empirical data were gathered through instrument administered to a sample of 163 participants. A purposive sampling technique, within a non-probability framework, was utilized to select respondents based on specific criteria: a minimum of two visits to the restaurant, an age range of 17–31 years, and an active Instagram account. To examine the influence between variables, this study applied multiple linear regression techniques facilitated by SPSS software. Empirical findings confirm that all three independent variables significantly influence consumer satisfaction, both partially and simultaneously, with the regression model accounting for 55.3% of the observed variance. These findings suggest that prioritizing flavor quality, brand identity, and digital engagement is vital for bolstering customer satisfaction. Additionally, this research supports the advancement of SDG 8 by fostering economic growth within the culinary sector.

Keywords: *taste, brand image, social media marketing, consumer satisfaction, SDG 8*

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1. Introduction

The culinary industry represents a highly dynamic and continuously expanding sector in Indonesia. Data from the Central Bureau of Statistics (2024) reveals that the food and beverage market comprised 4.85 million active businesses in 2023, marking a significant growth of 21.13% since 2016. This expansion reflects a robust public inclination toward dining out, while simultaneously intensifying the competitive landscape among culinary practitioners.

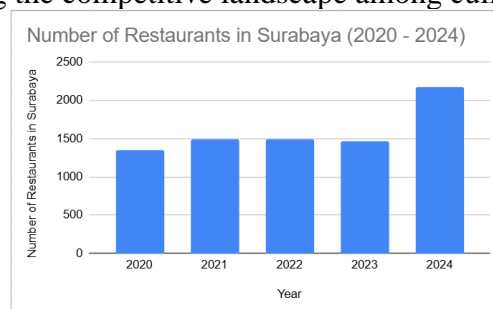


Figure 1. Number of Restaurants in Surabaya City 2020 - 2024

Source: Badan Pusat Statistik (2024)

The expansion of the culinary sector is notably evident in Surabaya, a prominent commercial hub in East Java. As illustrated in the figure above, the restaurant industry in Surabaya experienced fluctuating growth patterns between 2020 and 2023, followed by a substantial surge in 2024. This trend indicates a thriving culinary landscape with significant appeal for entrepreneurs. However, the rising number of establishments intensifies market competition, necessitating that business owners develop unique competitive advantages to navigate the industry's shifting dynamics. Among the highly popular traditional dishes in Surabaya is *Soto*. Soto Kapulogo is a local establishment that distinguishes itself by prioritizing an authentic, traditional *Soto Ayam Kampung* flavor profile. By utilizing free-range chicken (*ayam kampung*) as the primary ingredient and serving a non-oily broth, the restaurant creates a signature savory taste. This characteristic not only defines its brand identity but also ensures the product is suitable for all ages, from toddlers to the elderly, due to its healthier, grease-free preparation.

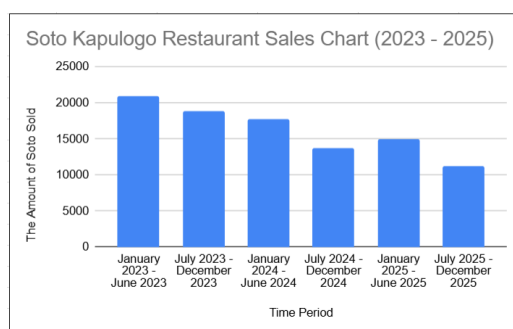


Figure 2. Sales Data of Soto Kapulogo 2023 - 2025
Source: Internal Data of Restoran Soto Kapulogo 2023 - 2025

Analysis of the provided data reveals significant sales fluctuations, characterized by a substantial downturn between July 2024 and December 2025. The sales trajectory suggests that Soto Kapulogo has faced stagnant and unstable market conditions in recent months. A preliminary survey of 30 respondents highlighted critical issues, including low brand awareness and a lack of prior engagement with the establishment. Furthermore, several participants indicated that the flavor profiles did not fully align with their expectations. Respondents also noted a deficit in social media presence, suggesting that promotional information fails to reach a broad audience in Surabaya effectively. Interestingly, the pre-survey identified taste (9), brand image (7), and social media marketing (6) as the primary drivers of restaurant visits, underscoring their roles as vital determinants of consumer satisfaction.

Despite Soto Kapulogo's commitment to authentic traditional flavors, various Google Reviews describe the taste as under-seasoned or bland, indicating a gap in meeting consumer satisfaction standards. The disconnect between the overall growth of Surabaya's culinary industry and the declining sales at Soto Kapulogo points toward underlying operational and marketing inefficiencies. Beyond the taste consistency issues, the restaurant's brand image remains weakly defined and lacks consistency, as reflected in varying consumer perceptions. Moreover, the current social media strategy appears over-reliant on direct promotional content, which fails to foster the meaningful interaction and positive brand perception required to drive foot traffic and long-term satisfaction. Consequently, a comprehensive evaluation of the restaurant's social media effectiveness and overall brand strategy is urgently required.

Previous studies have generally examined the variables of taste, brand image, and social media marketing separately or within different research contexts. In addition, there is still limited research that integrates these three variables simultaneously in the context of traditional restaurants, particularly focusing on consumers aged 17–31 who are active users of social media, especially Instagram. Therefore, this study aims to fill this gap by examining the three variables within a research model in the context of Soto Kapulogo Restaurant. Theoretically, this study contributes by integrating the three independent variables within the traditional culinary context, thereby enriching the development of knowledge and existing literature with different research objects and respondent characteristics. Practically, the findings of this study are expected to provide strategic recommendations for the management of Soto Kapulogo Restaurant in improving customer satisfaction through the optimization of the three independent variables, enabling the business to compete more effectively in an increasingly competitive culinary industry.

2. Literature Review

2.1. Previous Research

Findings by Lazuardi and Sutanto (2023) indicate that brand image and pricing strategies serve as primary catalysts for satisfaction, while also acting as mediating variables in fostering consumer loyalty. Complementing this, research conducted by Nurbiyah et al. (2025) and Arianto and Purwatiningsih (2025) highlights that flavor quality remains the most pivotal determinant of consumer satisfaction within the culinary sector, spanning both contemporary and fast-food establishments. Furthermore, Ariyani and Kurniawan (2023) corroborate the essential role of brand image in significantly enhancing satisfaction levels. In the realm of digital engagement, Risnawati and Rochdianingrum (2025) demonstrate that social media marketing significantly bolsters consumer satisfaction through high-quality content, interactive digital communication, and active consumer participation. Their study emphasizes that digital marketing platforms facilitate a vital communication channel between brands and their audience, yielding a positive impact on overall satisfaction. Although existing literature consistently underscores the significance of taste, brand image, and social media marketing, the distinct characteristics of different research objects and shifting respondent demographics necessitate further empirical investigation to validate these relationships in specific contexts.

2.2. Taste

The perception of taste emerges from the neurological processing of five distinct sensory inputs: sight, hearing, touch, smell, and taste (Situmorang & Pane, 2024). This sensory integration plays a pivotal role in elevating consumer satisfaction, positioning taste as a fundamental determinant within the culinary industry. Research by Mutiara et al. (2021) suggests that when a product's flavor profile aligns with consumer expectations and personal preferences, it generates a rewarding dining experience. Consequently, when a restaurant successfully delivers such gratifying sensory experiences, it directly fosters higher levels of customer satisfaction.

2.3. Brand Image

Brand image is conceptualized as the collective perception derived from consumer experiences and their subsequent evaluations of a product or establishment (Satia & Budiarta, 2025). Research by Haryadi et al. (2021) suggests that effective brand management fosters a favorable reputation among the public. This is because consumers assess various dimensions,

including the quality of the menu and the level of hospitality provided. Consequently, enhancing the quality of these offerings directly elevates consumer satisfaction. Similar determinants were explored by Agustin et al. (2025), which indicate that a more robust brand image correlates with increased levels of customer contentment.

2.4. Social Media Marketing

Social media marketing acts as a methodical digital channel to engage with consumers and execute marketing campaigns (Venciute et al., 2023). Responsive digital engagement and compelling visual aesthetics on these platforms serve to directly fortify the bond between a brand and its audience. Consequently, this creates a favorable consumer impression, which in turn generates satisfaction with the products or services showcased online (Purnamasari & Patmarina, 2025). Correspondingly, Sudibyو et al. (2025) argue that proficient social media communication enhances customer satisfaction by cultivating more robust brand-consumer dynamics. Parallel to this, Setyawan et al. (2026) substantiate that digitalization within the culinary sector strategically broadcasts brand values through proactive consumer participation. Ultimately, building trust through deliberate relationship-oriented strategies fosters a sustainable positive perception that amplifies consumer satisfaction.

2.5. Consumer Satisfaction

Consumer satisfaction is realized when the post-purchase experience either aligns with or surpasses the individual's baseline expectations (Sasongko, 2021). Within the framework of contemporary marketing, achieving high satisfaction levels is a critical objective, predominantly driven by the excellence of both products and service delivery. This state of contentment serves as a strategic bridge that fosters consumer loyalty, enabling a firm to retain its customer base despite intense market competition (Hasanah et al., 2021). Furthermore, research by Javed et al. (2021) in the fast-food sector clarifies that both tangible offerings and the service environment are vital for maintaining customer fulfillment, which directly influences long-term loyalty. Consequently, in the culinary industry, sensory qualities and operational factors must work together to effectively drive overall consumer satisfaction.

Framework

The study follows a systematic seven-stage process, beginning with (1) a background identification to analyze the competitive dynamics within the culinary sector and their impact on declining consumer satisfaction at Soto Kapulogo. This is followed by (2) the formulation of research objectives aimed at examining the impact of taste, brand image, and social media marketing on consumer satisfaction. Subsequently, the researcher (3) develops a robust theoretical framework and (4) conducts an empirical review by synthesizing previous studies, such as Lazuardi and Sutanto (2023), Arianto and Purwatiningsih (2025), and Risnawati and Rochdianingrum (2025), to provide a solid comparative basis. These theoretical and empirical foundations serve as the groundwork for (5) developing hypotheses to test how specific predictors influence the primary outcome variable. To test these propositions, the study (6) executes a quantitative data analysis using multiple linear regression techniques. Finally, the process concludes with (7) the formulation of conclusions that address the research problems and offer strategic recommendations for the future development of Soto Kapulogo.

3. Research Methods

Research Design

This study implements a quantitative approach using instrument to investigate how the variables interact empirically. This approach is designed to measure the impact of taste, brand image, and social media marketing toward consumer satisfaction at Soto Kapulogo restaurant. In this conceptual framework, taste (X1), brand image (X2), and social media marketing (X3) are identified as the primary factors driving consumer satisfaction (Y). Multiple linear regression served as the primary analytical tool, processed by SPSS to interpret the gathered data. This statistical method assesses the impact of each independent variable both individually (t-test) and simultaneously (F-test) on the dependent variable.

This study employs several indicators associated with each variable, as follows:

1. Taste includes taste quality, texture and ingredients, aroma, and serving temperature (Resky, 2022; Yuntari, 2023; Ayuningtyas, 2024).
2. Brand image includes corporate image, uniqueness, trust, and brand association (Arianty & Andira, 2021; Asnani & Rismawati, 2021; Rendy et al., 2023; Darmawan & Taruna, 2025).
3. Social media marketing includes entertainment, trendiness, interactivity, and promotional effectiveness (Mahendra & Nugrahani, 2021; Pricilla et al., 2025; Amalia Amaidah Sabir et al., 2025).
4. Customer satisfaction includes expectation fulfillment, feelings of satisfaction, willingness to recommend, and service excellence (Aurelia et al., 2023; Salsabila & Budiyanto, 2025; Sitompul & Gultom, 2025).

Population and Sample

The study's population encompasses the entire customer base of Soto Kapulogo, the exact size of which remains unidentified. From this population, a specific sample was drawn for analysis. The sample size determination followed the criteria established by Tuinesia et al., (2022), which suggest a 10:1 ratio between the total number of respondents and the observed indicators. With 16 statement items identified for this study, a minimum of 160 participants is necessitated. For the selection process, a non-probability technique was applied through a purposive sampling approach. This method enables the researcher to define particular eligibility criteria to ensure the data collected is consistent with the research goals. The specific requirements for respondents include having visited Soto Kapulogo at least twice, falling within the age range of 17 - 31 years, and possessing an active Instagram account.

Data Collection

Primary data collection was executed by distributing online instrument via Google Forms. This process will continue until a target of at least 160 respondents is achieved. To evaluate participant opinions, each statement was rated on a Likert scale based on levels of agreement. The measurement intervals on this Likert scale range from 1 to 5, where a value of 1 represents the Strongly Disagree (SD) category and a value of 5 signifies the Strongly Agree (SA) category.

Validity and Reliability Test

Validity Test

Validity testing is implemented to confirm the precision of each instrument item as an instrument for measurement (Pratama & Santoso, 2024). This validation process is performed using SPSS, employing the Pearson Product Moment correlation technique. The criteria for

validity are satisfied when the significance value (sig. 2-tailed) is less than 0.05 and the calculated r-value exceeds the r-table value (where N denotes the sample size).

Reliability Test

Reliability testing verifies the internal consistency and steadiness of participant feedback across all survey items (Sari & Wijaya, 2023). In this study, Cronbach's Alpha method is employed to determine the internal consistency of each measurement statement. Reliability is confirmed when the Cronbach's Alpha coefficient exceeds the minimum threshold of 0.60.

4. Results and Discussion

4.1. Results

Data Analysis

To evaluate the validity and reliability of the instrument, a pilot test was executed by distributing the instrument to 30 preliminary respondents. The measurement tool comprises three independent variables (X) and one dependent variable (Y), with each variable being assessed through four specific statement items.

Hypothesis Testing Validity Test

Table 1. Validity Test Results

Variables	Indicator	Pearson Correlation (r-value)	r-table	Significance	Remarks
Taste (X1)	X1.1	0,622	0,3610	< 0,001	Valid
	X1.2	0,608	0,3610	< 0,001	
	X1.3	0,682	0,3610	< 0,001	
	X1.4	0,799	0,3610	< 0,001	
Brand Image (X2)	X2.1	0,754	0,3610	< 0,001	
	X2.2	0,748	0,3610	< 0,001	
	X2.3	0,859	0,3610	< 0,001	
	X2.4	0,816	0,3610	< 0,001	
Social Media Marketing (X3)	X3.1	0,683	0,3610	< 0,001	
	X3.2	0,727	0,3610	< 0,001	
	X3.3	0,707	0,3610	< 0,001	
	X3.4	0,691	0,3610	< 0,001	
Consumer Satisfaction (Y)	Y.1	0,763	0,3610	< 0,001	
	Y.2	0,693	0,3610	< 0,001	
	Y.3	0,664	0,3610	< 0,001	
	Y.4	0,723	0,3610	< 0,001	

Source: Processed Data SPSS (2026)

The findings displayed in Table 1 demonstrate that each individual indicators for the variables (X1, X2, X3, and Y) are valid, as they meet the required threshold of a significance level (sig. 2-tailed) below 0.05 and a calculated r-value that surpasses the r-table (relative to the sample size, N). Consequently, every statement item is considered statistically valid and appropriate for application as a research measurement tool.

Reliability Test

Table 2. Reliability Test Results

Variables	Indicator	Cronbach's Alpha Overall	Cronbach's Alpha if Item Deleted	Minimum Cronbach's Alpha	Remarks
Taste (X1)	X1.1	.744	0,715	> 0.60	Reliable
	X1.2		0,691		
	X1.3		0,688		
	X1.4		0,645		
Brand Image (X2)	X2.1	.861	0,830		
	X2.2		0,837		
	X2.3		0,801		
	X2.4		0,820		
Social Media Marketing (X3)	X3.1	.782	0,713		
	X3.2		0,688		
	X3.3		0,760		
	X3.4		0,750		
Consumer Satisfaction (Y)	Y.1	.792	0,774		
	Y.2		0,702		
	Y.3		0,753		
	Y.4		0,728		

Source: Processed Data SPSS (2026)

This research utilizes the Cronbach's Alpha technique to evaluate the reliability of each individual statement item. As illustrated in Table 2, every variable demonstrates a Cronbach's Alpha coefficient exceeding 0.60, confirming that the measurement tool fulfills the requirements for reliability and internal consistency. Additionally, the "Cronbach's Alpha if Item Deleted" scores for all indicators remain below the overall Cronbach's Alpha value, proving that each item enhances the instrument's total consistency. As a result, all measurement items meet the essential thresholds for both validity and reliability, rendering them suitable for subsequent data collection and statistical analysis.

Hypothesis

Multiple Linear Regression Equation

To test the proposed hypotheses, this study utilizes multiple linear regression analysis alongside partial testing (t-test) to investigate the contribution of every predictor variable toward outcome variable. The statistical analysis of the data produced the following findings:

Table 3. Multiple Linear Regression Results

	Regression Coefficient
Constant	0,576
Taste (X1)	0,213
Brand Image (X2)	0,407
Social Media Marketing (X3)	0,345

Source: Processed Data SPSS (2026)

According to the coefficients derived in Table 3, the regression formula for this study is structured as follows:

$$Y = 0,576 + 0,213X1 + 0,407X2 + 0,345X3$$

The positive regression coefficients demonstrate a direct correlation between taste, brand image, and social media marketing in relation to consumer satisfaction. This implies that improvements in these three dimensions will naturally result in increased satisfaction levels among customers at the Soto Kapulogo restaurant.

Partial Test (t-Test)

Table 4. t-Test Result

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,576	0,872		0,661	0,510
	Taste (X1)	0,213	0,071	0,179	3,023	0,003
	Brand Image (X2)	0,407	0,071	0,369	5,741	< 0,001
	Social Media Marketing (X3)	0,345	0,062	0,368	5,590	< 0,001

Source: Processed Data SPSS (2026)

1. A constant of 0.576 indicates the baseline level of consumer satisfaction when taste (X1), brand image (X2), and social media marketing (X3) variables are held at zero.
2. The taste variable (X1) exerts a positive influence on consumer satisfaction (Y), as evidenced by a regression coefficient of 0.213. This implies that for every one-unit improvement in the quality of taste, there is a 0.213 uplift in consumer satisfaction.
3. The brand image variable (X2) has a positive impact on consumer satisfaction (Y), as demonstrated by a regression coefficient of 0.407. This suggests that for every one-unit enhancement in brand image, consumer satisfaction will increase by 0.407 units.
4. The social media marketing variable (X3) exerts a positive effect on consumer satisfaction (Y), as indicated by a regression coefficient of 0.345. This suggests that for every one-unit enhancement in social media marketing efforts, there is a corresponding increase of 0.345 in the level of consumer satisfaction.

According to the partial test (t-test) results presented in Table 4, every predictor variable demonstrated significance levels under 0.05. These findings confirm that taste (X1), brand image (X2), and social media marketing (X3) each exert a positive and statistically significant influence on consumer satisfaction (Y).

Simultaneous Test (F Test)

Table 5. F test Result (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1169.981	3	389.994	67.718	< 0,001
Residual	915.688	159	5.759		
Total	2085.669	162			

a. *Dependent Variable:* Consumer Satisfaction (Y)
b. *Predictors:* (Constant), Taste (X1), Brand Image (X2), Social Media Marketing (X3)

Source: Processed Data SPSS (2026)

The simultaneous testing results presented in Table 3 reveal a F-value of 67.718, which is significant at the < 0.001 level, indicating a strong simultaneous effect. Since this significance value is well below the 0.05 threshold, it can be demonstrated that the three independent variables collectively provide a significant contribution to consumer satisfaction. Consequently, the established regression model is considered feasible and robust for explaining how taste, brand image, and social media marketing influence consumer satisfaction at the Soto Kapulogo restaurant.

Coefficient of Determination

Table 6. Coefficient of Determination Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,749 ^a	0,561	0,553	2,39980
a. Predictors: (Constant), Taste (X1), Brand Image (X2), Social Media Marketing (X3)				
b. Dependent Variable: Consumer Satisfaction (Y)				

Source: Processed Data SPSS (2026)

The simultaneous testing results presented in Table 5 produced a calculated F-value of 67.718, with a significance value measured at less than 0.001. Given that this value is substantially lower than the 0.05 threshold, it can be confirmed that the independent variables collectively substantially impact on consumer satisfaction. Consequently, the resulting regression model is statistically robust and suitable for explaining how taste, brand image, and social media marketing drive consumer satisfaction at the Soto Kapulogo restaurant.

4.2. Discussion

The Influence of Taste on Consumer Satisfaction

According to the t-test result, taste (X1) the regression result showed coefficient of 0.213, with a significance level of 0.003, which is substantially lower than the 0.05 threshold. This provides empirical value that taste exerts a significant positive impact on consumer satisfaction. These findings imply that superior product taste is a direct driver of increased customer contentment. In the culinary industry, this positive correlation is consistent with earlier research, such as the study by Putri and Nuryani (2025), which identified taste as a fundamental determinant of consumer satisfaction at Mie Gacoan Pasir Kaliki Bandung. Furthermore, Wulandari and Maddinsyah (2024) established a similar direct relationship, where favorable sensory evaluations by consumers lead to higher satisfaction levels. Consequently, maintaining and improving food flavor standards is essential for bolstering consumer satisfaction.

The Influence of Brand Image on Consumer Satisfaction

The t-test confirms that brand image (X2) significantly impacts the outcome, with a coefficient of 0.407 and a significance value under 0.001 well below the 0.05 alpha level. This evidence verifies that brand image exerts a substantial influence on consumer satisfaction, where an enhancement in brand perception directly correlates with higher satisfaction levels. These findings align with the evidence provided by Karmila et al. (2025), which identified a linear effect between brand image and consumer satisfaction within a food distribution context in Tasikmalaya. Furthermore, Siregar et al. (2024) demonstrated that a strategically managed brand image effectively bolsters consumer contentment. Consequently, reinforcing a robust

brand identity serves as a vital strategy for improving overall consumer satisfaction.

The Influence of Social Media Marketing on Consumer Satisfaction

The t-test outcomes reveal that the social media marketing variable (X3) carries a 0.345 regression coefficient, with a significance value measured at less than 0.001, effectively falling below the 0.05 threshold. This evidence confirms that optimized digital engagement and online promotional activities are fundamental to elevating satisfaction within the culinary sector. These findings corroborate the research by Arevin et al. (2024), which identified a linear and significant impact of social media marketing on consumer satisfaction. Furthermore, Ar-Rasyid et al. (2023) substantiate that visually compelling and informative digital strategies are primary drivers of consumer contentment. Ultimately, social media marketing functions as a critical mechanism for strengthening customer relationships and fostering loyalty within culinary enterprises.

The Influence of Taste, Brand Image, And Social Media Marketing on Consumer Satisfaction

The regression analysis reveals an F-test significance value of 0.001, which is below the 0.05 threshold, demonstrating that the research model possesses simultaneous significance. This implies that taste, brand image, and social media marketing collectively exert a substantial impact on consumer satisfaction. Individually, each independent variable exhibits a positive regression coefficient with a significance level below 0.05, confirming their positive and statistically significant influence on consumer satisfaction. These findings are consistent with prior research, as evidenced by Wati et al. (2025) identified that taste, brand image, and social media marketing all positively drive consumer satisfaction. In contrast, Nawangsari (2023) reported significant effects only for taste and social media marketing, while brand image was insignificant, potentially due to differences in research contexts and respondent demographics. In summary, taste, brand image, and social media marketing, both independently and in combination, serve as critical drivers in bolstering consumer satisfaction.

5. Conclusion

Based on the analysis performed, the final conclusions of this research are as follows:

1. Taste exerts a linear and substantial impact in determining consumer satisfaction levels.
2. Brand image maintains a direct and positive correlation with consumer satisfaction.
3. Social media marketing serves as a proactive contributor to enhancing consumer satisfaction.
4. Taste, brand image, and social media marketing collectively drive a substantial influence on consumer satisfaction.

Suggestion

Based on the empirical results, it is recommended that Soto Kapulogo Restaurant prioritizes the strengthening of its brand image through unique identity strategies and the optimization of innovative, interactive social media marketing, as these factors significantly drive consumer satisfaction. Additionally, the establishment must consistently refine and innovate its flavor profiles to maintain a competitive edge and ensure sustained customer fulfillment. To further enrich this area of study, future researchers are prompted to expand the analytical limit to integrating supplementary variables or applying this research model to different industry contexts to achieve more comprehensive and holistic insights.

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