THE EFFECT OF PRODUCT INNOVATION AND CRM ON SATISFACTION MEDIATED PURCHASING DECISIONS IN THE COFFEE SHOP INDUSTRY

PENGARUH INOVASI PRODUK DAN CRM TERHADAP KEPUASAN DIMEDIASI KEPUTUSAN PEMBELIAN PADA INDUSTRI COFFEE SHOP

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ABSTRACT
This study aims to determine the feasibility of boosting the model from the tested constructs covering product innovation (exogenous 1), customer relationship management (exogenous 2), purchase decisions (mediation) and customer satisfaction (endogenous). The research design is explanatory with hypothetical associations. The research method uses partial least square with outer model indicator, inner model and boostrapping model. Research sampling of 150 respondents with inclusion as a step to strengthen the model construct of boostrapping. The resulting assessment with the value of each bosstrapping model showed a significant < 0.05 with an estimated model of 64.4% expressed very good; Rsquare > 0.5 is declared feasible; and the level of importance- performance of the construct of the resulting framework development model reached a satisfaction value of > 0.25.
Keywords*: Customer Relationship Management; Product Innovation; Purchase Decision; Satisfaction*

ABSTRAK
Penelitian ini bertujuan untuk menentukan kelayakan boostrapping model dari konstruk yang diuji mencangkup inovasi produk (eksogen 1), customer relationship management (eksogen 2), keputusan pembelian (mediasi) dan kepuasan pelanggan (endogen). Desain penelitian bersifat eksplanatori dengan hhipotesis asosiasi. Metode penelitian menggunakan partial least square dengan indikator outer model, inner model dan boostrapping model. Sampling penelitian sejumlah 150 responden dengan inklusi sebagai langkah memperkuat konstruk model dari boostrapping. Penilaian yang dihasilkan dengan nilai masing – masing bosstrapping model menunjukkan signifikan < 0,05 dengan model estimasi 64,4% dinyatakan sangat baik; Rsquare > 0,5 dinyatakan layak; dan tingkat kepentingan- kinerja dari konstruk model pengembangan kerangka yang dihasilkan mencapai nilai kepuasan > 0,25.
Kata Kunci: Customer Relationship Management; Inovasi Produk; Keputusan Pembelian; Kepuasan

INTRODUCTION

Every organization's strategy for retaining customers has various sustainable concepts. The concept planned as a strategic step in business will is superior to similar competitors. Therefore, various targeted solutions must be achieved and able to win better business competition. One of the businesses that is under the spotlight from various publics is the coffee shop industry. One of the brands is SK Coffee Lab as a place to enjoy coffee in a different way. Dominants who have become loyal consumers every week are never absent to visit. This is because there is a possible match of product innovation, purchase decisions and customer relationships with branding can be attached to achieve satisfaction scores. Therefore, the owner of SK Coffee Lab wants to know how high the customer satisfaction score has been created in the past 2 months. Thus, it can be proposed that the right review needs to use constructs that are in accordance with customer satisfaction achievements.

The findings of (Wikhamn, 2019), revealed that innovation has a positive impact on customer satisfaction, but requires functionality from the role of communicative human resources. This is still ambiguous, because the assessment carried out focuses more on the performance

aspects of financial, social and ecological innovation. This can be an opportunity by changing aspects into customer relations with management at SK Coffee Lab. Thus, the focus is deeply on the specifications of customer relationship management as a construct that provides a role along with product innovation. According to (Saputra, 2019), with the existence of Customer Relationship Management is interpreted as the most important element to increase customer satisfaction because it can provide the role of established communication, and the speed of handling conflicts that occur in the organization involved. That is, product innovation and customer relationship management have a good correlation and can be used as exogenous constructs. Kusno et al., 2021, Believing that purchasing decisions are the cause of achieving product satisfaction consumed by customers. Thus, this study is proposed as a mediation construct in order to provide a direct role and an indirect role as a research gap that provides new innovations in this research. Each construct that has been studied, becomes a strong basis where each role aims to determine how good the customer satisfaction score in SK Coffee Lab. This research has never been done before, and has a level of importance for developing the latest model in the realm of path coefficient. This research opportunity urgently needs to be developed further, because of the need to review the relationship directly and indirectly using purchasing decisions. This is what makes the gap or differentiator from previous studies. Where the role of purchasing decisions is used as a mediation for product innovation and customer relationships with branding in achieving customer satisfaction.

Based on research issues and predecessor reviews, it can be stated that the purpose of the study is to determine the effect of how significant the Buying Decision construct has a significant effect on Satisfaction; Customer Relationship Management has a significant effect on Satisfaction mediated by buying decisions; Customer Relationship Management has a significant effect on Satisfaction; Product Innovation has a significant effect on Satisfaction mediated by buying decisions; Product Innovation has a significant effect on Satisfaction and assessment of the estimation model; Rsquare and importance- performance maps. The scope of this study uses the inclusion requirement that customers who deserve to be respondents with 2 visits >, ordering menus that are universal according to those available at SK Coffee Lab

Product Innovation

Product innovation opportunities as a potential source for innovation ideas to complement the achievement of viable products for customers (Goldberg & Abrahams, 2022). A consistent level of product innovation can be directed towards conceptualizing large-scale investments and product development for industry, which has a role in generating a wide selection of similar new products in the market (Shin et al., 2022).

Customer Relationship Management

According to (Laely et al., 2020), Brand management's relationship with customers becomes one of enthusiasm to know and correct in depth about the role performed. Customer Relationship Management is a process that is able to build and maintain producer relationships with consumers in order to create benefits in the form of products

that are valuable to consumers and make consumers feel satisfied (Kotler et al., 2017; Kotler & Armstrong, 2018).

Buying Decision

The concept of purchase decision according to (Nurbiyanto et al., 2021), That is how to get a product for your needs by reviewing multi-market conditions. Therefore, how to get a product is interpreted as a belief that what is consumed already has the best decision steps. This is what causes the attraction in this study, namely the buying decision construct as a mediation construct.

Satisfaction

Based on (Laily & Rahmat, 2021) opinions, states that customer satisfaction will occur if the roles of decision, communication and operations as well as marketing evaluation have been agreed. Komari et al., 2020, The level of satisfaction of an object will be different. Therefore, an in-depth study needs to be adjusted to the parameters of success. Thus, the use of customer satisfaction will be more directed and measurable by using the concept of the role of mediation carried out by purchasing decisions.

Conceptual Research and Hypotheses

Research concept framework as a collection of attributes that provide an overview of the research. Conceptual research uses the following constructs:

a. Buying Decision has a significant effect on Satisfaction
b. Customer Relationship Management has a significant effect on Satisfaction mediated by buying decisions
c. Customer Relationship Management has a significant effect on Satisfaction
d. Product Innovation has a significant effect on Satisfaction mediated by buying decisions

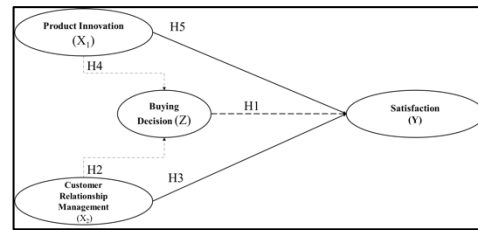e. Product Innovation has a significant effect on Satisfaction

Figure 1. Research Construct

Research constructs show that buying decisions play a role in satisfcation; Customer Relationship Management plays a role in Satisfaction mediated by buying decisions; Customer Relationship Management plays a role in Satisfaction; Product Innovation plays a role in Satisfaction mediated by buying decisions; and Product Innovation plays a role in Satisfaction.

Table 1. Research Hypothesis

Code	Description
H_{a1}	Buying Decision has a significant effect on Satisfaction
H_{a2}	Customer Relationship Management has a significant effect on Satisfaction mediated by buying decisions
H_{a3}	Customer Relationship Management has a significant effect on Satisfaction
H_{a4}	Product Innovation has a significant effect on Satisfaction mediated by buying decisions
H_{a5}	Product Innovation has a significant effect on Satisfaction

METHODOLOGY
Research Design

The research design uses quantitative with explanatory type. The purpose of using an explanatory is to explain the layout of the construct that is the hypothesis of the association.

Place and Time of Research

The object of research is located at SK Coffee Lab Kediri. This research was

conducted from June 11, 2022 – August 11, 2022.

Population and Research Sample

The study population was observed from June 11, 2022 – August 11, 2022. The population is intended to know thoroughly the number of customers to draw conclusions. The probability sampling model states that every unit in the population is expressed to have an equal chance of being selected as a sample. The probability sampling group used is simple random sampling (Gahayu, 2015). The required criteria are:

a. Products purchased by customers according to the menu at SK Coffee Lab.

b. The frequency of consumption of products is more than 2 times.

c. Customers have a productive age, which is 18 years to 50 years.

The population has an unknown number. This is evidenced by no tabulation from the source of observation. Therefore, using samples with the Lemeshow method:

$$n = \frac{z^2 p(1-p)}{d^2}$$

Descriptions:
n = Number of samples
z = 1,96
p = 0,4
d = 0,8

$$n = \frac{1,96^2 \, x \, 0,4 \, x \, (1-0,4)}{0,08^2} = 144 \sim 150 \text{ respondents}$$

Table 3. Operational Definition

Title	Construction	Question Attributes	Scale
The Effect of Product Innovation and CRM on Satisfaction Mediated Purchasing Decisions in the Coffee Shop Industry	Product innovation as an exogenous construct is expressed as a step in the development of innovation of products that require sustainability improvement (Andarini et al., 2020; Daragahi, 2017; Wikhamn, 2019)	1. Product variants 2. Desain packaging 3. Product quality	Likert
	Customer Relationship Management as an exogenous construct that has a role in designing relationships between customers and product providers (Andarini & Laely, 2019; Kumar et al., 2019; Nisafani et al., 2017; Panjaitan & Djunaedi, 2017; Panjaitan & Laely, 2017)	1. Human Resources 2. Technology 3. Organization	Likert
	Purchasing Decision as a mediation that has analysis in making decisions (Laely & Komari, 2017; Mallombasang et al., 2020; Nurbiyanto et al., 2021)	1. Decision 2. Accuracy 3. Match expectations	
	Customer satisfaction as an endogenous construct that has a role in providing satisfaction value from exogenous construct support (Djunaedi & Subagyo, 2020; Hariyono et al., 2019; Laely, 2016a, 2016b; Panjaitan & Djunaedi, 2017; Panjaitan & Laely, 2017; Rahmaddiansyah et al., 2015; Rizki et al., 2021; Song et al., 2019)	1. Experience 2. Testimony 3. Service	Likert

(Source: Data, 2022)

The research sample was at least 92 respondents. However, it is best to use 150 respondents to improve accuracy, validation and reliability in research results.

Data Sources

Research data in the form of facts and figures. In addition, the data used are endogenous exogenous and mediated. Primary data sources used by distributing e-questionnaires with google form to respondents while at the SK Coffee Lab location. Secondary data sources are obtained from international, national and proceedings reputable journals that have correlations according to the research topic.

Research Scale

Each indicator questions on the free aspect and the bound aspect are given an interval rating scale. The function of the scale is to categorize the results when the questionnaire is processed in the data tabulation. Assessment of indicators in each aspect using Likert scale.

Tabel 2. Interval Likert Scale

Value	Description
1	Not Important
2	Less Important
3	Important
4	Quite Important
5	Very Important

(Source : (Heryana, 2015))

Operational Definition

The operational definition consists of an independent aspect, a dependent aspect and a moderation aspect. Each aspect has an indicator of 3 items. E-questionnaire scale with Likert scale model.

Data Analysis Techniques and Methods

Data analysis techniques by designing a systematic process, by processing data from google forms, observations and library references. Data

analysis techniques using partial least square test using path analysis (Riduwan & Kuncoro, 2008). Path analysis consists of a path model as a diagram model that provides correlation roles using arrows according to the designed hypothesis. Causal pathways that provide a correlation design with exogenous, endogenous and mediated meanings. This study uses exogenous construct types as impact-giving constructs, endogenous as impact-given constructs and mediates that provide direct and indirect correlations to exogenous and endogenous constructs.

The data analysis method uses the following stages: :

1. Outer model design analysis as an analysis design that provides a specification of the correlation of the latent construct of research with each attribute of the statement. Measurement using convergent validity and discriminant validity with the condition of loading factor and cross loading > 0.5 because it is a development research. Determination of extrated average variance value > 0.5 and Cronbach's alpha value > 0.5 as reflective.

2. Inner model design analysis as a model analysis design by assessing Rsquare. The assessment uses strong parameters > 0.75; moderate > 0.50; and weak > 0.25. If the Rsquare value is getting higher it is declared that the prediction model of the research level is feasible. Fsqaure as a model goodness test, with an effect size parameter of > 0.02 expressed as a small influence; Effect sixe > 0.15 expressed moderate effect; and > 0.35 is expressed as a major influence at the structural level.

Boostrapping test using direct effect with positive values expressed direct unidirectional influence on path analysis p-values < 0.05 as significant evidence on exogenous constructs. Indirect effect with positive value expressed indirect unidirectional influence on path analysis p-values < 0.05 as significant evidence on mediation. Total effct as the total value of direct effect and indirect effect. Thus, Tstatistic calculate if greater than Ttabel declared significant is partially reviewed.

RESULTS AND DISCUSSIONS

Based on the characteristics of respondents descriptively, it can be stated that the dominating ones include the female gender of 96 respondents, the age of 26 years – 30 years of 55 respondents and the agenda of visiting SK Coffee Lab for the friend zone of 69 respondents. This means that it can be stated as evidence, the role of respondents is dominant in the productive phase where the role of customer relationship management is able to bring them to communicate mutual relationships to colleagues, even employees at SK Coffee Lab itself. Not only that, nowadays the friendzone agenda is more precisely as a step to build something new and at SK Coffee Lab it is also supported in terms of product innovation. This shows the role of customer relationship management and product innovation can have a good impact on achieving customer satisfaction.

Loading Factor

Determination of the loading factor value using the loading factor value is calculated > 0.5 because it is a research category that is still in the research construct development model. The test results of the loading factor value of the statement attribute have a loading factor value of < 0.5 is eliminated. Thus the loading factor value received from the construct in each

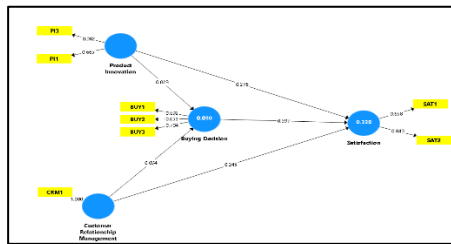attribute of the statement is the code BUY1, BUY2, BUY3, CRM1, PI1, PI3, SAT1 and SAT2 so that it is declared valid.

Figure 1. Outer Model

Cross Loading

The cross loading value is stated that with a cross loading value of > 0.5 it is acceptable and declared valid.

Based on the cross loading assessment < 0.5, elimination is carried out, so that only constructs are presented from the statement attributes BUY1, BUY2, BUY3, CRM1, PI1, PI3, SAT1 and SAT2 so that they are declared valid.

Composite Reliability

Determination of validity value using Cronbach's alpha > 0.6 and reliability value using composite reliability > 0.7.

Based on composite reliability, it is stated that Cronbach's alpha and composite reliability are feasible with the achievement of Average Variance Extracted > 0.5. Therefore, the constructs used, namely Buying Decision, Customer Relationship Management, Product Innovation and Satisfaction, are valid and reliable so that they can be used as parameters for testing structural models.

Rsquare

An assessment of the R-square (R^2) as an explanation of the exogenous construct against the endogenous construct is achieved to determine the value of the strongest model.

Tabel 3. RSquare

Construct	R Square	R Square Adjusted
Buying Decision	0,510	-0,003
Satisfaction	0,638	0,324

Based on the R-square (R2) assessment, the Buying Decision construct succeeded in mediating by 0.510 or 51% and the satisfaction construct succeeded in having an impact on influence by 0.638 or 63.8%. The achievement of the buying decision construct of 51%, the remaining 49%, while satisfaction of the remaining 63.8% did not reach 100% because it was influenced by other constructions that were not described in the study.

Fsquare

The determination of the value of Fsquare shows the goodness of using the model of the structure that has been formed. A logical Fsquare has the least value of 0.02.

Tabel 4. Fsquare

Attribute statements with constructs	FSquare
Buying Decision → Satisfaction	0,235
Customer Relationship Management → Buying Decision	0,09
Customer Relationship Management → Product Innovation	0,088
Product Innovation → Buying Decision	0,04
Satisfaction → Product Innovation	0,113

Based on the test results, the value of the buying decision construct on satisfcation was 0.235 > 0.15 with a moderate impact category; Customer Relationship Management construct on Buying Decision of 0.09 > 0.02 with small impact category; Customer Relationship Management construct to Satisfaction of 0.088 > 0.02 with moderate impact category; Product Innovation construct on Buying Decision of 0.04 > 0.02 with small impact category; and Product Innovation construct to Satisfaction of 0.113 > 0.02 with moderate impact category.

Hypothesis Test
Buying Decision Has a Significant Effect on Satisfaction

Tabel 5. Bosstrapping Hypothesis Testing

Code	Model Construct	T Statistics	P Values	Predicate	Hypothesis
H_{a1}	Buying Decision → Satisfaction	5.719	0.000	Significant	Accepted
H_{a2}	Customer Relationship Management → Buying Decision → Satisfaction	2.526	0.022	Significant	Accepted
H_{a3}	Customer Relationship Management → Satisfaction	4.126	0.000	Significant	Accepted
H_{a4}	Product Innovation → Buying Decision → Satisfaction	2.839	0.010	Significant	Accepted
H_{a5}	Product Innovation → Satisfaction	4.157	0.000	Significant	Accepted

The assessment of buying decisions has a significant effect on satisfaction with a T statistics value of 5.719 with a significance of 0.000. This proves a worthy influence. Buying decision has statement attributes covering the selection of coffee, non-coffee, food and beverage menu decisions; The right choice of products and selected products as expected. All three values of loading factor, and cross loading qualify > 0.05. SK Coffee Lab industry always provides what its customers expect. This can be proven by menu information both by visit and on SK Coffee Lab's Instagram media. Selection of coffee, non-coffee, food and beverage menu decisions; The right choice of product has an impact on customers because it is an option and can be used as a recommendation for colleagues, colleagues and friends when visiting SK Coffee Lab. The right product choice is more dominant which is the best seller of customer expressions is Iced Coffee Milk. Milk iced coffee products are indeed a mainstay for customers and are often ordered and the dominating food and beverage is the chicken rice bowl. On the other hand, the product is chosen according to customer expectations and this causes all three attributes to give a decent satisfaction assessment. The level of satisfaction felt by customers has a loading factor and cross loading value of > 0.5 and is supported by composite reliability > 0.7. Thus, the average value of laoding factor, cross loading and composite reliability is 0.572 or 57.2% for buying decisions and 0.577 or 57.7% for satisfaction. According to (al Rosyid & Pratiwi, 2022; Peemanee & Wongsahai, 2021; Sutrisno & Setyawan, 2020), pemodelan suatu keputusan dalam Customer thinking is very innovative. This indicates that customers already know and utilize some advanced technology in carrying out a consumption. For example, the availability of a system will provide an overall level of repeat purchase decisions, as using an app allows customers to access the information they need conveniently. Therefore, what is happening now is that consumer product ordering applications are able to tighten consumers buying processes. This is in line with previous research claiming that perceived benefits that represent acceptance and intent to use technology influence service usage as most consumers prioritize convenience. With the advancement of technology, online purchasing has become very convenient with a wide variety of products easily for assessment. Intention is a motivating factor that influences behavior and is an indicator of a person's efforts to act. The more determined the person, the more likely it will turn into a behavior. While the expression (Ekasari et al., 2019; Padmalia, 2019; P. Andriyani. S & Arwani, 2021), With purchasing decisions that have attributes according to customer expectations, creating a level of customer satisfaction is no longer a difficult thing. However, this makes it very easy to assess and understand deeply to improve the role of customer satisfaction on an ongoing basis. Not only that, the evidence stated by (Aryani & Desmintari, 2019), Customers who have received recommendations from colleagues will be easily influenced to decide on the purchase of a product. That is, in this

case it is more focused on proving the satisfaction of a product from peers.

Customer Relationship Management Has a Significant Effect on Satisfaction Mediated by Buying Decisions

Customer relationship assessment has a significant effect on satisfaction mediated by buying decisions with a T statistics value of 2.526 with a significance of 0.022. This proves the role of mediation exerts a significant influence. Influential customer relationship attributes that have a decent predicate are human resources who are employees at SK Coffee Lab. As employees, their role is very much in line with customer expectations. The role of the employee includes polite ethics towards customers, how to serve to customers and actively help customers when finding coffee, non-coffee, food and beverage menus that are becoming best sellers. The attributes of this statement are a reference in achieving buying decisions to increase the role of Satisfaction. The assessment of loading factor and cross loading for human resources is achieved perfectly, which is 1,000 when mediated by buying decisions on satisfaction. The determination of the value of the average validation and reliability of 1,000 is declared perfect and this is proof that the existence of a mediating buying decision will give the role of customer relationship management to work more optimally. Thus, employees at SK Coffee Lab will create a good role for customers with customer decisions when choosing what menu is their favorite. Thus, this helps customers to provide a high satisfaction value. In addition, the value of customer relationship management is able to work together to be given the role of buying decision and satisfaction with each value of 0.09 >

0.02 and 0.088 > 0.15. The finding of (Kusno et al., 2021; Song et al., 2019), shows that the role of mediation in the buying deicision is very capable of working with Customer Relationship Management. It can be seen in the role of marketing mix elements that can drive consumer purchasing decisions. One of the factors that drives purchasing decisions is a price that is able to create managerial and spontaneous communication on consumer purchasing decisions. On the other hand, (Hanaysha, 2018; Suhaimi et al., 2021; Supana et al., 2021) Product purchase decisions are taken by consumers after going through several calculations and alternative considerations. Before the choice is dropped on a particular brand product, there are several stages that consumers can go through in making a purchase decision where the process of a particular purchase decision due to the emergence of needs problems, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. This means that it requires the role of Customer relationship management as the main activity in achieving customer satisfaction. According to (Aryani & Desmintari, 2019; Fauziah et al., 2022), has brought a role that achieves a technology in Customer relationship management with the help of artificial intelligence a service activity can be decided because considering a quality brand in this case, automatically a customer satisfaction can be realized.

Customer Relationship Management Has a Significant Effect on Satisfaction

Customer relationship management has a significant effect on satisfaction with a T statistics value of 4.126 with a significance of 0.000. Although not through mediation buying

decisions, customer relationships can play a role in satisfaction. This indicates that employees at SK Coffe Lab together with their leaders have known that visiting customers need responsive and caring employees. This shows that the relationship established from customers does give full confidence to employees at SK Coffee Lab. This is indeed not an open secret, because both employees and customers already know each other and are familiar in communication. This is very important in achieving the vision built by SK Coffee Lab, where customers are prioritized and made more comfortable in the shop area. In addition, greeting each other between employees and customers is the key to a good relationship and proves employees have a humble attitude. Based on the experience of customers who were respondents, they predominantly revealed that in terms of communication, attitude, ethics and how to joke did make them familiar while at SK Coffee Lab. This means that customer relationship management is indeed able to have a significant influence on satisfaction. According to (Adnan et al., 2021; Laksmana et al., 2018; Saputra, 2019), Both a consumer product and a service product must have a customer-oriented business strategy, with the ultimate goal of maximizing company profits and customer satisfaction. CRM is defined as the coordinated integration of sales, marketing, and service strategies. CRM stores customer information and records all contacts that occur between the customer and the company, and creates customer profiles for company staff who need information about customers. Experts have different definitions of CRM. Generally. It can be concluded that CRM is a strategy and effort to establish relationships with customers and provide satisfactory service for customers. This is also in line with

opinion (Hassan et al., 2015; Rosalina et al., 2019), CRM achievements play a significant role in satisfaction because the product increases the role in the sales line so that the organization's profit appears. The number of loyal customers will increase. So the increasing competitiveness of the industry and necessary such as training employees with a role in providing better quality services to understand who builds satisfaction to achieve customer loyalty and meet expectations with CRM. This opinion is also supported by (Aprilia et al., 2022; Hwang et al., 2021), It has been carefully shown that various businesses that are able to provide great satisfaction, one of which is the coffee shop business deserves to provide the highest level of customer value for the market's product selection. Therefore, the coffee shop business can be said to have achieved product efficiency if it is able to provide maximum customer satisfaction value. Furthermore, a sustainable value creation strategy is needed. Therefore, the company's approach to various inputs and outputs. Value creation strategies are implemented to improve product performance to create flexibility in offerings by providing maximum customer value.

Product Innovation Has a Significant Effect on Satisfaction Mediated by Buying Decisions

Product innovation affects satisfaction mediated by buying decisions. Product Innovation Has a Significant Effect on Satisfaction with a T statistics value of 2.839 has a significant level sebesar 0,010. Atribut pernyataan yang layak In determining the loading factor and cross loading are variants of coffee, non-coffee, food and beverage menu products and the quality of coffee, non-coffee, food and beverage

menu products. The product variants at SK Coffee Lab are very diverse, of course, with mainstay coffee menus, non-coffee and food and beverage. Especially the best seller competence of customer expressions is Iced Coffee Milk. Milk iced coffee products are indeed a mainstay for customers and are often ordered and the dominating food and beverage is the chicken rice bowl. Review of the quality developed starting from premium coffee beans using the best roasting, the use of packaging that is safe for customers and halal. Product innovation mediated by buying decisions does give an increasing impression regarding the average value of variance from validation and reliability of 0.704 > 0.7. So it can be said that with the buying decision, increased satisfaction can provide a more feasible assessment. Based on (R. S et al., 2021; Shin et al., 2022), Prove that measuring 1) product and service innovation, 2) product innovation only, and 3) service innovation only. That company shaping product innovation tends to achieve higher innovation performance than others, despite the lower efficiency of innovation as customer availability or users understand the product innovation that is being developed further. Not only that, (Damayanti et al., 2019; Pratiwi & Arsyah, 2021), highlighting several public areas related to studies in crowded locations, that the role of product innovation cannot be separated from a visual insight. Rather it is the need for a system. Here the system is not meant as an application only. However, a procedural way of how the role of service achieves customer satisfaction is innovative. Thus, this becomes the spearhead of an organization in providing what role users expect in production innovation that is able to increase the role of decision making systematically that can be monitored

every period of days and even months. Based on (Adlin et al., 2019; Uzir et al., 2020), Proving that the innovation of product quality is the functionality and suitability of products that serve buyers and users satisfactorily. Customers who buy from favorite brands are already an inherent intuition and create comfort. Thus, customers focus on product consumption, packaging design, color shape, and physical outlook. Not much different from the findings (Adlin et al., 2019; Rusti et al., 2021; Wikhamn, 2019), Proving that the era of 4.0 with one of the role of location that serves for a common agenda, such as coffee shops stated that innovation will provide a better way to satisfy consumers. A company manager believes that innovation is a fundamental requirement for the ultimate satisfaction of customers. These results confirm previous research that product innovation is the primary focus for customer satisfaction.

Blindfolding

Based on blindfolding test, it is used to determine how well the level of relevance of relevant prediction observations from the constructs used, namely the buying decision and satisfaction constructs. This assessment shows a value on Q Square (Q2) of 0.163. The value of 0.163 is of great relevance because it exceeds the parameter of 0.050. While the construct of buying decisions on Q Square (Q2) of 0.07 > 0.05 is also stated as relevant. The level of relevance of buying decisions and satisfaction is still high satisfcation, because it has a function as endogenous and buying decisions as mediation.

Estimation Model

Based on the results of the model estimation, a value of 0.644 or 64.4% was obtained. This is stated that the

estimation model made is sufficient because it is worth > 0.5. Thus, the estimation model of the effect of product innovation and crm on satisfaction mediated purchasing decisions in the Coffee Shop Industry provides the determination of a viable model.

Importance- Performance Maps

The assessment of the level of importance and performance of the buying decision construct as mediation has a value in the area of 0.40 means it has a satisfactory value, The construct of Product Innovation and Customer Relationship Management as exogenous is in the area of 0.30 means that it has a satisfactory value and the construct of satisfaction as endogenous.
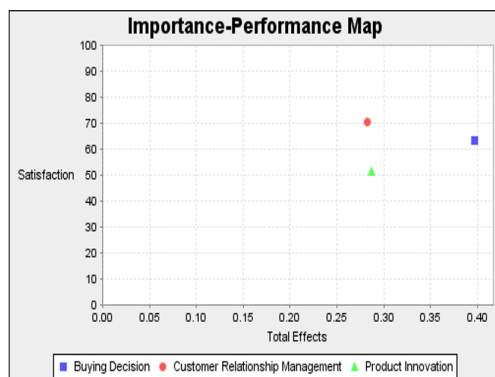

Figure 4. Importance- Performance Map

Based on importance-performance maps, it is stated that the construct studied achieves a good capacity in achieving customer satisfaction in the coffee shop industry

CONCLUSION

The conclusion of the assessment research produced with the value of each bosstrapping model showed a significant < 0.05 with the statement of the accepted hypothesis including Buying Decision

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has a significant effect on Satisfaction; Customer Relationship Management has a significant effect on Satisfaction mediated by buying decisions; Customer Relationship Management has a significant effect on Satisfaction; Product Innovation has a significant effect on Satisfaction mediated by buying decisions and Product Innovation has a significant effect on Satisfaction. The estimated model of 64.4% is stated to be very good because it > 0.5 with this construct achievement has succeeded in optimizing their respective roles. Rsquare's value of > 0.5 is considered feasible because it is used as a paremeter of exogenous product innovation constructs and customer relationship management together to influence the endogenous construct of satisfcation and is given a mediating role by buying decisions; and the level of importance map - performance of the resulting framework development model construct reached a satisfaction value of > 0.25 with a buying decision construct of 0.25 – 0.30 intervals; customer relationship management interval 0.24 – 0.30; and product innovation construct of 0.35 – 0.40 interval

The suggestion of this study, please note that by adding loyalty constructs can be used as a better model framework to increase the role of boostrapping models and estimation models. As for the object of SK Coffee Lab's research, it is stated that customer satisfaction achievements are good and require maintaining the purchasing decision side with reference to product innovation and increasing the role of more optimal customer relationship management

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