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The Mediating Role of Do-It-Yourself Behavior on the Effect of Perceived Economic Benefit, Lack of Quality, and Availability toward Customer Satisfaction in Medan Coffee Shops

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ABSTRACT

This study aims to analyze the mediating role of Do-It-Yourself (DIY) Behavior in the relationship between Perceived Economic Benefit (PEB), Perceived Lack of Quality (PLQ), and Perceived Lack of Availability (PLA) on customer satisfaction in coffee shops in Medan City. The rapid growth of coffee shops has led to fierce competition and encouraged business owners to develop innovative marketing strategies. The research employed a quantitative associative approach with 100 respondents selected through probability sampling. Data were analyzed using Partial Least Square (PLS) with SmartPLS software. The results showed that PEB negatively affects DIY but positively affects satisfaction; PLQ and PLA positively affect DIY but negatively affect satisfaction. DIY behavior negatively influences satisfaction and mediates the relationship between the independent and dependent variables. The findings emphasize that DIY strategies do not always increase satisfaction, suggesting that professional promotion and consistent quality should still be prioritized.

Keywords: Perceived Economic Benefit, Perceived Lack of Quality, Perceived Lack of Availability, Do-It-Yourself (DIY) Behavior, Satisfaction, Coffee Shop, Medan

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INTRODUCTION

The coffee shop business in indonesia, particularly in medan city, has grown significantly, reflecting changes in lifestyle and consumer behavior. Coffee shops are no longer merely places to enjoy beverages but social and creative spaces for interaction. The rapid expansion of this sector creates intense competition, pushing entrepreneurs to innovate in marketing and customer engagement. One emerging phenomenon is do-it-yourself (diy) behavior, where customers promote or share their experiences voluntarily via social media, indirectly supporting brand awareness. However, not all coffee shop owners understand or optimize this behavior strategically.

METHOD

This research uses a quantitative associative approach. The population consists of 100 coffee shop SMEs in Medan City, selected using probability sampling. Data collection was carried out using questionnaires, while data analysis employed the Partial Least Squares (PLS) method with SmartPLS. The constructs measured include Perceived Economic Benefit (PEB), Perceived Lack of Quality

(PLQ), Perceived Lack of Availability (PLA), Do-It-Yourself (DIY) Behavior, and Satisfaction. Reliability and validity tests were conducted to ensure measurement accuracy.

FINDING AND DISCUSSION

The analysis revealed that Perceived Economic Benefit (PEB) has a negative relationship with DIY Behavior but a positive relationship with Satisfaction. This indicates that while economic considerations may reduce voluntary engagement in DIY promotion, they contribute positively to overall satisfaction. Conversely, Perceived Lack of Quality (PLQ) and Perceived Lack of Availability (PLA) positively influence DIY Behavior, suggesting that perceived shortcomings may trigger corrective efforts through customer involvement or owner-driven DIY promotion. However, both PLQ and PLA negatively affect satisfaction. DIY Behavior also shows a negative direct effect on Satisfaction, indicating that self-promotion or self-managed marketing activities may not always lead to higher customer satisfaction.

CONCLUSIONS

The study concludes that Do-It-Yourself (DIY) Behavior plays a mediating role between Perceived Economic Benefit, Perceived Lack of Quality, and Perceived Lack of Availability on Satisfaction among coffee shop owners in Medan City. Although DIY activities help maintain engagement, they do not necessarily enhance satisfaction. Business owners are encouraged to balance DIY initiatives with professional marketing strategies and continuous quality improvement to sustain customer satisfaction.

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