



The Influence of Product Variety and Location on Customer Satisfaction at Maree Studio Manado Town Square

Prisilia Ruthnita Silalahi^{1*}, Maryam Mangantar², Johan Reineer Tumiwa³
Universitas Sam Ratulangi

Corresponding Author: Prisilia Ruthnita Silalahi
prisiliasilalahi062@student.unsrat.ac.id

ARTICLE INFO

Keywords: Product Variety,
Location, Customer Satisfaction

Received : 22, September

Revised : 24, October

Accepted: 26, November

©2025 Silalahi, Mangantar, Tumiwa:

This is an open-access article
distributed under the terms of the

[Creative Commons Atribusi 4.0
Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

As classified by Ministry of Tourism and Creative Economy, it divided into 17 subsectors, where photography stands out as a significant player. This study aims to analyze the influence of product variety and location on customer satisfaction at Maree Studio Manado Town Square. This research uses a quantitative approach, with data were collected through a questionnaire using a Likert scale of 1-5 from 100 respondents who are Gen Z that live in Manado and have used the service. The data were analyzed using multiple linear regression and software SPSS Version 31. The results show that both product variety and location have a significant influence both partially and simultaneously on the customer satisfaction. These findings highlight the importance of product variety and location in shaping customer satisfaction among Gen Z.

INTRODUCTION

As classified by Ministry of Tourism and Creative Economy, it divided into 17 subsectors, where photography stands out as a significant player. Through creativity and the help of technological advances, photography has consistently progressed and comes out to fresh concept where it fulfills consumer preferences and market demands that leads to new applications and business models. One of the most prominent examples of this evolution is photo studio. As photo studios evolve to meet modern demands for speed and quality, photo booths have emerged as an even quicker alternative where offering consumers instant access to both digital and printed photos. Photo booths have surged in popularity across Indonesia, particularly in urban settings and largely fueled by Gen Z. As the number of photobooth skyrocketed, the market competition is increased. Booths seek to establish appealing store atmospheres where utilizing visual elements as a tactical approach designed to boost a booth's attractiveness and highlight its distinctive features. Businesses that have embraced the aspects can induce high traffic and enhance customer satisfaction that led to survive in tight market.

Maree Studio, a studio that is known as the first who adopts Korean photobooth style in Manado. The branch at Manado Town Square is the focus area, where they open the bigger studio at there. Maree Studio offers several product variations that bring satisfaction to the customers. Providing customers with a range of choices allows them to tailor their experience to their preferences, thereby enhancing overall satisfaction. In the realm of photo booths, this includes differing backdrop styles, collections of props, and editing filters. Furthermore, when a business is conveniently located in a familiar, high traffic area, it lessens the time and effort customers must expend to get there where lead to a positive experience. Maree Studio's choice to establish itself in a major shopping area like Manado Town Square guarantees of optimal visibility and convenience for customers seeking a photobooth. Providing a diverse option of services in well-chosen locations results in a comprehensive customer experience that simultaneously meets multiple needs.

The aim of this study is to identify product variety and location influence customer satisfaction at Maree Studio Manado Town Square. This research seeks to provide empirical insight into these key factors within the photobooth industry, offering valuable information for business improvement and customer experience enhancement.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction represents the evaluation of the characteristics or features of a product or service that can lead to a degree of pleasure for the customer related to the fulfillment of their needs (Nurhastuti et al., 2024). Customer satisfaction is evaluated at the moment a product or service is acquired and utilized, as well as during the entire process of obtaining a product or service (Majeed et al., 2022).

Product Variety

The variety of products is a significant idea in marketing that represents the diverse selection of products or services available in the market (Selviasari et al., 2023). The availability of product variety has long played an important role in the industry, referring to the distinction within a brand or product line that can be distinguished by elements like size, cost, design, or other features (Navanti et al., 2024).

Location

Location means a place where business activities are conducted, chosen strategically to enhance operations and foster business growth (Karim, 2023). A strategic location plays a role in the business's sustainability by making potential customers interested in coming and have a purchase, that boosts satisfaction and enhances repeat visits (Fauzi et al., 2023).

The Relationship among Product Variety, Location and Customer Satisfaction

Product variety and location are two crucial factors that can simultaneously affect customer satisfaction levels. When a business offers a variety of product choices that suit consumers' needs and preferences, and is located in a strategic and easily accessible location, customers will feel more cared for and facilitated. This finding is in line with the research of Izzah et al. (2024), which shows that both product variation and store location have a positive influence on customer satisfaction.

H_1 : *Product Variety and Location has Influence on Customer Satisfaction Simultaneously.*

The Relationship between Product Variety and Customer Satisfaction

The greater product selection options create a perception of added value that can improve the shopping experience and drive customer satisfaction. When consumers feel that the available choices can meet their desires, their level of satisfaction tends to increase. Research conducted by Lestari & Manafe (2023) supports this finding by showing that product variety exert a significant influence on customer satisfaction at Kedai77.

H_2 : *Product Variety has Influence on Customer Satisfaction Partially.*

The Relationship between Location and Customer Satisfaction

Customer satisfaction is significantly influenced by location factors, because a strategic and easily accessible location can increase the convenience and efficiency of customer time in obtaining products or services. When a business is located close to the target market, has good transportation access, and is in a safe and comfortable environment, customers tend to feel more satisfied because of the convenience provided. This is supported by Maulana & Jasmani (2024) demonstrates that location significantly influences consumer satisfaction.

H_3 : *Location has Influence on Customer Satisfaction Partially.*

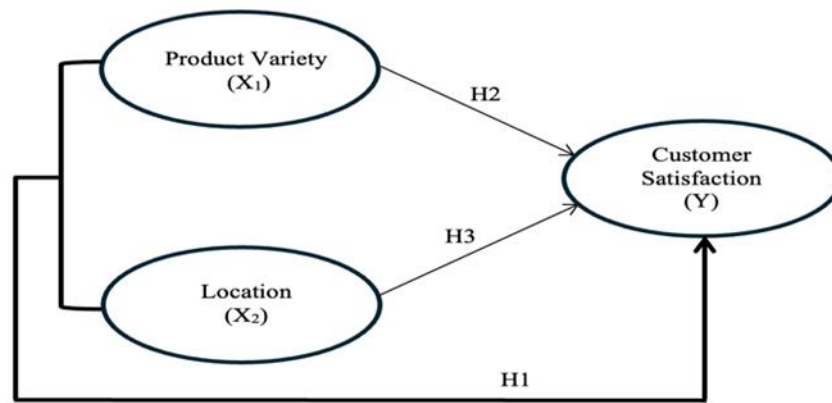


Figure 1. Conceptual Framework

METHODOLOGY

This research adopts a quantitative approach. The population as Maree Studio customers who are categorized Gen Z, but the exact number cannot be ascertained. Using Rao Purba's formula, the minimum sample of this research is 97, the number of respondents was extended to 100 respondents. This research uses non-probability sampling which is a purposive sampling, where there are criterias that must follow: (1) Lives in Manado City; (2) Gen Z aged 12-28 years; (3) Used the service of Maree Studio Manado Town Square. The data were collected through the distribution of questionnaires. The data were analyzed using multiple linear regression analysis, managed using SPSS.

RESEARCH RESULT

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristic	Description	Quantity	Percentage %
Gender	Male	22	22
	Female	78	78
Age	13-17 years old	18	18
	18-22 years old	66	66
	23-28 years old	16	16
Occupation	Student	79	79
	Worker	7	7
	(Employee/Professional)		
	Entrepreneur	6	6
	Unemployed/Seeking on Job	8	8

This research involved 100 respondents who completed an online questionnaire via Google Form. All respondents were from the Manado. Demographically, 78% of respondents were female, while 22% were male. In terms of age, the majority of respondents were between 18 and 22 years old, accounting for 66% of the total participants. Meanwhile, based on occupation, the majority were students (79%), followed by unemployed or job-seeking respondents (8%), workers (7%), and entrepreneurs (6%).

Validity Test

Table 2. Validity Test Result

Variable	Indicator	Validity			Status
		r-count	r-table	Sig	
Product Variety (X1)	X1.1	0.719	0.196	<.001	Valid
	X1.2	0.714	0.196	<.001	Valid
	X1.3	0.617	0.196	<.001	Valid
	X1.4	0.567	0.196	<.001	Valid
Location (X2)	X2.1	0.456	0.196	<.001	Valid
	X2.2	0.524	0.196	<.001	Valid
	X2.3	0.441	0.196	<.001	Valid
	X2.4	0.627	0.196	<.001	Valid
	X2.5	0.575	0.196	<.001	Valid
Customer Satisfaction (Y)	Y.1	0.545	0.196	<.001	Valid
	Y.2	0.657	0.196	<.001	Valid
	Y.3	0.636	0.196	<.001	Valid
	Y.4	0.698	0.196	<.001	Valid

Based on Table 2, all items had r-count above 0.196 and significance levels below 0.05, indicating all met the validity criteria. This concludes all the items of variable Product Variety (X1), Location (X2) and Customer Satisfaction (Y) were declared valid, therefore all statements are suitable for use in this research.

Reliability Test

Table 3. Reliability Test Result

Cronbach's Alpha	N of Items	Status
0.742	13	Reliable

Based on Table 3, it showed the overall Cronbach's alpha value for the 13 items is above 0.60, indicating that the questionnaire items that measuring the variables are reliable.

Normality Test

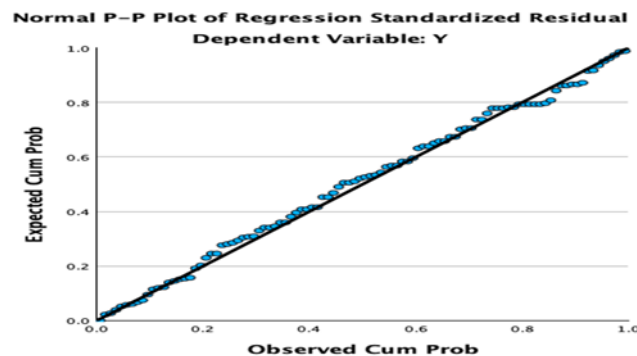


Figure 2. Normal P-Plot Graphic

The graph shows that the data points align closely with the diagonal line, which represents a normal distribution. The closeness of the points to the line suggests that the data follow a normal distribution pattern. Thus, it can be concluded that the data in this study are normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Result

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Product Variety (X1)	0.832	1.202	No Multicollinearity
Location (X2)	0.832	1.202	No Multicollinearity

Table 4 shows that both independent variables, X1 and X2, have tolerance values of 0.832, exceeding 0.10, and VIF values of 1.202, below 10. This confirms that the model has no multicollinearity issues.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Result

Model	Sig.
Product Variety (X1)	0.803
Location (X2)	0.327

Table 5 presents the Glejser test results, where X1 has a significance value of 0.803 and X2 has 0.372. Since both values exceed 0.05, it can be concluded that the regression model is free from heteroscedasticity.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.890	1.415		2.043	.044
	X1	.437	.078	.434	5.624	<.001
	X2	.370	.067	.425	5.514	<.001

a. Dependent Variable: Y

Table 6 shows that the constant value of 2.890, indicating that the predicted value of Y when X1 and X2 are equal to 0. The regression coefficients for each variable indicate a positive influence, namely product variety (0.437) and location (0.370). This means that each unit increase in each independent variable contributes to increase dependent variable, in accordance with the coefficient value.

F-test (Simultaneous test)

Table 7. F-test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	185.024	2	92.512	52.559	<.001b
	Residual	170.736	97	1.760		
	Total	355.760	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Table 7 presents the significance value was obtained at <0.001, which is far below 0.05. Furthermore, F-count (52.559) > F-table (3.09) which means product variety and location have simultaneously influence on customer satisfaction.

T-test (Partial test)

Table 8. T-test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.890	1.415		2.043	.044
	X1	.437	.078	.434	5.624	<.001
	X2	.370	.067	.425	5.514	<.001
a. Dependent Variable: Y						

Table 8 shows that the two variables: product variety (X1) has t-count of 5.624 and a significance value of <0.001; location (X2) has t-count of 5.514 and a significance value of <0.001. Since all t-count > t-table, which the t-table is 1.985, and significance value <0.05, each variable is shown to have partial significant influence on customer satisfaction.

Coefficient of Determination Test (R2)

Table 9. Coefficient of Determination Test (R2) Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721a	.520	.510	1.327
a. Predictors: (Constant), X2, X1				

Based on Table 9, it presents the Adjusted R Square 0.510 as it means 51.0% of the variation in the dependent variable can be accounted for by the independent variables in the model, while the remaining 49.0% is affected by other factors outside the model of this study.

DISCUSSION

The Influence of Product Variety and Location on Customer Satisfaction

Based on F-test result, H1 is accepted that means both variables, product variety and location, have simultaneously and significant influence on customer satisfaction at Maree Studio Manado Town Square. A diverse selection of products offered by Maree Studio gives customers more choices that fit their individual needs and preferences. By offering options that cater to different tastes, the overall shopping experience becomes more satisfying. At the same time, Maree Studio's strategic location within Manado Town Square contributes significantly to customer satisfaction. The accessibility, convenience, and comfort provided by this location reduce barriers for customers to visit, making it easier for them to engage with the brand. Together, they create a synergy that improves customer perceptions, fosters trust, and drives positive shopping behaviors, proving that satisfaction depends both on what is offered and how conveniently it can be reached. This finding is in line with Izzah et al. (2024), who found that product variety and location, along with other factors, simultaneously influence customer satisfaction in baby shop retail.

The Influence of Product Variety on Customer Satisfaction

Based on t-test result, H2 is accepted that means product variety significantly influence customer satisfaction at Maree Studio Manado Town Square partially. When customers encounter multiple options, they perceive the store as more responsive and accommodating, which enhances their overall satisfaction. A diverse assortment reduces the risk of dissatisfaction because it ensures that customers with varying tastes and demands can all find suitable products within Maree Studio. By offering diverse product attributes, Maree Studio increases the perceived value of the shopping experience and allows customers to feel that their unique needs are being acknowledged and fulfilled. This aligns with previous study from Cahayani et al. (2025) that highlight with greater options are available, customers feel empowered to select the best fits their needs, leading to a more tailored and satisfying shopping experience.

The Influence of Location on Customer Satisfaction

Based on t-test result, H3 is accepted that confirming location partially influences customer satisfaction at Maree Studio Manado Town Square. The place where a business operates is its location, which should be conveniently reachable for customers. A well-chosen location minimizes customer effort in accessing the business, while also enhancing the perceived value of the products or services offered. The studio is being situated in a central shopping area allows easy access for both regular visitors of the mall and new potential customers. The integration of comfort, accessibility, and visibility creates a positive shopping atmosphere that directly enhances customer satisfaction. This aligns with the study by Maulana & Jasmani (2024), which shows that location has a significant impact on consumer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis, the two independent variables were proven to have a positive and significant influence on customer satisfaction at Maree Studio Manado Town Square partially and simultaneously. With the variety of products offered and the easily accessible location, Maree Studio is able to provide more possibilities for customers to find products that suit their preferences and offer convenience and comfort. Together, these two factors reinforce positive customer perceptions of Maree Studio.

The studio is advised to continuously evaluate its product variety by adapting to market trends, needs, and customer preferences to remain competitive. Its strategic location can be further optimized by enhancing existing supporting facilities, such as improving space comfort, expanding customer-friendly services, and enriching the store atmosphere for a more enjoyable experience.

ADVANCED RESEARCH

This study is limited to two main variables: product variety and location. Therefore, further research is recommended to expand the study by adding other variables such as price, service quality, or promotion to obtain a more comprehensive picture of the factors influencing customer satisfaction. Furthermore, using different research objects or a wider range of respondents can also be used to compare results and enrich scientific understanding of the factors that play a role in increasing customer satisfaction.

REFERENCES

- Cahayani, N., Riorini, S. V., Maythili, M., & Santoso, D. V. (2025). Consequences of Online Shopping Attributes on E-Commerce Customers. *Jurnal Ilmiah Manajemen Kesatuan*, 13(1), 65–72. <https://doi.org/10.37641/jimkes.v13i1.3031>.
- Fauzi, A., Suyana, H., & Oktavia, D. (2023). The Influence of Service Quality, Product Quality, Price Perception and Location on Visitor Satisfaction. *Marketing and Business Strategy*, 1(1), 13–22. <https://doi.org/10.58777/mbs.v1i1.156>.
- Izzah, A. L. N., Rosmaniar, A., & Futuwwah, A. (2024, June 20). The Impact of Product Variation, Pricing, and Store Location on Customer Satisfaction in Baby Shop Retail: A Case Study of Dinda Baby Shop in Surabaya. *Proceedings of the 1st International Conference on Economics and Business*,. <https://doi.org/10.4108/eai.2-8-2023.2341530>.
- Karim, A. (2023). The Influence Of Location On Purchase Decisions Through Increasing Sales Volume. *Indonesian Interdisciplinary Journal Of Sharia Economics (Iijse)*, 6(3), 3191–3205. <https://doi.org/10.31538/Iijse.V6i3.4224>.
- Lestari, S., & Manafe, L. A. (2023). THE INFLUENCE OF PRODUCT VARIETY AND CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION. *Business and Accounting Research (IJEBar) Peer Reviewed-International Journal*, 7(3). <https://doi.org/10.29040/ijebar.v7i3.10936>.

- Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2028331>.
- Maulana, S., & Jasmani. (2024). The Effect Of Service Quality And Location On Consumer Satisfaction At Intan Motor Workshop In Cibeber, Bogor Regency. *Kompartemen: Kumpulan Orientasi Pasar Konsumen*, 2(2), 26–36. <https://doi.org/10.56457/kompartemen.v2i2.705>.
- Navanti, D., Sri, D., Giningroem, W. P., Indra, C., & Setyawati, N. W. (2024). Consumer Preferences: Exploring Brand Awareness, Product Variation, and Purchase Intentions in Purchase Decisions. *Majalah Ilmiah Bijak*, 21(1), 173–186. <https://doi.org/10.31334/bijak.v21i1.3778>.
- Nurhastuti, E. F., Prabowo, H., & Indiworo, Rr. H. E. (2024). Pengaruh Price dan Experiential Marketing Terhadap Revisit Intention Melalui Customer Satisfaction Sebagai Variabel Intervening Pada Customer Puninoth Studio Self Photo Studio Semarang. *Jurnal Ilmiah Manajemen, Bisnis Dan Kewirausahaan*, 4(1), 69–85. <https://doi.org/10.55606/jurimbik.v4i1.738>.
- Selviasari, R., Sudarmiatin, & Wardana, L. W. (2023). The Effect Of Digital Marketing And Product Variety On Purchasing Decisions Mediated By Brand Image In Bakso President. *Jurnal Riset Dan Inovasi Manajemen*, 1(4), 52–70. <https://doi.org/10.59581/jrim-widyakarya.v1i4.1396>.