



The influence of service quality, store atmosphere, pricefairness and customer satisfaction on consumer loyalty at Sallo Coffee in Jakarta

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ARTICLE INFO

Article history:

Received Jan 31, 2024

Revised Feb 04, 2024

Accepted Feb 12, 2024

Keywords:

Consumer Behaviour;
Customer Loyalty;
Customer Satisfaction;
Pricefairness;
Service Quality.

ABSTRACT

This study aims to analyse whether service quality, store atmosphere, and pricefairness have an influence on customer loyalty either directly or using the customer satisfaction variable as the mediation. This research is quantitative research with a causal approach. The findings of this research aim to benefit the food and beverage industry, particularly the coffee shop company. The sampling procedure was carried out by non-probability sampling with a purposive sampling approach. The total number of respondents used was 225 respondents. The data was processed using SmartPLS version 3.2.9. Based on the test results conducted, it is stated that the service quality and price fairness variables affect customer loyalty. However, the store atmosphere variable has no influence on customer loyalty at Sallo Coffee. while the customer satisfaction variable fails to mediate the three variables with the customer loyalty variable.

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INTRODUCTION

Starting the day with a cup of coffee has become part of the culture from Gene X to millennials in Indonesia. In 2023, up to 79% of Indonesian people from young to adult will consume coffee every day (Snapcart, 2023). The report from Momentum Works also stated that Indonesia dominates the modern coffee market in Southeast Asia as of 2023 (Annur, 2023). The profit generated by a coffee shop in Indonesia reaches 35-40% of its total product sales (Gumiwang, 2018). Based on the information gathered, it can be concluded that opening a coffee shop presents a promising opportunity for F&B entrepreneurs. In the endeavour to run and succeed in an F&B business like a coffee shop, entrepreneurs need to enhance customer loyalty.

Customer loyalty is a commitment expressed by customers to buy or support a product they like in the future despite the potential influence of situations or factors that might lead them to switch (Kotler & Keller, 2016). A previous research conducted by (Lee & Kim, 2021) stated that customer loyalty refers to the desire of returning, the frequency of use, the degree of top consideration when choosing a coffee shop, and the readiness to visit continually . In the context of

a coffee shop, this indicates that to retain customers, a coffee shop needs to create a positive experience that builds commitment and provides advantages that can surpass its competitors.

Sallo Coffee is one of the modern coffee shops located in central Jakarta. Modern coffee shops offer a diverse range of coffee flavors and also provide a comfortable atmosphere for socializing or working (Raniya et al., 2023). Besides selling various coffee flavors and snacks, Sallo Coffe also provides a pleasant store atmosphere and excellent services. However, based on field observations conducted over the past three months, it is known that customer density at Sallo Coffee is particularly high on fridays and saturdays only. Through the observations, it is also noted that loyal customers consistently visit on Fridays, ranging from 50 to 60 individuals, and on Saturdays, the number of loyal customers varies from 70 to 80 people. Observations have revealed an uneven distribution in the customer influx at Sallo Coffee, subsequently influencing the establishment's revenue. This study aims to analyze the influence of service quality, store atmosphere, and pricefairness on customer loyalty, which is mediated by customer satisfaction. The outcomes of this research are intended to benefit the food and beverage industry, particularly the coffee shop company. This study's findings are aimed at bringing new insights into management science, particularly empirical evidence on the effect of service quality, store atmosphere, and pricefairness on customer loyalty in the coffee shop industry.

A previous study indicates that when a coffee shop serves as a socialization and relaxation hub for customers, it can boost customer loyalty (Nurhasanah & Dewi, 2020). When a coffee shop has a positive atmosphere, it can enhance customer loyalty (Rachman et al., 2021). Several studies conducted also found that customer satisfaction is able to mediate store atmosphere on customer loyalty (Marso & Idris, 2022; Mudjiyanti & Sholihah, 2022).

Service quality is the action or behaviour of an individual or organization aimed at providing satisfaction to both customers and employees (Kasmir, 2017). A previous study mentioned that service quality influences customer loyalty (San et al., 2022). From both studies indicated that when a coffee shop has a great service quality it can increase customer loyalty. Regarding to store atmosphere and service quality, while previous studies have suggested a positive influence of store atmosphere on customer loyalty, but the current research by (Alfiansyah et al., 2024) complicates this picture. Their findings indicate that this positive effect may not be solely attributed to store atmosphere, as service quality does not appear to act as a mediator to customer loyalty. There are several types of service quality in F&B industry such as Coffee shop, which is servicescape, five aspects meal model (FAMM), Servqual, Lodgeserv, and Dineserve (Lee & Kim, 2021). In this research, the service quality that is being analyzed is the dineserve. This model is the most suitable and reliable for measuring the level of service satisfaction (Nashat Matin et al., 2021). There are five dimensions of dineserve service quality were employed to examine each relevant aspect associated with measuring the level of service satisfaction, which are tangible, reliability, responsiveness, assurance, and empathy (Stevens et al., 1995)

Pricefairness is also one of the variables that will be analyzed in this research. Pricefairness can be described as the evaluation used by consumers to determine whether the price assigned to a product is appropriate or not (Jin et al., 2016). When the price of a product is unreasonable, it can evoke negative feelings among customers and will lead to customer dissatisfaction (Abdullah et al., 2018). On the other side, when the price is reasonable or fair, it can influence customer satisfaction, which leads to customer loyalty (Dhisasmito & Kumar, 2020; San et al., 2022). The previous study conducted by (San et al., 2022) also stated that pricefairness could influence customer loyalty. The current research conducted by (Fiqqih, 2023) regarding to the effect of pricefairness on customer loyalty stated that pricefairness does not have a significant effect on customer loyalty.

Customer satisfaction is the positive or negative emotion displayed by customers after comparing their perceptions, performance, or outcomes of a product with their expectations and desires (Tjiptono, 2020). Customer satisfaction is also one of the key drivers that establish a long-term connection between the company and its customers (Kotler & Armstrong, 2008). Customers

who are satisfied with the products or services, including those who perceive fair pricing, are more likely to become loyal patrons over the long term (Dhisasmito & Kumar, 2020). In a conclusion from the previous research stated that that customer satisfaction can mediate the impact of pricefairness on customer loyalty in a coffee shop.

RESEARCH METHOD

The method used in this study is quantitative research with a causal approach that serves to determine the relationship between two or more variables (Sugiyono, 2013). The population of this study was the customers of Sallo Coffe located in central Jakarta. The sampling procedure was executed with non-probability sampling with a purposive sampling approach (Sekaran & Bougie, 2016). To determine the number of respondents, it is recommended a sample size of 5 to 10 times the number of indicators (J. F. Hair et al., 2019). The total indicators used in this research were 45 indicators, and the number of respondents determined in this study was around 225 respondents, while the data that has been collected was around 227 respondents. The data collection approach employed in this study is an online questionnaire that will be sent via Google Form. The measurement scale in this study uses a Likert scale interval scale utilizing numbers 1-5 to indicate the intensity of agreement or disagreement with the questions or assertions presented in the questionnaire (Sugiyono 2017). This research utilizes two data sources: primary data, gathered from filled questionnaires by respondents, and secondary data, obtained from reports, articles, and websites. The research employs multivariate data analysis through the variance-based Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, processed using the SmartPLS 3.2.9 application. The model evaluation comprises two primary stages, which are the outer and inner models (J. F. Hair et al., 2022). The outer model encompasses Convergent validity, construct reliability and validity, and Discriminant validity. The inner model consists of Hypothesis Testing (J. F. Hair et al., 2022).

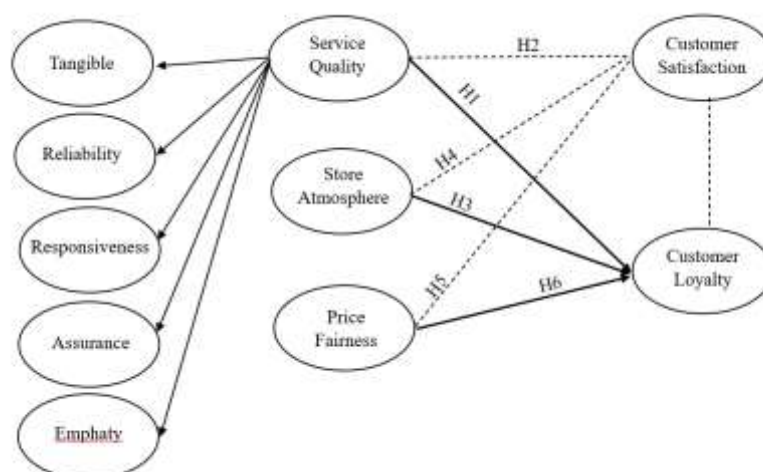


Figure 1. Research Model

Figure 1. display the research model and the hypothesis that will be analyzed :

H1: There is an influence of Service Quality on Customer Loyalty at Sallo Coffee.

H2: There is an influence of Service Quality on Customer Loyalty which is mediated by Customer Satisfaction at Sallo Coffee.

H3: There is an influence of Store Atmosphere on Customer Loyalty at Sallo Coffee.

H4: There is an influence of Store Atmosphere on Customer Loyalty with Customer Satisfaction as mediation at Sallo Coffee.

H5: There is an influence of Pricefairness on Customer Loyalty at Sallo Coffee.

H6: There is an influence of Pricefairness on Customer Loyalty with Customer Satisfaction as mediation at Sallo Coffee.

RESULTS AND DISCUSSION

In thesis research, the respondent profile describes the characteristics of the individuals participating in the study. This profile typically includes demographic information like gender, age, education level, occupation, and regional origin. By understanding the respondents' profiles, the researcher can better contextualize the findings and assess their applicability to the target population.

Table 1. Responden Demographic

Code	Gender	Frequency	Percentage (%)
L	Laki-laki	139	61,2
P	Perempuan	88	38,8
Code	Occupations	Frequency	Percentage (%)
CS	Civil Servants	39	17,2
PE	Private Employees	105	46,3
E	Entrepreneur	19	8,4
S	Students	49	21,6
F	Freelancer	15	6,6
Code	Domicili	Frekuensi	Persentase
J	Jabodetabek	212	93,4
OJ	Outside Jabodetabek	15	6,6

Table 1 presents the demographic data of the respondents in this study. Based on the table, it is evident that 61.2% of the respondents who completed the questionnaire were predominantly male, constituting a total population of 139 respondents. Regarding to employment categories, as indicated in the table, the majority work as private employees, comprising 105 respondents or 46.3% of the total. Following this, student consumers account for 49 respondents or 21.6%, civil servants make up 39 respondents or 17.2%, entrepreneurs constitute 19 respondents or 8.4%, and the remaining customers have work backgrounds as freelancers, totalling 15 respondents or 6.6%. In terms of domicile, the data reveals that 212 respondents, equivalent to 93.4%, are from the Jabodetabek area, while the remaining 15 respondents, constituting 6.6% of the total, are Sallo Coffee consumers from outside the Jabodetabek region.

Outer Model Evaluation

a. Convergent Validity

Convergent validity emerges when scores obtained from two distinct measurement instruments assessing the same concept exhibit a high correlation. The convergent validity test is conducted to confirm that the measurement instrument consistently assesses constructs aligned with other measurement instruments that have been demonstrated to be valid (Sekaran & Bougie, 2016).

Outer loading is deemed reliable when its value surpasses 0.7. However, if the value falls within the range of 0.4 to 0.7, the decision to retain the indicator is contingent on examining the Average Variance Extracted (AVE) value, which should not less than 0.5 (J. F. Hair et al., 2019).

Table 2. Convergent Validity

Variabel Type	Variable	Indicators	Outer Loading
Dependent	Customer	CL1	0.958
		CL2	0.961
		CL3	0.966

Variabel	Loyalty	CL4	0.954
		CL5	0.960
Intervening Variable	Customer Satisfaction	CS1	0.953
		CS2	0.969
		CS3	0.958
		CS4	0.947
		CS5	0.961
Independent Variable	Pricefairness	PF1	0.974
		PF2	0.972
		PF3	0.972
		PF4	0.978
		PF5	0.979
Independent Variable	Store Atmosphere	SA1	0.937
		SA2	0.954
		SA3	0.954
		SA4	0.933
		SA5	0.951
		SQA 1	0.885
		SQA 2	0.802
		SQA 3	0.897
		SQA 4	0.864
		SQA 5	0.858
		SQE 1	0.811
		SQE 2	0.853
		SQE 3	0.873
		SQE 4	0.841
		SQE 5	0.866
Independent Variable	Service Quality	SQR 1	0.841
		SQR 2	0.845
		SQR 3	0.815
		SQR 4	0.841
		SQR 5	0.854
		SQRS 1	0.837
		SQRS 2	0.818
		SQRS 3	0.867
		SQRS 4	0.867
		SQRS 5	0.848
Independent Variable	Service Quality	SQT 1	0.773
		SQT 2	0.833
		SQT 3	0.818
		SQT 4	0.788
		SQT 5	0.825

Table 2 shows the convergent validity value which obtained from the loading factor value. The following is the information used in the table above: CS (Customer Satisfaction), CL (Customer Loyalty), PF (Pricefairness), SA (Store Atmosphere), SQ (Service Quality), SQT (Service Quality Tangible), SQR (Service Quality Reliable), SQRS (Service Quality Responsiveness), SQA (Service Quality Assurance), SQE (Service Quality Emphaty).

The results of the convergent test show the outer loading of each indicator with a value above 0.7, which means all the indicators that are used in this research are accepted or valid.

b. Construct Reliability and Validity

The Average Variance Extracted (AVE) is employed as a test to assess construct validity. Constructs with indicators or variables yielding low AVE values may lack adequate convergent validity. A construct is considered valid if it attains an AVE value greater than 0.5 (Hair et al., 2022). The construct reliability value is determined by assessing both the Cronbach's alpha value and the composite reliability value (Hair et al., 2022). The Cronbach's alpha value and reliability coefficient should both surpass 0.7, and the composite reliability value is anticipated to fall within the range of >0.7 to >0.95 for the construct value to be deemed reliable.

Table 3. Construct reliability and validity

Variabel	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Customer Loyalty	0.979	0.983	0.921
Pricefairness	0.987	0.990	0.950
Customer Satisfaction	0.977	0.982	0.917
Service Quality	0.983	0.984	0.708
Store Atmosphere	0.971	0.977	0.895

According Table 3 the AVE value for each variable exceeds 0.5, signifying the validity of all components. Additionally, the composite confidence score for each variable surpasses 0.7, demonstrating that each variable meets the combined reliability criteria, indicating a high level of reliability. Moreover, the Cronbach's alpha value for each variable exceeds 0.70, affirming the reliability of each variable.

c. Discriminant Validity

The discriminant validity test is used to ensure that the constructs or variables in the study are different from one another. The assessment of discriminant validity on SEM-PLS can be accomplished by employing the Fornell-Lecker test for analysis (J. Hair et al., 2010). The process was conducted by comparing the square root of the AVE value with the latent variable correlations. Specifically, the square root of each construct's AVE should be greater than its highest correlation with other constructs.

Table 4. Discriminant Validity Test Using Fornell Larcker Criterion

	CL	PF	SQA	SQE	SQR	SQRS	SQT	CS	SQ	SA
Customer Loyalty	0.960									
Pricefairness	0.821	0.975								
Service Quality Assurance	0.804	0.739	0.965							
Service Quality Emphaty	0.789	0.743	0.803	0.931						
Service Quality Reliable	0.699	0.636	0.676	0.720	0.965					
Service Quality Responsive	0.715	0.684	0.754	0.766	0.684	0.967				
Service Quality Tangible	0.69	0.611	0.701	0.744	0.778	0.669	0.924			
Customer Satisfaction	0.812	0.795	0.758	0.793	0.646	0.667	0.620	0.958		
Service Quality	0.837	0.773	0.893	0.912	0.870	0.877	0.874	0.789	0.841	
Store Atmosphere	0.763	0.731	0.706	0.868	0.613	0.666	0.607	0.787	0.783	0.946

Table 4 shows all values in the discriminant validity test using Fornell Lecker have higher quadrant roots than the correlation values with latent variables, which indicates that the construct that has been measured has good discriminant validity.

Inner Model Evaluation

a. Hypothesis Testing

The hypothesis testing involved the analysis of path coefficients and parameter coefficient values, p-values, and the significance of t-statistics. A path coefficient value less than 0 indicates a negative influence, while a value of 0 suggests a positive influence. The significance of the hypotheses was evaluated based on t-statistic values exceeding 1.645 at a 5% significance level ($p < 0.05$) (J. F. Hair et al., 2022).

Table 5. Path Coefficient

Hypothesis	Original Sample	T Statistics	P Values	Descriptions
H1 Service Quality -> Customer Loyalty	0.364	2.389	0.009	Supported
H2 Service Quality -> Customer Satisfaction -> Customer Loyalty	0.056	1.454	0.073	Not Supported
H3 Store Atmosphere -> Customer Loyalty	0.084	0.955	0.170	Not Supported

H4	Store Atmosphere -> Customer Satisfaction -> Customer Loyalty	0.068	1.550	0.061	Supported Not
H5	Pricefairness -> Customer Loyalty	0.308	2.812	0.003	Supported
H6	Pricefairness -> Customer Satisfaction -> Customer Loyalty	0.077	1.880	0.030	Supported

H1: Service quality influences customer loyalty

According to Table 5, it is shown that service quality can influence customer loyalty. It is proven with the p-value below 0.05 and the t statistics value above 1.645. The service quality variable also demonstrates a higher value compared to other variables influencing customer loyalty. This is evident from the original sample value of service quality to customer loyalty, which registers 0.364. This signifies a substantial impact of service quality on customer loyalty. The results of the study supported previous research conducted by (San et al., 2022) and also proven by the theory made by (Kasmir, 2017), which states that the higher the service quality given, the higher the chances of customer loyalty increases.

H2: Service quality influences customer loyalty mediated by customer satisfaction.

According to Table 5, the outcomes from this research find that customer satisfaction is not able to mediate the influence of service quality on customer loyalty in Sallo Coffee. It is proven with the P value above 0.05 and the t statistics below 1.645. The original sample also shows that this hypothesis has the lowest impact on customer loyalty. Previous research conducted by (Lee & Kim, 2021) revealed the same findings, stating that customer satisfaction does not act as a mediator in influencing the impact of service quality on customer loyalty. Even when the customer is satisfied with the services that have been given, it doesn't make the customer of Sallo Coffe to be loyal.

H3: Store atmosphere influences customer loyalty.

The outcomes from Table 5 state that the store atmosphere of Sallo Coffe does not influence customer loyalty. It can be seen from the p-value with the value above 0.05, and the t-statistic value is not greater than 1.645. The findings of this study are not in line with the study conducted by (Nurhasanah & Dewi, 2020; Rachman et al., 2021), which stated that store atmosphere influences customer loyalty.

H4: Store atmosphere influences customer loyalty mediated by customer satisfaction.

The findings shown in Table 5, stated that customer satisfaction cannot mediate the influence of store atmosphere toward customer loyalty. It is proven with the P value above 0.05, and the t statistics do not surpass 1.645. The findings are not in line with the previous research (Marso & Idris, 2022; Mudjiyanti & Sholihah, 2022)

H5: Pricefairness influences customer loyalty.

According to the outcome shown in Table 5, the results of the study show that pricefairness influences customer loyalty. It is proven with the p-value is below 0.05, and the t statistics surpass the minimum criterion, which is 1.645. From the original sample it can be seen that pricefairness is the second variable that has a big impact on customer loyalty, it is indicated that when the price is fair enough with what the customers get, it will increase their loyalty to Sallo Coffe. This findings are also in line with previous research conducted by (Dhisasmito & Kumar, 2020; San, 2022).

H6: Pricefairness influences customer loyalty mediated by customer satisfaction.

The last hypothesis test in Table 5 shows that customer satisfaction can mediate the influence of pricefairness toward customer loyalty in Sallo Coffe. It is proven with the p-value bellow 0.05 and the t-tastic above the minimum criterion which is 1.645. The findings indicates

that the customer of Sallo Coffee satisfied with the price in Sallo Coffee and it influence them to be loyal. The findings of this research in a line with a research conducted by (San et al., 2022) which stated that customers who believe the price of a product or service is reasonable are more likely to be happy and loyal to the coffee shop. Coffee shops should attempt to maintain a fair pricing plan to promote client happiness and loyalty.

CONCLUSION

By analyzing service quality, store atmosphere, price fairness, and customer satisfaction at Sallo Coffee in Jakarta, this research offers valuable insights applicable to the broader food and beverage industry, particularly the coffee shop sector. Primarily aimed at entrepreneurs in the F&B business, especially those in coffee shops, the study reveals the strong influence of service quality and price fairness on customer loyalty. Interestingly, it also finds that store atmosphere and customer satisfaction had no significant impact on loyalty in this specific case.

According to the aforementioned investigation, it has been determined that the variables of service quality and price fairness have an impact on consumer loyalty at Sallo Coffee. These two variables have a significantly higher original sample value in comparison to the other variables examined in this study regarding to customer loyalty. The original sample value in the route coefficient indicates the direction and magnitude of the relationship between exogenous and endogenous variables, as determined by observed sample data (Wong, 2013). It indicates that these two variables are important variables that Sallo Coffe should maintain. Meanwhile, for the store atmosphere, the results of this study stated that store atmosphere does not influence customer loyalty. It indicates that the loyalty of customers at Sallo Coffee does not come from the store atmosphere but is based on service quality and price fairness that they give. This study also found that customer satisfaction can't mediate the influence of service quality, store atmosphere, and price fairness toward customer loyalty in Sallo Coffe. It suggests that customers at Sallo Coffee directly form their loyalty based on these factors without needing satisfaction as an intermediary step.

Regarding the results of the analysis that has been discussed above, Sallo Coffee should concentrate on enhancing service quality and ensuring fair pricing. To achieve this, the focus should be on consistently delivering outstanding service and maintaining competitive prices for its clientele. This may involve investments in staff training, ensuring swift and efficient service, and offering competitive pricing on products (Hride et al., 2022). Additionally, as the analysis reveals that the store atmosphere at Sallo Coffee does not influence customers to be loyal, it is essential for Sallo Coffee to enhance the store atmosphere. According to the respondent profile that has been described in Table 1, most of the customers who visit Sallo Coffe work as private employees. They only visit Sallo Coffee during their free time after work to wait for the traffic to end, so the atmosphere is not something that will influence the customer to be loyal. But Sallo Coffee could make some improvements in their atmosphere also by implementing improvements such as playing lively music, providing comfortable seating, and maintaining a clean and well-kept environment. It is hoped that the customers will feel more comfortable and will return again to Sallo Coffee even when it is holiday.

An excerpt from the Harvard Business Review website, titled "Do Rewards Really Create Loyalty?", discusses the topic of rewards and loyalty. Implementing a loyalty program can serve as a valuable strategy to acknowledge and incentivize customer loyalty, promoting repeat business (O'Brien & Jones, 1995). Sallo Coffee may contemplate introducing a loyalty program that provides rewards for actions such as repeat purchases, reaching a specific spending threshold, or referring friends. According to a survey conducted by McKinsey, those who are part of paid loyalty programs are 60% more inclined to continue making purchases from the brand, in contrast to a 30% likelihood for those in free loyalty programs (Boudet & Huang, 2020). In conclusion, offering rewards and benefits, loyalty programs create a positive reinforcement loop, motivating customers

to make repeated purchases at the same stores (Işoraitè, 2019). This recommendations is expected to boost both the frequency of customer visits and overall customer loyalty.

The limitations of this study regarding consumer loyalty at Sallo Coffee, there are still a number of variables that warrant in-depth investigation. Furthermore, this study is limited to a single Sallo coffee location in the Tebet neighborhood of South Jakarta. Two Sallo Coffee locations are situated in South Jakarta, with an additional location in Pontianak. The author expresses optimism that subsequent investigations may encompass additional Sallo coffee branches and explore variables that were not explored in the present study.

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