The Influence of Perceived Service Quality, Price Fairness, Consumer Satisfaction on Consumer Loyalty Towards Starbucks's Consumers

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Abstract: This study aims to determine the influence of perceived service quality, price fairness, and consumer satisfaction on consumer loyalty towards Starbucks's consumers. This study uses primary data and the data used in this study were obtained. The data in this study were processed using the Structural Equation Model – Partial Least Square (SEM-PLS) version 4. This study used a sample of 105 respondents Starbucks's consumers who were from Jakarta and bought at least one product from Starbucks once a month. The results of SEM-PLS analysis with the t-test and P value in this study show that Perceived Service Quality and Price Fairness have a positive and significant effect on Consumer Satisfaction, Perceived Service Quality and Price Fairness have a positive and significant effect on Consumer Loyalty through Consumer Satisfaction as a mediator, Price Fairness and Consumer Satisfaction have a positive and significant effect on Consumer Loyalty. Meanwhile Perceived Service Quality has no significant effect on Consumer Loyalty.

Keywords: Perceived Service Quality, Price Fairness, Consumer Satisfaction, Consumer Loyalty

INTRODUCTION

The rapid development of the food and beverages business in Indonesia has brought many changes, especially to the coffee shop business. In the beginning, coffee shops only offered and sold coffee with the best taste to attract consumers' attention. However, over time, coffee shops began to innovate by presenting fresh and interesting ideas through architectural and entertainment concepts, such as creating a cozy coffee shop atmosphere with attractive interior design. The development of this business is certainly inseparable from the millennial lifestyle of today's urban society, where the lifestyle that is quite loved by today's society is that people like to meet in coffee shops to fill their spare time, meet with relatives, and even conduct work meetings.

The new lifestyle created by today's society attracts competition in the coffee shop industry to a new level where the best can survive in the competition and still maintain the desired market share. This intense competition makes companies need to pay attention to the needs and desires of consumers to create customer satisfaction and increase customer loyalty (Hardiana & Kayadoe, 2022).

A competitive business environment is certainly very important to meet consumer expectations to survive in the long term. This certainly makes all companies compete to create customer satisfaction because it can affect customer loyalty. One way that companies can do this is by providing the best service for their consumers so that they can be interested in the products the company offers (Abdullah *et al.,* 2018). In addition, perceptions regarding price fairness also have an important role in meeting consumer satisfaction, which in turn will influence consumer behavior to make repeat purchases in the future. Positive consumer perceptions regarding price fairness can increase consumer satisfaction and consumer loyalty. Likewise, on the contrary, negative consumer perceptions regarding price fairness can increase consumer dissatisfaction, so consumers tend not to purchase products offered by the company (Ahmed *et al.,* 2023).

Customer satisfaction is an absolute requirement that can be done to increase consumer loyalty to the products offered by the company. Seeing the high level of consumer demand and fierce business competition, it is certainly the biggest challenge for companies to continue to focus on the best service that can be provided. Therefore, companies must always listen to suggestions and constructive criticism from consumers of the company so that the company can develop in a positive direction.
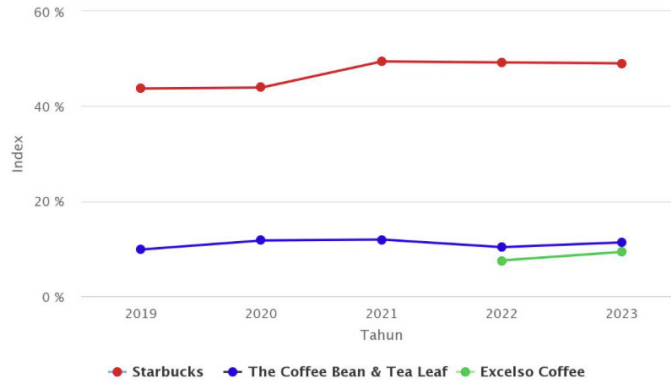
Figure 1
Starbucks Reward

Source: Starbucks Website, 2023

In terms of price fairness, Starbucks has a premium price compared to other coffee shops. This is because Starbucks always prioritizes the highest product quality through quality control standardization and is also committed to the taste that has been built from the beginning until now. That's why Starbucks is known as a coffee shop that has good quality products and services in proportion to the price offered. Not only that, Starbucks also offers membership cards to its

consumers, where consumers can collect points in the form of stars that can be exchanged for various items, ranging from free drinks to discounts on certain merchandise products.

Figure 2
Top Brand Award 2023

Source: Topbrandaward.com, 2023

Currently, Starbucks is the largest coffee shop chain in the world and has managed to occupy the highest position in Indonesia's Top Brand Award in 2023. The data seen in the figure above shows that there is a significant difference in numbers between Starbucks and its competitors, and it can be said that Starbucks is superior to its competitors.

Service quality is certainly a strong attraction for consumers to remain loyal to the company. The quality of service in question can be in the form of satisfying services such as friendly, polite, responsive service, always listening, and accepting constructive input. In addition, the price reasonableness factor is also very important in being able to attract consumer buying interest to repurchase the products offered. If these two things are realized, it can certainly be an advantage for the company in dealing with the changes that occur in business today.

LITERATURE REVIEW
Consumer Loyalty

Consumer loyalty is a relationship between companies and consumers. Consumer loyalty includes repurchase interest behavior where consumers will make repeat purchases of certain brands, rather than choosing competing brands or preferring to use current services compared to other services (Fatihudin & Firmansyah, 2019).

Consumer loyalty includes a consumer attitude component and a consumer behavior component. The consumer attitude component is the thought of consumer buying intentions for services or products at the company to recommend the company to others. Meanwhile, the consumer behavior component is repeated purchases of products or services from the company recommending them to others, and using the product from time to time. Consumer loyalty is one of the mentality of consumers having a good impression of the company, committing to repurchase products or services, and recommending products or services to others (Sunulingga & Sitohang, 2021 in Srisusilawati *et al*., 2023).

Perceived Service Quality
        Service quality can be defined as a series of special forms of production or service that can provide the ability to satisfy the needs and desires of the community (Ibrahim & Thawil, 2019). Service quality is the main factor in knowing the level of customer satisfaction, where the company can be said to be good if it can provide products or services to customer desires (Marbun *et al.*, 2022).
        Lupiyoadi (2001) in Kurniasih (2021)) there are 5 dimensions of service quality, namely as follows:
1.   Tangibles, which is physical evidence that can be shown by the company to outsiders.
2.   Reliability, namely the reliability of the company accurately and reliably in providing services by what has been promised.
3.   Responsiveness, namely responsiveness in helping and providing fast and precise service to customers.
4.   Assurance, namely the guarantee and certainty of employees to have a polite attitude towards customers.
5.   Empathy, which is the way the company gives sincere attention to consumers to understand the wishes of consumers.

Price Fairness
        Price fairness is the nominal amount that must be spent by consumers to get a certain product or service (Yuliantoro *et al.*, 2021). Price fairness is the consumer's perception that the price set is acceptable and can determine consumer satisfaction and behavioral intentions after purchase. Price fairness can encourage consumer satisfaction and loyalty (Wijaya & Hidayati, 2020).
        The dimensions of measuring price fairness according to Fakhrudin (2019)are divided into two, namely:
1.   Perceived price
Consumer perception of the price received, whether it is high, low, or fair.
2.   Referenced price
References from consumers as a basis for comparison to assess. Assessment of price fairness is based on comparative transactions involving various parties.

Consumer Satisfaction
        Consumer satisfaction is the level of feeling experienced by someone after comparing the product performance he feels with his expectations of the product. Consumers who are satisfied with the product or service provided tend to make repeat purchases in the future. It can be said that customer satisfaction is a key factor for a consumer in making repeat purchases, which is the largest portion of the sales volume obtained by the company (Indrasari, 2019).
        Consumer satisfaction is a consumer assessment of a good service, where the performance obtained from the product or service is greater than that expected by consumers (Muslimah, 2021 in K. A. M. A. Putri & Yasa, 2023).

Conseptual Framework
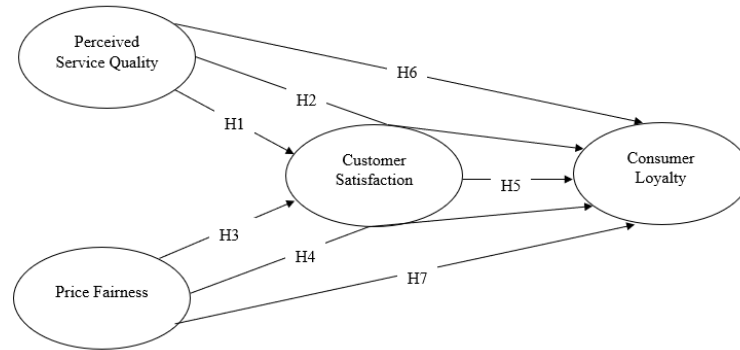
Figure 3
Framework

Hypothesis:
H1: Perceived service quality influences consumer satisfaction.
H2: Perceived service quality influences consumer loyalty through consumer satisfaction.
H3: Price fairness influences consumer satisfaction.
H4: Price fairness influences consumer loyalty through consumer satisfaction.
H5: Consumer satisfaction influences consumer loyalty.
H6: Perceived service quality influences consumer loyalty.
H7: Price fairness influences consumer loyalty.

RESEARCH METHODS

These customers who became respondents were 71% female and 32% male. There are 21% of respondents currently domiciled in West Jakarta; 21% are domiciled in North Jakarta. 21% are domiciled in Central Jakarta, 21% are domiciled in South Jakarta, and 21% are domiciled in East Jakarta. This shows an equal proportion of areas in each region. There were 44% of respondents aged 17–25 years, 45% of respondents aged 26–36 years, 10% of respondents aged 37–46 years, and 1% of respondents aged more than 46 years. In addition, based on the respondents' occupations, 33% of respondents are students, 34% are private employees, 19% are entrepreneurs, and 14% of respondents have other jobs. Based on the frequency of Starbucks purchases in a month, 57% of respondents made purchases 1–2 times, 28% of respondents made Starbucks purchases 3–4 times, 6% of respondents made Starbucks purchases 5–6 times, and 9% of respondents made Starbucks purchases more than 6 times a month. This shows that the average purchase of Starbucks products by respondents is 1–2 times a month.

Based on the results of the validity, reliability, and Structural Model Test using Smart PLS software, it is declared valid and reliable. Validity tests and reliability tests can be tested using the Outer Loading and Average Variance Extracted (AVE) tests, Cronbach's alpha, Composite Reliability, and R square.

According to Sorongan *et al.,* (2019) the value of Composite Reliability must be> 0.7. Likewise, the Cronbach's Alpha value must also be > 0.7. Then. The R-Square value is used to measure the effect of the independent latent variable on the dependent variable. The requirements for R-Square through the Rule of Thumb are if the value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model.

Reliability Test and Validity

To test the construct reliability in this study, the authors used the composite reliability value, where a variable is said to meet construct reliability if the composite reliability value is less than 0.7 and the Cronbach's alpha value is less than 0.7, meaning that it has good reliability for the level of confidence in the variable. Then, to test validity, researchers use the AVE value, where the AVE value must be greater than 0.5, to strengthen the validity of the data.

Table 1
**Construct reliability and validity**

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
KH	0,843	0,847	0,889	0,615
KP	0,807	0,814	0,873	0,632
LK	0,839	0,844	0,886	0,610
PK	0,859	0,864	0,895	0,587

It can be seen from Table 1, that all data has met the criteria. For reliability testing, it can be seen from Cronbach's Alpha and Composite Reliability, where the value obtained is greater than 0.7, so that all data can be said to be reliable. Then validity testing can be seen in the AVE table where all the data obtained exceeds 0.5, so the data has met the criteria and can be said to be valid.

Convergent Validity

Validity is the accuracy or accuracy of an instrument in measurements. In testing data collection instruments, validity can be divided into two, namely factor validity and item validity. Factor validity is measured if the items compiled use more than one factor, while item validity is used to show correlation or support for the total score (Hendra Perdana, 2020). For the convergent validity test in SEM-PLS, the loading factor. The rule of thumb that will be used for the convergent test is Outer Loading> 0.7.

Figure 4
Validity Testing (2023)
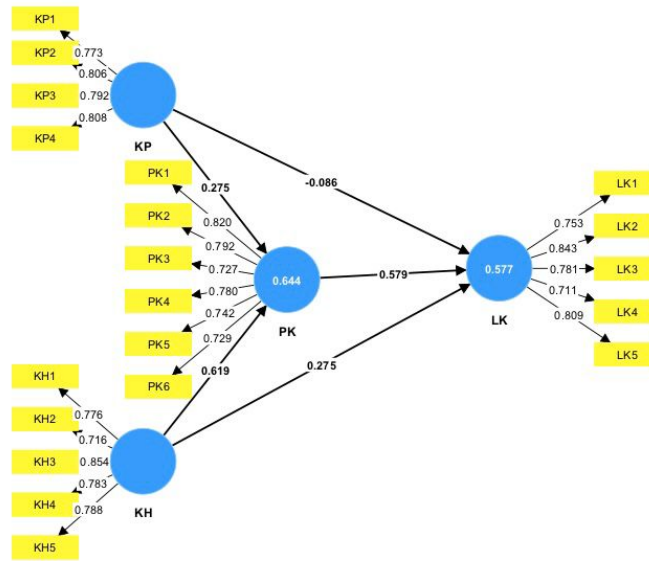
Source: Data processed from SEM Smart-PLS (2023)

R Square

Inner model evaluation in SEM-PLS can be done by conducting the R-Square test. The R-Square value is used to measure the effect of the independent latent variable on the dependent variable. The requirements for R-Square through the Rule of Thumb are if the value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model (Arya Pering, 2020).

Table 2
R Square

Variable	R-Square	R-Square Adjusted
LK	0,557	0,564
PK	0,644	0,637

Hypothesis Testing

Hypothesis testing on Partial Least Square can be done using the bootstrapping method. In this bootstrapping method, you can see the coefficient value of the structural path. The following are the test results using bootstrapping:

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (|O/STDEV|)	P Values
KH → LK	0,275	0,273	0,110	2,510	0,012
KH → PK	0,619	0,618	0,067	9,272	0,000
KP → LK	-0,086	-0,089	0,084	1,030	0,303
KP → PK	0,275	0,281	0,082	3,379	0,001

PK → LK	0,579	0,587	0,106	5,464	0,000
KH → PK → LK	0,359	0,361	0,071	5,084	0,000
KP → PK → LK	0,160	0,166	0,063	2,540	0,011

Table 3
Hypothesis Testing

It can be concluded based on the data above, that there is one hypothesis that is rejected because the P value exceeds 0.05, namely the variable perception of service quality on consumer loyalty.

Relationship between Price Fairness (KH) and Consumer Loyalty (LK)
Based on the results of the research that has been done, the conclusion is that Price Fairness has a positive and significant effect on Consumer Loyalty. This can be seen from the T-statistic of more than 1.96, which is 2.510 and significantly less than 0.05, namely 0.012 with a positive Original Sample.
The results of research conducted by Kristiana & Mandala (2019), price fairness has a positive and significant effect on consumer loyalty. Thus, the better the price given can increase consumer loyalty. If the company increases the price, it will not change consumer loyalty to a company. Companies need to provide superior price options compared to other companies so that consumer loyalty can be created.

Relationship between Price Fairness (KH) and Consumer Satisfaction (PK)
Based on the results of the research that has been done, the conclusion is that Price Fairness has a positive and significant effect on Customer Satisfaction. This can be seen from the T-statistic of more than 1.96, which is 9.272 and significantly less than 0.05, namely 0.000 with a positive Original Sample.
The results of this study are by Abdullah *et al.,* (2018) which states that there is a positive and significant influence between price fairness and customer satisfaction. Price fairness is defined as consumer judgment and emotions regarding the difference between the price offered by the company and the prices of competitors, where prices must be reasonable and acceptable. When consumers feel that the price offered is reasonable or the products sold by the company, consumers will feel satisfied with the company.

Relationship between Perceived Service Quality (KP) and Consumer Loyalty (LK)
Based on the results of the research that has been done, the conclusion is that Perceived Service Quality has a negative and insignificant effect on Consumer Loyalty. This can be seen from the T-statistic, less than 1.96, which is 1.030 and significantly more than 0.05, namely 0.303 with a negative Original Sample.
The results of the study are in line with research conducted by Aulia *et al.,* (2023) which states that service quality has a negative and insignificant effect on consumer loyalty because loyalty can be influenced by other factors besides service quality, such as product quality, brand image, and others.

Relationship between Perceived Service Quality (KP) and Consumer Satisfaction (PK)
Based on the results of the research that has been done, the conclusion is that Perceived Service Quality has a positive and significant effect on Customer Satisfaction. This can be seen

from the T-statistic of more than 1.96, which is 3.379 and significantly less than 0.05, namely 0.001 with a positive Original Sample.

The results of this study are in accordance with Ahmed *et al.,* (2023) which states that perceived service quality has a significant effect on customer satisfaction. With good service, it will create consumer trust in the company, so that it can create customer satisfaction.

The results of this study are also in accordance with research conducted by Dhisasmito & Kumar (2020) which states that service quality has a positive and significant effect on customer satisfaction. To create customer satisfaction, coffee shops need to standardize the level of service in order to create comfort for consumers. For example, all employees must serve customers with the same standards, especially in a friendly attitude. In addition, a comfortable room must also be a consideration for coffee shops in order to satisfy consumers.

Relationship between Consumer Satisfaction (PK) and Consumer Loyalty (LK)

Based on the results of the research that has been done, the conclusion is that Customer Satisfaction has a positive and significant effect on Consumer Loyalty. This can be seen from the T-statistic of more than 1.96, which is 5.464 and significantly less than 0.05, namely 0.000 with a positive Original Sample.

Based on the results of research conducted by Kristianto & Wahyudi (2019), it states that there is a positive and significant influence between customer satisfaction and consumer loyalty. It can be stated that the higher the customer satisfaction, the more loyal the consumers are to the company's products. A company needs to continue to increase customer satisfaction so that customer loyalty can continue to grow. Customer satisfaction can include the quality of service offered by the company. They must be able to meet consumer preferences, and the company can also accept suggestions and constructive criticism from consumers. The goal is that consumers can feel satisfied with the company, which will affect consumer loyalty to the company.

Relationship between Price Fairness (KH) and Consumer Loyalty (LK) through Consumer Satisfaction (KP)

Based on the results of the research that has been done, the conclusion is that Price Fairness has a positive and significant effect on Consumer Loyalty through Consumer Satisfaction. This can be seen from the T-statistic of more than 1.96, which is 5.084 and significantly less than 0.05, namely 0.000 with a positive Original Sample.

The results of research conducted by Kristiana & Mandala (2019), price fairness has a positive effect on consumer loyalty through customer satisfaction. A reasonable price needs to be set by the company so that it can create customer satisfaction, which in turn can foster customer loyalty. These reasonable prices include prices that are commensurate between the products offered, and the products received by consumers and the best price packages that can meet consumer needs.

Relationship between Perceived Service Quality (KP) and Consumer Loyalty (LK) through Consumer Satisfaction (KP)

Based on the results of the research that has been done, the conclusion is that Perceived Service Quality has a positive and significant effect on Customer Loyalty through Customer Satisfaction. This can be seen from the T-statistic of more than 1.96, which is 2.540 and significantly less than 0.05, namely 0.011 with a positive Original Sample.

The results of this study are by research conducted by Ahmed *et al.,* (2023) where perceived

service quality has a significant effect on consumer loyalty through customer satisfaction. This means that consumers will become more loyal when the company can create customer satisfaction through the quality of service provided. Therefore, improving service quality can significantly increase consumer happiness, resulting in consumers becoming loyal to the company.

CONCLUSION
This research was conducted to express the results of the Effect of Perceived Service Quality, Price Fairness, Consumer Satisfaction on Consumer Loyalty (Case Study at Starbucks in Jakarta). Based on the results of the research above, the researchers made the following conclusions:

1. Perceived Service Quality has a positive and significant effect on Customer Satisfaction because Starbucks employees can fulfill the wishes of Starbucks consumers, namely by providing courteous service, always being alert in helping consumers, and serving food and drinks quickly.
2. Perceived Service Quality has a positive and significant effect on Consumer Loyalty through Customer Satisfaction. This can be seen from Starbucks' ability to consistently meet consumer expectations, so that Starbucks consumers remain loyal until now and consumers are also willing to spread the good news about Starbucks to others.
3. Price Fairness has a positive and significant effect on Customer Satisfaction. This can be proven by the existence of a match between consumer purchasing power and Starbucks products. In addition, Starbucks also offers the best price package that can fulfill consumer desires, thus creating customer satisfaction.
4. Price Fairness has a positive and significant effect on Consumer Loyalty through Consumer Satisfaction because Starbucks succeeds in creating consumer loyalty by offering prices that are based by consumer purchasing power, and Starbucks sells its products at a price commensurate with the quality provided, so that consumers feel satisfied and loyal to Starbucks products.
5. Consumer Satisfaction has a positive and significant effect on Consumer Loyalty. This can be evidenced by the repeated purchases made by consumers of Starbucks products. In addition, consumers also feel satisfied and loyal to Starbucks because Starbucks is willing to accept suggestions and criticisms given so that consumers feel overall satisfaction with Starbucks.
6. Perceived Service Quality has no positive and insignificant effect on Consumer Loyalty. This is because the services provided by Starbucks will not guarantee customers to be loyal if Starbucks is unable to create satisfaction for its consumers. Therefore, Starbucks needs to understand the preferences and desires of its customers in terms of service to create customer loyalty.
7. Price Fairness has a positive and significant effect on Consumer Loyalty because Starbucks can provide superior price options compared to other companies.

Recommendation
1. For Companies: To create customer loyalty, Starbucks needs to provide services that match consumer preferences so that consumers feel satisfied with the services provided by Starbucks. In addition, Starbucks must also continue to create a Starbucks space that is comfortable to live in so that consumers feel comfortable coming to Starbucks. Then, maintain the fairness of the price of Starbucks products so that Starbucks consumers do not switch to buying competitors' products. Starbucks must also always maintain the quality of service that can

meet the preferences and desires of Starbucks consumers. And the last is to always maintain the quality of service that can meet the preferences and desires of Starbucks consumers.
2. For further researchers: It is hoped that this research can be used as a reference for further research by adding several other variables so that this research can add broader insights. It is also hoped that researchers who want to research the same variables can use other coffee shop research objects, such as The Coffee Bean & Tea Leaf, Excelso Coffee, and other coffee shops.

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