



ANALYSIS OF FACTORS AFFECTING CUSTOMER SATISFACTION TO GET CUSTOMER LOYALTY

Agung Hudaya¹, Djumarno Djumarno², Siti Djubaedah³

¹) Mercu Buana University, Jakarta, Indonesia, agung24@mercubuana.ac.id

²) Mercu Buana University, Jakarta, Indonesia, djumarno@mercubuana.ac.id

³) UPN, Jakarta, Indonesia, jubaedah@upnvi.ac.id

Corresponding Author: Agung Hudaya

Abstract: The digital era brings humanity into life easier, even in ordering food or drinks in the modern era is very easy. Because it is supported by sophisticated technology, it will support a more aggressive economy. However, this is an aspect that is considered by researchers, with an economy supported by sophisticated technology, there will be quite tight competition, many MSME companies feel helped but many small companies are threatened due to lack of knowledge about strategies for customer satisfaction related to product quality and price perception. The variable behind customer satisfaction is expected to bring customers into loyal customers. This study required 130 customers as respondents in the study who would be randomly selected to answer the research questionnaire

Keywords: product quality, price perception, customer satisfaction, customer loyalty

INTRODUCTION

The rapid development of e-commerce will provide convenience in ordering food and beverages. Many are working together with delivery services to support their trading strategies. Many small and medium entrepreneurs take advantage of this situation, but many are still unfamiliar with modern human behavior today.

Product quality is the main focus in trading strategies to get customer satisfaction. (Hudaya, 2020), with good product quality related to maximizing the shape of the quality itself, many customers will pay attention to the shape of the goods they buy, the characteristics of the product and the suitability of the description of the product is also a second factor in them considering an item that they will use, especially in the world of food and swimming, this is an aspect that must be considered (Brata et al., 2017).

Coffee shops, displaying a quite unique concept, because they feature a fairly cheap price with good enough quality, by promoting low prices, are often not paid much attention to by new

customers, especially, because it is related to price perception, low prices do not encourage customers to feel good. satisfaction from the price offered, especially with a fairly high price, many customers feel disappointed at the price that seems expensive, because according to (Fatmawati & Soliha, 2017) , the appropriate price is the perception of the price in accordance with the wishes and description of the product that is offered. they have paid.

The main focus of a business lies in a sustainable business, a sustainable business is synonymous with customers who support the business. Customers who are loyal to the products of a business will be the pillars of a business that can develop well. Because to get loyal customers, customer satisfaction is needed (Saleem et al., 2017) , customer satisfaction will lead consumers to a loyal situation, customer loyalty is a customer who repurchases the product and conveys a positive message to other potential customers.

Technological developments will be used by new entrepreneurs and long-running businesses. If they are not sensitive in product and price strategies, many small business players are forced to fall because they cannot take advantage of developing information technology. By focusing on product quality and coffee shop price perceptions, it is expected to satisfy consumers and achieve customer loyalty.

LITERATURE REVIEW

The quality of products that have categories of types of food and consumer goods according to Kotler and Keller (2013) is measured based on the following dimensions: product suitability with consumer tastes and expectations. consumption/food. The appropriate amount or quantity of consumption products. Researchers use the same dimensions because they think the selected journal is relevant to the object chosen by the researcher. According to Davide *et. al* (2016) explained the dimensions of product quality that distinguish a product from others, namely:

- 1). *Form* (form)
- 2). *Features* (product characteristics)
- 3). *Conformance Quality* (quality of conformity)

Researchers choose dimensions that are relevant to the selected research object, Hui-Chun *et. al* (2014) explained the dimensions of price discounts and menu packages, namely in addition to price, main, price discounts are also a consideration for companies in providing prices, as well as menu packages, buy one get one free or discounted prices, by buying a package you will get a higher price. cheap, as well as promotional prices, different from price packages, and discounts, promotional prices related to events that are running at a certain time, for example, discounts given to visitors who are celebrating birthdays, or discounts related to the date of independence, and other even discount. the suitability of the price with the portion is, adjusting what is paid by the visitor will relate to the portion given to the customer, this is a consideration for the company in setting prices. Therefore, the researcher chose such a journal as the chosen dimension, because the object of his research was the same as the object chosen by the researcher.

Customer satisfaction is an important factor supporting the success of a company, therefore, companies must be able to know and study the factors that can satisfy customers in order to measure customer satisfaction. According to (Kotler, 2012) in (Tjiptono & Fandy, 2015) there are several methods that companies can use to measure and monitor the satisfaction of their customers and competitors' customers, (Moorhead & Griffin, 2013) definition of loyalty as a form of behavior from decision-making units to make continuous purchases of goods/services of a selected company (Wibowo, 2015) defines loyalty as a commitment to in-depth customer to re-subscribe or re-purchase of products / services consistently selected future will come. Although situational influences and marketing efforts have the potential to cause behavior change. Loyal customers are an important asset for the company while loyal characteristics are an important asset for the company. The characteristics of loyal customers, among others, according to (Moorhead & Griffin, 2013) are as follows:

1. Referring to others
2. Make regular repeat purchases
3. Demonstrate immunity to the pull of competitors

RESEARCH METHODS

Population

The population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions (Sugiyono, 2014) The population in this study were people who had visited the restaurant. To get the number of samples that match the criteria, the researchers took research samples from April 2018 to May 2018 . The researcher with his *judgment* determines the sample population from the unknown number of visitors. Thus the number of samples that will be used to study a dalah 13 0 consumers or consuming Pelangan eat come in the restaurant.

Sample

The sample is part of the number and characteristics possessed by the population. (Leguina, 2015) states that the sample size that should be met in the SEM analysis technique is a minimum of 100 and a maximum of 200. (Sugiyono, 2014) suggests that the best sample size for *multivariate* sizes is 5 to 10. This study uses 13 indicators so that using estimation based on the number of parameters obtained a sample size of 130 respondents.

FINDINGS AND DISCUSSION

Evaluasi *Measurement* (Outer) Model

convergent validity, discriminant validity and composite reliability. This is something that must be considered in research using SEM with SmartPLS. *Convergent validity* , the correlation between reflexive indicator scores and latent variable scores. This study uses a *loading* of 0 , 5 up to 0.6 is considered adequate, *Discriminant validity* , measuring reflexive indicators based on cross loading with latent variables. Another method is to compare the value of the *square root of average variance extracted* (AVE) of each construct with the correlations between other constructs in the

model. *Composite reliability* , construct declared reliable if the value of *composite reliability* above 0 , 70 and *Cronbach's alpha* above 0.60 though not an absolute standard.

Convergen Validity

Table 1. Convergen Validity

Variable	Indicator	Outer Loadings	Result
Product Quality	X1.1	0.819	Valid
	X1.2	0.797	Valid
	X1.3	0.872	Valid
	X1.4	0.774	Valid
	X1.5	0.874	Valid
	X1.6	0.865	Valid
Price Percpetion	X2.1	0.788	Valid
	X2.2	0.788	Valid
	X2.3	0.863	Valid
	X2.4	0.836	Valid
	X2.5	0.862	Valid
	X2.6	0.817	Valid
Customer Satisfaction	Y1.1	0.863	Valid
	Y1.2	0.738	Valid
	Y1.3	0.738	Valid
	Y1.4	0.878	Valid
	Y1.5	0.870	Valid
	Y1.6	0.776	Valid
	Y1.7	0.905	Valid
	Y1.8	0.885	Valid
	Y1.9	0.843	Valid
	Y1.10	0.838	Valid
Customer Loyalty	Y2.1	0.764	Valid
	Y2.2	0.852	Valid
	Y2.3	0.895	Valid
	Y2.4	0.850	Valid
	Y2.5	0.751	Valid
	Y2.6	0.865	Valid
	Y2.7	0.846	Valid
	Y2.8	0.749	Valid
	Y2.9	0.891	Valid
	Y2.10	0.889	Valid

Source : Processed Data

The validity test was also carried out by using a test method comparing the *square root of average variance extracted (AVE)* in each construct with the correlations between other constructs contained in the model.

Table 2. AVE

<i>VARIABLE</i>	<i>Average Variance Extracted (AVE)</i>
<i>Product Quality</i>	0.697
<i>Price Perception</i>	0.683

<i>Customer Satisfaction</i>	0.705
<i>Customer Loyalty</i>	0.700

Source : Processed Data

Composite Reliability and Cronbach’s Alpha

In addition to construct validity tests, construct reliability tests were also carried out as measured by *composite reliability* and *cronbach's alpha* from the indicator block measuring constructs. The following are the results of testing *composite reliability* and *cronbach's alpha* from Smart PLS:

Table 3 Composite Reliability dan Cronbach’s Alpha

<i>Variable</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<i>Product Quality</i>	0.912	0.932
<i>Price Perception</i>	0.908	0.928
<i>Customer Satisfaction</i>	0.953	0.960
<i>Customer Loyalty</i>	0.952	0.959

Source : Processed Data

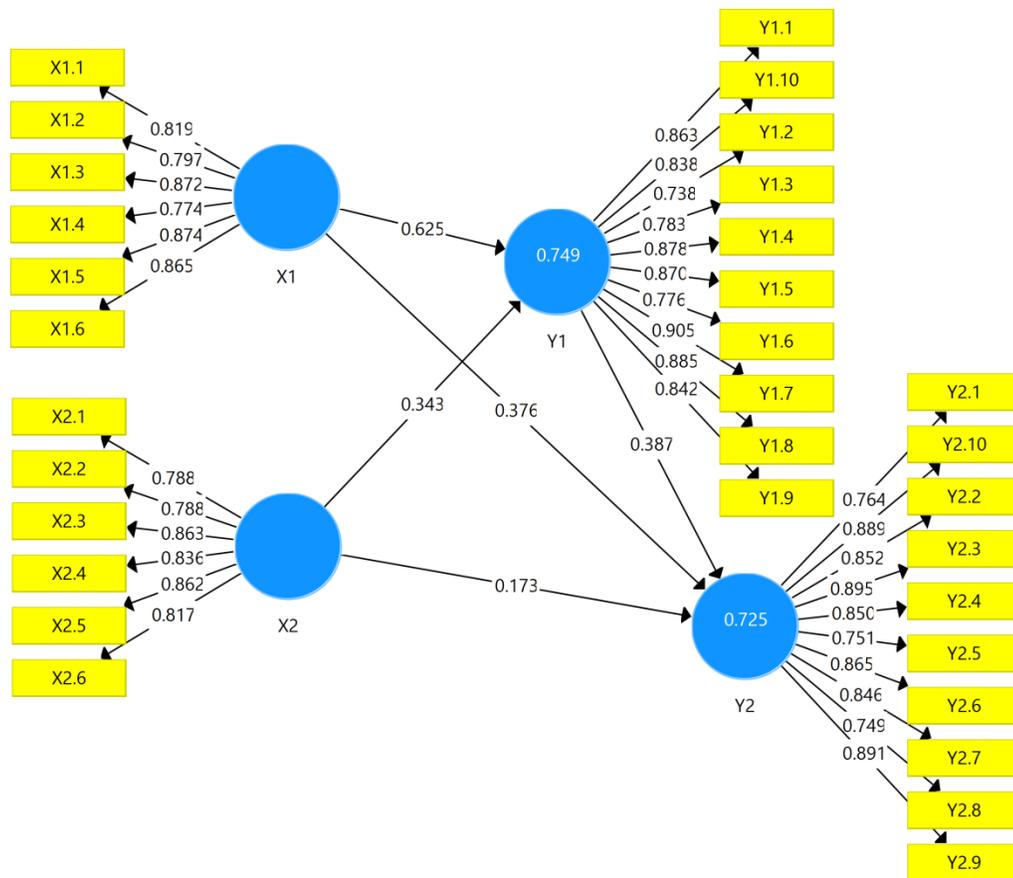


Figure 1. PLS Algorithm

Structural Test

Structural Model Testing (*Inner Model*)

Table 4. Path Coefficients (Mean, STDEV, t-Value)

Variable	Original Sample (O)	T Statistics	P Values	Significance Level
Product quality -> customer satisfaction	0.625	8.161	0.000	<0.05
Price perception -> customer satisfaction	0.343	4.423	0.000	<0.05
Product quality ->customer loyalty	0.376	3.806	0.000	<0.05
Price perception -> customer loyalty	0.173	2,383	0.018	<0.05
Customer satisfaction -> customer loyalty	0.387	3.776	0.000	<0.05

Source : Processed Data

Based on the table above, it can be seen that the measurement model formed is the Equation Model as below:

$$Y1 = 0.625X1 + 0.343X2$$

$$Y 2= 0.376X1 + 0.173X2 + 0.387Y1$$

Dimana,

X1 = Product quality

X2 = Price perception

Y1= Customer Satisfaction

Y 2= Customer Loyalty

Hypotesist

The table above provides proof of the research hypothesis on the effect given on product quality and price. Customer satisfaction affects customer loyalty

a) The first hypothesis which states that product quality affects customer satisfaction can be proven true. This can be seen from the statistical t value of 8,161 which is greater than the t table value = 1.96, and the probability value of 0.000 which is smaller.

from the specified critical value limit of 0.05. Thus it is stated that product quality has a significant and significant effect on customer satisfaction . Product quality has a positive and significant influence on customer satisfaction, this is related to if product quality is improved, customer satisfaction will increase simultaneously, in this study it is seen that product quality has a reflection on customer satisfaction. Because the results of the research are positive, in accordance with research conducted by, (Fernandes & Solimun, 2018) , (Ikhsani & Ali, 2017) , (Calvo-Porrall & Levy-Mangin, 2016)

b) The second hypothesis which states that price perception affects customer satisfaction can be proven true. This can be seen from the t-statistical value of 4.423 which is greater than the t-table value = 1.96 , and the probability value of 0.000 which is smaller than the specified critical value

limit of 0.05. Thus it is stated that price perception has a significant effect on customer satisfaction. The results of the study indicate that there is an influence generated by the price on customer satisfaction. The results of the research are positive which if the price is set well, it will have an impact on increasing customer satisfaction, then bad prices will have an impact on decreasing customer satisfaction, prices have an active role in customer satisfaction, this is in accordance with previous research which conducted by, (Cristo et al., 2017) , (Abdullah et al., 2018) , (Pasharibu et al., 2018) .

- c) The third hypothesis which states that product quality affects customer loyalty can be proven true. This can be seen from the statistical t value of 3,806 which is smaller than the t table value = 1.96 , and the probability value of 0.000 which is smaller than the specified critical value limit of 0.05. Thus it is stated that product quality has a significant and significant effect on customer loyalty. product quality in the study has a positive and significant impact on customer loyalty. this is positive, which means that if the company pays attention to good product quality, customer loyalty will also be obtained easily, customer loyalty will be achieved if the company really focuses on a good product manufacturing strategy. This is in accordance with previous research conducted by, (Hoe & Mansori, 2018) , (Rimawan et al., 2017) , (Khoironi et al., 2018) .
- d) The fourth hypothesis which states that price perception has an effect on customer loyalty interest is proven to be true. This can be seen from the t-statistical value of 2.383 which is greater than the t-table value = 1.96, and the probability value of 0.018 which is smaller than the specified critical value limit of 0.05. Thus it is stated that price perception has a significant effect on customer loyalty. Based on the results of the study showed that, price has a positive and significant effect on customer loyalty, customers who are loyal to price will be the focus for the company. And to get loyal customers, good pricing is needed, because the research results are positive which means, if the price perception is good, it will support increased customer loyalty, according to research conducted by (Khoironi et al., 2018) , (Khoironi et al., 2018) , (Wang et al., 2017) , (Khoironi et al., 2018) .
- e) The fifth hypothesis which states that customer satisfaction has an effect on customer loyalty can be proven true. This can be seen from the t-statistical value of 3.776 which is greater than the t-table value = 1.96 , and the probability value of 0.000 which is smaller than the specified critical value limit of 0.05. Thus it is stated that customer satisfaction has a significant and significant effect on customer loyalty. Customer satisfaction is a variable to get customer loyalty. The results of the study show this, which means that if customer satisfaction increases, customer loyalty will increase along with customer satisfaction. this is in accordance with previous research conducted by (Affandi & Sulistyawati, 2015) , (Suhaily & Soelasih, 2017) , (M & Ali, 2017)

CONCLUSION AND RECOMMENDATION

Based on the discussion in the previous chapter, the results of this study can be concluded as follows:

1. Product quality affects consumer satisfaction. The dimensions possessed by product quality have a strong relationship, this is supported by the products owned by the cafe that are truly in accordance with the wishes of the customer. By adjusting to the wishes of consumers, the products from the cafe will look good and optimal. The characteristics of consumers in this study are mostly middle class which is very focused on good quality with fairly good satisfaction.
2. Price perception has a significant effect on consumer satisfaction. strong relationship that occurs with customer satisfaction. This illustrates the behavior of consumers who are in the surrounding community, prices that are in accordance with consumer behavior in the surrounding community will be described by the products sold by the café, this is what the café must do, to get high customer satisfaction, the price must be appropriate with the level of ability or purchasing power made by prospective buyers from the related café.
3. Product quality affects customer loyalty. In this study, it can be seen that product quality has a positive coefficient on customer loyalty. With the perception of optimal product quality, customer loyalty will appear by itself, customer loyalty in various forms, they can repurchase a product, or tell good things about the product to others. Apart from the uniqueness of the products studied, this is also caused by the characteristics of the respondents in this study at the lower middle level who tend to be low in product quality. Consistent product quality, product quality in accordance with the offerings of each menu, will bring customer loyalty, customer loyalty is a situation where they feel comfortable with a situation and they will come or buy a product again.
4. Price perception has a significant effect on customer loyalty. It gives an overview will their presence. There is a fairly strong relationship that occurs with customer loyalty. By placing the right price for consumers, the price will be a reference for companies to determine the price of other products. Viewed from the perspective of price perception, prices will look expensive by certain circles and vice versa, low prices will look less good in certain circles, prices are quite sensitive. Consumers in this study are perceived as lower-middle consumers, lower-middle consumers will be more sensitive to price, this will determine the price standard that will be determined by the company. Price will affect the loyalty of a consumer, with the appropriate price
5. Customer satisfaction has a significant effect on customer loyalty. quite strong relationship that occurs with customer loyalty. This existence provides an overview of customer satisfaction which is formed from several factors such as product quality and customer satisfaction. Whereas in the success of a company making repeated purchases is very important for the sustainability of a company. Many consumers come repeatedly to buy products from the cafe, and there are also many customers who tell many people good things about the cafe. Repeat purchases can be obtained from customer loyalty. Customer satisfaction must be maintained by paying attention to several factors behind, a lot of

customer satisfaction is not followed by customer loyalty. Customer satisfaction that is felt repeatedly will lead to customer loyalty, with customer loyalty from consumers in this study considered quite good.

Recommendation

1. The quality of cafe products must always pay attention to the quality of products from each menu, product quality can include taste, packaging, shape, and features. Customers who are bored with a product will turn away and look for another product that they feel will get the product they want. Especially in the millennial era where a product must continue to innovate without stopping even in a short time, this is due to avoid consumer saturation.
2. Price perception becomes the second focus of the cafe . With the right price, it will bring in loyal consumers, therefore pricing a product is very important. The café can provide varying prices for each product offered so that the buyer can perceive the price for each product, this must be a guide for the cafe which is solely to get satisfaction and loyalty from customers.
3. Customer satisfaction will be created by combining product quality and price perception, these two factors will provide customer satisfaction if both can support each other, with product quality that matches the price will create good customer satisfaction, customer satisfaction is a situation where reality is better compared to their expectations.
4. Customer loyalty, can be said to be a goal for the company, because with the existence of a loyal company a company can run in a sustainable manner, because with that customer loyalty must be considered properly, taking into account aspects that affect customer loyalty, both customer satisfaction, product quality and price of each customer. products offered by the café, because by synergizing this, loyalty can be obtained easily by the company or café in this study.

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