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The Relationship Between Service Quality, Brand Image, Price Fairness, Customer Satisfaction, and Customer Loyalty at Ren Coffee and Eatery Coffee Shop

Syaefulloh Syaefulloh¹

¹Universitas Esa Unggul, Jakarta, Indonesia, email. 20190101304syaefulloh@student.esaunggul.ac.id

Corresponding Author: 20190101304syaefulloh@student.esaunggul.ac.id¹

Abstract: Any business around the world depends on customers, therefore it is important to treat customers well. With the current very tight competitive situation, the coffee shop business continues to provide superior service quality and a very good brand image that is perceived by customers to gain customer satisfaction and customer loyalty. This research aims to determine the relationship between service quality, brand image, price fairness, customer satisfaction and customer loyalty. This research uses casual associative analysis which analyses the statistical relationship between one variable and another variable and uses the Partial Least Square Structural Equating Modelling (PLS-SEM) analysis method. The results of this research both show that service quality has a positive effect on brand image and customer satisfaction but has a negative effect on customer loyalty. Brand image has a positive effect on customer satisfaction and customer loyalty. Price fairness has a positive effect on customer satisfaction and customer satisfaction has a positive effect on customer loyalty. Based on the research results, it was found that service quality must continue to be improved because it can influence brand image and a stronger brand image can influence customer loyalty and customer satisfaction.

Keyword: Service Quality, Brand Image, Price Reasonability, Customer Satisfaction, & Customer Loyalty

INTRODUCTION

Any business in the world depends on customers, therefore it is important to treat customers well. With the current very tight competition situation, the coffee shop business must provide excellent service quality and a good image felt by customers to get customer satisfaction and customer loyalty. Along with the development of the era and changes in lifestyle, the trend of the coffee shop business is increasingly widespread and its popularity is very large in Indonesia, in the city of Jakarta itself there are already many coffee shops with various concepts (Pulwadi et al., 2020). The tight competition is shown by the increasing number of culinary business providers that serve the same products but there are differences in the services provided, the perceived image and the prices offered. One of the famous coffee shops in Jakarta is Reln coffee and Elately. The coffee shop has a Jelpang nuance that is

different from other coffee shops. Coffee shops are one of the businesses that are in great demand by various groups, which are not only identical to the activities carried out by fathers, but young people also make drinking coffee a lifestyle (Yulnita et al., 2021).

Customer loyalty ultimately occurs after customers feel very positive about the services or services used and are willing to feel (Rosalina et al., 2019). With the development of the times, human needs are increasingly diverse. In order to achieve these needs, business companies must provide the best products or services. Many factors can influence customer loyalty to a product, although it seems simple, the marketing mix concept can create customer loyalty (Erlina & Helrmawan, 2021). The coffee shop business is very competitive, it is important to provide the best quality in services and products sold to satisfy customers and gain customer loyalty (Taufik et al., 2022).

It has become a necessity in the business world that companies must have the best service quality from competing businesses. Improving the quality of service by delivering to customers well and building closer relationships with customers will get feedback from customers for us to improve or increase the quality of service (Ramadhanti & Marlelna, 2021). The positive impact of good service will increase customer satisfaction and customer loyalty to the company, so that it can survive and develop, the company must fulfill the needs and desires of customers by providing the best and quality service (Zulriell et al., 2022).

A well-known brand that has a positive image will create satisfaction that will eventually lead to customer loyalty. Although the process of creating a brand for a product or service is different, the process is related to how the brand image is created. The image contained in the brand is something that is difficult for competitors to imitate. In addition, the image of the service that has been stored in the memory of customers will be difficult to change, but this shows that the image of the service will be a benchmark for customers to assess whether the service is able to meet the needs and desires of customers (Andrian & Fadillah, 2021).

The difference in service perceived by customers can create price fairness in the minds of customers. Customers will also compare the price they have to pay with what they get from the product. By offering affordable prices, many choices of superior products and good quality of service and making it the main mission for business actors where customer satisfaction is the main focus (Belnarto et al., 2022). Affordable and appropriate price fairness will create customer satisfaction, customer satisfaction can also be assessed through the quality of service (Yandi, 2019). Culong et al. (2019) stated that price fairness successfully provides the right target customer satisfaction value. Likewise, Culong et al. (2019), Opata et al. (2021) and Parry et al. (2021) explained that customer satisfaction is a response pattern (emotional or cognitive) that involves specific focus (expectations, products, consumption experience, and so on) and occurs at specific times (after consumption, after product selection, based on accumulated experience, and so on). Increasing customer satisfaction is the goal of business actors in efforts to increase market share and customer loyalty (Belnarto et al., 2022).

Research related to the relationship between service quality, brand image, customer satisfaction and customer loyalty has been conducted by Mai & Culong (2021). So this study will add one variable, namely price fairness which is the GAP in this study. In addition, the focus of this study is on the Coffee Shop ReIn Coffee And Eletelry in Jakarta as its object. Based on the description above, the purpose of this study is to examine each study on the relationship between service quality, brand image, price fairness, customer satisfaction, and customer loyalty at one of the coffee shops in Jakarta. This study is expected to be used as a reference and help in getting good customer loyalty by means of service quality, brand image, price fairness, customer satisfaction at companies or coffee shops that want to improve the culinary field in the coffee shop section.

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METHOD

This research is a qualitative research with a casual associative approach that analyzes the statistical relationship between one variable and another. The data used in this study is survey data where the questionnaire used is typed on Google Form. Then the author asked for permission and asked for help from the coffee shop management to distribute the questionnaire link to consumers who shop. The management helped send the link to respondents using the Instagram and Whatsapp applications. Before conducting the research, a validity and reliability test will be carried out, where the validity test uses the Confirmatory Factor Analysis (CFA) method. The population of respondents in this study were all people living in JABODETABEK. This study used a pull-positivity sampling method with the criteria of respondents sought were customers who visited Coffee Shop Reln Coffee And Ellatellry at least 1 time, aged at least 19 to 35 years, both male and female. The number of samples used was calculated according to the PLS-SEM analysis requirements of at least 5 to 10 times the total number of operationalization statements of the variables to be presented (Hair et al., 2014). In this study, 24 statements were used which were found in the questionnaire, so the minimum number of samples required was 240 respondents.

RESULTS AND DISCUSSION

Results

Table 1. CFA Analysis Results

Variable	Item	MSA	KMO	Cronbach's Alpha
Quality of service	K11	0,795	0,811	0,917
	K12	0,781		
	K13	0,762		
	K14	0,889		
	K15	0,851		
	Cm1	0,751		
	Cm2	0,874		
	Cm3	0,859		

Variable	Item	MSA	KMO	Cronbach's Alpha
Brand image	Cm4	0,816	0,823	0,942
	Cm5	0,854		
	Cm6	0,790		
Reasonable price	Kh1	0,620	0,617	0,821
	Kh2	0,574		
	Kh3	0,699		
Customer satisfaction	Kp1	0,757	0,836	0,927
	Kp2	0,859		
	Kp3	0,823		
	Kp4	0,872		
	Kp5	0,888		
	Kp6	0,813		
Customer loyalty	Lp1	0,892	0,865	0,914
	Lp2	0,866		
	Lp3	0,833		
	Lp4	0,860		

Source: Data processing results (2024)

Table 2. Tabulation of Respondent Characteristics (n=254)

Statement		Amount	Percentage
Gender	Man	127	50%
	Woman	127	50%
Age	19-24	111	43,7%
	25-30	138	54,3%
	31-35	5	2%
Domicile	Jakarta	181	71%
	Tanggelrang	68	27%
	Bogor	5	2%
	Student	74	29,1%
Job	Private employee	170	66,9%
	Entrepreneur	10	4%

Source: Data processing results (2024)

Table 3. Convergent Validity and Reliability

Variable	Indicator	Convergent validity	Reliability		
			CA	CR	AVEI
Service quality	K11	0,798	0,905	0,929	0,725
	K12	0,884			
	K13	0,859			
	K14	0,837			
	K15	0,877			
Brand image	Cm1	0,779	0,935	0,944	0,721
	Cm2	0,875			
	Cm3	0,820			
	Cm4	0,862			
	Cm5	0,862			
Reasonable price	Kh1	0,879	0,855	0,929	0,725
	Kh2	0,883			
	Kh3	0,878			
Customer satisfaction	Kp1	0,805	0,929	0,944	0,739
	Kp2	0,878			
	Kp3	0,849			
	Kp4	0,890			
	Kp5	0,862			
	Kp6	0,872			

Variable	Indicator	Convergent validity	Reliability		
			CA	CR	AVEI
Customer loyalty	Lp1	0,795	0,955	0,961	0,711
	Lp2	0,860			
	Lp3	0,861			
	Lp4	0,845			

Source: Data processing results (2024)

Table 4. Collinearity Statistics (VIF)

Collinearity Statistic (VIF) Oultelr Modell - List	Item	VIF
Service quality	KL1	2.022
	KL2	2.877
	KL3	2.538
	KL4	2.340
	KL5	2.789
Brand image	CM1	2.112
	CM2	3.338
	CM3	2.480
	CM4	3.153
	CM5	3.014
	CM6	3.346
Reasonable price	KH1	2.122
	KH2	2.095
	KH3	2.132
Customer satisfaction	KP1	2.193
	KP2	3.131
	KP3	2.625
	KP4	3.647
	KP5	2.804
	KP6	3.225
Customer loyalty	LP1	2.371
	LP2	2.926
	LP3	2.864
	LP4	2.655

Source: Data processing results (2024)

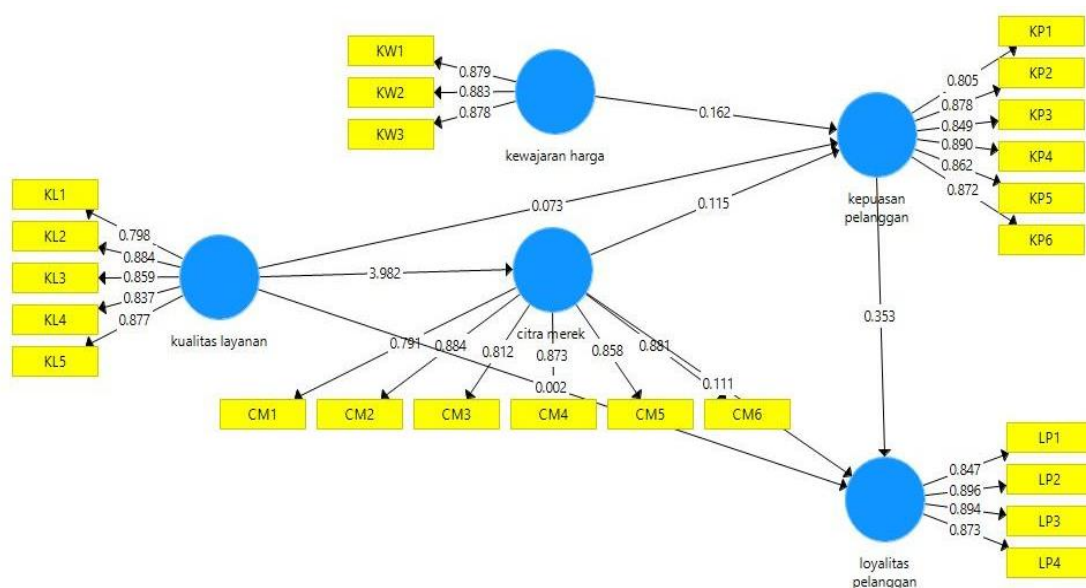


Figure 1. Path Diagram (t value)

Table 5. Hypothesis Value Test Results

	Hypothesis	t-stats	Coefficient	Conclusion
H1	Service Quality has a positive influence on Brand Image	50.344	0,894	Data supports the hypothesis
H2	Service Quality has a positive influence on Customer Satisfaction	3.302	0.232	Data supports the hypothesis
H3	Service Quality has a positive influence on Customer Loyalty. Not significant.	0.930	0,054	Data does not support the Hypothesis
H4	Service Quality has a positive influence on Customer Satisfaction	5.056	0.413	Data supports the hypothesis
H5	Brand Image has a positive influence on Customer Loyalty	3.909	0,352	Data supports the hypothesis
H6	Price Fairness has a positive influence on Customer Satisfaction	5.446	0.310	Data supports the hypothesis
H7	Customer Satisfaction has a positive influence on Customer Loyalty	6.343	0.352	Data supports the hypothesis

Source: Data processing results (2024)

Discussion

This study produced several conclusions. First, service quality has a positive effect on brand image. The results of the study show that when the quality of service provided to customers is good, it can improve the brand image of the company, so that the brand image can be relied on by customers. This conclusion is supported by Mulkeljelel (2018) and Gupron & Yandi (2022) who said that companies that provide quality service quality are a powerful tool for creating brand image. In Cheln's research (2015) also said that service quality such as guarantees, physical facilities, and empathy towards customers create positive perceptions in customers towards the brand image. This finding was supported by Mahatama & Wardana (2021) who said that good service quality will improve the brand image in the minds of customers.

Second, service quality has a positive effect on customer satisfaction. This finding shows that customers will feel satisfied if they feel and get good service quality and according to their expectations. This conclusion is in line with the results of the study by Kalaja et al (2016) and Ruswandi et al (2019) which states that service quality is one of the important factors in customer satisfaction, because it is a benchmark for the quality of service that they feel. In addition, in the study of Khan et al (2021), service quality that satisfies or exceeds customer expectations makes customers feel satisfied with the matter and states that service quality has a positive effect on customer satisfaction.

Third, service quality has an insignificant impact on customer loyalty. In this study, service quality will also not affect customer loyalty even though customers feel satisfied with the quality of service provided. In the study of Sul elt al (2019) stated that service quality has an involvement in customer loyalty. However, the results of the study were not in line with the results obtained. In the study of Sulkmawati elt al (2015) stated that there was a positive influence of service quality on customer loyalty but it was not significant. It was further investigated by the study of Pongoh (2014) which stated that customer quality had a positive but not significant influence on customer loyalty.

Fourth, the brand image has a positive impact on customer satisfaction. This shows that a good brand image will affect customer satisfaction. The results of this study also show that the brand image can exceed customer expectations and make customers feel satisfied. This finding is in line with the research of Nasiti & Astulti (2019) and Hapsara & Yandi (2019)

which concluded that products that have a good brand image and are worth using, then customers feel satisfied.

Fifth, the brand image has a positive impact on customer loyalty. This study shows that a good brand image can cause customers to have loyalty to the company. In this case, it is in line with the research of Culong & Khoi (2019) which states that the brand image has an important role in the company because a good and good brand image will stick in the minds of customers so that customers have loyalty. This finding is in line with Dwi et al (2015) which states that the brand image variable has a positive impact on customer loyalty.

Sixth, price fairness has a positive impact on customer satisfaction. In this study, price fairness can be considered as a factor that reflects success that can be used to reflect and improve customer satisfaction. In the study, Konulk (2019) stated that customers have a high perception of price fairness, then customer satisfaction will be higher. This conclusion is in line with Liul & Jang (2009) that price fairness means customer perception if the price set is acceptable and forgets the reflection of customer satisfaction. This conclusion is also in line with Prelmayani & Yoga (2019) who stated that price fairness has a positive impact on customer satisfaction.

Seventh, customer satisfaction has a positive impact on customer loyalty. This study states that customers who feel satisfied will automatically get loyalty to what they feel. In the study of Gullton et al (2020) stated that customer satisfaction will be reduced if customers get or get what they want, then the higher the customer loyalty. This conclusion is in line with Anggraini & Buldiarti (2020) and Djumarno et al (2020) which can be said that customer satisfaction is the result of the evaluation of customers who have loyalty to what they feel. This finding is in line with Arionto (2019) who stated that customer satisfaction has a positive impact on customer loyalty.

CONCLUSION

Based on the research results that have been obtained from this study, it shows that service quality has a positive effect on customer image, customer satisfaction but is not significant on customer loyalty, customer image has a positive effect on customer satisfaction and customer loyalty, fairness has a positive effect on customer satisfaction and customer satisfaction has a positive effect on customer loyalty. These results show that service quality, customer image and price fairness can make customers feel satisfied, but service quality has not been able to make customers have loyalty. In other cases, the satisfaction felt by customers can make customers have loyalty.

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