ANALYSIS OF CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION IN KEDAI COFFEE (Case Study of SMEs in Jakarta Indonesia)

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Abstract: The purpose of this study is to find out how product quality, price, customer satisfaction on customer loyalty and how much influence the product quality, price, on customer satisfaction has implications for customer loyalty. This study is a census, the number of objects in the population with 100 respondents. The research method used in this research is descriptive analysis method. Data analysis techniques used are correlation analysis techniques and SEM (structural equation model) analysis techniques. Correlation analysis techniques to determine the relationship between variables, while SEM analysis techniques to determine how much influence the independent variable has on the dependent variable. The software used to process and analyze data from this study is Smart PLS version 3.0.

Keywords: Product Quality, Price, Purchasing Decisions, Customer Satisfaction, Customer Loyalty, SMEs.

INTRODUCTION

Hundreds of more coffee shops are scattered in the city of Jakarta. The culture of drinking coffee in Indonesia is indeed a long time ago, so it is not surprising that many people in Indonesia are very fond of coffee. which has a high economic value among other plantation crops and plays an important role as a source of foreign exchange for the country. Coffee not only plays an important role as a source of foreign exchange but is also a source of income for coffee farmers in Indonesia.

The lifestyles of urban communities tend to be busy and busy with activities both at school, housewives, employees, employees, and others. Many complain of high levels of stress for urban communities, because of their busyness, then they want a comfortable and calm atmosphere, they want refreshing, either refreshing on a weekly basis or refreshing

when he returns to his activities. One of their choices when they are tired is to stop by a café or shop to enjoy a glass of coffee.

The competition of coffee shops, in Jakarta, is indeed very competitive, there are hundreds of coffee shops in Jakarta, which offer the advantages of their respective shops, both of which offer excellent quality coffee to excellent prime product quality and very competitive prices, other reasons for style modern life today really needs an adequate internet connection no wonder there are some coffee shops that are equipped with wifi facilities in the shop that make consumers comfortable.

GEROBAK COFFEE SERUPUT is one of the coffee shops located in the suburbs of West Jakarta, founded by Mr. Iwan, this business was founded in 2014 the reason this business stands is around the environment is still a small coffee shop with a concept like this with the concept, roasted coffee but sold with street vendors, or tents, therefore the owner opens his business in this market, can be called still a few competitors in this environment. The community's demand for a quiet and comfortable haven is also the reason for the owner to set up this business, then at a price that is affordable by the surrounding community, it is hoped that the COFFEE SERUPUT GEROBAK becomes a solution for the community's demand. There are several problems that the owner told researchers, many consumers of coffee carts, the frequency of visits that are not sustainable sometimes they visit only two weeks once, even some people visit once a month. But there are still customers who look satisfied, because they are referring to store products to several colleagues.

Table 1. Competitor Data Around the Object of Research in West Jakarta Region

No	Name	Address
1	Kolary Coffee	West Jakarta
2	Logika Coffee	West Jakarta
4	WaxPresso Coffee Shop	West Jakarta
5	Trelatte Coffee & Soul	West Jakarta
6	Harum manis	West Jakarta
7	No Name	West Jakarta

Source: pergikuliner.com

Ali, H., Limakrisna, N., & Djamalluddin, S. (2016). Customer satisfaction models that match customer expectations. Alafityanto, A., & Djumarno, D. (2018) product quality and price are important factors that must be considered to get customer satisfaction which has implications for customer loyalty. Djumarno, S. A., & Djamaluddin, S. (2018) Good product. quality will create customer satisfaction as well as the price offered if it matches the price paid will create customer satisfaction that will continue to customer loyalty.

Identification of problems

    1) Does the quality of the product affect the satisfaction of buying at the store?

    2) Does the perception of product prices affect customer satisfaction at the store?

    3) Does product quality affect customer loyalty at the store?

    4) Does the perception of product prices affect customer loyalty in the store?

    5) Does buying satisfaction affect customer loyalty at the store?

In accordance with the problems posed in the study, the objectives of this research are: Based on the use of the research formula, the objectives of the study are as follows:

1) To analyze the effect of product quality on customer satisfaction.
2) To analyze the effect of price perception on store customer satisfaction
3) To analyze the effect of product quality on customer loyalty
4) To analyze the effect of price perception on store customer loyalty
5) To analyze customer satisfaction with store customer loyalty

LITERATURE REVIEW

Product Quality

The quality of products that have a category of food types and consumer goods according to Kotler and Keller (2013) is measured based on the following dimensions:

1) product compatibility with consumer tastes and expectations
2) various types of products, i.e. the products offered are related to the menu or types of consumption / food products.
3) The number or quantity of consumption products as they should.

The researcher chose the dimensions based on the journal Davide et. al (2016) because the journal has the same object as researchers, namely with regard to coffee products, in the journal several dimensions are taken. The researcher uses the same dimension because, he believes that the journal chosen is relevant to the object chosen by the researcher.

According to Davide et. al (2016) explains the dimensions of product quality that distinguish a product from others, namely:

1). Form
2). Features (product characteristics) 3). Comformance Quality

Price Perception

The researcher selects dimensions that are relevant to the chosen research object, Hui-Chun et. al (2014) explains the dimensions of price discounts and menu packages, namely in addition to prices, main, price discounts are also a consideration of companies in providing prices, as well as menu packages, buy one get one free or discounted prices, by buying a package will get more prices cheap, as well as promotional prices, different from package prices, and discounts, promotional prices related to events that are running at a certain time, for example, discounts given to visitors who are having a birthday, or discounts relating to the date of independence, and other event discounts. suitability of price with a portion is, adjust what is paid by visitors will be related to the portion given to customers, this is a consideration of the company in setting prices. Therefore the researcher chooses such a journal as the chosen dimension, because the object of the research is the same as the object chosen by the researcher.

Hui-Chun et. al (2014), explains the dimensions of product quality that distinguish a product from others, namely:

1) Discounted Price (menu package)
2) Pricing promotion

3) Conformity between price and portion

Cutomer Satisfaction

In the journal Yu-Te Tu et. al (2012) explains that, consumers are said to be satisfied, they will not return previous products in other words to become regular customers, researchers choose the journal because the journal has an object that is relevant to the object chosen by the researcher.

According to Yu-Te Tu et. al (2012) customer satisfaction can be measured through the following dimensions:

1) Do not return to the previous product.
2) Talking positively to others.
3) Buy new products

Customer Loyalty

According to Griffin (2014) the definition of loyalty as a form of behavior of decision-making units to make purchases continually on the goods / services of a selected company. defines loyalty as a customer's commitment to deeply re-subscribe or re-purchase selected products / services consistently in the future. Although the influence of the situation and marketing efforts have the potential to cause behavior change.

Loyal customers are important assets for the company while loyal characteristics are important assets for the company. The characteristics of loyal customers, among others, according to Grifin (2014) are as follows:

1. Refer to other people
2. Regularly refilling
3. Showing immunity to competitors' pulls

Customer loyalty according to Kotler and Keller (2013) can be described as follows:

1. Repeat purchase (loyalty to the product)
2. Retention (resistance to negative influences about other companies)
3. Referrals (refer to the total company extension)

Framework

Thinking Framework for designing influences or relationships between variables. Alafityanto, A., & Djumarno, D. (2018). Bergel, M., & Brock, C. (2019). El-Adly, M. I. (2019). Ali, H., Limakrisna, N., & Djamalluddin, S. (2016) Djumarno, S. O., & Djamaludin, S.(2017). Ikhsani, K., Ali, H. (2017). Wantara, P., & Tambrin, M. (2019). Based on the Research Formulation, Research Objectives, Literature Review, Previous Research and Research Roodmap, the framework of this research for 3 years is like Figure 1 below.

Based on the research objectives, literature review, previous research and the relationship between variables, the analytical framework in this study is presented in the form of Figure 1. Where the Brand Awareness variable is an independent variable, the Purchase Intention variable as the dependent variable and the Buying Decision variable as the intervening

variable, or the variable which mediates between the independent variable and the dependent variable.
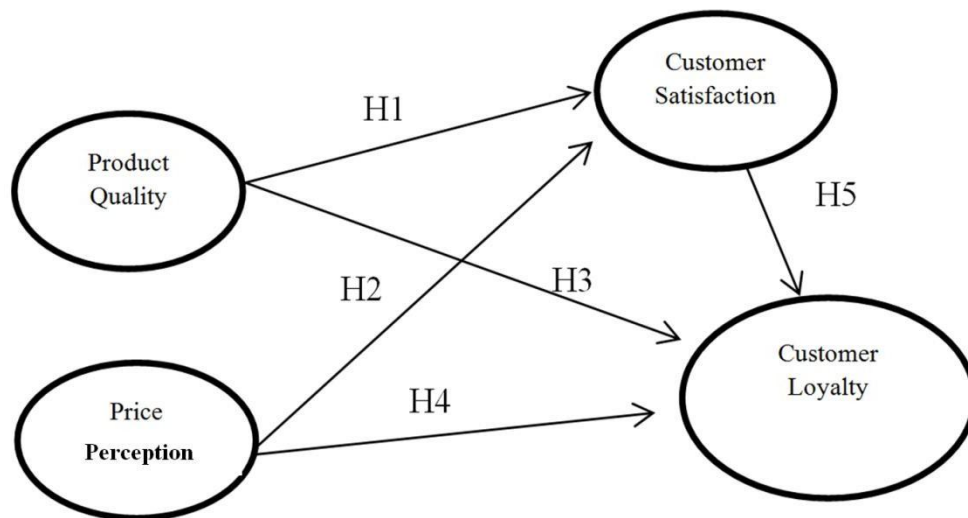

Figure 1. Framework

Hypothesis

　　Based on the problem examined, then a hypothesis is drawn as follows:

H1: Product Quality affects Customer Satisfaction

H2: Price perception affects customer satisfaction

H3: Product Quality influences Customer Loyalty

H4: Price perception influences customer loyalty

H5: Customer Satisfaction influences customer loyalty

RESEARCH METHODS

　　In this study the variables measured using the instrument in the form of a questionnaire using a form that meets statement Likert type scale and distributed to the consumer in Coffee Shop Gerobak kopi Jakarta.

　　model in this study is a model of causality (cause and effect relationship or the influence), then to test the hypothesis used test equipment Structural Equation Model (Structural Equation Modeling - SEM), using PLS 3.0 program. Cutomer Loyalty and Customer Satisfaction as dependent variables, Product Quality and Price Percetion as the dependent variable.

　　The method can be illustrated as shown in Figure 1 above with the structure and sub structure of the path as below:

$Z = Pyx1.X1 + Pyx2. X2 + Ɛ1$

$Y = Pzx1.X1 + Pzx2. X2 + Pzy.Z + Ɛ$

Note:

X1 = Product quality;

X2 = Product quality ;

Z = Customer satisfaction;

Y = Customer Loyalty; and

Ɛ = epsilon (other factors that influence)

FINDINGS AND DISCUSSION

Research result

There are three values that must be considered at this stage, namely convergent validity, discriminant validity, and composite reliability.Convergent validity, the correlation between the reflexive indicator scores and the latent variable scores. This research uses loading 0.5 to 0.6 is considered sufficient, because it is the initial stage of developing the measurement scale and the number of indicators per construct is not large, namely 2 (two) to 4 (four) indicators.Discriminant validity, reflexive indicator measurement based on cross loading with its latent variables. Another method is by comparing the square root of average variance extracted (AVE) values of each construct with the correlation between other constructs in the model. If the initial measurement values of the two methods are better than the other construct values in the model, it can be concluded that the construct has a good discriminant validity value or vice versa. Accordingly, it is recommended that the measurement value be greater than 0.50.Composite reliability, a block indicator that measures the internal consistency of construct indicators, shows the degree to which it indicates common latent (unobserved). The construct is declared reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.60 even though it is not an absolute standard.

Convergent Validity

Convergent validity is used to determine instrument items that can be used as indicators of overall latent variables. The results of this test are measured based on the value of the loading factor (external loading) of the construction indicator. The following convergent validity test results are presented in the table

Table 2. Table of Convergent Validity Test Results.

Variabel	Indikator	Outer Loadings	Result
Product quality	X1.1	0.509	Valid
	X1.2	0.771	Valid
	X1.3	0.788	Valid
	X1.4	0.842	Valid
	X1.5	0.669	Valid
	X1.6	0.688	Valid
Price Perception	X2.1	0.729	Valid
	X2.2	0.817	Valid
	X2.3	0.625	Valid
	X2.4	0.823	Valid
	X2.5	0.700	Valid
	X2.6	0.540	Valid
Customer satisfaction	Z1.1	0.777	Valid
	Z1.2	0.839	Valid
	Z1.3	0.660	Valid
	Z1.4	0.851	Valid
	Z1.5	0.790	Valid
	Z1.6	0.654	Valid
Customer loyalty	Y1.1	0.860	Valid

Y1.2	0.784	Valid
Y1.3	0.895	Valid
Y1.4	0.849	Valid
Y1.5	0.780	Valid
Y1.6	0.663	Valid

Source: Data processed from Smart PLS output

The table shows that all outer loading factors have values greater than 0.5. So that this measurement can be concluded has met the requirements of convergent validity. The convergent validity of the measurement model using reflective indicators is assessed based on the outer loading factor of the indicators that measure the construct. In this study there are 5 constructs with a number of indicators ranging from 3 to 10 indicators with a scale of 1 to 5. If the correlation coefficient is equal to 0.3 or more (at least 0.3) then the instrument is declared valid, and invalid if the correlation coefficient is smaller than 0.3 (Sugiyono, 2006) states based on the results of the loading factors above, it is concluded that the construct which has a dominant loading factor above 0.5 has a good convergent validity.

Validity test is also performed by testing the method of comparing the value of the square root of average variance extracted (AVE) in each construct with the correlation between other constructs contained in the model.

Table 3 . Testing Results Table AVE

VARIABLE	Average Variance Extracted (AVE)
Poduct quality	0.567
Price perception	0.508
Customer satisfaction	0.587
Customer loyalty	0.654

Source: Data processed from Smart PLS output

Composite Reliability and Cron bach's Alpha

In addition to the construct validity test, the construct reliability test is also measured by the composite reliability and Cronbach's alpha of the indicator block that measures the construct. Following are the results of reliability testing and Cronbach alpha composites from Smart PLS:

Table 4 . *Composite Reliability and Cron bach's Alpha* **tables**

Variabel	Cronbach's Alpha	Composite Reliability
Poduct quality	0.848	0.886
Price perception	0.800	0.859
Customer satisfaction	0.857	0.894
Customer loyalty	0.892	0.918

Source: Data processed from Smart PLS output

This construct is stated to be reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.60. From the Smart PLS output above all construction has a composite reliability value above 0.70.

The measurement model for the validity and reliability test, the coefficient of determination of the model and the path coefficient for the equation model, can be seen in the following figure:
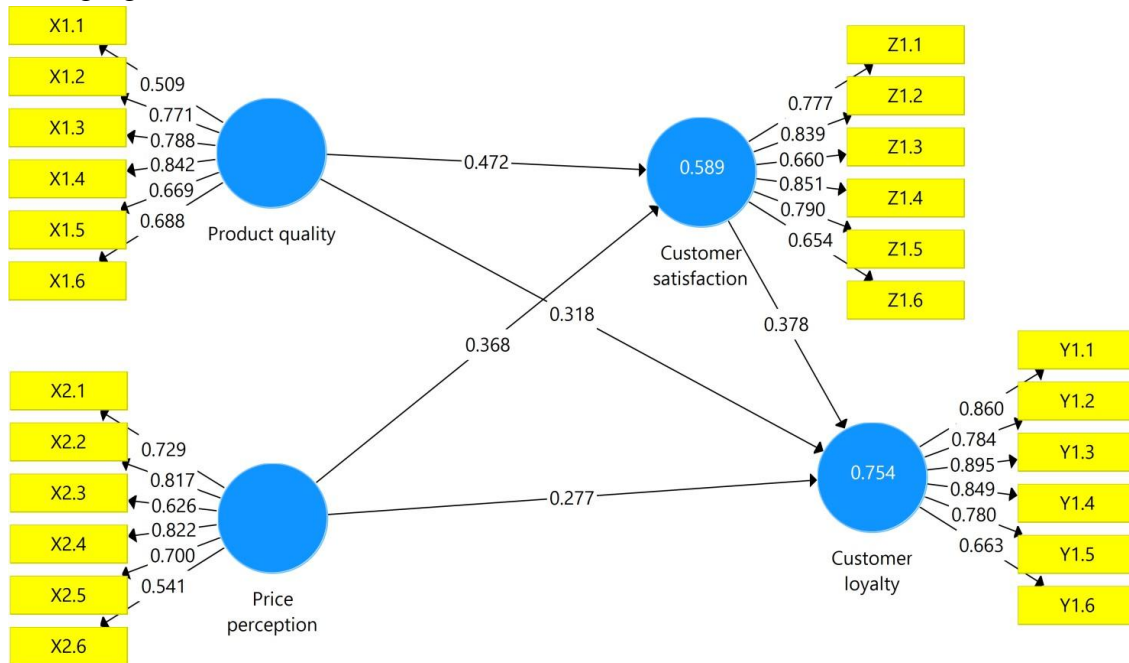

Figure 2. PLS Algorithm
Source: Data processed from Smart PLS output

Structural Model Testing *(Inner Model)*

The structural model in PLS is evaluated using R2 for the dependent variable and the path coefficient for the independent variables then the significance is assessed based on the t-statistic value of each path. The structural model of this research can be seen in the following figure:
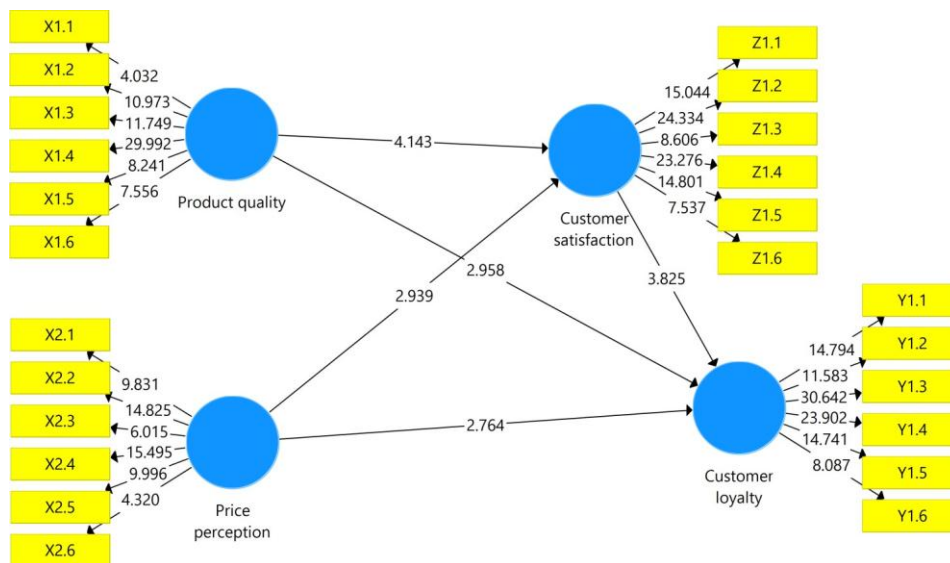

Figure 3. Display of PLS Bootstrapping Results
Source: Data processed from Smart PLS output

R2 values for each endogenous variable in this study can be seen in Table

Table 4. *R-Square* table

Variabel	R Square	R Square Adjusted
Customer satisfaction (Z)	0.589	0.580
Customer loyalty (Y)	0.754	0.746

Source: Data processed from Smart PLS output

R Square Value of Customer satisfaction (Z) of 0.589 shows a double correlation (product quality and price perception). And R Square Customer loyalty Value (Y) of 0.754 shows a double correlation (product quality, price perception and customer satisfaction)

Goodness of Fit

In the next stage the model evaluation will be carried out through goodness of fit. Goodness of fit assessment is known from the Q-Square value. Q-Square value has the same meaning as the coefficient of determination (R-Square) in the regression analysis, where the higher the Q-Square, the model can be said to be more suitable with the data. The results of calculating the Q-Square values are as follows:

$$Q\text{-Square} = 1 - [(1-0,589) \times (1-0,754)]$$
$$= 1 - (0,411 \times 0,246)$$
$$= 1 - 0,101$$
$$= 0,899$$

Based on the calculation above, the Q-Square value of 0.899 is obtained. This shows the amount of diversity of research data that can be explained by the research model is 89,9%, while the remaining 10,1% is explained by other factors that are outside this research model. Based on these results, the model in this study can be stated to have had an excellent goodness of fit.

Table 5 . *Path Coefficients* table (Mean, STDEV, t-Value)

Variabel	Original Sample (O)	T Statistics	P Values	Significance Level
Product quality -> Customer satisfaction	0.472	4.143	0.000	<0.05
Price perception -> Customer satisfaction	0.368	2.939	0.006	<0.05
Product quality -> Customer loyalty	0.318	2.958	0.003	<0.05
Price perception -> Customer loyalty	0.277	2.764	0.000	<0.05
Customer satisfaction -> Customer loyalty	0.378	3.825	0.000	<0.05

Source: Data processed from Smart PLS output

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

Z = 0.472X1 + 0.368X2
Y = 0.318X1 + 0.277X2 + 0.378Z
Dimana,
X1 = Product quality X2 = Price perception
Z = Customer satisfaction Y = Customer loyalty

The equation above can be interpreted as follows:

1. Product quality Variables have a positive coefficient direction on Customer satisfaction
2. Price perception Variables have a positive coefficient direction on Customer satisfaction
3. Product quality Variable has a positive direction coefficient on Customer loyalty
4. Price perception Variables have a positive coefficient direction on Customer loyalty
5. The Customer satisfaction Variable has a positive direction coefficient on Customer loyalty.

Hypothesis testing

1) The Influence of Product quality on customer satisfaction

The first hypothesis which states that product quality Influences customer satisfaction can be proven true. This can be seen from the statistical t value of 4,143 which is greater than the value of t table = 1.96, and a 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 significant and significant effect on customer satisfaction.

The difference related to the relationship between product quality and customer satisfaction could be due to differences or distinctiveness of the object of study under study. Where the level of product quality of the object under study or in other words the object under study is not a product / object that is known by the public is likely to be one of the causes. In Ali, H (2016) Model of customer satisfaction, Yunita, D., Ali, H. (2017) Model of Purchasing Decision (Renting) of Generator Set: Analysis of Product Quality, Price an Service at PT. Hartekprima Listrindo. Limakrisna, N., Ali, H. (2016). Model of customer satisfaction: Empirical study at fast food restaurants in bandung. Agussalim, M., Ali,H. (2017)

2) The Influence of price perception on customer satisfaction

The second hypothesis which states that price perception Influences customer satisfaction can be proven true. This can be seen from the statistical t value of 2,939 which is greater than the value of t table = 1.96, and the probability value of 0.006 which is smaller than the specified critical value limit of 0.05. Thus it is stated that price perception has significant and significant influence on customer satisfaction.

There is a correlation in this research between price perception variables on customer satisfaction which states that increasing will have an impact on purchasing decisions that are also high in accordance with research Sulistiorini, MS., Ali, H. (2017). Customer Satisfaction Model: Product Analysis, Price, Promotion and Distribution (Case Study At Pt Integrasia Utama). Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants El-Adly, M. I. (2019)Ikhsani, K., Ali, H. (2017).

3) The Influence of product quality on customer loyalty

The third hypothesis which states that the intention to product quality influences the customer loyalty can be proven true. This can be seen from the statistical t value of 2,958 which is greater than the value of t table = 1.96, and the probability value of 0.003 which is smaller than the specified critical value limit of 0.05. Thus it is stated that the product quality has significant influence on the customer loyalty.

Variable purchase intention with a purchase decision has a strong enough relationship value. The strong influence of extrinsic dimensions is in Djumarno, S. O., & Djamaludin, S.(2017): The Effect of Brand Image, Product Quality, and Relationship Marketing on Customer Satisfaction and Loyalty. Djumarno, S. A., & Djamaluddin, S. (2018). Effect of Product Quality and Price on Customer Loyalty through Customer Satisfaction. Alafityanto, A., & Djumarno, D. Effects of Product Quality, Product Prices and Distribution on Customer Satisfaction and Its Effect on Customer Loyalty

4) The Influence of price perception on customer loyalty

The fourth hypothesis which states that price perception Influences customer loyalty can be proven true. This can be seen from the statistical t value of 2,764 which is greater than the value of t table = 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 significant and significant influence on customer loyalty.

There is a correlation in this research between price perception variables on customer satisfaction which states that increasing will have an impact on purchasing decisions that are also high in accordance with research Turuis, T. F. (2019). Analisis Faktor-Faktor Yang Mempengaruhi Loyalitas Nasabah Tabungan Bunaken

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5) The Influence of customer satisfaction on customer loyalty

The hypothesis which states that the customer satisfaction influences the customer loyalty can be proven true. This can be seen from the statistical t value of 2,958 which is greater than the value of t table = 1.96, and the probability value of 0.003 which is smaller than the specified critical value limit of 0.05. Thus it is stated that the customer satisfaction has significant influence on the customer loyalty.

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CONCLUSION AND SUGESTION

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

1. product quality has effect on customer satisfaction. In this study shows that product quality has a positive coefficient direction on customer satisfaction. Apart from the uniqueness of the product under study, it is also due to the characteristics of the respondents in this study at the lower middle level which tend to be low on product quality. The dimensions that are owned by quality products have a strong relationship, this is supported by the products owned by the cafe is really in accordance with customer desires. With the conformity to the desires of the customer, the product from the cafe will look good and optimal. The characteristics of consumers in this study are mostly middle to bottom, where consumers in these characteristics tend to show the desire of products in accordance with their expectations, especially at low prices

2. Price perception has a significant effect on customer satisfaction. strong enough relationship that occurs with customer satisfaction. This gives a description of the existence of the The price offered by the cafe is seen to be very relevant to tvhe economy of the local community, this is because the cafe that sees that those who will buy their products will come from the middle class and below, which tends to be very price sensitive, with prices that are too Expensive is felt by the absence of satisfaction from every consumer, therefore the prices of the products offered by the cafe are mostly cheap. Low prices will bring satisfaction from every customer

3. product quality has effect on customer loyalty. In this study shows that product quality has a positive coefficient direction on customer loyalty. Apart from the uniqueness of the product under study, it is also due to the characteristics of the respondents in this study at the lower middle level which tend to be low on product quality. Consistent product quality, product quality that matches the offer 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 back a product again. With the perceived quality of the product optimal, customer loyalty will come naturally, customer loyalty in the form of various kinds, they can buy back a product, or tell good things about the product to others. Therefore customer loyalty in this situation is very important. Because customer loyalty is related to the survival of a company.

4. Price perception has a significant effect on customer loyalty. strong enough relationship that occurs with customer loyalty. This gives a description of the existence of the Viewed from the perspective of price perception, prices will look expensive by a certain circle and vice versa, even cheap prices will look less good in certain circles, prices are quite sensitive. With the right price placement felt by consumers, the price will be a reference, by the company to determine the price of other products. Consumers in this study are felt to be middle-low consumers, lower-middle consumers will be more sensitive to prices, this will determine the price standards that will be determined by the company. Prices will affect the loyalty of a consumer, with prices in accordance with

the wishes of consumers will bring a situation of loyalty to the minds of consumers will make consumers come repeatedly and buy the same product repeatedly.

5. Customer satisfaction has a significant effect on customer loyalty. strong enough relationship that occurs with customer loyalty. This gives a description of the existence of the Customer satisfaction has been formed from several factors such as product quality and customer satisfaction. Customer satisfaction must be maintained by taking into account several factors behind, many customer satisfaction does not continue to customer loyalty.

Whereas in the success of a company purchasing repeatedly is very important for the sustainability of a company. Repeated purchases can be obtained from customer loyalty. Customer satisfaction that is felt repeatedly will bring customer loyalty, with customer loyalty from consumers in this study felt good enough. Many consumers come repeatedly to buy products from the cafe, and many customers tell the good things about the cafe to many people.

Suggestions

1. Product quality, the coffee cart cafe, must always pay attention to the quality of the product from each menu, product quality can include taste, packaging, shape, and features. Many things must be considered. Especially in the millennial era, where a product must continue to innovate non-stop even in a short period of time, this is due to avoid the saturation of the customer. Customers who are bored with a product will look away and find another product that they feel will get the product they want.

2. Price perception, the price offered by the cafe is good, because customers feel the right price in accordance with the product they feel. With the right price, it will bring loyal consumers, therefore giving the price of a product is very important. The coffee cart shop, can also provide prices that vary on each product, this is done so that there is no saturation in a product. Customers can buy products they feel are cheaper or they can also buy products that they feel are more expensive with better quality.

3. Customer satisfaction will be created by combining product quality and price perception, both of these factors will provide customer satisfaction if both can support each other, with quality products that are in accordance with prices will create good customer satisfaction, customer satisfaction is a situation where reality is more well compared to their expectations.

4. Customer loyalty, is a situation where a customer will come back and will buy back the product they feel, with the loyalty that will form an optimal customer, this customer will be willing to buy repeatedly and tell good things about the product to many people. Loyal customers are the highest level of customer satisfaction, if customer satisfaction has been received then customer loyalty will be expected to come.

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